

ABSTRAK

Judul : Persepsi Dan Minat Menonton Siswa Anggota Ekstrakurikuler *ITCommunity* SMKN 5 Kota Tangerang Terhadap Film *The Raid Redemption*
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Program Studi : Penyiaran
Jumlah Halaman : xi, 6 Bab, 82 Halaman, dan 6 Lampiran
Daftar Pustaka : 59 buku, 5 Sumber Lain

Penelitian ini bertujuan untuk mengetahui Persepsi Dan Minat Menonton Siswa Anggota Ekstrakurikuler *ITCommunity* SMKN 5 Kota Tangerang Terhadap Film *The Raid Redemption*. Jenis penelitian ini menggunakan pendekatan kuantitatif dengan metode survey serta teknik pengambilan data secara sampel jenuh (sensus), karena responden hanya 30 dan dilakukan dengan menyebarkan kuesioner. Hasil penelitian ini dapat menarik kesimpulan bahwa Persepsi Siswa Ekstrakurikuler *ITCommunity* SMKN 5 Kota Tangerang Terhadap Film *The Raid Redemption* mayoritas responden menyatakan “Setuju” pada kuesioner yang di isi dan diketahui bahwa Film *The Raid Redemption* memiliki persepsi memori. Pada butir ke 13, responden terkesan akan adegan demi adegan yang ada pada film *The Raid Redemption* memiliki presentase sebesar 60% dan pada butir ke 14, responden terkesan akan kuat nya peran antagonis madgog pada film *The Raid Redemption* memiliki presentase sebesar 47%. Dan berdasarkan nilai dominan dari Variabel Minat Menonton, mayoritas responden menyatakan “Setuju” pada kuesioner yang di isi dan diketahui bahwa Film *The Raid Redemption* memiliki minat faktor emosional. Pada butir ke 5, responden memperoleh kepuasan dalam menonton film *The Raid Redemption* memiliki presentase sebesar 57%. Pada butir ke 6, responden terhibur ketika menonton film *The Raid Redemption* memiliki persentase sebesar 60% dan pada butir ke 7, responden merasakan emosional ketika menonton film *The Raid Redemption* memiliki persentase sebesar 50%.

Kata Kunci: Kuantitatif, Persepsi, Minat Menonton, Film *The Raid Redemption*

ABSTRACT

Title : Perception and Watch Interest of Students Members of the Extracurricular ITCommunity of SMKN 5 Tangerang City Against The Raid Redemption Film
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This study aims to determine the Perception and Watch Interest of Students Members of the Extracurricular ITCommunity of SMKN 5 Tangerang City Against The Raid Redemption Film. This research uses quantitative approachment with survey methods and techniques of data collection by saturated samples (census), as respondents are only 30 and conducted by distributing questionnaires. The results of this study can draw conclusions that the ITC Community Extracurricular's Student of Tangerang City Perception Against The Raid Redemption Film the majority of respondents stated "Agree" on a questionnaire filled and it is known that The Raid Redemption Film has a memory perception. In point 13th, respondents were impressed by scene after scene in The Raid Redemption film with the percentage of 60% and on point 14th, respondents were impressed by the strong role of the antagonist Madgog in The Raid Redemption film with the percentage of 47%. And based on the dominant value of the Watch Interest, the majority of respondents stated "Agree" on the questionnaire that was filled out and it was known that The Raid Redemption film had an interest in emotional factors. In point 5th, respondents obtain satisfaction in watching The Raid Redemption film has a percentage of 57%. In point 6th, respondents who were entertained when watching The Raid Redemption movie has a percentage of 60% and on point 7th, respondents who were felt emotional when watching The Raid Redemption film has a percentage of 50%.

Keywords: Quantitative, Perception, Watch Interest, The Raid Redemption Film