

## ABSTRAK

**MUHAMMAD FADLAN KABIRO, NIM 1188030116 TAHUN 2018:**  
***FENOMENA JUDI ONLINE TERHADAP PERUBAHAN PERILAKU MAHASISWA (Kasus Mahasiswa Angkatan 2019-2020 Universitas Pasundan dan Politeknik Negeri Bandung).***

Penelitian ini dilatar belakangi fenomena judi *online* yang cepat berkembang terutama di kalangan mahasiswa karena berperilaku konsumtif dan pola gaya hidup hedonisme yang menyebabkan perubahan perilaku sebelum dan sesudah bermain judi *online*, seperti yang telah peneliti cermati di dua kampus di Kota Bandung, yaitu Universitas Pasundan dan Politeknik Negeri Bandung.

Tujuan penelitian ini untuk mengetahui faktor yang melatarbelakangi Mahasiswa Universitas Pasundan dan Politeknik Negeri Bandung bermain judi *online*. Dampak negatif bermain judi *online* bagi Mahasiswa Universitas Pasundan dan Politeknik Negeri Bandung. Perubahan perilaku Mahasiswa sebelum dan sesudah bermain judi *online*.

Teori yang digunakan dalam penelitian ini adalah Teori Behavioral Sosial yang diinisiasi oleh Burrhus Frederic Skinner, yang menyatakan bahwa hubungan antara pengaruh perilaku seorang aktor terhadap lingkungan dan dampak lingkungan terhadap perilaku aktor.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif dengan mendeskripsikan secara empiris kondisi di lapangan. Sumber data terdiri dari sumber data primer yang diperoleh melalui teknik pengumpulan data, wawancara, dan observasi. Adapun sumber data sekunder didapatkan melalui teknik dokumentasi. Teknik analisis data menggunakan teknik versi Hubberman meliputi reduksi data, penyajian data dan penarikan simpulan.

Hasil penelitian menunjukkan bahwa perubahan perilaku mahasiswa yang bermain judi *online* diakibatkan oleh beberapa faktor yaitu; 1) Latar belakang mahasiswa bermain judi *online* dipengaruhi oleh pergaulan gaya hidup konsumtif. Kemudian beberapa faktor lain yang meliputi faktor lingkungan pertemanan, faktor probabilitas, faktor keterampilan, faktor belajar. 2) Dampak Negatif Bermain Judi *Online* Bagi Mahasiswa yang meliputi Dampak ekonomi, dampak kesehatan, dampak terhadap prestasi kuliah, dampak terhadap kepribadian. 3) Perubahan Perilaku Mahasiswa Sebelum dan Sesudah Bermain Judi *Online* Sebelum adanya fenomena judi *online* yaitu belajar dan kuliah, kesehatan fisik dan mental masih terjaga. Setelah bermain judi *online* para mahasiswa mengalami perubahan perilaku. Perubahan tersebut disebabkan oleh beberapa faktor akibat dari dampak negatif bermain judi *online* yaitu terhadap ekonomi, dampak terhadap prestasi kuliah, dampak terhadap kesehatan, dampak terhadap kepribadian.

**Kata Kunci:** Perubahan Perilaku, Mahasiswa, Judi *Online*

## ABSTRACT

**MUHAMMAD FADLAN KABIRO, NIM 1188030116 YEAR 2018:  
ONLINE GAMING PHENOMENA TOWARDS STUDENT BEHAVIOR  
CHANGES (Case of Student Batches 2019-2020 Pasundan University and  
Bandung State Polytechnic).**

*This research is motivated by the phenomenon of online gambling which is rapidly developing, especially among students because of consumptive behavior and hedonistic lifestyle patterns that cause changes in behavior before and after playing online gambling, as researchers have observed at two campuses in the city of Bandung, namely Pasundan University and the Polytechnic Bandung Country.*

*The purpose of this study was to find out the factors behind Pasundan University and Bandung State Polytechnic students playing online gambling. The negative impact of playing online gambling for students of Pasundan University and Bandung State Polytechnic. Changes in student behavior before and after playing online gambling.*

*The theory used in this study is the Social Behavioral Theory initiated by Burrhus Frederic Skinner, which states that there is a relationship between the influence of an actor's behavior on the environment and the impact of the environment on actor behavior.*

*This study used a qualitative approach with a descriptive method by empirically describing the conditions in the field. Data sources consist of primary data sources obtained through data collection techniques, interviews, and observation. The secondary data sources are obtained through documentation techniques. The data analysis technique uses the Hubberman version of the technique including data reduction, data presentation and drawing conclusions.*

*The results of the study show that changes in the behavior of students who play online gambling are caused by several factors, namely; 1) The background of students playing online gambling is influenced by the association of a consumptive lifestyle. Then several other factors which include friendship environmental factors, probability factors, skill factors, learning factors. 2) Negative Impacts of Playing Online Gambling for Students which include economic impacts, health impacts, impacts on college achievement, impacts on personality. 3) Changes in Student Behavior Before and After Playing Online Gambling Prior to the online gambling phenomenon, namely studying and studying, physical and mental health was still maintained. After playing online gambling, students experienced changes in behavior. These changes are caused by several factors resulting from the negative impact of playing online gambling, namely the economy, the impact on college achievement, the impact on health, the impact on personality.*

**Keywords:** Behavior Change, Students, Online Gambling