

ABSTRACT

Title : *Effect of Attractiveness Andre Taulany Presenter in Pagi Pagi NET TV Program Show Against the Interest of Watching Residents of Uwung Jaya Village, Cibodas District, Tangerang City*

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This research aims to determine the Effect Attractiveness Andre Taulany Presenter in Pagi Pagi NET TV Program Show on the Interest Watching Residents of Uwung Jaya Village, Cibodas District, Tangerang City. This study uses the S-O-R (Stimulus Ogranism Respon) theory. The type of research used in this study is a quantitative approach using explanatory methods and use a data collection in the form of questionnaire with a population of 26496 peoples and taking a sample of 100 respondens using the Taro Yamane formula. In this study, sampling techniques using probability sampling techniques, namely simple random sampling technique where the taking of sample members from the population is carried out regardless of the strata that exist in the population. The results of this study can draw the conclusion that the attractiveness of Presenter Andre Taulany has a high score or very interesting with the number of respondents percentage of 80% and Residents of the Village of Uwung Jaya, Cibodas Sub-District, Tangerang City have a moderate interest in watching with a percentage of 67%.

Key Words: Effect, Attractiveness, Interest in Watching, Pagi Pagi TV Program, NET TV