

## LAMPIRAN 1

### KUESIONER

Bersama ini saya mengharapkan kesediaan Bapak/Ibu/Saudara/I untuk mengisi kuesioner ini. Adapun kuesioner ini merupakan survey tentang “**Analisis Efektifitas Iklan Sari Roti**” yang digunakan sebagai bahan pembuatan skripsi. Atas waktu dan bantuannya saya ucapkan terimakasih.

#### Cara Pengisian :

Dengan memberikan tanda (√) atau (x) pada jawaban yang anda pilih

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#### A. IDENTITAS DATA RESPONDEN

1. Jenis Kelamin :

Laki – Laki                      Perempuan

2. Usia anda saat ini :

17 - 23 tahun              24 – 30 tahun              31 – 37 tahun  
38 – 45 tahun              > 45 tahun

3. Pendidikan Terakhir anda :

SD                                      SMP                                      SMA  
Diploma / Akademis              Sarjana                              Lainnya .....

4. Pekerjaan anda saat ini :

Pelajar / Mahasiswa      Pegawai Swasta              Ibu Rumah Tangga  
Wiraswasta                      Profesional (pengacara, konsultan, dll)  
Lainnya .....

5. Berapa pengeluaran rata – rata anda perbulan untuk makanan, transportasi, rekening listrik atau air, dan lain – lain tetapi tidak termasuk pengeluaran untuk pembelian / cicilan barang – barang elektronik, rumah atau kendaraan :

$\leq$  Rp.1.000.000

Rp.1.000.001 – Rp.2.000.000

Rp.2.000.001 – Rp.3.000.000

$\geq$  Rp. 3.000.001

6. Dari media apakah anda mengetahui iklan Sari Roti ?

Televisi

Majalah

Surat Kabar

Radio

## B. PERTANYAAN PENELITIAN

Pilihlah jawaban pada kolom yang telah tersedia dengan memilih salah satu jawaban dengan memberikan tanda (✓) atau (x) pada kolom yang sesuai dengan penilaian anda.

<b>NOTASI</b>	<b>KETERANGAN</b>
ST SS	SANGAT TIDAK SETUJU SEKALI
ST S	SANGAT TIDAK SETUJU
T S	TIDAK SETUJU
CS	CUKUP SETUJU
S	SETUJU
SS	SANGAT SETUJU
SSS	SANGAT SETUJU SEKALI

A. Bagi anda yang mengetahui iklan Sari Roti melalui Televisi, maka berilah tanda (√) dari pertanyaan berikut ini :

No	Pertanyaan	STSS	STS	TS	CS	S	SS	SSS
<b><i>Emphaty / Empati</i></b>								
1	Menurut saya iklan Sari Roti di Televisi adalah bagus.							
2	Saya menyukai iklan Sari Roti.							
<b><i>Persuassion / Persuasi</i></b>								
1	Saya tertarik dengan produk Sari Roti.							
2	Saya ingin membeli produk Sari Roti.							
<b><i>Impact / Dampak</i></b>								
1	Saya mengetahui betul mengenai produk Sari Roti.							
2	Iklan Sari Roti lebih kreatif dibanding iklan produk roti dan kue lainnya.							
<b><i>Communication / Komunikasi</i></b>								
1	Iklan Sari Roti lebih jelas dibandingkan iklan produk roti dan kue lainnya.							
2	Iklan Sari Roti mampu menyampaikan pesan dari iklan tersebut ( Kehidupan modern yang harmonis dan cinta kesehatan).							
3	Saya mengerti pengkonsumsian produk Sari Roti lebih mencerminkan pribadi modern yang cinta kesehatan.							
4	Slogan iklan Sari Roti sudah mencerminkan manfaat mengkonsumsi produk tersebut.							

**B. Bagi anda yang mengetahui iklan Sari Roti melalui Surat Kabar, maka berilah tanda (√) dari pertanyaan berikut ini :**

No	Pertanyaan	STSS	STS	TS	CS	S	SS	SSS
<b><i>Emphaty / Empati</i></b>								
1	Menurut saya iklan Sari Roti di Surat Kabar adalah bagus.							
2	Saya menyukai iklan Sari Roti.							
<b><i>Persuassion / Persuasi</i></b>								
1	Saya tertarik dengan produk Sari Roti.							
2	Saya ingin membeli produk Sari Roti.							
<b><i>Impact / Dampak</i></b>								
1	Saya mengetahui betul mengenai produk Sari Roti.							
2	Iklan Sari Roti lebih kreatif dibanding iklan produk roti dan kue lainnya.							
<b><i>Communication / Komunikasi</i></b>								
1	Iklan Sari Roti lebih jelas dibandingkan iklan produk roti dan kue lainnya.							
2	Iklan Sari Roti mampu menyampaikan pesan dari iklan tersebut ( Kehidupan modern yang harmonis dan cinta kesehatan).							
3	Saya mengerti pengkonsumsian produk Sari Roti lebih mencerminkan pribadi modern yang cinta kesehatan.							
4	Slogan iklan Sari Roti sudah mencerminkan manfaat mengkonsumsi produk tersebut.							

C. Bagi anda yang mengetahui iklan Sari Roti melalui Majalah, maka berilah tanda (√) dari pertanyaan berikut ini :

No	Pertanyaan	STSS	STS	TS	CS	S	SS	SSS
<b><i>Emphaty / Empati</i></b>								
1	Menurut saya iklan Sari Roti di Majalah adalah bagus.							
2	Saya menyukai iklan Sari Roti .							
<b><i>Persuassion / Persuasi</i></b>								
1	Saya tertarik dengan produk Sari Roti.							
2	Saya ingin membeli produk Sari Roti.							
<b><i>Impact / Dampak</i></b>								
1	Saya mengetahui betul mengenai produk Sari Roti.							
2	Iklan Sari Roti lebih kreatif dibanding iklan produk roti dan kue lainnya.							
<b><i>Communication / Komunikasi</i></b>								
1	Iklan Sari Roti lebih jelas dibandingkan iklan produk roti dan kue lainnya.							
2	Iklan Sari Roti mampu menyampaikan pesan dari iklan tersebut ( Kehidupan modern yang harmonis dan cinta kesehatan).							
3	Saya mengerti pengkonsumsian produk Sari Roti lebih mencerminkan pribadi modern yang cinta kesehatan.							
4	Slogan iklan Sari Roti sudah mencerminkan manfaat mengkonsumsi produk tersebut.							

