

## **ABSTRACT**

*Title* : Korelasi Daya Tarik Host Vincent dan Desta pada acara talkshow “Tonight Show” di Net TV dengan Minat Menonton Organisasi Ikatan Pelajar Mahasiswa Kabupaten Kepulauan Anambas - Jakarta.

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*Study Program* : *Broadcasting*

*This research was conducted aiming to determine the Attractiveness Relationship of Host Vincent and Desta on the talk show "Tonight Show" NET TV with Interest in Watching Student Organizations of Anambas Islands Regency District - Jakarta. This type of research used in this research is descriptive quantitative using a data collection tool through a questionnaire with a population of 59 respondents. The theory used in this research is Uses and Gratification. This study uses a Likert scale type measurement. This research is intended to fulfill the value of the Final Project course as one of the undergraduate graduation requirements at the Faculty of Communication, Broadcasting Department, Esa Unggul University. The results obtained in this study show that the value of the Host Attractiveness Variable with the Interest Variable of watching is 0.598 compared to the Correlation Coefficient Interpretation value showing a positive relationship with a moderate level of relationship.*

*Key words* : *correlation, attractiveness, watching interest,*