

### Test 1 Intrumen Daya Tarik

| No. res  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | X   |
|----------|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| 1        | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 3  | 4  | 3  | 5  | 48  |
| 2        | 4  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 3  | 4  | 4  | 52  |
| 3        | 4  | 5  | 3  | 3  | 3  | 5  | 5  | 3  | 4  | 4  | 3  | 4  | 46  |
| 4        | 5  | 5  | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 52  |
| 5        | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 5  | 5  | 4  | 5  | 49  |
| 6        | 5  | 5  | 5  | 5  | 4  | 3  | 3  | 5  | 4  | 3  | 4  | 4  | 50  |
| 7        | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 5  | 3  | 45  |
| 8        | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 45  |
| 9        | 3  | 3  | 4  | 5  | 3  | 4  | 3  | 3  | 4  | 4  | 5  | 4  | 45  |
| 10       | 5  | 5  | 3  | 5  | 5  | 5  | 5  | 3  | 5  | 4  | 4  | 5  | 54  |
| $\Sigma$ | 41 | 43 | 40 | 43 | 39 | 42 | 40 | 38 | 40 | 38 | 40 | 42 | 486 |

### Test II Intrumen Daya Tarik

| No. res  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | Y   |
|----------|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| 1        | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 49  |
| 2        | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 5  | 4  | 4  | 3  | 5  | 47  |
| 3        | 4  | 4  | 3  | 3  | 3  | 5  | 5  | 3  | 5  | 4  | 4  | 3  | 46  |
| 4        | 5  | 4  | 3  | 3  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 5  | 50  |
| 5        | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 5  | 4  | 5  | 4  | 47  |
| 6        | 5  | 5  | 5  | 5  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 49  |
| 7        | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 5  | 3  | 46  |
| 8        | 3  | 5  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 47  |
| 9        | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 5  | 4  | 5  | 45  |
| 10       | 4  | 5  | 3  | 5  | 5  | 3  | 5  | 3  | 4  | 4  | 5  | 4  | 50  |
| $\Sigma$ | 39 | 41 | 38 | 40 | 38 | 39 | 38 | 37 | 40 | 39 | 43 | 41 | 476 |

### Uji Reliabilitas test I & II Instrumen Daya Tarik

| No.res        | X   | Y   | X.Y   | X <sup>2</sup> | Y <sup>2</sup> |
|---------------|-----|-----|-------|----------------|----------------|
| 1             | 48  | 49  | 2352  | 2304           | 2401           |
| 2             | 52  | 47  | 2444  | 2704           | 2209           |
| 3             | 46  | 46  | 2116  | 2116           | 2116           |
| 4             | 52  | 50  | 2600  | 2704           | 2500           |
| 5             | 49  | 47  | 2303  | 2401           | 2209           |
| 6             | 50  | 49  | 2450  | 2500           | 2401           |
| 7             | 45  | 46  | 2070  | 2025           | 2116           |
| 8             | 45  | 47  | 2115  | 2025           | 2209           |
| 9             | 45  | 45  | 2025  | 2025           | 2025           |
| 10            | 54  | 50  | 2700  | 2916           | 2500           |
| <b>Jumlah</b> | 486 | 476 | 23175 | 23720          | 22686          |

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}}$$

$$r = \frac{10.23175 - (486)(476)}{\sqrt{\{10.23720 - (486)^2\} \{10.22686 - (476)^2\}}}$$

$$r = \frac{231750 - 231336}{\sqrt{(237200 - 236196)(226860 - 226576)}}$$

$$r = \frac{414}{\sqrt{1004.284}}$$

$$r = \frac{414}{533,98} = 0,77$$

Mengenai tinggi rendahnya korelasi, berikut ini adalah nilai yang akan digunakan untuk koefisien korelasi, koefisien korelasi diartikan Guilford dalam buku Jalaludin Rakhmat (2002:29) sebagai berikut:

- < 0,20 : hubungan lemah sekali
- 0,21-0,40 : hubungan rendah tetapi pasti
- 0,41-0,70 : hubungan yang cukup berarti
- 0,71-0,90 : hubungan yang sangat tinggi atau kuat
- > 0,91 : hubungan sangat tinggi atau kuat sekali

Berdasarkan uji coba instrumen reliabilitas untuk pengukuran I dan II sudah didapatkan hasilnya sebesar **0,77**. Nilai tersebut menunjukkan hubungan yang sangat tinggi atau kuat, maka instrumen daya tarik dapat digunakan untuk pengukuran dalam rangka pengumpulan data.

### Test 1 Intrumen Minat Menonton

Tabel uraian skor dari setiap pernyataan variabel Minat Menonton

| No. Res  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | X   |
|----------|----|----|----|----|----|----|----|----|----|-----|
| 1        | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 3  | 4  | 37  |
| 2        | 5  | 5  | 4  | 5  | 5  | 4  | 4  | 3  | 5  | 40  |
| 3        | 4  | 5  | 5  | 3  | 5  | 3  | 3  | 4  | 4  | 36  |
| 4        | 3  | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 39  |
| 5        | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 33  |
| 6        | 5  | 5  | 3  | 5  | 4  | 5  | 4  | 5  | 5  | 41  |
| 7        | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 5  | 37  |
| 8        | 4  | 4  | 3  | 4  | 4  | 5  | 4  | 3  | 4  | 35  |
| 9        | 4  | 3  | 3  | 3  | 3  | 4  | 5  | 4  | 4  | 33  |
| 10       | 3  | 5  | 5  | 3  | 5  | 4  | 4  | 5  | 4  | 38  |
| $\Sigma$ | 40 | 43 | 40 | 38 | 42 | 41 | 40 | 39 | 42 | 369 |

### Test II Intrumen Minat Menonton

| No. res  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | Y   |
|----------|----|----|----|----|----|----|----|----|----|-----|
| 1        | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 39  |
| 2        | 5  | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 40  |
| 3        | 4  | 5  | 4  | 4  | 5  | 3  | 3  | 4  | 4  | 36  |
| 4        | 4  | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 40  |
| 5        | 4  | 4  | 5  | 5  | 4  | 5  | 3  | 4  | 3  | 37  |
| 6        | 5  | 3  | 3  | 4  | 5  | 5  | 4  | 5  | 5  | 39  |
| 7        | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 5  | 35  |
| 8        | 4  | 4  | 3  | 5  | 5  | 5  | 4  | 4  | 4  | 38  |
| 9        | 4  | 4  | 4  | 4  | 3  | 4  | 5  | 4  | 4  | 36  |
| 10       | 3  | 5  | 4  | 5  | 3  | 4  | 4  | 5  | 4  | 37  |
| $\Sigma$ | 41 | 42 | 39 | 44 | 43 | 42 | 41 | 43 | 42 | 377 |

### Uji Reliabilitas test I & II Instrumen Minat Menonton

| No.res        | X          | Y          | X.Y          | X <sup>2</sup> | Y <sup>2</sup> |
|---------------|------------|------------|--------------|----------------|----------------|
| 1             | 37         | 39         | 1443         | 1369           | 1521           |
| 2             | 40         | 40         | 1600         | 1600           | 1600           |
| 3             | 36         | 36         | 1296         | 1296           | 1296           |
| 4             | 39         | 40         | 1560         | 1521           | 1600           |
| 5             | 33         | 37         | 1221         | 1089           | 1369           |
| 6             | 41         | 39         | 1599         | 1681           | 1521           |
| 7             | 37         | 35         | 1295         | 1369           | 1225           |
| 8             | 35         | 38         | 1330         | 1225           | 1444           |
| 9             | 33         | 36         | 1188         | 1089           | 1296           |
| 10            | 38         | 37         | 1406         | 1444           | 1369           |
| <b>Jumlah</b> | <b>369</b> | <b>377</b> | <b>13938</b> | <b>13683</b>   | <b>14241</b>   |