**D. Bagi anda yang mengetahui iklan Sari Roti melalui Radio, maka berilah tanda (√) dari pertanyaan berikut ini :**

No	Pertanyaan	STSS	STS	TS	CS	S	SS	SSS
<b><i>Emphaty / Empati</i></b>								
1	Menurut saya iklan Sari Roti di Radio adalah bagus.							
2	Saya menyukai iklan Sari Roti.							
<b><i>Persuassion / Persuasi</i></b>								
1	Saya tertarik dengan produk Sari Roti.							
2	Saya ingin membeli produk Sari Roti.							
<b><i>Impact / Dampak</i></b>								
1	Saya mengetahui betul mengenai produk Sari Roti.							
2	Iklan Sari Roti lebih kreatif dibanding iklan produk roti dan kue lainnya.							
<b><i>Communication / Komunikasi</i></b>								
1	Iklan Sari Roti lebih jelas dibandingkan iklan produk roti dan kue lainnya.							
2	Iklan Sari Roti mampu menyampaikan pesan dari iklan tersebut ( Kehidupan modern yang harmonis dan cinta kesehatan).							
3	Saya mengerti pengkonsumsian produk Sari Roti lebih mencerminkan pribadi modern yang cinta kesehatan.							
4	Slogan iklan Sari Roti sudah mencerminkan manfaat mengkonsumsi produk tersebut.							

## LAMPIRAN 2

### DATA PROFIL RESPONDEN

No	Jenis Kelamin	Usia	Pendidikan	Pekerjaan	Pengeluaran	Media
1	1	3	3	2	3	1
2	2	2	5	5	2	1
3	1	2	3	1	1	1
4	2	5	3	2	2	1
5	2	3	5	3	3	1
6	1	4	4	3	2	1
7	2	3	4	1	3	1
8	1	1	3	5	3	1
9	1	1	3	1	3	1
10	2	5	4	1	2	1
11	1	4	2	3	1	1
12	2	2	4	3	4	1
13	1	1	5	3	3	1
14	1	4	4	3	2	1
15	2	2	5	3	1	1
16	2	1	5	2	4	1
17	2	1	3	1	3	1
18	2	2	4	1	2	1
19	1	3	5	2	3	1
20	1	3	5	3	3	1
21	2	2	4	4	3	1
22	1	2	5	1	4	1
23	1	2	3	1	3	1
24	1	2	3	1	2	1
25	2	3	3	3	3	1
26	2	3	5	3	1	1
27	1	3	5	1	3	1
28	2	2	5	1	3	1
29	2	1	5	4	3	1
30	2	1	3	3	2	1
31	1	4	5	3	1	1



32	1	2	3	4	4	1
33	1	4	3	4	2	1
34	1	3	2	2	2	1
35	1	1	5	1	1	1
36	2	1	3	3	4	1
37	1	2	5	4	3	1
38	1	1	3	2	2	1
39	2	1	5	4	3	1
40	1	3	3	5	3	1
41	1	2	4	3	1	1
42	1	2	5	3	2	1
43	2	1	3	1	3	1
44	2	2	3	2	3	1
45	2	3	5	1	1	1
46	2	3	3	2	1	1
47	1	4	3	2	2	1
48	2	2	3	1	1	1
49	2	2	3	2	2	1
50	2	2	3	5	4	1
51	1	3	3	4	2	1
52	1	3	3	1	2	1
53	2	2	5	2	2	1
54	1	2	5	3	3	1
55	2	3	3	4	4	1
56	2	2	4	3	3	1
57	2	3	2	3	3	1
58	1	4	3	4	2	1
59	2	2	5	3	3	1
60	1	2	5	2	2	1
61	1	2	5	2	4	1
62	1	2	5	1	2	1
63	2	2	5	5	2	1
64	2	5	4	4	3	1
65	2	5	3	2	2	1
66	2	2	5	5	1	1
67	2	2	3	2	4	1
68	2	3	5	3	3	1
69	1	3	2	3	1	1

70	2	3	4	3	3	1
71	2	4	4	2	3	1
72	1	2	5	2	2	1
73	2	2	4	1	2	1
74	1	1	5	4	3	1
75	1	1	5	3	4	1
76	2	2	4	4	2	1
77	2	3	3	3	2	1
78	1	1	5	3	3	1
79	2	2	2	4	3	1
80	1	2	3	3	4	1
81	1	2	5	2	3	1
82	1	4	5	4	4	1
83	1	2	5	3	1	2
84	1	3	4	4	2	2
85	2	4	5	4	1	2
86	2	3	4	2	1	2
87	1	4	3	3	2	2
88	2	4	5	5	4	2
89	1	2	4	2	2	2
90	2	2	3	1	3	2
91	1	2	3	4	3	2
92	2	2	4	1	2	2
93	2	4	5	4	2	2
94	1	2	3	4	2	2
95	2	2	4	3	2	2
96	1	3	3	3	2	2
97	2	1	5	2	3	2
98	2	2	5	2	1	2
99	1	2	4	2	1	2
100	1	1	4	5	3	2
101	2	1	3	3	4	2
102	2	4	5	2	1	2
103	2	2	3	1	3	2
104	2	1	3	4	4	2
105	1	2	4	4	3	2
106	2	2	5	3	2	2
107	1	3	5	2	3	2

