

ABSTRAK

Alma Syarurivany. 10818585

“PENGARUH KONTEN INSTAGRAM @ZaidulAkbar TENTANG KESEHATAN ISLAM TERHADAP GAYA HIDUP FOLLOWERSNYA”

Kata Kunci: Konten Instagram, Kesehatan Islam, Gaya Hidup(xi+130+Lampiran)

Mengacu pada perkembangan zaman melahirkan media komunikasi baru yaitu media sosial sebagai ruang komunikasi dan media akses informasi. Aktivitas mencari informasi mengenai kesehatan dalam islam di internet sangat tinggi, Zaidul Akbar merupakan salah seorang dokter yang sedang ramai diperbincangkan karena dikenal sebagai seseorang yang menjalankan pola hidup sehat sesuai dengan ajaran islam. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh konten pada Instagram @zaidulakbar tentang kesehatan menurut pandangan islam terhadap gaya hidup followersnya

Penelitian ini menggunakan pendekatan kuantitatif untuk mengidentifikasi suatu fenomena, dengan melakukan pengumpulan data menggunakan rumus *Lemeshow*, pengumpulan data menggunakan Teknik *survey Expos Facto*, Paradigma yang digunakan pada penelitian ini adalah positivisme, *followers* aktif Instagram @zaidulakbar usia 17 tahun sampai dengan 53 tahun, penelitian ini menggunakan metode *non probability sampling* dengan menggunakan teknik pengambilan *random sampling d met.*

Dengan hasil nilai korelasi atau hubungan (R) yaitu sebesar 0.479 dan dijelaskan besarnya presentase pengaruh variable bebas terhadap variable terikat yang disebut koefisien determinasi yang merupakan hasil dari penguadratan R. dari data tersebut diperoleh koefisien determinasi (R²) sebesar 0,479 yang mengandung pengertian bahwa pengaruh variable bebas (Pengaruh konten Instagram @zaidulakbar) terhadap variable terikat (Gaya Hidup) adalah sebesar 47,9% Maka dapat disimpulkan bahwa Konten pada akun Dr. Zaidul akbar menginspirasi para followersnya untuk menjalankan hidup sehat sebagaimana dengan pola hidup yang dijalankan oleh Rasulullah dengan menggunakan Al-Qur'an atau hadist sebagai pedoman.

Jurnal 2010 - 2016

LAMPIRAN 4

DATA TABULASI VARIABEL Y

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	TOTAL Y
3	3	3	2	3	3	3	3	3	26
3	4	4	4	4	3	4	2	2	30
3	2	3	2	3	4	3	3	1	24
3	2	3	2	3	3	2	2	3	23
4	4	4	4	4	4	4	4	2	34
3	3	2	2	3	3	3	3	3	25
4	4	3	4	4	4	4	4	4	35
4	3	4	4	4	4	4	4	4	35
4	4	1	1	4	4	4	4	1	27
3	3	3	3	3	3	3	3	3	27
3	3	4	3	3	3	3	3	2	27
3	3	3	3	3	3	3	3	3	27
3	3	3	3	3	3	3	3	3	27
3	3	3	4	3	3	3	3	3	28
4	3	2	2	3	3	3	4	2	26
3	4	3	4	4	3	3	4	2	30
3	3	2	2	3	3	2	3	2	23
4	4	4	4	4	3	3	3	3	32
4	4	4	3	4	3	2	3	3	30
3	3	3	3	4	3	3	3	4	29
4	4	4	4	4	4	4	4	4	36
3	3	3	3	3	3	3	3	3	27
3	4	3	4	3	4	3	3	3	30
3	3	3	4	3	3	4	4	4	31

3	2	2	3	3	2	3	2	3	23
3	3	3	3	3	3	3	3	3	27
3	3	3	4	4	3	3	3	3	29
3	3	2	2	2	3	3	3	1	22
4	3	3	3	3	3	3	3	3	28
3	4	2	3	4	4	2	4	2	28
3	3	3	3	3	3	3	3	3	27
3	3	4	4	3	3	4	4	2	30
4	4	4	4	4	4	3	4	4	35
3	3	3	3	3	3	3	3	2	26
3	4	2	1	2	3	2	2	1	20
3	3	3	3	2	3	3	3	3	26
4	4	4	3	3	3	3	3	3	30
4	3	4	4	4	4	4	3	4	34
3	4	3	3	3	3	4	3	3	29
4	4	4	4	4	4	4	4	4	36
3	3	3	3	3	3	3	3	2	26
4	3	3	2	3	3	3	2	1	24
3	4	3	2	3	4	3	3	3	28
2	1	1	3	2	1	3	1	1	15
4	4	4	4	4	4	4	4	4	36
3	3	3	3	2	2	3	4	2	25
4	3	3	4	4	2	3	2	1	26
3	3	3	2	2	3	3	3	2	24
3	3	3	3	3	3	3	3	2	26
4	4	4	4	4	4	4	4	4	36
4	4	3	3	3	3	4	4	3	31
4	2	3	3	3	3	4	3	2	27
3	3	2	4	3	3	4	4	3	29
4	4	4	4	4	4	4	4	4	36

