

ABSTRAK

Rani Naila Ningtias, 210521100053, Program Studi Sosiologi, Jurusan Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. Pengaruh Terpaan Tayangan Series Mama Lela di Kanal Youtube Dika Bj terhadap Interaksi Sosial Anak Sekolah Dasar Negeri Plososari Kecamatan Puri Kabupaten Mojokerto

Kemajuan teknologi informasi dan komunikasi telah mengubah pola interaksi masyarakat Indonesia, dengan penetrasi internet mencapai 215,63 juta pengguna pada 2023. YouTube sebagai platform terpopuler dengan 139 juta pengguna aktif telah menjadi sumber konten digital yang mudah diakses berbagai kalangan, termasuk anak-anak. Salah satu konten fenomenal adalah series Mama Lela dari kanal YouTube Dika BJ yang mencapai 6,4 juta subscriber konsisten meraih 4-6 juta penonton per episode. Series komedi ini menampilkan keseharian ibu nuansa dialek Jawa Timuran dan keunikan semua tokoh diperankan laki-laki.

Penelitian ini bertujuan mengetahui pengaruh terpaan series "Mama Lela" terhadap interaksi sosial anak Sekolah Dasar Negeri Plososari Kabupaten Mojokerto. Penelitian menggunakan landasan teori fakta sosial Émile Durkheim yang menjelaskan bahwa fenomena sosial dapat mempengaruhi perilaku individu dalam masyarakat, serta teori *Uses and Effects* yang menganalisis bagaimana audiens menggunakan media dan dampak yang ditimbulkannya terhadap sikap dan perilaku. Penelitian menggunakan metode kuantitatif dengan analisis regresi linear sederhana.

Hasil menunjukkan nilai signifikansi $0,007 < \alpha = 0,05$, sehingga hipotesis alternatif (H_a) diterima. Nilai koefisien korelasi (r) sebesar 0,287 mengindikasikan hubungan searah yang lemah hingga sedang antara terpaan series "Mama Lela" dengan interaksi sosial anak. Temuan membuktikan terdapat pengaruh antara intensitas menonton series "Mama Lela" dengan interaksi sosial siswa, dimana semakin sering anak menonton series tersebut, semakin terlihat perubahan dalam cara mereka berinteraksi sosial di lingkungan sekolah. Sehingga mengkonfirmasi bahwa konten digital memiliki pengaruh nyata terhadap cara anak bersosialisasi atau berinteraksi dengan lingkungannya.

Kata Kunci: YouTube, Series Mama Lela, Interaksi Sosial, Anak Sekolah Dasar

ABSTRACT

Rani Naila Ningtias, 210521100053, Sociology Study Program, Department of Social and Cultural Sciences, University of Trunojoyo Madura. The Influence of Exposure to the “Mama Lela” Series on Dika BJ’s YouTube Channel on the Social Interaction of Elementary School Students at SDN Plososari, Puri District, Mojokerto Regency

Advances in information and communication technology have changed the way Indonesians interact, with internet penetration reaching 215.63 million users in 2023. YouTube, as the most popular platform with 139 million active users, has become a readily accessible source of digital content for various groups, including children. One of the most popular content is the Mama Lela series from the YouTube channel Dika BJ, which has 6.4 million subscribers and consistently attracts 4-6 million viewers per episode. This comedy series features the daily life of a mother with a Javanese dialect and the uniqueness of all characters played by men.

This study aims to investigate the influence of the ‘Mama Lela’ series on the social interactions of elementary school students at Plososari State Elementary School in Mojokerto District. The study is based on Émile Durkheim's social fact theory, which explains that social phenomena can influence individual behaviour in society, as well as the Uses and Effects theory, which analyses how audiences use media and the impact it has on attitudes and behaviour. The study employed a quantitative method with simple linear regression analysis.

The results showed a significance value of $0.007 < \alpha = 0.05$, thus accepting the alternative hypothesis (H_a). The correlation coefficient (r) value of 0.287 indicates a weak to moderate positive relationship between exposure to the ‘Mama Lela’ series and children's social interaction. The findings confirm that there is an influence between the intensity of watching the ‘Mama Lela’ series and students' social interaction, where the more frequently children watch the series, the more noticeable changes in how they interact socially in the school environment. This confirms that digital content has a real influence on how children socialise or interact with their environment.

Keywords: YouTube, Mama Lela Series, Social Interaction, Elementary School Children