

## ABSTRAK

### **Pengaruh Terpapar *Hate Speech* Konspirasi COVID-19 Terhadap *Risk Perception* Individu Akan Bahaya COVID-19 serta Tinjauannya Dalam Islam**

Di era globalisasi ini, manusia semakin merasakan kemudahan dalam berkomunikasi yang disebabkan oleh perkembangan internet dan media sosial yang pesat. Salah satu dampak negatif yang cukup mengkhawatirkan dari banyaknya penggunaan media sosial adalah tingginya ujaran kebencian di media sosial. Dalam beberapa waktu terakhir, tidak sedikit ujaran kebencian yang beredar di media sosial tentang COVID-19. Penelitian ini bertujuan untuk mengetahui pengaruh terpapar *hate speech* konspirasi COVID-19 terhadap *risk perception* individu akan bahaya COVID-19. Partisipan pada penelitian ini berjumlah 100 pengguna media sosial dengan rentang usia 18-24 tahun. Penelitian ini menggunakan *randomized two-groups design, posttest only* yaitu partisipan dibagi menjadi dua kelompok dengan cara randomisasi secara *online*. Manipulasi diberikan kepada partisipan dengan cara diperlihatkan komentar ujaran kebencian, sedangkan persepsi risiko diukur dengan menggunakan alat ukur *COVID-19 risk perception*. Hasil penelitian menunjukkan perbedaan skor mean persepsi risiko yang signifikan pada kelompok eksperimen ( $M=44.01$ ) dan kelompok kontrol ( $M=56.99$ ). Hasil tersebut mengindikasikan bahwa terdapat pengaruh terpapar ujaran kebencian konspirasi COVID-19 terhadap persepsi risiko akan bahaya COVID-19. Hasil penelitian ini sejalan dengan pandangan Islam yaitu terdapat pengaruh ujaran kebencian terhadap persepsi risiko individu. Implikasi dari penelitian ini adalah dapat memberikan gambaran kepada masyarakat terkait ujaran kebencian dan dampaknya sehingga dapat lebih bijaksana dalam menggunakan media sosial.

***Kata Kunci:*** *Ujaran Kebencian Konspirasi COVID-19, Bahaya COVID-19, Persepsi Risiko*

## ABSTRACT

### **The Effect of Exposure to COVID-19 Conspiracy Hate Speech on Individual Risk Perception of the Danger of COVID-19 and its Review According to Islam**

In this era of globalization, people are increasingly feeling the ease in communicating due to the rapid development of the internet and social media. One of the negative impacts that is quite worrying from the large use of social media is the high level of hate speech on social media. Hate speech that spreads on social media is increasingly worrying, the unlimited space for internet users makes these actions able to target anyone as a victim or perpetrator. In recent times, there has been a lot of hate speech circulating on social media about COVID-19. This study aims to determine the effect of being exposed to the COVID-19 conspiracy hate speech on the individual's risk perception about the dangers of COVID-19. Participants in this study amounted to 100 social media users with age range of 18-24 years. This study used a randomized two-groups design, posttest only, where participants were divided into two groups by using online randomization. Manipulation is given in the form of hate speech comments, risk perception is measured using COVID-19 risk perception. The results showed a significant difference in the mean score of risk perception in the experimental group ( $M=44.01$ ) and the control group ( $M=56.99$ ). These results indicate that there is an effect of exposure to COVID-19 conspiracy hate speech on risk perceptions of the dangers of COVID-19. In line with the Islamic view, there is an influence of hate speech on individual risk perceptions. The implication of this research is that it can provide an overview to the public regarding hate speech and its impact so that they can be wiser in using social media.

**Keywords:** *COVID-19 Hate Speech, Danger of COVID-19, Risk Perception*