



Behavior Patterns in Consuming and Disseminating News and Information in Uinsu Male and Female Students

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ABSTRACT

The purpose of this study is to compare the behavior of female students and students of the State Islamic University of North Sumatra in consuming and sharing news and information. The problem that occurs is that the researcher looks at various phenomena that occur on social media to find out if there is a difference between male and female students in consuming and disseminating news and information, especially for students and students of UIN North Sumatra. The method used was a quantitative survey involving 100 respondents from 8 faculties using anova one-way data analysis processed through the spss version 25 application. Data is collected through questionnaires designed to evaluate consumption and disseminate news and information. The results of the research from the analysis of anova one-way data showed a value of $0.401 > 0.05$ which means that there was no significant difference in behavior patterns in consuming and disseminating news and information to male and female students of UINSU. This research focuses on the behavior patterns of male and female students of UINSU to find out whether there is a difference between male and female students in consuming and disseminating news and information.

Keywords: news consumption, students, dissemination of news and information

ABSTRAK

Tujuan dari penelitian ini adalah untuk membandingkan bagaimana perilaku mahasiswi dan mahasiswa Universitas Islam Negeri Sumatera Utara dalam mengonsumsi dan berbagi berita dan informasi. Permasalahan yang terjadi adalah peneliti melihat berbagai fenomena yang terjadi di media sosial untuk mencari tahu apakah ada perbedaan antara mahasiswa laki-laki dan perempuan dalam mengonsumsi dan menyebarkan berita dan informasi terkhusus pada mahasiswa dan mahasiswi UIN Sumatera Utara. Metode yang digunakan adalah *survey* kuantitatif yang melibatkan 100 responden dari 8 fakultas dengan menggunakan analisis data *anova one way* (anova satu arah) yang diolah melalui aplikasi *spss* versi 25. Data dikumpulkan melalui kusioner yang dirancang untuk mengevaluasi tentang konsumsi dan menyebarkan berita serta informasi. Hasil penelitian dari analisis data *anova one way* menunjukkan nilai $0,401 > 0,05$ yang artinya tidak terdapat perbedaan yang signifikan pada pola perilaku dalam mengonsumsi dan menyebarkan berita dan informasi pada mahasiswa laki-laki dan perempuan UINSU. Penelitian ini dititikberatkan pada pola perilaku mahasiswa laki-laki dan perempuan UINSU untuk mencari perbedaan apakah ada perbedaan antara mahasiswa laki-laki dan perempuan dalam mengonsumsi dan menyebarkan berita dan informasi.

Kata Kunci: konsumsi berita, mahasiswa, penyebaran berita dan informasi

INTRODUCTION

According to the latest data from the Indonesian Internet Service Provider Organization (APJII), the country has experienced a significant increase in the number of internet users. Based on the findings of the APJII survey, the number of Indonesian internet users in 2024 will reach 221,563,479 people. One of the main reasons for the increasing internet penetration rate in Indonesia is the increasing internet access of mobile devices, especially through smartphones. More than 90% of internet users use mobile devices to access the internet.

The virtual world, which is very similar to the real world, emerged thanks to the advantages of internet technology as a possible source of information. We can engage in cyber activities in the real world, such as doing online trading and utilizing internet technology. The development of information technology has brought changes to society. Most of the world's population considers social media to be one of the basic necessities in life. Almost all Indonesian people from various walks of life and age groups use social media as a means of collecting information and disseminating information to the public ¹

Mass media alone is not enough to meet local, national and international information needs. Reading newspapers, watching television, and listening to the radio allow people to know the political events and issues that are being discussed. In his book *Introduction to Communication Science*, Hafid Kangara explained that mass media is a mechanism for conveying information from the sender to the recipient using mechanical communication media such as newspapers, movies, radio, and television. The spread of mass media is driven by the main objectives: to provide information, expand knowledge, spread aspirations, and organize society ²

The millennial generation tends to use third-party programs such as YouTube, Twitter, Instagram, Line Today, and so on when accessing news online. Thanks to the mass media that frequently updates its news materials on social media and third-party applications that focus on delivering news from various important mass media partners, the audience becomes more informed about the latest news. The majority made the decision to compare the news given to them with news from other mass media after learning that news from different mass media often contradicted the goals of the news organization ³

The term "news consumption" refers to the way in which various mass media platforms are used by individuals to meet their information needs, especially those related to news. The way people consume news today has changed from being passive and relying on the idea of "tell me a story" to being proactive and seeking information by asking questions, searching for them throughout the day, compiling them from various sources, and then sharing what they have found. to his friend group ⁴.

