

## SUMMARY

# SIKAP MAHASISWA BROADCASTING UNIVERSITAS ESA UNGGUL ANGKATAN 2011 TERHADAP PROGRAM ACARA MATA LELAKI DI TRANS7

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**Subject** : SIKAP, TELEVISI, PENYIARAN  
**Subject Alt** : ATTITUDE, TELEVISION, BROADCASTING  
**Keyword** : SIKAP; TELEVISI; PENYIARAN

### Description :

Penelitian ini penulis lakukan untuk mengetahui bagaimana sikap mahasiswa Broadcasting Universitas Esa Unggul angkatan 2011 terhadap tayangan program acara Mata-Lelaki Di Trans7

Metode yang digunakan pada penelitian ini adalah metode survey bertipe deskriptif dengan pendekatan kuantitatif. Penulis hanya menggambarkan sikap dari mahasiswa Broadcasting angkatan 2011. Teknik pengumpulan data melalui kuesioner yang disebar kepada sampel yang berjumlah 73 responden.

Berdasarkan apa yang penulis lakukan selama penelitian dapat disimpulkan bahwa mahasiswa Broadcasting Universitas Esa Unggul angkatan 2011 ternyata memiliki sikap yang positif terhadap tayangan program acara MataLELAKI Di TRANS7. Hal ini dapat dilihat dari hasil kesimpulan perhitungan data yang didapat dari hasil Penyebaran Kuesioner

### Description Alt:

The author conducted this research to find out what attitudes are Esa Unggul University Broadcasting student class of 2011 against broadcast of the Mata-Lelaki program on Trans7

The method used in this research is a type survey method descriptive with a quantitative approach. The author only describes attitudes from Broadcasting students class of 2011. Data collection techniques via questionnaire distributed to a sample of 73 respondents.

Based on what the author did during the research, it can be

It was concluded that Esa Unggul University Broadcasting students class 2011 turned out to have a positive attitude towards the MataLELAKI program broadcast on TRANS7. This can be seen from the results of the calculation conclusions data obtained from the results of distributing questionnaires

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