

THE INFLUENCE OF EXPOSURE TO ADMIRIED OUTGROUP MEMBERS TOWARDS IMPLICIT PREJUDICE IN INTERGROUP RELIGIONS

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ABSTRACT

Implicit prejudice is defined as the spontaneous affective evaluation of social objects activated automatically outside individual awareness. Implicit prejudice is associated with the activation of amygdala in the brain. The implicit measurement approach has become a developing alternative for measuring prejudice in the past two decades, as it is considered to lessen the social desirability bias. Previous research has shown that interventions of certain social contexts could reduce implicit prejudice. Exposure to admired outgroup members was one of the strategies to implement the intervention. The present study is aimed to examine whether exposure to admired outgroup members can reduce implicit prejudice, especially in the case of different Moslems and Christians in Indonesia. The research was conducted on 59 participants (29 males, 30 females) between the ages of 18-25, which includes 26 Christians and 33 Moslems, using a between subject experiment design. In the experiment group, participants were exposed to either admired Moslems or admired Christian figures, while in the control group, participants were exposed to several types of flowers as positive nonreligious exemplars. Implicit Association Test (IAT) was used as an instrument of measuring implicit prejudice. Manipulation check was performed by using a Likert scale to measure participants' perceptions of whether the exemplars were inspirational and representative to Islam or Christianity. Data was analyzed using inferential statistics One-Way ANOVA. The result shows that exposure to admired Outgroup members can lower the level of implicit prejudice among different religions in Indonesia.

Keywords: implicit prejudice, admired outgroup members, IAT religion related prejudice, amygdala

PENGARUH PAPARAN *ADMIRED OUTGROUP MEMBERS* TERHADAP PRASANGKA IMPLISIT KELOMPOK BEDA AGAMA

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INTISARI

Prasangka implisit adalah evaluasi afektif yang otomatis dan spontan teraktivasi tanpa disadari oleh individu terhadap suatu objek sosial. Prasangka implisit berasosiasi dengan aktivasi amigdala di otak. Pendekatan pengukuran implisit telah menjadi alternatif dalam pengukuran prasangka selama dua dekade terakhir, karena dianggap mampu mengurangi risiko bias kepatutan sosial (*social desirability*). Studi-studi terdahulu menunjukkan bahwa intervensi terhadap konteks sosial tertentu dapat mengurangi prasangka implisit. Paparan terhadap *admired outgroup members* merupakan salah satu strategi untuk mengimplementasikan intervensi tersebut. Penelitian ini bertujuan untuk menguji apakah paparan terhadap *admired outgroup members* dapat mengurangi prasangka implisit, terutama antara kelompok beda agama, Islam dan Kristen di Indonesia. Penelitian ini dilakukan menggunakan desain eksperimen beda subjek pada 59 partisipan, yang terdiri dari 29 laki-laki dan 30 perempuan berusia 18-25 tahun. Partisipan terbagi menjadi 26 beragama Kristen dan 33 beragama Islam. Kelompok eksperimen diberi paparan tokoh *outgroup* yang inspiratif, sementara kelompok kontrol diberi paparan jenis-jenis bunga, sebagai paparan positif namun yang tidak berkaitan dengan agama dan identitas sosial. *Implicit Association Test* (IAT) digunakan sebagai alat ukur prasangka implisit. Cek manipulasi dilakukan dengan menggunakan skala Likert untuk mengukur persepsi partisipan terhadap tingkat inspiratif tokoh-tokoh yang dipaparkan dan tingkat representatif tokoh-tokoh yang dipaparkan terhadap agama Islam atau Kristen. Data dianalisis menggunakan statistik inferensial *One-Way ANOVA*. Hasil penelitian menunjukkan bahwa paparan terhadap *admired outgroup members* dapat mengurangi prasangka implisit dalam kelompok beda agama di Indonesia.

Kata kunci: prasangka implisit, *admired outgroup members*, IAT, prasangka terkait agama, amigdala