The transmission of news and information involves more than just receiving it; Everyone's activities also have a significant impact on how information develops and disseminates, when people share knowledge to strengthen their social bonds (Fatmawati, 2020). Three processes of social change—discovery, dissemination of information, and impact—are responsible for the dissemination of information. Information dissemination involves the delivery of information so that, through exchange, information moves from one location to another. The development of social media and technology in daily life is inseparable from the exchange of information that helps people broadcast and express their thoughts to the public ⁵.

¹ Peran Media Sosial, Sebagai Media, and Sarana Informasi, 'JURNAL ILMU KOMUNIKASI HINDU PERAN MEDIA SOSIAL', 02 (2022), 273–82.

² Jurnal Ilmu and others, 'Strategi Penggunaan Youtube Sebagai Sarana Menyebarluaskan Berita (Studi Di Harian Umum Palembang Ekspres)', 01.02 (2023), 62–68.

³ Prinisia Nurul Ikasari and Lintang Citra Christiani, 'Pengalaman Mengkonsumsi Berita Online: Perspektif Generasi Milenial Di Jawa Tengah', *SOURCE : Jurnal Ilmu Komunikasi*, 7.1 (2021), 45 <<http://dx.doi.org/10.35308/source.v7i1.2769%0Ahttp://jurnal.utu.ac.id/jsource/article/viewFile/2769/2091>>.

⁴ Wulan Suciska and Eka Yuda Gunawibawa, 'Pola Konsumsi Berita Pada Kelompok Khalayak Digital Di Kota Bandar Lampung', *Jurnal ILMU KOMUNIKASI*, 17.2 (2020), 249–66 <<https://doi.org/10.24002/jik.v17i2.2484>>.

⁵ Bilqis Rachma Tiara Rizqi and Heriyanto Heriyanto, 'Penyebaran Informasi Melalui Thread Berita Di Twitter Oleh Mahasiswa S-1 Program Studi Ilmu Perpustakaan Universitas Diponegoro', *Anuva: Jurnal Kajian Budaya, Perpustakaan, Dan Informasi*, 7.3 (2023), 515–28 <<https://doi.org/10.14710/anuva.7.3.515-528>>.

You need to be aware of relevant ethics when organizing news, checking and validating news, and disseminating information. The use of social media is allowed in Islam as long as it spreads ma'ruf, words of kindness and peace, and verifies information accompanied by tabayyun (Janah & Yusuf, 2021). When someone gets news from various sources, they usually spread it without verifying its accuracy. This is not a mindset that should be embraced by Muslims, as stated in Surah Al-Husrat verse 6: ⁶.

أَيُّهَا الَّذِينَ آمَنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحَبُوا عَلَىٰ مَا فَعَلْتُمْ لِنِيمٍ

Artinya: *If an wicked person comes to you with news, O you who believe, study carefully so as not to cause destruction to a nation without understanding the details that will make you regret your actions. (QS, al-hujarat verse 6).*

The use of social media itself has both positive and negative impacts. The use of social media, because social media itself is a forum for students to find information that suits their needs efficiently and effectively, strengthen friendship and communication relationships, and prove that their presence can have a positive impact. On the other hand, the intensity of Instagram use can have a negative impact ranging from interfering with daily life, learning and experiencing addiction, to a lack of self-control in using social media ⁷

Many studies have looked at how people consume and spread the news. One of the studies conducted in 2020 by Riska Maulidina examined how people use the internet to consume and disseminate information in generations X, Y, and Z. The findings show that there is no difference in the way people consume and disseminate information in these generations. generation. The psychological perspective states that internet users are more likely to trust false information because of two characteristics. In general, user behavior indicates that they are more likely to believe in fake material if it aligns with their beliefs or attitudes ⁸.

Another study conducted by Kholis Ridho and Rizka Maulidina in 2020 entitled "Internet and Digital Metamorphosis: A Comparative Analysis of the Behavior of Spreading Hoax News Across Generations" revealed that the habits of internet users in disseminating and consuming news and information are no different between generations X, Y, and generations. Z. Several factors, including the selection of respondents who are students and lecturers of the Faculty of Da'wah and Communication UIN Jakarta who are qualified in the field of journalism and communication, can be blamed for the weak or neutral influence of the stimulus on the economy. response in this study. As a result, respondents are of course skeptical of every news that is published. both real and untrue. Second, the momentum of this pandemic has affected all generations to become more familiar with the rapid development of information technology, including the cyber world ⁹.

