

## **ABSTRACT**

Since its emergence, the COVID-19 pandemic has changed the way people live. When on the one hand the public needs information regarding pandemic conditions, news regarding these conditions can actually have a negative impact on those who consume it. This is illustrated by a study which found an increase in news consumption during a pandemic. However, other studies suggest an increase in news avoidance practices. Therefore, this research was conducted to understand the practice of news avoidance by young people. By using the case study method, this research tries to explore the news consumption experiences of students in the Special Region of Yogyakarta regarding the motives, forms of practice, and types/formats of news that are avoided.

The results of the study found that psychological conditions were the most frequently conveyed motives by informants. Then, the informants practice news avoidance in various forms, from swiping the screen, using certain features, to diverting attention to other activities that are entertaining and productive. Meanwhile, the informants' preferences for the type and format of news content on Instagram were quite diverse. Even so, the majority of informants said they avoided long-winded news and preferred news that was presented in a more practical and direct way.

**Keywords:** news avoidance, social media, youth, COVID-19

## ABSTRAK

Sejak kemunculannya, pandemi COVID-19 banyak mengubah tatanan hidup masyarakat. Ketika di satu sisi masyarakat memerlukan informasi terkait kondisi pandemi, pemberitaan terkait kondisi tersebut justru dapat berdampak negatif bagi mereka yang mengonsumsi. Hal ini digambarkan dari sebuah penelitian yang menemukan terjadi peningkatan konsumsi berita di masa pandemi. Namun, penelitian lain menyampaikan adanya peningkatan pada pelaksanaan praktik *news avoidance*. Oleh karena itu, penelitian ini dilakukan untuk memahami praktik *news avoidance* yang dilakukan oleh kaum muda. Dengan menggunakan metode studi kasus, penelitian ini mencoba mengeksplorasi pengalaman konsumsi berita mahasiswa di Daerah Istimewa Yogyakarta atas motif, bentuk praktik, dan jenis/format berita yang dihindari.

Hasil penelitian menemukan kondisi psikologis merupakan motif yang paling banyak disampaikan oleh informan. Lalu, informan melaksanakan praktik *news avoidance* melalui beragam bentuk, mulai dari mengusap layar, menggunakan fitur-fitur tertentu, hingga mengalihkan perhatian pada kegiatan-kegiatan lain yang menghibur dan produktif. Sementara itu, preferensi informan terhadap jenis dan format konten berita di Instagram cukup bervariasi. Meskipun demikian, mayoritas informan menyampaikan menghindari berita yang bertele-tele dan lebih memilih berita yang disajikan dengan lebih praktis dan *straight to the point*.

**Kata Kunci:** *news avoidance*, media sosial, kaum muda, COVID-19