108	2	3	5	2	3	2
109	2	3	5	2	4	3
110	2	2	3	2	3	3
111	2	2	4	3	2	3
112	2	3	5	4	3	3
113	2	4	4	5	3	3
114	1	2	3	3	4	3
115	1	1	5	4	3	3
116	1	3	5	1	2	3
117	2	1	3	4	4	3
118	1	3	3	2	1	3
119	1	3	5	5	2	3
120	1	1	4	3	2	3
121	1	1	3	3	1	3
122	1	1	3	3	2	3
123	1	2	4	3	1	3
124	2	3	3	1	4	4
125	1	2	4	4	2	4
126	2	3	4	4	2	4
127	2	4	5	3	2	4
128	2	2	4	1	2	4
129	2	2	3	2	3	4
130	2	3	5	1	1	4
131	1	1	3	5	3	4
132	2	2	4	3	3	4
133	2	3	5	2	3	4
134	2	2	5	5	1	4
135	2	2	3	2	4	4
136	2	3	5	3	3	4

### DATA EPIC MODEL

No	E1	E2	P1	P2	I1	I2	C1	C2	C3	C4
1	4	6	6	6	6	6	6	5	5	0
2	6	6	6	6	3	0	3	0	1	0
3	6	4	6	6	6	5	6	6	6	6
4	5	6	5	5	6	6	6	6	6	5
5	5	5	6	6	5	6	4	5	4	0
6	6	6	3	0	6	6	6	6	6	1
7	5	5	5	3	5	6	4	5	4	1
8	5	5	3	4	6	6	6	0	0	0
9	5	4	2	4	5	5	5	4	4	0
10	6	6	6	6	5	5	6	3	4	2
11	3	3	6	6	5	6	5	5	5	0
12	0	0	6	6	6	6	6	5	5	6
13	2	4	5	5	6	6	6	6	6	6
14	6	6	0	1	6	6	2	2	2	1
15	5	5	3	0	3	0	3	0	1	5
16	6	6	5	3	6	5	6	6	6	1
17	6	6	6	6	6	6	6	6	6	5
18	2	2	6	6	6	5	6	5	5	4
19	5	5	0	6	5	6	4	5	4	6
20	4	5	2	2	4	2	5	5	4	4
21	2	5	4	3	6	4	4	4	4	5
22	3	4	3	4	6	4	4	4	3	3
23	6	6	6	6	3	0	3	0	1	0
24	6	4	6	6	6	5	6	6	6	6
25	4	2	2	2	1	3	2	3	4	2
26	5	6	5	5	6	6	6	6	6	5
27	5	6	1	2	5	6	4	4	5	6
28	0	6	4	4	5	5	4	3	3	0
29	5	4	2	4	5	5	5	4	4	0
30	6	6	6	6	5	5	6	3	4	2
31	5	4	5	5	2	6	6	2	4	0
32	4	5	5	5	6	6	6	6	6	5
33	0	0	6	6	6	6	6	5	5	6

34	3	4	2	2	6	4	5	6	6	6
35	6	6	0	1	6	6	2	2	2	1
36	5	5	6	6	6	6	6	5	5	0
37	5	5	3	0	3	0	3	0	1	5
38	6	6	1	2	1	3	2	3	4	6
39	2	2	6	6	6	5	6	5	5	4
40	0	1	6	6	6	6	6	6	6	5
41	6	5	5	5	3	3	4	4	4	5
42	3	6	5	2	3	2	5	5	4	4
43	2	5	6	5	5	3	6	6	4	2
44	6	6	4	3	3	4	6	6	3	3
45	5	5	5	4	4	5	4	4	3	3
46	6	5	5	2	6	3	5	5	6	4
47	6	6	5	3	6	4	4	6	5	5
48	5	5	4	4	5	3	4	4	4	5
49	6	4	3	2	5	4	4	4	4	5
50	4	5	4	5	6	2	4	6	3	3
51	5	6	4	2	5	4	4	4	3	3
52	6	5	5	3	5	4	3	5	3	4
53	5	5	3	2	2	3	5	5	4	5
54	5	5	4	3	6	4	6	6	3	3
55	3	5	5	5	5	5	5	5	3	5
56	5	5	4	3	2	3	4	4	4	3
57	5	6	6	4	6	5	5	5	6	4
58	4	6	6	6	6	6	6	5	5	0
59	6	6	6	6	3	0	3	0	1	0
60	6	4	6	6	6	5	6	6	6	6
61	5	6	5	5	6	6	6	6	6	5
62	5	6	0	1	6	5	6	5	5	0
63	5	5	6	6	5	6	4	5	4	0
64	6	6	3	0	6	6	6	6	6	1
65	5	5	5	3	5	6	4	5	4	1
66	0	6	4	4	5	5	4	3	3	0
67	5	5	3	4	6	6	6	0	0	0
68	5	4	2	4	5	5	5	4	4	0
69	6	6	6	6	5	5	6	3	4	2
70	4	5	5	5	6	6	6	6	6	5
71	3	3	6	6	5	6	5	5	5	0

