

ABSTRACT

ARIANTI, Communication Science Study Program, Faculty of Social Sciences, Political Science and Computer Science, Djuanda University, 2022, The Relationship Between Parasocial Interaction Through Twitter and Learning Motivation for Why Don't We Band Fans in Bogor City, Advisor I: Dr. Ali Alamsyah Kusumadinata., SP., M.Si, Advisor II: Hj. Sukarelawati., Dra., M.Si.

In today's era, musicians play a role with technological advances in entertainment. Why Don't We is an American band. The sophisticated technology provides information on the world of entertainment. Fans have a close relationship with a public figure called parasocial interaction, a one-way relationship, and want to get to know each other well. Communication on social media as a means of popularity and activity that someone does to his favorite figure has a flawed view of this parasocial. The motivation to control media addiction is included in learning activities so that it will provide maximum learning outcomes. This study aims to determine the relationship between parasocial interaction and the learning motivation of the fans of the Why Don't We band in Bogor City. This study used a quantitative approach and a correlational descriptive method. The Coefficient of Determination (R^2) test results are 0.518% (58%) of the two variables being moderately correlated. Test-Path Coefficient of 0.720 has a positive relationship, and the hypothesis test is worth 16,447 from the t-statistic. The p-values are 0,000, meaning hypothesis H1 is accepted and H0 is rejected. It can be concluded that parasocial interaction motivates to learn for fans of the band Why Don't We in Bogor City.

Keywords: Parasocial Interaction, New Media, Learning Motivation.



ABSTRAK

ARIANTI, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik dan Ilmu Komputer, Universitas Djuanda, 2022, Hubungan Antara Interaksi Parasosial Melalui Twitter Dengan Motivasi Belajar Penggemar Band Why Don't We di Kota Bogor, Pembimbing I: Dr. Ali Alamsyah Kusumadinata., SP., M.Si, Pembimbing II: Hj. Sukarelawati., Dra., M.Si.

Di era sekarang, musisi berperan dengan kemajuan teknologi dalam dunia hiburan. Why Don't We ialah *band* asal Amerika Serikat. Kecanggihan teknologi memberikan informasi dunia hiburan. Penggemar menjalin hubungan lekat dengan publik figur disebut interaksi parasosial sebuah hubungan satu arah dan ingin mengenal baik. Komunikasi di media sosial sebagai sarana kepopuleran dan menjadi kegiatan yang dilakukan seseorang kepada figur favoritnya, ada pandangan buruk dari parasosial ini. Adapun motivasi untuk mengontrol dari kecanduan media, termasuk dalam kegiatan belajar sehingga akan memberikan hasil belajar yang maksimal. Penelitian bertujuan untuk mengetahui hubungan interaksi parasosial dengan motivasi belajar penggemar *band* Why Don't We di Kota Bogor. Pendekatan kuantitatif dan metode deskriptif korelasional. Hasil uji Koefisien Determinasi (R^2) ialah 0.518% (58%) dari kedua variabel berkorelasi sedang. Hasil uji *Path Coefficient* sebesar 0.720 memiliki hubungan positif serta uji hipotesis bernilai 16.447 dari nilai *t-statistic* dan *p-values* ialah 0000 berarti hipotesis H1 diterima dan H0 ditolak. Disimpulkan bahwa interaksi parasosial memberikan motivasi belajar kepada penggemar *band* Why Don't We di Kota Bogor.

Kata Kunci: Interaksi Parasosial, Media Baru, Motivasi Belajar.