

PERSEPSI MAHASISWA TERHADAP KONTROVERSI BERITA KAMPUS MELALUI FITUR LINE TODAY

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ABSTRAK

Penelitian ini bertujuan untuk (1) melihat pengaruh komentar pembaca terhadap persepsi mahasiswa tentang berita kontroversi seputar kampus melalui fitur LINE Today, (2) menganalisis perbedaan pengaruh antara komentar positif dan komentar negatif terhadap persepsi mahasiswa tentang berita kontroversi kampus melalui fitur LINE Today. Penelitian ini menggunakan pendekatan kuantitatif dengan metode kuisisioner terhadap populasi penelitian. Sampel merupakan mahasiswa Jurusan Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Hasanuddin yang memiliki akun pada aplikasi LINE yang berjumlah 199 orang dengan metode total sampling. Teknik analisis regresi digunakan untuk melihat pengaruh komentar pembaca terhadap persepsi mahasiswa. Untuk melihat perbandingan pengaruh komentar pembaca yang bersifat positif dan negatif digunakan teknik analisis komparatif yaitu varians. Hasil penelitian menunjukkan bahwa (1) Terdapat pengaruh yang signifikan dari komentar pembaca terhadap persepsi mahasiswa tentang berita kontroversi kampus melalui fitur LINE Today baik dengan menggunakan stimulus positif dan stimulus negatif; (2) Terdapat perbedaan pengaruh antara stimulus komentar positif dan komentar negatif terhadap persepsi mahasiswa tentang berita kontroversi kampus melalui fitur LINE Today. Stimulus negatif memiliki pengaruh yang lebih besar terhadap persepsi mahasiswa.

Kata Kunci: LINE Today, komentar pembaca, berita kontroversi

THROUGH A LINE TODAY FEATURE STUDENTS' PERCEPTION OF A CAMPUS NEWS CONTROVERSY

ABSTRACT

This study aims to (1) see the effect of reader comments on student perceptions about the news about campus controversy through LINE Today feature, (2) to analyze the difference of influence between positive comments and negative comments on student perception about news of campus controversy through LINE Today feature. This research uses quantitative approach with questionnaire method to study population. The sample is student of Communication Department Faculty of Social and Political Sciences Hasanuddin University who has account on LINE application which amounted to 199 people with total sampling method. Regression analysis techniques are used to see the effect of reader comments on student perceptions. To see the comparative influence of reader comments that are positive and negative is used comparative analysis technique that is variance. The results show that (1) There is a significant influence of reader comments on student perception about campus controversy news through LINE Today feature either by using positive stimulus and negative stimulus; (2) There is a difference of influence between positive comment stimulus and negative comments on students' perceptions of campus controversy news through LINE Today feature. Negative stimuli have a greater impact on student perceptions.

Keywords: LINE Today, reader comments, news controversy

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PENDAHULUAN

Media convergence opens up great opportunities for journalism to develop towards digital. Convergent journalism involves all elements of conventional journalism, both print and broadcast journalists (radio and television) and online (websites, social media and so on) to disseminate news through the internet. Currently, various conventional media, both newspapers, radio and television, have used the internet as an extension of the existing technology. medium point-to-point as well as point-to-multipoint (Dwyer, 2010) with its sophistication can do various things that other media could not do before, namely to become a platform for users to communicate with each other either personally or openly.

As consumers of the media, news published in the media always elicits reaction or responses from the general public. Responses in traditional media, particularly newspapers, might take the form of a reader's letter, which is published in the reader's comment section. Unlike print media, which solely uses the reader's letter function to solicit public answers, internet media viewers have complete latitude in replying to news stories. Readers are divided into two groups based on their level of participation in the online community: posters, or active readers who publish their thoughts or comments online; and lurkers, or passive readers who do not participate in providing their opinions online.

The enormous number of reactions from posters is directly tied to the news's theme. Many readers tend to respond to news that is controversial. The amount of reader responses is noteworthy because of the story's advantages and disadvantages. According to Sikorski (2016)'s research, reader comments on online news items may influence readers' perceptions of issues. However, there are some comments that contradict, question, or even criticize the content of the news, which is likely to produce confusion or even modify the reader's perspective of the news. Negative comments are expected to have a greater impact on the reader's perspective than positive remarks. A negative stimulus has a stronger effect than a positive stimulus, according to Baumister et al. (2001) research. According to another study, offensive comments (Anderson et al. 2014) and comments that differ from oblique news (Lee, 2012; Lee & Jang, 2010) might have a systematic impact on other readers' perceptions (von Sikorski, 2016).