72	0	0	6	6	6	6	6	5	5	6
73	3	4	2	2	6	4	5	6	6	6
74	2	4	5	5	6	6	6	6	6	6
75	6	6	0	1	6	6	2	2	2	1
76	5	5	3	0	3	0	3	0	1	5
77	6	6	1	2	1	3	2	3	4	6
78	6	6	6	6	6	6	6	6	6	5
79	2	2	6	6	6	5	6	5	5	4
80	5	5	0	6	5	6	4	5	4	6
81	0	1	6	6	6	6	6	6	6	5
82	2	5	4	4	5	3	5	6	5	3
83	5	3	4	4	4	5	4	5	1	4
84	2	2	6	6	5	2	5	4	6	4
85	2	4	2	5	3	3	4	0	2	2
86	5	2	3	2	2	3	5	4	4	3
87	3	3	4	1	4	2	5	3	6	3
88	1	2	5	1	5	2	4	5	4	4
89	0	2	2	3	4	5	4	4	4	0
90	2	5	6	2	6	5	5	5	1	4
91	5	4	3	2	2	6	6	2	6	3
92	6	2	3	1	4	5	4	3	2	6
93	2	5	4	4	1	2	3	2	4	2
94	6	4	3	2	4	5	2	1	4	2
95	2	5	4	4	2	2	1	0	3	3
96	3	1	3	3	6	4	4	4	4	5
97	2	2	2	4	4	2	5	5	2	3
98	5	3	5	2	3	5	3	6	4	2
99	4	2	4	4	3	2	4	6	5	1
100	2	5	3	3	5	3	4	4	4	2
101	4	5	4	4	4	2	5	5	4	3
102	1	3	3	1	3	2	5	5	6	4
103	6	2	4	6	2	1	6	6	4	6
104	5	2	0	3	1	0	0	4	3	3
105	4	3	3	3	4	5	5	5	6	6
106	0	6	0	0	0	6	4	3	0	3
107	3	2	3	2	5	5	6	6	4	2
108	4	5	4	4	4	2	4	5	4	3
109	4	6	4	5	6	6	6	6	6	6

110	0	3	0	3	0	1	6	6	6	6
111	6	5	6	4	5	4	6	6	6	6
112	0	3	0	1	3	0	6	6	4	4
113	6	6	6	6	6	6	5	4	3	4
114	4	4	3	3	3	4	3	3	5	4
115	4	4	3	3	3	4	3	3	5	4
116	5	5	2	3	3	5	2	3	1	2
117	6	2	6	6	2	4	6	6	5	5
118	6	5	6	5	5	5	6	6	6	6
119	2	1	3	2	3	4	6	5	5	5
120	3	3	3	4	4	3	5	6	3	3
121	3	5	2	4	3	2	5	5	3	3
122	1	4	2	5	4	2	4	4	3	3
123	5	4	3	4	2	4	4	4	2	3
124	6	1	4	3	2	3	2	2	0	1
125	0	2	4	1	3	4	6	2	0	0
126	5	1	2	0	2	2	2	2	6	0
127	2	2	2	2	0	1	3	3	2	5
128	0	3	2	3	2	1	2	5	5	3
129	4	3	3	2	2	2	5	2	3	4
130	2	3	3	0	0	2	3	5	2	4
131	0	0	4	5	5	4	2	3	4	3
132	3	4	3	6	6	3	4	3	2	1
133	2	5	3	2	3	0	3	4	4	3
134	0	0	4	4	2	5	3	3	2	0
135	2	0	3	0	3	0	2	0	0	3
136	1	6	2	0	4	3	5	6	4	1

## LAMPIRAN 3

### UJI VALIDITAS DAN RELIABILITAS

#### Uji Validitas

*Empathy ( E )*

**Correlations**

		E1	E2	E
E1	Pearson Correlation	1	,588**	,902**
	Sig. (2-tailed)		,001	,000
	N	30	30	30
E2	Pearson Correlation	,588**	1	,880**
	Sig. (2-tailed)	,001		,000
	N	30	30	30
E	Pearson Correlation	,902**	,880**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).



*Persuasion ( P )*

		Correlations		
		P1	P2	P
P1	Pearson Correlation	1	,628**	,883**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
P2	Pearson Correlation	,628**	1	,920**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
P	Pearson Correlation	,883**	,920**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

*Impact ( I )*

		Correlations		
		I1	I2	I
I1	Pearson Correlation	1	,755**	,924**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
I2	Pearson Correlation	,755**	1	,948**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
I	Pearson Correlation	,924**	,948**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

*Communication ( C )*

**Correlations**

		C1	C2	C3	C4	C
C1	Pearson Correlation	1	,578**	,493**	,374*	,708**
	Sig. (2-tailed)		,001	,006	,042	,000
	N	30	30	30	30	30
C2	Pearson Correlation	,578**	1	,760**	,462*	,878**
	Sig. (2-tailed)	,001		,000	,010	,000
	N	30	30	30	30	30
C3	Pearson Correlation	,493**	,760**	1	,425*	,848**
	Sig. (2-tailed)	,006	,000		,019	,000
	N	30	30	30	30	30
C4	Pearson Correlation	,374*	,462*	,425*	1	,744**
	Sig. (2-tailed)	,042	,010	,019		,000
	N	30	30	30	30	30
C	Pearson Correlation	,708**	,878**	,848**	,744**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**Uji Reliabilitas**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,768	10

## LAMPIRAN 4

### FREKUENSI MEDIA TELEVISI

#### EPIC MODEL Televisi

##### E1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	7	8.5	8.5	8.5
	TS	8	9.8	9.8	18.3
	CS	7	8.5	8.5	26.8
	S	7	8.5	8.5	35.4
	SS	28	34.1	34.1	69.5
	SSS	25	30.5	30.5	100.0
	Total	82	100.0	100.0	

##### E2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	3	3.7	3.7	3.7
	STS	2	2.4	2.4	6.1
	TS	4	4.9	4.9	11.0
	CS	2	2.4	2.4	13.4
	S	13	15.9	15.9	29.3
	SS	28	34.1	34.1	63.4
	SSS	30	36.6	36.6	100.0
	Total	82	100.0	100.0	

