

DAYA TARIK PROGRAM TONIGHT SHOW DI NET. DAN MINAT MENONTON ANGGOTA KARANG TARUNA KUTAKARYA JAYA

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ABSTRACT

This research aims to determine the Attractiveness of program Tonight Show in Net TV's. And Interest in Watching in Karang Taruna Kutakarya Jaya's member . The type of research that used on this research is quantitative approach with descriptive purposes and using survey methode. There are 70 response we used for sample, as for the sampling technique is using probability sampling with "Sensus" procedure. Because the response below 100, so all the response used for sample. The data processing using SPSS 24. And the result on this research, author draw conclusions that the Attractiveness of program Tonight Show in Net TV's have high score and interest watching of Karang Taruna Kutakarya Jaya to watching program Tonight show also get high score.

Key word : *Attractiveness, Interest watching , Talkshow, Net. , Tonight Show*