LINE's LINE Today feature is one of the news portal applications that gives online with a large number of comments that is currently viral. LINE Today is a feature of the LINE: Free Calls and Messages app, which is run by the LINE Corporation. LINE Today is an online news portal that collaborates with over 70 online news sources to allow readers to easily access all of the news on these sites without having to switch apps.

The focus of this research is on audience studies of how the comment column effects readers' perceptions of a news story and a comparison of positive and negative reader comments in creating readers' impressions of a controversial news article in an online medium.

METODE PENELITIAN

The location and technique of the research

This research takes place at Hasanuddin University in Makassar, South Sulawesi, in the Faculty of Social and Political Sciences' Department of Communication. In the months of May and June of 2017, this research was carried out. The impact of reader comments on student views is investigated using multivariate analysis in this study. In this study, there are four variables: three independent variables (access quantity (X1), social identification (X2), and perception of the comment function (X3), and one dependent variable (news perception (Y), which includes perception of news with a positive stimulus (Y1) and perception of news with a negative stimulus (Y2) (Y2).

The respondent population refers to the entire object or event under examination (Kriyantono, 2010). Students from Hasanuddin University's Department of Communication, Faculty of Social and Political Sciences, who have a LINE account took part in this study. There are 211 students from the 2014-2016 cohort who are currently enrolled in classes for the 2016/2017 academic year. According to the findings of the first poll, 199 of the 211 students have accounts on the LINE app.

Data collecting instruments

In order to acquire primary data, the researcher used a questionnaire comprising a series of questions or statements for respondents to answer. Researchers will divide the questionnaire into two categories based on earlier study methodologies employed by Walther et al. (2010) and Sikorsi & Hänelt (2016): questionnaires with good news comments and questionnaires with negative news comments, which will be presented to respondents at random. To analyze the influence of reader comments, the researcher uses a Likert scale. Using this scale, the measured variables are translated into variable indicators. These indicators will be used as a reference for designing research instrument items with statement or question columns in order to react to the study's problem formulation. The responses to each instrument item vary from very positive to very negative on a Likert scale (Sugiyono, 2013).

Analyzing data Regression analysis is the process of creating a model (equation) that describes the relationship between two variables (Santoso, 2014). In the study instrument's questions and statements, answer choices with interval or ratio scales are used. The regression equation, which is the

mathematical equation that expresses the functional relationship between the variables (Westriningsih (ed), 2012), is written as follows:

$$Y = a + bX$$

Description:

Y = Dependent variable

X = Independent variable

a = Constant

b = Regression coefficient (increase or decrease value)

variance (*of*ANOVA) is a statistical analysis method that belongs to the statistical inference branch which is the development of the Behrens-Fisher problem, so the F-test is also used in decision making. Analysis of variance is used to test two variances (or variances) with the assumption that the null hypothesis is that the two variances are the same. In this study, the variables to be tested using analysis of variance are the variable perception of news with a positive stimulus (Y1) and the variable perception of news with a negative stimulus (Y2).

HASIL DAN PEMBAHASAN

The regression test (Anova) involving a 95 percent confidence level (= 0, 05) thecalculated 18.250 in table 1 with a significance level of 0.000 for Y1 and 15,811 in table 2 for Y2 shows that there is an effect of reader comments on student perceptions of campus controversy news through the LINE Today application for each positive and negative stimulus, as shown in the regression test (Anova) involving a 95 percent confidence level (= 0, 05) thecalculated 18.250 The computed F value is higher than the Ftable, 0.195, hence H0 is rejected and Ha is accepted. This demonstrates that, for both positive and negative stimuli, the quantity of access, the comment feature, and social identity all have a substantial impact on students' perceptions of campus dispute news via the LINE Today program.

The three X variables have a partial effect on the Y variable1, as shown in table 3 with the regression equation for the positive stimulus $Y1 = 8.341 + 0.132X1 + 0.198X2 + 0.227X3$, and on the Y variable2, as shown in table 4 with the regression equation for the negative stimulus $Y2 = 3.014 + 0.196X1 + 0.289X2 + 0.353X3$.