**P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	6	7.3	7.3	7.3
	STS	3	3.7	3.7	11.0
	TS	7	8.5	8.5	19.5
	CS	10	12.2	12.2	31.7
	S	10	12.2	12.2	43.9
	SS	18	22.0	22.0	65.9
	SSS	28	34.1	34.1	100.0
	Total	82	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	5	6.1	6.1	6.1
	STS	4	4.9	4.9	11.0
	TS	12	14.6	14.6	25.6
	CS	9	11.0	11.0	36.6
	S	12	14.6	14.6	51.2
	SS	12	14.6	14.6	65.9
	SSS	28	34.1	34.1	100.0
	Total	82	100.0	100.0	

**I1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.7	3.7	3.7
	TS	3	3.7	3.7	7.3
	CS	9	11.0	11.0	18.3
	S	2	2.4	2.4	20.7
	SS	24	29.3	29.3	50.0
	SSS	41	50.0	50.0	100.0
	Total	82	100.0	100.0	

**I2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	6	7.3	7.3	7.3
	TS	3	3.7	3.7	11.0
	CS	10	12.2	12.2	23.2
	S	10	12.2	12.2	35.4
	SS	19	23.2	23.2	58.5
	SSS	34	41.5	41.5	100.0
	Total	82	100.0	100.0	

**C1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	7.3	7.3	7.3
	CS	7	8.5	8.5	15.9
	S	19	23.2	23.2	39.0
	SS	14	17.1	17.1	56.1
	SSS	36	43.9	43.9	100.0
	Total	82	100.0	100.0	

**C2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	8	9.8	9.8	9.8
	TS	4	4.9	4.9	14.6
	CS	8	9.8	9.8	24.4
	S	12	14.6	14.6	39.0
	SS	25	30.5	30.5	69.5
	SSS	25	30.5	30.5	100.0
	Total	82	100.0	100.0	

**C3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	2	2.4	2.4	2.4
	STS	6	7.3	7.3	9.8
	TS	3	3.7	3.7	13.4
	CS	10	12.2	12.2	25.6
	S	25	30.5	30.5	56.1
	SS	15	18.3	18.3	74.4
	SSS	21	25.6	25.6	100.0
	Total	82	100.0	100.0	

**C4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	19	23.2	23.2	23.2
	STS	8	9.8	9.8	32.9
	TS	5	6.1	6.1	39.0
	CS	8	9.8	9.8	48.8
	S	8	9.8	9.8	58.5
	SS	19	23.2	23.2	81.7
	SSS	15	18.3	18.3	100.0
	Total	82	100.0	100.0	

## LAMPIRAN 5

### FREKUENSI MEDIA SURAT KABAR

#### EPIC MODEL Surat Kabar

##### E1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	2	7.7	7.7	7.7
	STS	2	7.7	7.7	15.4
	TS	7	26.9	26.9	42.3
	CS	3	11.5	11.5	53.8
	S	4	15.4	15.4	69.2
	SS	5	19.2	19.2	88.5
	SSS	3	11.5	11.5	100.0
	Total	26	100.0	100.0	

##### E2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	3.8	3.8	3.8
	TS	10	38.5	38.5	42.3
	CS	5	19.2	19.2	61.5
	S	3	11.5	11.5	73.1
	SS	6	23.1	23.1	96.2
	SSS	1	3.8	3.8	100.0
	Total	26	100.0	100.0	

**P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	2	7.7	7.7	7.7
	TS	3	11.5	11.5	19.2
	CS	9	34.6	34.6	53.8
	S	8	30.8	30.8	84.6
	SS	2	7.7	7.7	92.3
	SSS	2	7.7	7.7	100.0
	Total	26	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	3.8	3.8	3.8
	STS	4	15.4	15.4	19.2
	TS	6	23.1	23.1	42.3
	CS	5	19.2	19.2	61.5
	S	7	26.9	26.9	88.5
	SS	1	3.8	3.8	92.3
	SSS	2	7.7	7.7	100.0
	Total	26	100.0	100.0	

**I1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	3.8	3.8	3.8
	STS	2	7.7	7.7	11.5
	TS	4	15.4	15.4	26.9
	CS	4	15.4	15.4	42.3
	S	9	34.6	34.6	76.9
	SS	4	15.4	15.4	92.3
	SSS	2	7.7	7.7	100.0
	Total	26	100.0	100.0	



**I2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	3.8	3.8	3.8
	STS	1	3.8	3.8	7.7
	TS	10	38.5	38.5	46.2
	CS	3	11.5	11.5	57.7
	S	1	3.8	3.8	61.5
	SS	8	30.8	30.8	92.3
	SSS	2	7.7	7.7	100.0
	Total	26	100.0	100.0	

**C1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	3.8	3.8	3.8
	STS	1	3.8	3.8	7.7
	TS	1	3.8	3.8	11.5
	CS	2	7.7	7.7	19.2
	S	10	38.5	38.5	57.7
	SS	8	30.8	30.8	88.5
	SSS	3	11.5	11.5	100.0
	Total	26	100.0	100.0	

**C2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	2	7.7	7.7	7.7
	STS	1	3.8	3.8	11.5
	TS	2	7.7	7.7	19.2
	CS	3	11.5	11.5	30.8
	S	6	23.1	23.1	53.8
	SS	8	30.8	30.8	84.6
	SSS	4	15.4	15.4	100.0
	Total	26	100.0	100.0	

**C3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	3.8	3.8	3.8
	STS	2	7.7	7.7	11.5
	TS	3	11.5	11.5	23.1
	CS	2	7.7	7.7	30.8
	S	12	46.2	46.2	76.9
	SS	1	3.8	3.8	80.8
	SSS	5	19.2	19.2	100.0
	Total	26	100.0	100.0	

**C4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	3.8	3.8	3.8
	STS	1	3.8	3.8	7.7
	TS	6	23.1	23.1	30.8
	CS	9	34.6	34.6	65.4
	S	5	19.2	19.2	84.6
	SS	1	3.8	3.8	88.5
	SSS	3	11.5	11.5	100.0
	Total	26	100.0	100.0	

