

ABSTRACT

Title : *Perception and Interest in 2015 Student Watch Student Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Jakarta Against Online Media (Youtube Daunnet Films)* This study aims to find out the

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Perception and Interest in 2015 Student Watch Student Communication Studies Program, Faculty of Social Sciences and Political Sciences, University of Muhammadiyah Jakarta Against Online Media (Youtube Daunnet Films). The type of research used in this study is quantitative with survey methods and uses data collection tools through questionnaires. To determine the number of samples of 283 respondents, the authors used the yamane formula to get the results of 74 respondents. The perception of knowledge has a high yield of 96% with a total of 74 respondents. While the interest in watching has a high yield of 89% with the number of respondents 74. The difference in average shows that the score of variable x (Perception) is greater than the average score of variable Y (Interest), that is with a large variable average value the perception of 0.819 and the average value of interest variables is 0.918 so that it can be said that there are also differences in this study on the variables Perception and Interest with a small difference in value. This study is intended to fulfill the Final Project as a graduation requirement for the Bachelor in the Faculty of Communication Sciences, Broadcasting Department, Esa Unggul University.

Keywords: Perception, Interest, Youtube, Daunnet Films