The rapid development of information technology has created opportunities for wider and faster information dissemination. For this reason, Indonesia continues to encourage the development of the information society in line with the advancement of information technology and public information that is increasingly open. Life in an information society is described as

⁶ Sulhi M. Daud Abdul Kadir and Sahrizal Vahlepi, 'Mendalami Informasi Dengan Bertabayyun Menurut Al-Qur'an Di Tinjau Dari Tafsir Klasik Dan Kontemporer', *Jurnal Ilmiah Universitas Batanghari Jambi*, 21.2 (2021), 825 <<https://doi.org/10.33087/jiubj.v21i2.1570>>.

⁷ Roberto Maradutua, Tesalonika Manalu, and Tiara Dharma, 'Ketergantungan Mahasiswa Dalam Penggunaan Instagram Guna Mencari Informasi', 2.2 (2024).

⁸ R Maulidina, 'Pola Perilaku Pengguna Internet Dalam Mengonsumsi Dan Menyebarkan Berita Dan Informasi Pada Generasi X, Y, Dan Z, 2020', *Repository.Uinjkt.Ac.Id*, 2020.

⁹ Rizka Maulidina and Kholis Ridho, 'Internet Dan Metamorfosa Generasi Digital: Analisa Perbandingan Perilaku Penyebarluasan Berita Hoax Lintas Generasi', *Jurnal Studi Jurnalistik*, 2.2 (2020), 133–45 <<https://doi.org/10.15408/jsj.v2i2.18920>>.

having free access to various sources of information. The information community is also aware of the importance of information in carrying out daily activities and the development of insights and perspectives in the use of technology, with the consistent development of libraries, document and information management institutions. In an information society, there will be an increase in the sophistication of human resources, the use of information, and technology that utilizes science and technology (IPTEK)¹⁰.

Social media itself is online media. This medium allows users to easily participate, share, and create content such as blogs, social networks, wikis, forums, and virtual worlds. Social media allows anyone interested in participating by contributing openly and quickly sharing feedback, comments, and information without restrictions. In this modern era, the role and use of social media in a community is very important so that the introduction of the community can reach a wide audience quickly. The role and use of social media in society is also important in providing information about the vision, mission, and goals of society¹¹.

In addition, the rise of misinformation, disinformation, and conspiracy theories on social media can weaken the effectiveness of information and erode trust in unreliable news media. With the increasing reliance on social media as the primary source of information, it is necessary to consider the impact of social media on student opinion. Digital applications need to be improved to allow public participation, especially the younger generation, as well as to maintain and strengthen the presence of news organizations. Overall, it is important to understand the role of social media in shaping public opinion to address the challenges and opportunities presented by the digital revolution¹².

When using social media, content is the most important tool for disseminating information and communicating. Content is the main key in social media uploads, it can be in the form of images or videos to spread information. Content is the most important element in social media because the quality of the content determines the message you want to convey. Many companies now use social media, especially Instagram, as a medium of communication and publication¹³

The Internet is one of the developments in information technology along with the advancement of information and communication technology and is widely used by information seekers to meet current information needs. Internet technology is rapidly evolving and is used by many people today, including social media¹⁴.

Crime on social media occurs for a variety of reasons, including political gain, business competition, hatred of groups, and sometimes seeking thrills. Coupled with the habit of people who read the news and assume that messages come in without checking its authenticity first, often news that is not necessarily true can easily spread on social media. Lack of digital literacy,

¹⁰ Parulian Sitompul, Dede Mahmudah, and Marudur Pandapotan Damanik, 'PEMANFAATAN MEDIA SOSIAL DAN PEMENUHAN KEBUTUHAN INFORMASI KETENAGAKERJAAN DI KALANGAN ANGKATAN KERJA MUDA PADA MASA PANDEMI COVID-19 THE USE OF SOCIAL MEDIA AND FULFILLED NEEDS OF MANPOWER INFORMATION AMONG YOUNG LABOR FORCE DURING COVID-19', 2021, 203–22 <<https://doi.org/10.31445/jskm.2021.4399>>.

¹¹ Ishak Winaldo Liubana and Yugih Setyanto, 'Analisis Peranan Dan Penggunaan Media Sosial Dalam Mengomunikasikan Informasi Di Komunitas 234SC Jakarta Utara', *Prologia*, 6.1 (2022), 199 <<https://doi.org/10.24912/pr.v6i1.10391>>.

