

## ABSTRAK

Judul : Pengaruh Daya Tarik Program “86” Di NET. Terhadap Minat Menonton Pada Mahasiswa Fakultas Hukum Angkatan 2016 Universitas Tarumanegara  
Jumlah Halaman : 74 Halaman  
Nama : Joefikar  
Program Studi : *Penyiaran / Broadcasting*

Penelitian ini bertujuan untuk mengetahui adakah pengaruh Daya Tarik Program 86 di NET terhadap minat menonton pada mahasiswa Fakultas Hukum Angkatan 2016 Universitas Tarumanegara. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan tujuan penelitian deskriptif korelasional. Berdasarkan hasil penelitian pada variabel x (Daya Tarik) didapatkan hasil 77% dari 75 responden dikategorikan baik mengenai daya tarik program 86. Sedangkan pada variabel y (Minat Menonton) didapatkan hasil 75% dari 74 responden dikategorikan dengan presentasi baik. Hasil tingkat pengaruh dengan menggunakan analisis regresi linear menunjukkan bahwa daya tarik program “86” di NET. memiliki pengaruh sebesar 32.7% terhadap minat menonton mahasiswa Fakultas Hukum Universitas Tarumanegara. Sedangkan sisanya (67.3%) dipengaruhi oleh faktor lain di luar daya tarik program “86” di NET.  
Kata Kunci : Daya Tarik, Minat Menonton, Program 86, Teori S-O-R

## **ABSTRACT**

*Title : Effect of Attractiveness "86" Program On NET. Towards Interest in Watching 2016 Law Faculty Students at Tarumanegara University*

*Number of pages : 74 pages*

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*Study Program : Broadcasting*

*This study aims to determine whether there is an influence of the Attractiveness of the 86 Program in NET to the interest in watching the 2016 Law Faculty Tarumanegara University students. This study uses a quantitative approach with survey methods and correlational descriptive research objectives. Based on the results of research on the variable x (Attraction) obtained 77% of 75 respondents categorized as good regarding program appeal 86. While the variable y (Interest in Watching) obtained 75% of the 74 respondents categorized with a good presentation. The results of the level of influence using linear regression analysis show that the attractiveness of the "86" program on NET. has an influence of 32.7% on the interest in watching students of the Faculty of Law, Tarumanegara University. While the rest (67.3%) is influenced by other factors outside the attractiveness of the "86" program on NET.*

*Keywords: Data Pull, Interest in Watching, Program 86, S-O-R Theory*