

ABSTRACT

The Influence of Exposure to Indonesian Lentera Sintas Indonesia Instagram Content Information on Participation in Online Petition Signing

(Correlational Study on Participants in the Petition on the Elimination of Sexual Violence at Change.org)

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The formation of a view or attitude is motivated by the level of information exposure received. Someone who consistently receives exposure to information will form attitudes to behavior. Information exposure has many forms and one of them is by using Instagram social media. This study aims to see whether there is an effect of exposure to information on Lentera Sintas Indonesia (LSI) Instagram content on social participation, especially the signatories of the petition to Pass the PKS Bill. The bill is a solution in the form of a legal umbrella for the high levels of sexual violence in Indonesia. However, there are various obstacles from various parties and agencies in passing this bill. The theories and concepts used in this research are information exposure, online petitions, social participation, and Theory of Planned Behavior. This study used a quantitative method by distributing questionnaires to 400 respondents who knew information related to the PKS Bill and followed the LSI Instagram account. The results obtained from this study prove that the information exposure variable (X) affects social participation (Y), namely 0.695 and is classified as a strong relationship. From this research it can be concluded that exposure to information in LSI Instagram content can affect a person's intention to participate in signing the petition through change.org.

Keywords: *Information Exposure, Instagram Content, Theory of Planned Behavior, Social Participation.*

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