## LAMPIRAN 6

### FREKUENSI MEDIA MAJALAH

#### EPIC MODEL Majalah

##### E1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STSS	2	13.3	13.3	13.3
STS	1	6.7	6.7	20.0
TS	1	6.7	6.7	26.7
CS	2	13.3	13.3	40.0
S	3	20.0	20.0	60.0
SS	2	13.3	13.3	73.3
SSS	4	26.7	26.7	100.0
Total	15	100.0	100.0	

##### E2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	6.7	6.7	6.7
TS	1	6.7	6.7	13.3
CS	3	20.0	20.0	33.3
S	4	26.7	26.7	60.0
SS	4	26.7	26.7	86.7
SSS	2	13.3	13.3	100.0
Total	15	100.0	100.0	

##### P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STSS	2	13.3	13.3	13.3
TS	3	20.0	20.0	33.3
CS	5	33.3	33.3	66.7
S	1	6.7	6.7	73.3
SSS	4	26.7	26.7	100.0
Total	15	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	6.7	6.7	6.7
	TS	1	6.7	6.7	13.3
	CS	4	26.7	26.7	40.0
	S	4	26.7	26.7	66.7
	SS	3	20.0	20.0	86.7
	SSS	2	13.3	13.3	100.0
	Total	15	100.0	100.0	

**I1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	6.7	6.7	6.7
	TS	2	13.3	13.3	20.0
	CS	6	40.0	40.0	60.0
	S	2	13.3	13.3	73.3
	SS	2	13.3	13.3	86.7
	SSS	2	13.3	13.3	100.0
	Total	15	100.0	100.0	

**I2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	6.7	6.7	6.7
	STS	1	6.7	6.7	13.3
	TS	2	13.3	13.3	26.7
	CS	1	6.7	6.7	33.3
	S	6	40.0	40.0	73.3
	SS	2	13.3	13.3	86.7
	SSS	2	13.3	13.3	100.0
	Total	15	100.0	100.0	

**C1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	6.7	6.7	6.7
	CS	2	13.3	13.3	20.0
	S	2	13.3	13.3	33.3
	SS	3	20.0	20.0	53.3
	SSS	7	46.7	46.7	100.0
	Total	15	100.0	100.0	

**C2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	3	20.0	20.0	20.0
	S	3	20.0	20.0	40.0
	SS	2	13.3	13.3	53.3
	SSS	7	46.7	46.7	100.0
	Total	15	100.0	100.0	

**C3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	6.7	6.7	6.7
	TS	1	6.7	6.7	13.3
	CS	4	26.7	26.7	40.0
	S	1	6.7	6.7	46.7
	SS	4	26.7	26.7	73.3
	SSS	4	26.7	26.7	100.0
	Total	15	100.0	100.0	

**C4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	6.7	6.7	6.7
	CS	4	26.7	26.7	33.3
	S	4	26.7	26.7	60.0
	SS	2	13.3	13.3	73.3
	SSS	4	26.7	26.7	100.0
	Total	15	100.0	100.0	

## LAMPIRAN 7

### FREKUENSI MEDIA RADIO

#### EPIC MODEL RADIO

E1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	4	30.8	30.8	30.8
	STS	1	7.7	7.7	38.5
	TS	4	30.8	30.8	69.2
	CS	1	7.7	7.7	76.9
	S	1	7.7	7.7	84.6
	SS	1	7.7	7.7	92.3
	SSS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

E2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	3	23.1	23.1	23.1
	STS	2	15.4	15.4	38.5
	TS	2	15.4	15.4	53.8
	CS	3	23.1	23.1	76.9
	S	1	7.7	7.7	84.6
	SS	1	7.7	7.7	92.3
	SSS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

**P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	30.8	30.8	30.8
	CS	5	38.5	38.5	69.2
	S	4	30.8	30.8	100.0
	Total	13	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	4	30.8	30.8	30.8
	STS	1	7.7	7.7	38.5
	TS	3	23.1	23.1	61.5
	CS	2	15.4	15.4	76.9
	S	1	7.7	7.7	84.6
	SS	1	7.7	7.7	92.3
	SSS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

**I1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	2	15.4	15.4	15.4
	TS	5	38.5	38.5	53.8
	CS	3	23.1	23.1	76.9
	S	1	7.7	7.7	84.6
	SS	1	7.7	7.7	92.3
	SSS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

**I2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	2	15.4	15.4	15.4
	STS	2	15.4	15.4	30.8
	TS	3	23.1	23.1	53.8
	CS	3	23.1	23.1	76.9
	S	2	15.4	15.4	92.3
	SS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

**C1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	38.5	38.5	38.5
	CS	4	30.8	30.8	69.2
	S	1	7.7	7.7	76.9
	SS	2	15.4	15.4	92.3
	SSS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

**C2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	1	7.7	7.7	7.7
	TS	4	30.8	30.8	38.5
	CS	4	30.8	30.8	69.2
	S	1	7.7	7.7	76.9
	SS	2	15.4	15.4	92.3
	SSS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	



**C3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	3	23.1	23.1	23.1
	TS	4	30.8	30.8	53.8
	CS	1	7.7	7.7	61.5
	S	3	23.1	23.1	84.6
	SS	1	7.7	7.7	92.3
	SSS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

**C4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STSS	3	23.1	23.1	23.1
	STS	3	23.1	23.1	46.2
	CS	4	30.8	30.8	76.9
	S	2	15.4	15.4	92.3
	SS	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

## LAMPIRAN 8

### PERHITUNGAN SKOR RATA-RATA

#### 1. Analisis EPIC Model Media Televisi

##### a. Analisis Dimensi *Empathy* (E)

- *Empathy* (E1)

$$\begin{aligned} X (E1) &= \frac{(0 \times 7) + (1 \times 0) + (2 \times 8) + (3 \times 7) + (4 \times 7) + (5 \times 28) + (6 \times 25)}{82} \\ &= 4.329 \end{aligned}$$