3	4	4	3	2	3	4	4	2	29
3	4	2	2	3	3	4	3	3	27
3	2	2	3	2	4	3	3	4	26
2	3	2	2	3	3	3	2	1	21
4	4	3	3	3	3	3	4	3	30
3	3	3	3	3	3	4	4	2	28
4	4	3	3	4	4	4	3	2	31
3	4	3	4	3	4	3	4	3	31
4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	4	4	4	4	36
2	2	2	2	4	3	3	2	1	21
2	2	3	3	4	3	4	4	2	27
3	3	3	3	3	3	3	3	3	27
4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	4	4	4	4	36
4	3	4	4	3	4	3	4	3	32
4	4	4	4	4	4	4	4	4	36
4	4	3	3	3	3	3	3	3	29
4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	3	4	3	1	31
3	3	3	3	3	3	3	3	3	27
3	4	2	2	4	4	2	4	1	26
4	2	3	3	3	2	4	3	2	26
3	3	4	4	4	4	4	4	3	33
4	4	4	4	4	3	3	3	2	31
3	4	2	4	2	3	3	4	1	26
4	3	3	4	3	4	4	3	4	32
3	3	2	4	4	3	4	4	1	28
2	2	2	2	2	2	2	2	2	18
4	4	3	3	3	3	3	3	2	28
3	4	3	3	4	4	4	4	4	33
3	3	3	3	3	3	3	3	3	27
4	4	4	4	4	4	4	4	4	36

4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	4	4	4	4	36
3	3	3	3	3	3	3	3	3	27
3	3	3	4	4	3	3	4	4	31
3	3	3	3	3	3	3	3	3	27
4	4	4	4	4	4	4	4	4	36
3	4	3	4	3	4	3	4	3	31
3	3	3	3	4	3	3	4	4	30
3	4	4	3	3	4	3	3	3	30
4	4	4	4	4	4	4	4	4	36
3	3	2	2	3	2	3	4	4	26
3	3	3	3	3	3	2	3	3	26
3	3	3	3	3	3	3	3	3	27

LAMPIRAN 5

HASIL UJI VALIDITAS VARIABEL X

No	R Hitung	R Tabel	Validitas
1	0,761	0.361	Valid
2	0,709	0.361	Valid
3	0,565	0.361	Valid
4	0,679	0.361	Valid
5	0,655	0.361	Valid
6	0,785	0.361	Valid
7	0,727	0.361	Valid
8	0,731	0.361	Valid
9	0,691	0.361	Valid
10	0,744	0.361	Valid
11	0,678	0.361	Valid
12	0,841	0.361	Valid
13	0.800	0.361	Valid

Sumber: dari kuesioner yang dihitung dengan SPSS

LAMPIRAN 6

HASIL UJI VALIDITAS Y

No	R Hitung	R Tabel	Validitas
1	0,705	0.361	Valid
2	0,671	0.361	Valid
3	0,775	0.361	Valid
4	0,749	0.361	Valid
5	0,694	0.361	Valid
6	0,734	0.361	Valid
7	0,650	0.361	Valid
8	0,716	0.361	Valid
9	0,700	0.361	Valid

Sumber: dari kuesioner yang dihitung dengan SPSS

LAMPIRAN 7

NILAI R PRODUCT NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signifikan		N	Taraf Signifikan		N	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

MOMENT

LAMPIRAN 8

HASIL UJI MENGGUNAKAN SPSS

• REABILITAS VARIABEL X

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.910	13

REABILITAS VARIABEL Y

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.790	9

KOEFISIEN DETERMINASI

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.479	.474	3.27973
a. Predictors: (Constant), Konten Instagram				
b. Dependent Variable: Gaya Hidup				

UJI T

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.021	2.342		2.998	.003		
	Konten Instagram	.505	.053	.692	9.495	.000	1.000	1.000

a. Dependent Variable: Gaya Hidup

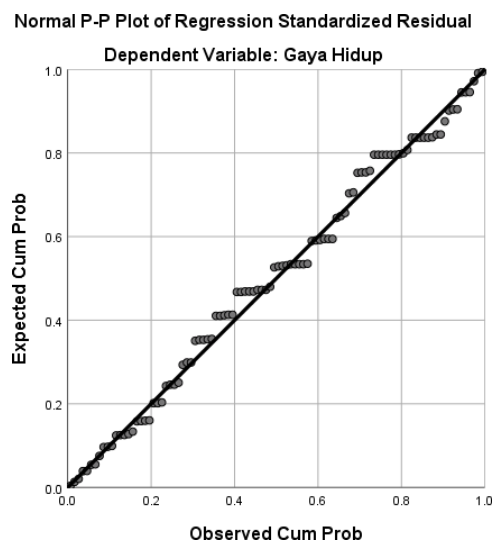
UJI REGRESI LINEAR SEDERHANA

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.021	2.342		2.998	.003		
	Konten Instagram	.505	.053	.692	9.495	.000	1.000	1.000

a. Dependent Variable: Gaya Hidup

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.26311956
Most Extreme Differences	Absolute	.067
	Positive	.054
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		



