

ABSTRACT

Title : Attractiveness and Interest in 2015 Tarumanagara University Faculty of Law Student Against Pooolls! Morning Spirit Program on Radio Gen 98,7 Fm.

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Study Program : Broadcasting

This study aims to determine the attractiveness and interest in listening to 2015 Tarumanagara Faculty of Law students to the Poooll Morning Spirit program! on the 98.7 fm gene radio. The type of research used in this research is quantitative descriptive. On rational attraction has high results with the number of respondents 67 people with a percentage of 94%. Whereas the interest in the dimension of attraction has high results with the number of respondents 67 people with a percentage of 95.5%. The average difference shows that the average score of variable x (attractiveness) is smaller than the average score of variable y (interest), that is, the average value of the variable attractiveness is 0.829 and the average value for the variable of interest is 0.895. So that it can be said that there is also a difference in this study on variables and interests with a small difference in value. To determine the number of samples, the author uses the Yamane formula, and gets 67 respondents. This study was intended to fulfill the final assignment as a graduation requirement for the Bachelor in the Faculty of Communication Sciences, Broadcasting Department, Esa Unggul University

Key Words : Attraction, Interest, Gen Radio 98,7 Fm, Program