

ABSTRAK

Tulloh, Ferdian Rohmad. 2025 *Pengaruh Program Mata Najwa Melalui Media Sosial Terhadap Sikap Politik Remaja di Desa Sepanjang, Kecamatan Glenmore, Kabupaten Banyuwangi*. Skripsi Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Muhammadiyah Jember. Pembimbing Suyono S.H, M.I.Kom.

Kata kunci : Sikap Politik, Media Sosial, Mata Najwa, *Use and Effect*

Penelitian ini bertujuan untuk mengevaluasi pengaruh program Mata Najwa melalui media sosial terhadap sikap politik remaja di Desa Sepanjang, Kecamatan Glenmore, Kabupaten Banyuwangi. Perkembangan informasi dan teknologi yang pesat, terutama melalui media sosial, telah membuka ruang partisipasi politik bagi remaja. Penelitian kuantitatif ini bertujuan untuk menguji pengaruh program Mata Najwa di media sosial terhadap sikap politik remaja, berlandaskan pada Teori Uses and Effect. Hasil penelitian di Desa Sepanjang, Banyuwangi, menunjukkan bahwa program "Mata Najwa" memiliki pengaruh positif dan signifikan terhadap sikap politik remaja. Analisis statistik menghasilkan nilai t hitung (7.306) yang lebih besar dari t tabel (1.989) dengan signifikansi $0,00 < 0,05$, sehingga hipotesis nol ditolak. Nilai RSquare sebesar 0,37 mengindikasikan bahwa 37% variabilitas sikap politik remaja dapat dijelaskan oleh program Mata Najwa. Penelitian ini menyimpulkan bahwa program Mata Najwa melalui media sosial memberikan pengaruh moderat namun signifikan terhadap pembentukan sikap politik remaja.

ABSTRACT

Tulloh, Ferdian Rohmad. 2025 *The Influence of the Mata Najwa Program Through Social Media on Youth Political Attitudes in Sepanjang Village, Glenmore District, Banyuwangi Regency*. Thesis of the Communication Science Study Program, Faculty of Social and Political Sciences. University of Muhammadiyah Jember. Supervisor Suyono S.H, M.I.Kom.

Keywords: *iPolitical Attitudes, Social Media, Mata Najwa, Use and Effect.*

This study aims to evaluate the influence of the Mata Najwa program through social media on the political attitudes of adolescents in Sepanjang Village, Glenmore District, Banyuwangi Regency. The rapid development of information and technology, especially through social media, has opened up space for political participation for teenagers. This quantitative research aims to examine the influence of the Mata Najwa program on social media on adolescents' political attitudes, based on the Uses and Effect Theory. The results of a study in Sepanjang Village, Banyuwangi, show that the "Mata Najwa" program has a positive and significant influence on the political attitudes of adolescents. Statistical analysis yielded a calculated t value (7,306) that was greater than the t table (1,989) with a significance of $0.00 < 0.05$, so that null hypothesis was rejected. The R^2 value of 0.37 indicates that the 37% variability of adolescents' political attitudes can be explained by the Mata Najwa program. This study concludes that the Mata Najwa program through social media has a moderate but significant influence on the formation of adolescent political attitudes.