

ABSTRAK

PENGARUH STRES AKADEMIK TERHADAP PERILAKU *BINGE-WATCHING* PADA MAHASISWA DI JABODETABEK

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Saat ini, perkembangan internet cukup pesat dimana menjamurnya layanan *Video on Demand* mendorong mahasiswa cenderung menonton berlebihan atau *binge-watching*. *Binge-watching* adalah perilaku dimana individu menonton serial setidaknya tiga episode sekaligus dalam satu waktu. Mahasiswa berperilaku demikian diduga karena stres akademik yang dirasakan. Stres akademik memicu mahasiswa cenderung berperilaku *binge-watching*. Penelitian ini bertujuan untuk mengetahui pengaruh stres akademik terhadap perilaku *binge-watching*. Rancangan pada penelitian ini merupakan kuantitatif non-eksperimental menggunakan pendekatan kausal komparatif. Menggunakan teknik *non-probability sampling* dan teknik *purposive sampling* dengan sampel berjumlah 272 mahasiswa di Jabodetabek dengan karakteristik mahasiswa minimal semester dua dan menonton serial setidaknya tiga episode melalui aplikasi *Video on Demand*. Instrumen untuk mengukur perilaku *binge-watching* pada penelitian ini adalah *Binge Watching Engagement and Symptoms Questionnaire* (BWESQ) mengacu pada Flayelle dkk. (2019) berjumlah 36 aitem valid dengan nilai reliabilitas sebesar (α) = 0,942. Sedangkan instrumen untuk mengukur stres akademik menggunakan *Student Life Stress-Inventory* yang mengacu pada teori Gadzella (1991) berjumlah 22 aitem valid dengan nilai reliabilitas sebesar (α) = 0,922. Hasil uji regresi logistik biner didapatkan nilai probabilitas pada uji simultan (Omnibus) sebesar 0,320 dan uji parsial (Wald) sebesar 0,322 ($p > 0,05$). Dapat disimpulkan pada penelitian ini tidak ditemukan adanya pengaruh antara stres akademik terhadap perilaku *binge-watching* pada Mahasiswa di Jabodetabek. Hasil tabulasi silang antara *binge-watching* dengan faktor yang memengaruhi mahasiswa melakukan *binge-watching* menunjukkan bahwa alasan bosan lebih banyak yang *non-problematic binge-watching* dan alasan kesepian lebih banyak yang *problematic binge-watching*.

Kata kunci: *Binge-watching*, *Problematic binge-watching*, *Non-problematic binge-watching*, *Stres akademik*, *Mahasiswa*, *Video on demand*

ABSTRACT

*THE IMPACT OF ACADEMIC STRESS ON BINGE-WATCHING BEHAVIOR
AMONG COLLEGE STUDENTS IN JABODETABEK*

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The expansion of Video on Demand services has made the internet's development relatively quick, and this encourages students to binge-watch. Binge-watching is the practice of watching a series of at least three episodes in a single sitting. Students purportedly act in this way as a result of academic stress. Student tendencies toward problematic binge-watching behavior are triggered by academic stress. The purpose of this study is to determine how academic stress affects binge-watching behaviors. This study's non-experimental quantitative methodology employs a comparative causal approach. Utilizing non-probability sampling and purposive sampling methods with a sample of 272 Jabodetabek college students who fit the criteria for a minimum second semester student and viewing a minimum of three episodes through the Video on Demand applications. The instrument for measuring binge-watching behavior in this study is the Binge Watching Engagement and Symptoms Questionnaire (BWESQ) referring to Flayelle et al. (2019) there are 36 valid items with a reliability value of $(\alpha) = 0,942$. The instrument for measuring academic stress uses the Student Life Stress-Inventory which refers to Gadzella's theory (1991) totaling 22 valid items with a reliability value of $(\alpha) = 0,922$. The results of the binary logistic regression test obtained a probability value in the simultaneous test (Omnibus) of 0,320 and the partial test (Wald) of 0,322 ($p > 0.05$). It leads to the conclusion that academic stress had no impact on binge-watching behavior among college students in Jabodetabek. The results of the cross-tabulation between binge-watching and the factors that motivate students to binge-watch indicate that the reasons of boredom are more experienced by non-problematic binge-watching and loneliness are experienced by problematic binge-watching.

Keywords: Binge-watching, Problematic binge-watching, Non-problematic binge-watching, Academic stress, College Students, Video on demand