

Pemahaman khalayak dewasa awal mengenai informasi kesehatan di media konvensional dan media baru : studi pada mahasiswa dalam memahami informasi gaya hidup sehat di media = The comprehension of young adult audience towards health information in mass media and new media : a study on undergraduate students in understanding information about healthy lifestyle in media

Viskayanesya, author

Deskripsi Lengkap: <http://lib.ui.ac.id/detail?id=20318340&lokasi=lokal>

Abstrak

ABSTRAK

Skripsi ini membahas pemahaman khalayak dewasa awal, khususnya mahasiswa, terhadap pesan media massa mengenai pentingnya gaya hidup sehat untuk mencegah resiko penyakit tidak menular Diabetes Tipe 2. Khalayak mahasiswa dipilih karena merupakan khalayak dewasa awal yang memiliki dinamika aktivitas cukup tinggi dan cenderung memiliki gaya hidup yang kurang teratur. Penelitian ini merupakan penelitian kualitatif dengan menggunakan metode pengumpulan data melalui wawancara dan metode analisis tematik. Hasil penelitian memperlihatkan bahwa khalayak mahasiswa adalah khalayak yang pasif terhadap informasi kesehatan. Selain itu ditemukan pula bahwa pemahaman khalayak mahasiswa terhadap informasi kesehatan tersebut lebih banyak terbentuk dari interaksi orang-orang di sekitarnya, bukan dari media.

Abstract

This thesis is discusses the comprehension of the young adult audience, particularly undergraduate students, on the message conveyed by the mass media about the importance of a healthy lifestyle in preventing the non-communicable disease of Type II Diabetes Mellitus. Undergraduate students were chosen as the focus of this study based on the rationale that this group has highly dynamic activities and tends to have a less organized lifestyle. This is a qualitative study which utilizes interview as the method of data collection with thematic method of analysis. Results show that undergraduate students are a passive audience when it comes to health information in media. In addition, the results also show that what students understand about health is more because their interaction with people around them, like family and peer group, not because the health information that appear in media.