¹² Loso Judijanto and others, 'Pengaruh Sumber Informasi Dan Interaksi Sosial Di Media Sosial Terhadap Pembentukan Opini Politik Masyarakat Di Indonesia', 1.01 (2023), 21–31.

¹³ Afifah Subhah Nafsyah and others, 'ANALISIS KONTEN MEDIA SOSIAL INSTAGRAM BY . U SEBAGAI MEDIA PENYEBARAN INFORMASI & KOMUNIKASI Digital Public Relations , Universitas Telkom Digital Public Relations , Universitas Telkom', 2.2 (2022), 1–11.

¹⁴ Nadia Ayu Puspita and others, 'Efektivitas Media Sosial Akun Instagram @ Detikcom Dalam Pemenuhan Kebutuhan Informasi The Effectiveness of Social Media Instagram Account @ Detikcom in Fulfilling Information Needs', 4.2 (2022), 112–17.

lack of socialization through the meaningful use of social media, lack of control and supervision from both families and the government, to express opinions, communicate ideas, comment and respond¹⁵.

Located in Medan, the capital of North Sumatra province, the State Islamic University of North Sumatra (UINSU) is one of the leading Islamic universities in Indonesia. There are 21,032 students enrolled in 63 educational programs at 8 institutions on this site. Most students of the State Islamic University of North Sumatra use the internet to obtain news and share information, based on initial observations made by researchers on campus. The purpose of this study was to compare the behavior of male and female students when reading and sharing news and information.

Explicitly, this study leads to the question of whether there is a difference between male and female students of UINSU in consuming and disseminating news. Of course, it will be proven by quantitative data using the SPSS application. This study is important because in gender studies there will be many things that affect the differences between men and women such as gender, mindset, family background, and psychological conditions. However, this study does not use psychological references to find out whether there is a difference between male and female students of UINSU in consuming and disseminating news and information, but uses quantitative data on the SPSS application and the dissemination of questionnaires.

RESEARCH METHODS

This study takes a quantitative method. According to V. Wiratna Sujarweni (2014), quantitative research produces findings that can be obtained by statistical techniques or other measurement methods. To ascertain a fact or truth and evaluate the accepted ideas that explain the emergence of a phenomenon or problem, quantitative research aims to analyze a phenomenon or problem thoroughly and methodically using objective metrics.

Survey research is a methodology used by researchers. Questionnaires are the main tool for collecting data in survey research, and a sample of the population. The survey method is used to obtain or collect information data about a wide population using a relatively smaller sample. One of the tools used in survey methodologies to collect data is questionnaires. The research instrument was measured using a Likert scale designed to measure respondents' attitudes, opinions, or perceptions. SPSS version 25 software is used to process data collected from samples representing various demographics the sample size of this study was determined using the Slovin formula. Here's Slovin's formula:

$$n = \frac{N}{1 + Ne^2}$$

Information :

n : Samples taken by the author
N : Number of population
E : Tolerable sample error rate

The research population totaled 21,032 students as of June 25, 2024 with an error rate of 10%. The following Slovin formula is used to calculate the sample size for this investigation.

$$n = \frac{21.032}{1 + Ne^2}$$

¹⁵ Besse Ruhaya, 'Konsolidasi Fatwa MUI Dengan Fikih Informasi Dalam Merumuskan Etika Bermuamalah Di Media Sosial', 9.2 (2023), 731–46.

$$\begin{aligned}
& 1 + 21.032 (0,1)^2 \\
= & \frac{21.032}{211,32} \\
= & 99,52
\end{aligned}$$

This study used a minimum sample size of 99.52, concluded to be 100 participants.

RESULTS AND DISCUSSION

For students, information needs and information behavior cannot be separated from the two. Almost all students are trying to find information to fill the information gaps they have. The reason is, the information gap forces a person to carry out various activities which are then classified as information fulfillment actions because in essence humans will always need information to maintain the stability of their lives. This is in accordance with Belkin's statement reported by Knight that the behavior of data discovery begins with the knowledge anomaly of the tracker, which is between the knowledge it has at that time and the information it needs (knowledge anomaly). Those who directly hold the status of students have various responsibilities and roles. Behavior patterns are a form of attitude that is organized and carried out repeatedly. Behavior patterns are related to psychological studies because they are related to a person's personality. In the study of psychology, each person's behavior will be different. There are many things that affect this, such as education level, family background, gender, etc¹⁶.

