

ABSTRAK

Rahma Nurtsani Sa'adah: *Pengaruh Penyiaran Berita Di Media Sosial Tiktok Terhadap Persepsi Mahasiswa Tentang Kualitas Berita.*

Penelitian ini mengeksplorasi pengaruh penyiaran berita di platform media sosial TikTok terhadap persepsi mahasiswa tentang kualitas berita. Meskipun banyak penelitian telah dilakukan tentang penyiaran berita di platform seperti Facebook, Twitter, dan Instagram, studi mendalam tentang TikTok masih terbatas. TikTok memiliki karakteristik unik, seperti algoritma personal, format video pendek yang dinamis, dan gaya penyampaian yang santai dan interaktif, yang dapat memengaruhi persepsi audiens, khususnya mahasiswa, terhadap kualitas berita.

Penelitian ini bertujuan untuk menganalisis aspek-aspek penyiaran berita di TikTok yang memengaruhi persepsi mahasiswa, seperti kredibilitas sumber, format penyampaian, dan objektivitas berita. Kerangka pemikiran penelitian didasarkan pada teori komunikasi massa, termasuk teori agenda-setting dan uses and gratifications, serta mempertimbangkan faktor-faktor seperti latar belakang pendidikan, frekuensi penggunaan media sosial, dan kepercayaan terhadap sumber informasi.

Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada 50 responden dan dianalisis menggunakan regresi linear. Hasil penelitian menunjukkan bahwa penyiaran berita di TikTok memiliki pengaruh signifikan terhadap persepsi mahasiswa tentang kualitas berita, dengan nilai koefisien determinasi (R^2) sebesar 0,653, yang berarti 65,3% variasi persepsi mahasiswa dapat dijelaskan oleh variabel penyiaran berita di TikTok.

Penelitian ini merekomendasikan agar platform media sosial dan pembuat konten lebih memperhatikan validitas dan objektivitas berita untuk meningkatkan kualitas informasi di era digital.

Kata Kunci: Penyiaran Berita, Persepsi Mahasiswa, Kualitas Berita.

ABSTRACT

Rahma Nurtsani Sa'adah, *The Influence of News Broadcasting on TikTok on Students' Perceptions of News Quality.*

This study explores the influence of news broadcasting on the social media platform TikTok on students' perceptions of news quality. Although extensive research has been conducted on news dissemination on platforms like Facebook, Twitter, and Instagram, in-depth studies on TikTok remain limited. TikTok has unique characteristics, such as personalized algorithms, dynamic short video formats, and a relaxed and interactive delivery style, which can influence audience perceptions, particularly among students, regarding news quality.

This research aims to analyze aspects of news broadcasting on TikTok that affect students' perceptions, such as source credibility, delivery format, and news objectivity. The conceptual framework is based on mass communication theories, including agenda-setting theory and uses and gratifications theory, while also considering factors like educational background, frequency of social media use, and trust in information sources.

The study employs a quantitative method with a survey approach. Data was collected through questionnaires distributed to 50 respondents and analyzed using linear regression. The results indicate that news broadcasting on TikTok significantly influences students' perceptions of news quality, with a coefficient of determination (R^2) of 0.653, meaning that 65.3% of the variation in students' perceptions can be explained by the variable of news broadcasting on TikTok.

This study recommends that social media platforms and content creators pay greater attention to the validity and objectivity of news to enhance the quality of information in the digital era.

Keywords: *News Broadcasting, Student Perceptions, News Quality.*