- *Empathy* (E2)

$$\begin{aligned} X (E2) &= \frac{(0 \times 3) + (1 \times 2) + (2 \times 4) + (3 \times 2) + (4 \times 13) + (5 \times 28) + (6 \times 30)}{82} \\ &= 4.732 \end{aligned}$$

##### b. Analisis Dimensi *Persuasion* (P)

- *Persuasion* (P1)

$$\begin{aligned} X (P1) &= \frac{(0 \times 6) + (1 \times 3) + (2 \times 7) + (3 \times 10) + (4 \times 10) + (5 \times 18) + (6 \times 28)}{82} \\ &= 4.207 \end{aligned}$$

- *Persuasion (P2)*

$$X (P2) = \frac{(0 \times 5) + (1 \times 4) + (2 \times 12) + (3 \times 9) + (4 \times 12) + (5 \times 12) + (6 \times 28)}{82}$$

$$= 4.037$$

c. **Analisis Dimensi *Impact (I)***

- *Impact (I1)*

$$X (I1) = \frac{(0 \times 3) + (1 \times 0) + (2 \times 3) + (3 \times 9) + (4 \times 2) + (5 \times 24) + (6 \times 41)}{82}$$

$$= 4.963$$

- *Impact (I2)*

$$X (I2) = \frac{(0 \times 6) + (1 \times 0) + (2 \times 3) + (3 \times 10) + (4 \times 10) + (5 \times 19) + (6 \times 34)}{82}$$

$$= 4.573$$

d. **Analisis Dimensi *Communication (C)***

- *Communication (C1)*

$$X (C1) = \frac{(0 \times 0) + (1 \times 0) + (2 \times 6) + (3 \times 7) + (4 \times 19) + (5 \times 14) + (6 \times 36)}{82}$$

$$= 4.817$$

- *Communication (C2)*

$$X (C2) = \frac{(0 \times 8) + (1 \times 0) + (2 \times 4) + (3 \times 8) + (4 \times 12) + (5 \times 25) + (6 \times 25)}{82}$$

$$= 4.329$$

- *Communication (C3)*

$$X (C3) = \frac{(0 \times 2) + (1 \times 6) + (2 \times 3) + (3 \times 10) + (4 \times 25) + (5 \times 15) + (6 \times 21)}{82}$$

$$= 4.183$$

- *Communication (C4)*

$$X (C4) = \frac{(0 \times 19) + (1 \times 8) + (2 \times 5) + (3 \times 8) + (4 \times 8) + (5 \times 19) + (6 \times 15)}{82}$$

$$= 3.159$$

## 2. Analisis EPIC Model Media Surat Kabar

### a. Analisis Dimensi *Empathy (E)*

- *Empathy (E1)*

$$X (E1) = \frac{(0 \times 2) + (1 \times 2) + (2 \times 7) + (3 \times 3) + (4 \times 4) + (5 \times 5) + (6 \times 3)}{26}$$

$$= 3.230$$

- *Empathy (E2)*

$$X (E2) = \frac{(0 \times 0) + (1 \times 1) + (2 \times 10) + (3 \times 5) + (4 \times 3) + (5 \times 6) + (6 \times 1)}{26}$$

$$= 3.231$$

b. **Analisis Dimensi *Persuasion (P)***

- *Persuasion (P1)*

$$X (P1) = \frac{(0 \times 2) + (1 \times 0) + (2 \times 8) + (3 \times 9) + (4 \times 2) + (5 \times 3) + (6 \times 2)}{26}$$

$$= 3,000$$

- *Persuasion (P2)*

$$X (P2) = \frac{(0 \times 1) + (1 \times 4) + (2 \times 6) + (3 \times 5) + (4 \times 7) + (5 \times 1) + (6 \times 2)}{26}$$

$$= 2.923$$

c. **Analisis Dimensi *Impact (I)***

- *Impact (I1)*

$$X (I1) = \frac{(0 \times 1) + (1 \times 2) + (2 \times 4) + (3 \times 4) + (4 \times 9) + (5 \times 4) + (6 \times 2)}{26}$$

$$= 3.423$$

- *Impact (I2)*

$$\begin{aligned}
 X(I2) &= \frac{(0 \times 1) + (1 \times 1) + (2 \times 10) + (3 \times 3) + (4 \times 1) + (5 \times 8) + (6 \times 2)}{26} \\
 &= 3.308
 \end{aligned}$$

d. **Analisis Dimensi *Communication* (C)**

- *Communication (C1)*

$$\begin{aligned}
 X(C1) &= \frac{(0 \times 1) + (1 \times 1) + (2 \times 1) + (3 \times 2) + (4 \times 10) + (5 \times 8) + (6 \times 3)}{26} \\
 &= 4.115
 \end{aligned}$$

- *Communication (C2)*

$$\begin{aligned}
 X(C2) &= \frac{(0 \times 2) + (1 \times 1) + (2 \times 2) + (3 \times 3) + (4 \times 6) + (5 \times 8) + (6 \times 4)}{26} \\
 &= 4.307
 \end{aligned}$$

- *Communication (C3)*

$$\begin{aligned}
 X(C3) &= \frac{(0 \times 1) + (1 \times 2) + (2 \times 3) + (3 \times 2) + (4 \times 12) + (5 \times 1) + (6 \times 5)}{26} \\
 &= 3.731
 \end{aligned}$$

