

ABSTRACT

Title: Attractiveness and Credibility of Hosts "Break Out" on Net Tv Against Students of Class XI IPA and IPS SMAN 4 Tangerang City

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Study program: Broadcasting / Broadcasting

This study aims to determine the Attractiveness and Credibility of Hosts "Break Out" on Net Tv Against Students of Class XII Natural Sciences and Social Sciences SMAN 4 Tangerang City. This study uses a quantitative approach with survey methods and correlational descriptive research objectives. Based on the results of the score obtained from respondents' answers on attractiveness (X) it appears that the highest answer score is in the value of 43-58 by 60 respondents (80%), the answer score is currently in the value of 27-42 by 15 respondents (20%) and none of the respondents answered with a low score. While the results of the score obtained from respondents' answers regarding credibility (Y) it appears that the highest answer score is in the value of 38-51 as many as 61 respondents (81.3%), the answer score is currently in the value of 24-37 as many as 14 respondents (18, 7%) and none of the respondents answered with a low score. The Tcount of Attraction is 81,722 and the Credibility is 70,148. After comparing the table with dk 75 and $\alpha = 5\%$, the table is 1.66571. Then it can be concluded that H_0 is accepted and H_a is rejected. In other words, the BreakOut Program on NET TV has a high or high enough attractiveness and credibility towards the students of Class XI IPA and IPS SMAN 4 Tangerang City.

Keywords: Attractiveness, Credibility, S-O-R Theory