1. Research results

a. Respondent profiles

The State Islamic University of North Sumatra currently has 8 faculties. In this talk, the researcher will discuss the results and statistical analysis of this study, which involves distributing 100 Google Form surveys to students at UIN North Sumatra. The identity of the respondents was obtained by the researcher who also recorded the gender of the respondents and faculty. The number of male respondents was 50 people and the number of female respondents was 50 people. So, the total number of respondents from 8 faculties at UINSU is as many as 100 respondents. The following will be displayed a table of student respondent data from 8 faculties at UINSU:

Table of respondents by faculty

Faculty	Number of respondents
Da'wah and Communication	13
Tarbiyah and Teacher Training	13
Islamic Economics and Business	13
Ushuluddin and Islamic Studies	12

¹⁶ Franindya Purwaningtyas Tengku Riyan Hidayat, Risky Mulyadi, 'Analisis Pola Perilaku Penelusuran Informasi Di Kalangan Mahasiswa UINSU', 3.3 (2023), 937-44 <<https://doi.org/10.47467/elmujtama.v3i3.3082>>.

Public Health	13
Shari'ah and Law	12
Science and Technology	12
Social Sciences	12
Total	100

C. Reliability Test

Reliability is defined as the consistency that occurs in a series of methods and the results obtained ¹⁷ Cronbach's alpha is a technique used in reliability testing. If the value of Cronbach's alpha for a variable is more than 0.6, the data is considered credible (Firdaus, M.M. 2021). Here are the test results:

Cronbach's alpha	Condition	Information
0,733	0,6	reliabel

Source: SPSS 25 data processing results

Based on the information above, it can be seen that Cronbach's alpha value is $0.733 > 0.6$, so the data shows that the questionnaire and variables are reliable or consistent.

D. Descriptive statistical test

The following are statistics from male respondents:

Question	strongly disagree	disagree	agree	Strongly agree	percent
The internet as a place to find news and information	4%	0%	46%	50%	100%
Reading news and information on the Internet	4%	4%	60%	32%	100%
using the internet to search for news and information.	4%	0%	48%	48%	100%
Read news from trusted sites and portals	2%	10%	56%	32%	100%
	8%	62%	28%	2%	100%

¹⁷ Rahmat Fadli and others, 'Validitas Dan Reliabilitas Pada Penelitian Motivasi Belajar Pendidikan Agama Islam Menggunakan Product Moment', *JiIP - Jurnal Ilmiah Ilmu Pendidikan*, 6.3 (2023), 1734–39 <<https://doi.org/10.54371/jiip.v6i3.1419>>.

Read information and news from all portals without making a choice in advance					
Trust all the news circulating on the internet.	24%	60%	12%	4%	100%
Not fully believing the news on the internet	2%	4%	70%	24%	100%
Select and sort the news received	2%	0%	44%	54%	100%
Read the news because of the catchy title	2%	6%	66%	26%	100%
Read the whole story	2%	12%	66%	20%	100%
Just read the news from the title	20%	66%	8%	6%	100%
No need to sort through news	34%	52%	12%	2%	100%
Statement	Never	Ever	Often	Very often	-
Read the news and information yourself.	2%	52%	12%	2%	100%
Read information and news without spreading it	8%	62%	18%	12%	100%
Friends must be aware of the news they read.	14%	50%	22%	14%	100%
Families need to know the news they are reading	4%	44%	38%	14%	100%
Everyone needs to know the news they read.	28%	54%	12%	6%	100%
Spreading information and news without reading it	60%	28%	4%	8%	100%
Sharing news and information that is judged to be accurate	14%	52%	18%	16%	100%
Not interested in spreading information and news	28%	52%	10%	10%	100%

Spreading news and information to social media	20%	58%	14%	8%	100%
Spread news and information through group or private chats	14%	66%	14%	6%	100%
Average	13,64%	36,09%	32,00%	18,27%	100%

Source: primary data

The following are the statistics of female respondents:

Question	strongly disagree	disagree	Agree	Strongly agree	percent
The internet as a place to find news and information	0%	0%	60%	40%	100%
Reading news and information on the Internet	0%	8%	68%	24%	100%
using the internet to search for news and information.	0%	0%	60%	40%	100%
Read news from trusted sites and portals	0%	6%	68%	26%	100%
Read information and news from all portals without making a choice in advance	4%	52%	34%	10%	100%
Trust all the news circulating on the internet.	18%	58%	18%	6%	100%
Not fully believing the news on the internet	0%	8%	66%	26%	100%
Select and sort the news received	0%	0%	62%	38%	100%
Read the news because of the catchy title	0%	4%	78%	18%	100%
Read the whole story	0%	14%	72%	14%	100%
Just read the news from the title	18%	64%	12%	6%	100%
No need to sort through news	28%	56%	12%	4%	100%

Statement	Never	Ever	Often	Very often	-
Read the news and information yourself.	2%	50%	44%	4%	100%
Read information and news without spreading it	6%	42%	36%	16%	100%
Friends must be aware of the news they read.	4%	52%	34%	10%	100%
Families need to know the news they are reading	4%	42%	46%	8%	100%
Everyone needs to know the news they read.	30%	38%	26%	6%	100%
Spreading information and news without reading it	70%	14%	12%	4%	100%
Sharing news and information that is judged to be accurate	10%	38%	38%	14%	100%
Not interested in spreading information and news	36%	34%	20%	10%	100%
Spreading news and information to social media	18%	52%	22%	8%	100%
Spread news and information through group or private chats	14%	50%	26%	10%	100%
Average	11,91%	31,00%	41,55%	15,55%	100%

Source: primary data

Sixty-eight percent of women and sixty percent of men who responded to the survey said they read news and information online. The information can be seen in the table above. 56% of male respondents and 68% of female respondents read news from trusted websites and news portals. Then, 66% of male respondents and 72% of female respondents stated that they always read the news and information in its entirety. In addition, research shows that 70% of female respondents and 60% of male respondents never share information or news without reading it first. Furthermore, 50% of female respondents and 66% of male respondents shared news and information on social media. As many as 38% of female respondents and 18% of male respondents stated that they often spread information and news if they are sure of the truth. Based on this study, there was no significant behavioral difference between male and female UINSU students in terms of how they consume and share news and information.

E. One Way Anova Test

One-way variance analysis is used to assess the difference between two or more groups when evaluating a sample, in line with the intention of testing a certain value given as a reference for whether or not it differs significantly from the average sample. In the one-way ANOVA test, a significant difference is defined if the significance value is less than 0.05, while no significant difference is found at all if the significance value is more than 0.05. The test findings are as follows:

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42,250	1	42,250	,712	,401
Within Groups	5814,340	98	59,330		
Total	5856,590	99			

Source: SPSS 25 data processing results

This study focuses on finding differences between male and female students of UINSU in consuming and disseminating news and information as evidenced by the one-way ANOVA data in the table above. The significance value of $0.401 > 0.05$ in the data on the behavior patterns of students classified as the second gender supports this. So, the final result obtained in the ANOVA test above is that there is no difference between male and female students of UINSU in consuming and disseminating news and information. Because there is no difference between male and female students of UINSU in consuming and disseminating news and information, there is no impact produced.

Based on the data that has been presented, in quantitative data, the behavior pattern of UIN North Sumatra students in consuming and disseminating news and information is to seek news and information from trusted sources. This kind of behavior pattern is very necessary so that it is not easily affected by hoaxes or fake news. Then, when viewed from the gender study between men and women, based on the ANOVA test that has been carried out, there is no difference between male and female students of UIN North Sumatra in consuming and disseminating news and information. The impact is that both men and women have the same in consuming and disseminating news and information without being affected by biological things such as gender or psychological things such as the way of looking at something or their personality.

CONCLUSION

Based on the findings of a survey that examines consumption behavior patterns and the dissemination of news and information among male and female UINSU students similar to survey participants, the one-way ANOVA test reveals that consumption data has a significant value. and the spread of news and information was $0.401 > 0.05$ which showed that there was no difference in behavior patterns in consuming and disseminating news and information. because there is no difference between male and female students in consuming and disseminating news and information to UINSU students, the resulting impact is non-existent.

Based on the data that has been presented, in quantitative data, the behavior pattern of UIN North Sumatra students in consuming and disseminating news and information is to seek news and information from trusted sources. This kind of behavior pattern is very necessary so that it is not easily affected by hoaxes or fake news. Then, when viewed from the gender study

between men and women, based on the ANOVA test that has been carried out, there is no difference between male and female students of UIN North Sumatra in consuming and disseminating news and information. The impact is that both men and women have the same in consuming and disseminating news and information without being affected by biological things such as gender or psychological things such as the way of looking at something or their personality.

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