Table 1. Multiple Regression Test (ANOVA) for Y1

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	155,019	3	51,673	15,811,000	313,741 ^b
	Residual	3,268	96	468,760		

	Total	99	a		
. Dependent Variable: Perception of News with Positive Stimulus					
b. Predictors: (Constant), Social Identification, Access Quantity, Comment Function					

Table 2. Multiple Regression Test (ANOVA) for Y2

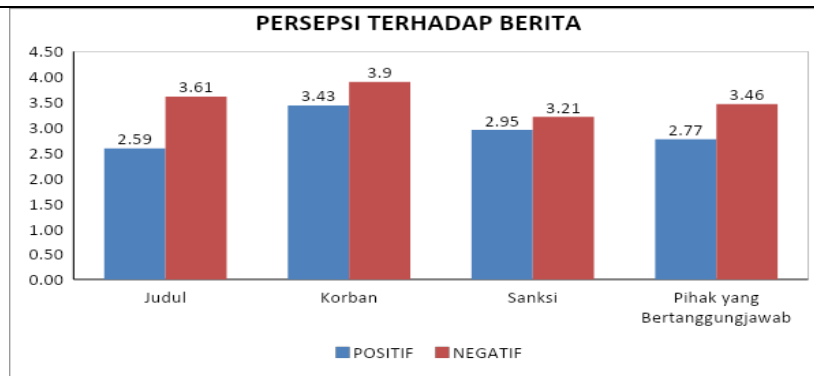
ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	336,791	3	112,264	18,250,000	584,380 ^b
	Residual	6,151	95	921,172		
	Total	98	a			
. Dependent Variable: Perception of News with Negative Stimulus						
b. Predictors: (Constant), Social Identification, Reader Comments, Comment Function						

Table 3. Coefficients Test (ANOVA) Y1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,341	920		9,070,000	,
	Access Quantity	,132	,066	,188	2,017	,047
	Comment Function	,198	,093	,248	2,131	,036
	Social Identification	,227	,106	,260	2,139	,035
a. Dependent Variable: Perception of News with Positive Stimulus						

Table 4. Coefficients Test (ANOVA) Y2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,014	1,248		2,415	,018
	Access Quantity	,196	,083	,213	2,366	,020
	Comment Function	,289	,118	,272	2,443	,016
	Social Identification	,353	,151	,258	2,337	,022
a. Dependent Variable: Perception of News with Negative Stimulus						



The Influence of Access Quantity Dimensions (X1) on Perceptions of News (Y)

With the assumption that the greater the quantity of access to respondents' comments, the larger the influence of the stimulus from comments, Access Quality Dimensions have a significant effect on perceptions of news, both positive and negative stimuli (positive and negative). The respondent's habits in obtaining reader comments are the subject of the access quality. This refers to the amount of access to reader comments in a news story, as well as the frequency and duration of that access.

The media dependency hypothesis, which is utilized as a reference in this work, is proven or strengthened by this access quantity dimension. When social change and conflict grow, intuitions, beliefs, and activities that have been created begin to be challenged, according to Ball-Rokeach and DeFleur (Littlejohn & Foss, 2011). This fosters rethinking and allows for fresh options. connected to the use of media People's reliance on media information will increase during these times. In this scenario, the more a person reads reader comments, the more reliant they are on the media to meet their information needs, hence the findings of this study can be used to support or reinforce the media dependency theory. The high number of access numbers in the reader's remark column demonstrates this, implying that users or news readers use the comment column as a suggestion for obtaining information.

However, the findings of this study contradict recent research by van Sikorski and Hänel (2016), which found that the more frequently someone views reader comments, the less faith they have in such remarks. This is due to the large number of comments, which makes it difficult to choose which opinion or opinion to follow from among the many that already exist.

Comment Function (X2) on Perception of News (Y)

The Dimensions of the Comment Function have a substantial effect on the perception of news, including perception of news with positive and negative input. The dimensions of this remark function prove or reinforce the uses and gratification, which are employed as a reference in this study.

