

ABSTRACT

Title : Correlation of Reza Rahadian Actors' Credibility in Film "3 Srikandi "Against the Interest of Watching PERPANI (Indonesian Archery Association) Athletes in Tangerang City

Name : Hikmah Amalia

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This study aims to determine the Correlation of Actor Credibility Reza Rahadian in the "3 Srikandi" Film on the Interest in Watching PERPANI (Indonesian Archery Association) Athletes in Tangerang City. The type of research used in this study is quantitative with a survey method with census data collection techniques because there are only 20 respondents from a population of 20 people and carried out by distributing questionnaires. The results of this study can draw the conclusion that Reza Rahadian's credibility in the "3 Srikandi" film has a high score with 16 respondents with 80% and PERPANI (Indonesian Archery Association) athletes in Tangerang City who have high interest in watching with the number of respondents 15 people with a percentage of 75% in the film "3 Srikandi".

Keywords : Credibility, Interest in Watching