UJI KORELASI

Correlations			
		Konten Instagram	Gaya Hidup
Konten Instagram	Pearson Correlation	1	.692**
	Sig. (2-tailed)		.000
	N	100	100
Gaya Hidup	Pearson Correlation	.692**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

LAMPIRAN 9 CORRELATIONS

VARIABEL X DAN Y

		Correlations													
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	TOTAL_X
X1	Pearson Correlation	1	.572**	.363**	.365**	.400**	.448**	.470**	.572**	.376**	.548**	.485**	.551**	.591**	.716**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2	Pearson Correlation	.572**	1	.317**	.447**	.498**	.524**	.562**	.538**	.395**	.478**	.312**	.512**	.477**	.709**
	Sig. (2-tailed)	.000		.001	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X3	Pearson Correlation	.363**	.317**	1	.417**	.497**	.349**	.187	.231*	.246*	.291**	.236*	.435**	.446**	.565**
	Sig. (2-tailed)	.000	.001		.000	.000	.000	.063	.021	.014	.003	.018	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X4	Pearson Correlation	.365**	.447**	.417**	1	.401**	.557**	.480**	.462**	.387**	.437**	.442**	.485**	.447**	.679**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X5	Pearson Correlation	.400**	.498**	.497**	.401**	1	.485**	.418**	.247*	.312**	.428**	.325**	.462**	.454**	.655**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.013	.002	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X6	Pearson Correlation	.448**	.524**	.349**	.557**	.485**	1	.660**	.609**	.533**	.576**	.418**	.617**	.561**	.785**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X7	Pearson Correlation	.470**	.562**	.187	.480**	.418**	.660**	1	.613**	.508**	.536**	.424**	.543**	.478**	.727**
	Sig. (2-tailed)	.000	.000	.063	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X8	Pearson Correlation	.572**	.538**	.231*	.462**	.247*	.609**	.613**	1	.537**	.665**	.425**	.575**	.483**	.731**
	Sig. (2-tailed)	.000	.000	.021	.000	.013	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X9	Pearson Correlation	.376**	.395**	.246*	.387**	.312**	.533**	.508**	.537**	1	.426**	.617**	.600**	.525**	.691**
	Sig. (2-tailed)	.000	.000	.014	.000	.002	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X10	Pearson Correlation	.548**	.478**	.291**	.437**	.428**	.576**	.536**	.665**	.426**	1	.488**	.598**	.538**	.744**
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X11	Pearson Correlation	.485**	.312**	.236*	.442**	.325**	.418**	.424**	.425**	.617**	.488**	1	.611**	.602**	.678**
	Sig. (2-tailed)	.000	.002	.018	.000	.001	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X12	Pearson Correlation	.551**	.512**	.435**	.485**	.462**	.617**	.543**	.575**	.600**	.598**	.611**	1	.878**	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X13	Pearson Correlation	.591**	.477**	.446**	.447**	.454**	.561**	.478**	.483**	.525**	.538**	.602**	.878**	1	.800**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL_X	Pearson Correlation	.716**	.709**	.565**	.679**	.655**	.785**	.727**	.731**	.691**	.744**	.678**	.841**	.800**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations											
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	TOTAL_Y
Y1	Pearson Correlation	1	.541**	.565**	.419**	.466**	.458**	.433**	.398**	.371**	.705**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	.541**	1	.457**	.337**	.421**	.582**	.275**	.514**	.279**	.671**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.006	.000	.005	.000
	N	100	100	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	.565**	.457**	1	.648**	.470**	.475**	.429**	.362**	.503**	.775**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	.419**	.337**	.648**	1	.489**	.356**	.515**	.455**	.483**	.749**
	Sig. (2-tailed)	.000	.001	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y5	Pearson Correlation	.466**	.421**	.470**	.489**	1	.511**	.417**	.407**	.349**	.694**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y6	Pearson Correlation	.458**	.582**	.475**	.356**	.511**	1	.379**	.566**	.451**	.734**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y7	Pearson Correlation	.433**	.275**	.429**	.515**	.417**	.379**	1	.476**	.334**	.650**
	Sig. (2-tailed)	.000	.006	.000	.000	.000	.000		.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100
Y8	Pearson Correlation	.398**	.514**	.362**	.455**	.407**	.566**	.476**	1	.440**	.716**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y9	Pearson Correlation	.371**	.279**	.503**	.483**	.349**	.451**	.334**	.440**	1	.700**
	Sig. (2-tailed)	.000	.005	.000	.000	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
TOTAL_Y	Pearson Correlation	.705**	.671**	.775**	.749**	.694**	.734**	.650**	.716**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).