

ABSTRACT

Title : *The attractiveness Ruben Onsu and Ivan Gunawan as Brownis's Host to watching interest Ibu PKK RW 04 Tanjung Duren, Jakarta Barat.*

Name : *Agung Tri Prasetyo*

Study Program : *Broadcasting*

The attractiveness Ruben Onsu and Ivan Gunawan as Brownis's Host to watching interest Ibu PKK RW 04 Tanjung Duren, Jakarta Barat. The theory used in this study is Uses and Gratification Theory. Type of this research is a quantitative approach uses questionnaire with population as much 36 persons. This research used ordinal as a type of measurement scale. This research be intended for fulfill value course of Seminar and Teknik Penulisan Ilmiah as one of requirement graduation bachelor degree faculty of communication major broadcasting esaunggul university.

Key words : *attractiveness, watching interest, Brownis*