

Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi Digital Komunikasi  
Rungga Abdi Pratama  
44516010023

Pengaruh Foto Jurnalistik Di Media Sosial Instagram Terhadap Minat Fotografi (Survey *Followers* National Geographic Indonesia)

Jumlah Halaman : xiii + 133 halaman + 36 lampiran

Bibliografi : 40 acuan, Tahun 1984 – 2019

### ABSTRAK

Perkembangan teknologi kini sudah merambah ke berbagai hal, termasuk foto jurnalistik. Dimana foto jurnalistik tak hanya ada di koran ataupun di televisi, namun juga sudah merambah ke media sosial. Penelitian ini bertujuan untuk mengukur sejauh mana pengaruh dari keberadaan foto jurnalistik di media sosial Instagram terhadap minat fotografi dari para *followers* akun Instagram National Geographic Indonesia.

Pada penelitian ini, digunakan teori Komunikasi Dalam Jaringan, New Media, Media Sosial, serta konsep Instagram. Dimana peneliti ingin menguji teori Jarum Hipodermik yang berasumsi bahwa media massa memiliki peran dalam memberikan pengaruh kepada khalayak di media massa, dalam hal ini kepada khalayak di media sosial.

Penelitian ini bersifat kuantitatif dengan paradigma positivistik dan menggunakan analisis regresi linier sederhana sebagai metode analisis datanya. Pada prosesnya penelitian ini menggunakan metode survey untuk mengumpulkan data, survey dilakukan dengan menyebarkan kuesioner kepada 100 responden yang merupakan *followers* National Geographic Indonesia.

Berdasarkan hasil penelitian yang sudah dilakukan, ditemukan bahwa terdapat pengaruh sebesar 36,8% dari foto jurnalistik di media sosial Instagram (variabel X) terhadap minat fotografi (variabel Y). Sedangkan sisanya yaitu sebesar 63,2% diterangkan oleh variabel-variabel lain yang tidak diajukan dalam penelitian ini.

**Kata Kunci : Foto Jurnalistik, Instagram, Teori Jarum Hipodermik, Minat Fotografi**



Mercu Buana University  
Faculty of Communication of Science  
Field of Digital Communication  
Rungga Abdi Pratama  
44516010023

Effect of Photo Journalism In Social Media Instagram Against Interests Of Photography  
(Survey Followers National Geographic Indonesia)

Number of Pages: xiii + 133 pages + 36 appendix

Bibliography: 40 references, From Year 1984-2019

#### ABSTRACT

The development of technology has now been extended to a variety of things, including photojournalism. Where photojournalism is not only in newspapers or on television but has also penetrated into social media. This study aims to measure the extent of the influence of the presence of journalistic photos on social media Instagram on the photography interest of the followers National Geographic Indonesia Instagram account.

In this research, Online Communication Theory, New Media, Social Media, and the concept of Instagram are used. Where researchers want to test the Hypodermic Needle theory which assumes that mass media has a role in influencing audiences in mass media, in this case to audiences on social media.

This research is using a quantitative approach with a positivistic paradigm and uses simple linear regression analysis as a data analysis method. In the process of this research using survey methods to collect data, the survey was conducted by distributing questionnaires to 100 respondents who are followers of National Geographic Indonesia.

Based on the results of research that has been done, it was found that there was an effect of 36.8% of journalistic photos on social media Instagram (variable X) on photography interest (variable Y). While the remaining 63.2% is explained by other variables not proposed in this study.

**Keywords: Journalistic Photos, Instagram, Hypodermic Needle Theory, Photography Interest**