- *Communication* (C4)

$$X(C4) = \frac{(0 \times 1) + (1 \times 1) + (2 \times 6) + (3 \times 9) + (4 \times 5) + (5 \times 1) + (6 \times 3)}{26}$$

$$= 3.192$$

### 3. Analisis EPIC Model Media Majalah

#### a. Analisis Dimensi *Empathy* (E)

- *Empathy* (E1)

$$X(E1) = \frac{(0 \times 2) + (1 \times 1) + (2 \times 1) + (3 \times 2) + (4 \times 3) + (5 \times 2) + (6 \times 4)}{15}$$

$$= 3.667$$

- *Empathy* (E2)

$$X(E2) = \frac{(0 \times 0) + (1 \times 1) + (2 \times 1) + (3 \times 3) + (4 \times 4) + (5 \times 4) + (6 \times 2)}{15}$$

$$= 4.000$$

#### b. Analisis Dimensi *Persuasion* (P)

- *Persuasion* (P1)

$$X(P1) = \frac{(0 \times 2) + (1 \times 0) + (2 \times 3) + (3 \times 5) + (4 \times 1) + (5 \times 0) + (6 \times 4)}{15}$$

$$= 3.268$$

- *Persuasion (P2)*

$$X (P2) = \frac{(0 \times 0) + (1 \times 1) + (2 \times 1) + (3 \times 4) + (4 \times 4) + (5 \times 3) + (6 \times 2)}{15}$$

$$= 3.867$$

c. **Analisis Dimensi *Impact (I)***

- *Impact (I1)*

$$X (I1) = \frac{(0 \times 1) + (1 \times 0) + (2 \times 2) + (3 \times 6) + (4 \times 2) + (5 \times 2) + (6 \times 2)}{15}$$

$$= 3.467$$

- *Impact (I2)*

$$X (I2) = \frac{(0 \times 1) + (1 \times 1) + (2 \times 2) + (3 \times 1) + (4 \times 6) + (5 \times 2) + (6 \times 2)}{15}$$

$$= 3.600$$

d. **Analisis Dimensi *Communication (C)***

- *Communication (C1)*

$$X (C1) = \frac{(0 \times 0) + (1 \times 0) + (2 \times 1) + (3 \times 2) + (4 \times 2) + (5 \times 3) + (6 \times 7)}{15}$$

$$= 4.867$$



- *Communication (C2)*

$$X(C2) = \frac{(0 \times 0) + (1 \times 0) + (2 \times 0) + (3 \times 3) + (4 \times 3) + (5 \times 2) + (6 \times 7)}{15}$$

$$= 4.867$$

- *Communication (C3)*

$$X(C3) = \frac{(0 \times 0) + (1 \times 1) + (2 \times 1) + (3 \times 4) + (4 \times 1) + (5 \times 4) + (6 \times 4)}{15}$$

$$= 4.200$$

- *Communication (C4)*

$$X(C4) = \frac{(0 \times 0) + (1 \times 0) + (2 \times 1) + (3 \times 4) + (4 \times 4) + (5 \times 2) + (6 \times 4)}{15}$$

$$= 4.267$$

#### 4. **Analisis EPIC Model Media Radio**

##### a. **Analisis Dimensi *Empathy* (E)**

- *Empathy (E1)*

$$X(E1) = \frac{(0 \times 4) + (1 \times 1) + (2 \times 4) + (3 \times 1) + (4 \times 1) + (5 \times 1) + (6 \times 1)}{13}$$

$$= 2.077$$

- *Empathy (E2)*

$$X (E2) = \frac{(0 \times 3) + (1 \times 2) + (2 \times 2) + (3 \times 3) + (4 \times 1) + (5 \times 1) + (6 \times 1)}{13}$$

$$= 2.308$$

b. **Analisis Dimensi *Persuasion (P)***

- *Persuasion (P1)*

$$X (P1) = \frac{(0 \times 0) + (1 \times 0) + (2 \times 4) + (3 \times 5) + (4 \times 4) + (5 \times 0) + (6 \times 0)}{13}$$

$$= 3.000$$

- *Persuasion (P2)*

$$X (P2) = \frac{(0 \times 4) + (1 \times 1) + (2 \times 3) + (3 \times 2) + (4 \times 1) + (5 \times 1) + (6 \times 1)}{13}$$

$$= 2.154$$

c. **Analisis Dimensi *Impact (I)***

- *Impact (I1)*

$$X (I1) = \frac{(0 \times 2) + (1 \times 0) + (2 \times 5) + (3 \times 3) + (4 \times 1) + (5 \times 1) + (6 \times 1)}{13}$$

$$= 2.615$$

- *Impact (I2)*

$$\begin{aligned}
 X(I2) &= \frac{(0 \times 2) + (1 \times 2) + (2 \times 3) + (3 \times 3) + (4 \times 2) + (5 \times 0) + (6 \times 1)}{13} \\
 &= 2.385
 \end{aligned}$$

d. **Analisis Dimensi *Communication* (C)**

- *Communication (C1)*

$$\begin{aligned}
 X(C1) &= \frac{(0 \times 0) + (1 \times 0) + (2 \times 5) + (3 \times 4) + (4 \times 1) + (5 \times 2) + (6 \times 1)}{13} \\
 &= 3.385
 \end{aligned}$$

- *Communication (C2)*

$$\begin{aligned}
 X(C2) &= \frac{(0 \times 1) + (1 \times 0) + (2 \times 4) + (3 \times 4) + (4 \times 1) + (5 \times 2) + (6 \times 1)}{13} \\
 &= 3.077
 \end{aligned}$$

- *Communication (C3)*

$$\begin{aligned}
 X(C3) &= \frac{(0 \times 3) + (1 \times 0) + (2 \times 4) + (3 \times 3) + (4 \times 1) + (5 \times 1) + (6 \times 1)}{13} \\
 &= 2.462
 \end{aligned}$$

- *Communication (C4)*

$$X(C4) = \frac{(0 \times 3) + (1 \times 3) + (2 \times 0) + (3 \times 4) + (4 \times 2) + (5 \times 1) + (6 \times 0)}{13}$$
$$= 2.154$$