

PERBEDAAN POLA RESPONS BUTIR-BUTIR BALANCED INVENTORY DESIRABLE RESPONDING-16 (BIDR-16) BUDAYA INDONESIA DAN MESIR

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ABSTRACT

BIDR is an instrument to measure social desirability, especially in non-cognitive tests. It has been shown to be construct and criterion valid, in relation to other tests such as the SDS or MCSDS. The test consists of self-deceptive enhancement which measures a subject's tendency to pretend and unconsciously answer more positive responses that are considered more "culturally correct", and impression which measures a person's tendency to deliberately create a more positive image of their responses. Self-deception is relative to the cultural context in which it occurs, and certain tests will produce different results if conducted in different cultures. The purpose of this study was to discover possible item bias by comparing response patterns in Indonesian and Egyptian cultures. Indonesia acted as the focus group and represented the eastern culture, and Egypt acted as the reference group and represented the middle-eastern culture.

This study will be conducted using the 16-item BIDR version of the questionnaire. Data will be collected from Indonesian and Egyptian respondents. Data analysis will be conducted using a modern theoretical approach, through item response 2 PL analysis and DIF analysis. DIF analysis is conducted by comparing the Item Characteristic Curve (ICC) between the Indonesian group and the Egyptian group. The results of item analysis show that almost all BIDR items fit the model, except item 15. In general, there is a response bias given by Egyptians and Indonesians. Indonesians gave higher responses to the statements: I am not always honest with myself, I sometimes lie when necessary, I sometimes take advantage of others, and I tell bad things about my friends behind their backs. Whereas Egyptians responded higher to: I am a very rational person, I am very confident in my judgment, when I hear people having conversations in private, I try not to eavesdrop, I never take something that does not belong to me and I do not gossip about other people's business. The results of this study can illustrate the existence of items related to cultural bias and be taken into consideration in future instrument development.

Kata Kunci: Item Bias, Differential Item Functioning, BIDR, Indonesia and Egypt