The Perception Indicator of the Comment Function is used to see the function of the reader's remarks as a means for addressing the requirement for information. The need motive, according to McQuail (Miller,

2002), which is used as an indicator to measure the function of comments for readers, causes audiences to use the media, including information, namely whether the reader's comments provide more information about the news they read, or personal identity, namely whether the reader's comments help respondents in finding references/alternatives. integration and social interaction, namely whether the reader's comments help the respondent in communicating with other users, and amusement, namely whether the reader's comments provide entertainment for the respondent.

In the theory of Uses and Gratification, audiences take an active part in picking media to meet the need for knowledge. Audience/audience in this scenario, respondents actively pick and have various requirements and desires in consuming media (West and Turner, 2008). (West and Turner, 2008). The audience uses the media, which, according to him, can deliver the most benefits in meeting the need for information. The higher the comment function seen by the respondent, the higher the amount of influence of comments in altering the perception of news, such that the results of this study can be considered to confirm or enhance the uses and gratification hypothesis.

Social Identification (X3) on Perception of News (Y)

Perception of news, both with positive and negative stimuli, has a substantial impact on perception of news. The Social Identity Model Of Deindividuation Effect (SIDE) theory, which is utilized as a reference in this work, is proven or strengthened by this social identification component. The researcher alludes to Wealther et al. (2010)'s prior study, which used social identification in SIDE theory research. Similarity of opinion, namely to see if respondents' opinions on reader comments are similar; group attachment, namely to see if respondents feel a sense of attachment or oneness with other readers in the reader's comment column, which is displayed as a stimulus to the questionnaire; and group urgency, namely to see how important the comment function is in establishing social interactions with other users.

According to SIDE theory, if an individual considers the group to be as essential as their own identity, they will conform to the group's standards. Individuals blend into groups as a result of deindividuation, and they no longer regard themselves as a self-identity but rather as a social identity (Li, 2010). Individuals' feelings about being a part of the reader's comment group or forum are measured using Social Identification Variables.

Comparison of Perception of News with Positive Stimulus (Y1) with Perception of News with Negative Stimulus (Y2)

Figure 14 shows that Perception of News with Negative Stimulus has a much higher average value than Perception of News with Positive Stimulus. According to the findings, negative information has a greater impact on individual information processing than positive information.

According to past study, people tend to comment on problems from one perspective and with a judgemental attitude (Chmiel et al., 2010). Readers and pundits are drawn to contentious issues that generate both positive and negative responses. Disrespectful comments (Anderson et al., 2014) and remarks that differ from oblique news (Lee, 2012; Lee & Jang, 2010) might have a significant impact on other readers' perceptions (von Sikorski, 2016).

According to Paul W. Ballantine, Yongjia Lin, and Ekant Veer's research, other users' comments on Facebook alter people's views of relationship status changes. Positive remarks result in a more positive attitude toward the status, whereas negative comments result in a more negative attitude. The study also reveals that the valence of the comments influences the observer's attitude about relationship status updates more than the substance of the status itself, in the sense that a positive Facebook status might be perceived as negative if the comments linked with it are negative.

However, recent research has demonstrated that reader comments are frequently unrepresentative and/or factually wrong (Freeman, 2011). (Singer, 2010). Readers and pundits are drawn to contentious issues that generate both positive and negative responses. According to research, negative information has a greater impact on individual information processing than positive information. Hamilton & Zanna's previous research on negative impacts (see Ballantine et al., 2015) found that information with a negative valence is viewed as more credible than information with a positive valence. Because people frequently emphasize good qualities of themselves or others, nice comments can be viewed as conforming to social conventions rather than expressing someone's true feelings. Negative remarks, in particular, can have an impact on both positive and negative news. Finding a way to keep unfavorable comments to a minimum during key updates could be a useful tactic for those who want to retain comparable public perceptions. (Ballantine and colleagues, 2015).

According to the findings of the study, both good and negative reader comments can influence a reader's perception of news, making the comment section of an online news site critical in shaping public opinion on current problems, particularly controversial ones. This phenomena allows for the exploitation of certain parties who wish to purposefully sway public opinion by sending out messages with specific purposes in large numbers via the comments column. To avoid one-sided judgments on sensitive matters, readers of news and online comments are supposed to be able to read the comments column from multiple perspectives, both good and negative. This is thought to be able to provide readers with more information from many points of view, allowing them to judge and respond more wisely to the news.

SIMPULAN

Positive and negative stimuli are used in the LINE Today program to convey news of campus conflict. Students' perceptions are influenced more by negative stimuli.

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