

ABSTRAK

Pingky Tyas Nur Rochma. 2026. Pengaruh Intensitas Akses Media Sosial terhadap Literasi Politik Mahasiswa di Universitas PGRI Madiun. Program Studi Pendidikan Pancasila dan Kewarganegaraan, FKIP, Universitas PGRI Madiun. Pembimbing (I) Dr. Indriyana Dwi Mustikarini, S.H., M.H., Pembimbing (II) Wawan Kokotiasa, S.IP., M.Si

Media sosial telah menjadi salah satu sumber utama informasi bagi mahasiswa, termasuk dalam memperoleh informasi mengenai politik, demokrasi, dan kebijakan publik. Tingginya intensitas akses media sosial diduga dapat memengaruhi tingkat literasi politik mahasiswa melalui kemudahan memperoleh dan memahami berbagai informasi politik. Penelitian ini bertujuan untuk mengetahui tingkat intensitas akses media sosial serta menganalisis pengaruhnya terhadap literasi politik mahasiswa Universitas PGRI Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan desain penelitian korelasional. Populasi penelitian berjumlah 149 mahasiswa Program Studi Pendidikan Pancasila dan Kewarganegaraan, Hukum, dan Pendidikan Sejarah Universitas PGRI Madiun. Sampel penelitian sebanyak 109 responden ditentukan menggunakan teknik *proportionate stratified random sampling*. Data dikumpulkan melalui angket skala Likert dan dianalisis menggunakan analisis statistik deskriptif, uji prasyarat, regresi linear sederhana, uji parsial (uji *t*), dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa intensitas akses media sosial mahasiswa berada pada kategori tinggi dan berpengaruh positif serta signifikan terhadap literasi politik dengan nilai signifikansi sebesar 0,000 ($<0,05$). Nilai koefisien determinasi (*R Square*) sebesar 0,577 menunjukkan bahwa intensitas akses media sosial memberikan kontribusi sebesar 57,7% terhadap literasi politik mahasiswa, sedangkan 42,3% dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, semakin tinggi intensitas akses media sosial mahasiswa, semakin tinggi pula tingkat literasi politik yang dimiliki.

Kata kunci: intensitas akses media sosial, literasi politik, mahasiswa.

ABSTRACT

Pingky Tyas Nur Rochma. 2026. The Influence of Social Media Access Intensity on the Political Literacy of Students at Universitas PGRI Madiun. Civic Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Supervisor (I) Dr. Indriyana Dwi Mustikarini, S.H., M.H., Supervisor (II) Wawan Kokotiasa, S.IP., M.Si.

Social media has become one of the primary sources of information for university students, including information related to politics, democracy, and public policy. The high intensity of social media access is assumed to influence students' political literacy by facilitating access to and understanding of various political issues. This study aims to determine the level of social media access intensity and to examine its influence on the political literacy of students at Universitas PGRI Madiun. This study employed a quantitative approach using a survey method with a correlational research design. The population consisted of 149 students from the Civic Education, Law, and History Education Study Programs at Universitas PGRI Madiun. A sample of 109 respondents was selected using the proportionate stratified random sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using descriptive statistics, prerequisite tests, simple linear regression, the partial significance (t) test, and the coefficient of determination. The results indicated that the students' social media access intensity was categorized as high and had a positive and significant influence on political literacy, with a significance value of 0.000 (<0.05). The coefficient of determination (R Square) was 0.577, indicating that social media access intensity contributed 57.7% to students' political literacy, while the remaining 42.3% was influenced by other factors beyond the scope of this study. Therefore, the higher the intensity of students' social media access, the higher their level of political literacy.

Keywords: social media access intensity, political literacy, university students.