

ABSTRACT

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The Effect of Social Media Exposure X #KaburAjaDulu and the Level of Knowledge Related to State Politics on Optimistic Attitudes in Generation Z.

Keyword: Cognitive Dissonance Theory, Social Media Exposure, Knowledge Level, Optimistic Attitude

(xiii + 109 + Appendices)

This study aims to determine the effect of exposure to social media X and the level of knowledge related to national politics on the optimistic attitudes of Generation Z. This study uses cognitive dissonance theory. The research method used is quantitative, with a sampling technique using purposive sampling using the Lemeshow formula. The sample in this study consisted of 384 participants who were Generation Z exposed to political-themed social media content, particularly on X (Twitter) with the hashtag #KaburAjaDulu, and who had political knowledge. The results of the study found that exposure to social media and level of knowledge have a significant influence on the optimistic attitude of Generation Z. The results of the research analysis also found that the most influential variable on the optimistic attitude variable (Y) is variable (X1), namely, exposure to social media of 0.560.

Bibliography (2009 - 2025)