

## DAFTAR ISI

ABSTRAK.....	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR BAGAN.....	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang.....	Error! Bookmark not defined.
1.2 Rumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.3.1 Secara Umum.....	Error! Bookmark not defined.
1.3.2 Secara Khusus.....	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
1.4.1 Secara Teoretis.....	Error! Bookmark not defined.
1.4.2 Secara Praktis.....	Error! Bookmark not defined.
1.5 Sistematika Penulisan.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
2.1 Komunikasi.....	Error! Bookmark not defined.
2.1.1 Proses Komunikasi.....	Error! Bookmark not defined.
2.1.2 Fungsi Komunikasi.....	Error! Bookmark not defined.
2.2 Komunikasi Massa.....	Error! Bookmark not defined.
2.3 Media Massa.....	Error! Bookmark not defined.
2.3.1 Karakteristik Media Massa.....	Error! Bookmark not defined.
2.4 Televisi.....	Error! Bookmark not defined.
2.4.1 Pengertian Televisi.....	Error! Bookmark not defined.
2.4.2 Karakteristik Televisi.....	Error! Bookmark not defined.
2.4.3 Fungsi Televisi.....	Error! Bookmark not defined.
2.5 Program Televisi.....	Error! Bookmark not defined.

2.5.1 Jenis Program Televisi.....	Error! Bookmark not defined.
2.5.2 Program Acara Sinteron .....	Error! Bookmark not defined.
2.6 Teori S.O.R.....	Error! Bookmark not defined.
2.7 Daya Tarik .....	Error! Bookmark not defined.
2.8 Minat Menonton .....	Error! Bookmark not defined.
2.9 Pengertian Warga.....	Error! Bookmark not defined.
2.10 Operasional Variabel.....	Error! Bookmark not defined.
2.10.1 Variabel Daya Tarik.....	Error! Bookmark not defined.
2.10.2 Variabel Minat .....	Error! Bookmark not defined.
2.11 Kerangka Penelitian .....	Error! Bookmark not defined.
<b>BAB III METODE PENELITIAN .....</b>	<b>Error! Bookmark not defined.</b>
3.1 Desain Penelitian.....	Error! Bookmark not defined.
3.2 Populasi dan Sampel.....	Error! Bookmark not defined.
3.2.1 Populasi.....	Error! Bookmark not defined.
3.2.2 Sampel.....	Error! Bookmark not defined.
3.3 Bahan Penelitian dan Unit Analisis.....	Error! Bookmark not defined.
3.4 Atribut.....	Error! Bookmark not defined.
3.5 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.5.1 Kuesioner .....	Error! Bookmark not defined.
3.6 Jenis Data.....	Error! Bookmark not defined.
3.6.1 Data Primer.....	Error! Bookmark not defined.
3.6.2 Data Sekunder.....	Error! Bookmark not defined.
3.7 Validitas dan Reabilitas Alat Ukur.....	Error! Bookmark not defined.
3.7.1 Validitas .....	Error! Bookmark not defined.
3.7.2 Reliabilitas.....	Error! Bookmark not defined.
3.8 Teknik Pengolahan dan Analisi Data .....	Error! Bookmark not defined.
<b>BAB IV HASIL PENELITIAN.....</b>	<b>Error! Bookmark not defined.</b>
4.1 Subjek Penelitian.....	Error! Bookmark not defined.
4.1.1 Gambaran Umum Perusahaan RCTI.....	Error! Bookmark not defined.
4.1.2 Alamat Stasiun RCTI.....	Error! Bookmark not defined.
4.1.3 Logo dan Makna RCTI .....	Error! Bookmark not defined.

4.1.4 Visi dan Misi RCTI .....	<b>Error! Bookmark not defined.</b>
4.1.5 Strategi RCTI.....	<b>Error! Bookmark not defined.</b>
4.1.6 Target Pemirsa RCTI.....	<b>Error! Bookmark not defined.</b>
4.2 Sinetron Dunia Terbalik.....	<b>Error! Bookmark not defined.</b>
4.3 Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
4.3.1 Identitas Responden.....	<b>Error! Bookmark not defined.</b>
4.3.2 Variabel X (Daya Tarik).....	<b>Error! Bookmark not defined.</b>
4.3.3 Variabel Y (Minat Menonton) .....	<b>Error! Bookmark not defined.</b>
4.4 Pembahasan .....	<b>Error! Bookmark not defined.</b>
BAB V PENUTUP .....	<b>Error! Bookmark not defined.</b>
5.1 Kesimpulan.....	<b>Error! Bookmark not defined.</b>
5.2 Saran.....	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA.....	<b>Error! Bookmark not defined.</b>
LAMPIRAN .....	<b>Error! Bookmark not defined.</b>