PENGGUNAAN MEDIA MASSA TERHADAP OPINI MAHASISWA TENTANG KESETARAAN DAN KEADILAN GENDER
(Kasus pada Mahasiswa Sekolah Pascasarjana Institut Pertanian Bogor)

OLEH
NURBANI

SEKOLAH PASCASARJANA
INSTITUT PERTANIAN BOGOR
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ABSTRAK

NURBANI. Usage of Mass Media and Student Opinion about Information Equivalence and Gender Justice (Student Case of Pascasarjana IPB School). Guided by AIDA VITALAYA S. HUBEIS, SUTISNA RIYANTO and TOHA NURSALAM.

The objective of research to elaborate mass media usage and student opinion about information equivalence and gender justice. Research conducted spread over student for 8 faculty exist in Pascasarjana IPB which enter of the year teaching 2002. This research population amount 889 student by using sampling techniques have strata of disproportional obtained by sampling amount counted 96 student. Test Statistical used is Wilcoxon on for two difference mean of sample and Kruskall Wallis to be more from two difference mean of sample. Result of research lay open that media which most used is book and television, difference usage of magazine between woman and men. Moreover, the opinion high score based on faculty receive by cross-faculty, Faperta and FMIPA whereas the high score based on origin region by students from East Indonesia. There are differences violence opinion for woman between student less 36 years old with student oldest than 36 years. The difference opinion about gender, marginalization, sub-ordination, stereotype, violence for woman and double burden student between woman and men. Opinion score student tend unusage media difference with usage the media.

Key word: mass media, opinion, student, equivalence and gender justice.