ABSTRACT

Tittle : Corellation between Motives and Satisfaction Twelve

Class of Muhhammadiyah 13 Jakarta Senior High School

in Waching Film Asih

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Study Program

: Broadcasting

This research was conducted to determine the relationship between the motives and satisfaction of students and high school students of Muhammadiyah 13 Jakarta in watching the film Asih. This study uses the Theory of Behaviorism. The type of approach used in this research is an explanatory quantitative approach and uses data collection tools through a questionnaire with a population of 140 people and takes a sample of 55 respondents using the Yamane formula. In this study using a simple random sampling technique, where the sampling of members of the population is carried out without regard to strata in the population. Based on the results of the study of 10 questions on the variable X (Motive) of respondents who have the answer Yes, the greatest percentage is shown in the dimensions of information motives. in other words the motive of the respondents watching is to get more information that has not been known before. Respondents' answers to the Y variable (Satisfaction of Watching) that there are 9 questions with the highest percentage and frequency with answers Yes, namely on the information satisfaction dimension, thus it can be concluded that the respondent feels his satisfaction is fulfilled in the form of information, social and entertainment matters. As for the results of the correlation test, the results (r = 0.534; p = 0.000) suggest that there is a significant relationship between watching motives and satisfaction with watching Asih films.

Keywords: Motive of Watching, Satisfaction of Watching, Film, Compassion, Behaviorism Theory