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}}$$

$$r = \frac{10.13938 - (369)(377)}{\sqrt{\{10.13683 - (369)^2\} \{10.14241 - (377)^2\}}}$$

$$r = \frac{139380 - 139113}{\sqrt{(136830 - 136161)(142410 - 142129)}}$$

$$r = \frac{267}{\sqrt{669.281}}$$

$$r = \frac{267}{433,57} = \mathbf{0,61}$$

Mengenai tinggi rendahnya korelasi,berikut ini adalah nilai yang akan digunakan untuk koefisien korelasi,koefisien korelasi diartikan Guilford dalam buku Jalaludin Rakhmat (2002:29) sebagai berikut:

- < 0,20 : hubungan lemah sekali
- 0,21-0,40 : hubungan rendah tetapi pasti
- 0,41-0,70 : hubungan yang cukup berarti
- 0,71-0,90 : hubungan yang sangat tinggi atau kuat
- > 0,91 : hubungan sangat tinggi atau kuat sekali

Berdasarkan uji coba instrumen reliabilitas untuk pengukuran I dan II sudah didapatkan hasilnya sebesar **0,61**. Nilai tersebut menunjukkan hubungan yang cukup berarti, maka instrument minat menonton dapat digunakan untuk pengukuran dalam rangka pengumpulan data.

## UJI VALIDITAS PER BUTIR PERNYATAAN

Tabel uraian skor dari setiap pernyataan Variabel Daya Tarik

| No. Res | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | X   | X <sup>2</sup> |
|---------|----|----|----|----|----|----|----|----|----|----|----|----|-----|----------------|
| 1       | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 3  | 4  | 3  | 5  | 48  | 2304           |
| 2       | 4  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 3  | 4  | 4  | 52  | 2704           |
| 3       | 4  | 5  | 3  | 3  | 3  | 5  | 5  | 3  | 4  | 4  | 3  | 4  | 46  | 2116           |
| 4       | 5  | 5  | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 52  | 2704           |
| 5       | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 5  | 5  | 4  | 5  | 49  | 2401           |
| 6       | 5  | 5  | 5  | 5  | 4  | 3  | 3  | 5  | 4  | 3  | 4  | 4  | 50  | 2500           |
| 7       | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 5  | 3  | 45  | 2025           |
| 8       | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 46  | 2116           |
| 9       | 3  | 3  | 4  | 5  | 3  | 4  | 3  | 3  | 4  | 3  | 5  | 4  | 45  | 2025           |
| 10      | 5  | 5  | 3  | 5  | 5  | 5  | 5  | 3  | 5  | 4  | 4  | 5  | 53  | 2809           |
| Σ       | 41 | 43 | 40 | 43 | 39 | 42 | 40 | 38 | 40 | 38 | 40 | 42 | 486 | 23704          |

Tabel uraian skor x setelah dikuadratkan

| No. res | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  | Total |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 1       | 16  | 16  | 16  | 16  | 16  | 16  | 25  | 16  | 9   | 16  | 9   | 25  | 196   |
| 2       | 16  | 25  | 25  | 25  | 25  | 16  | 16  | 25  | 16  | 9   | 16  | 16  | 230   |
| 3       | 16  | 25  | 9   | 9   | 9   | 25  | 25  | 9   | 16  | 16  | 9   | 16  | 184   |
| 4       | 25  | 25  | 16  | 16  | 16  | 25  | 16  | 25  | 16  | 16  | 16  | 16  | 228   |
| 5       | 16  | 16  | 16  | 16  | 9   | 16  | 16  | 9   | 25  | 25  | 16  | 25  | 205   |
| 6       | 25  | 25  | 25  | 25  | 16  | 9   | 9   | 25  | 16  | 9   | 16  | 16  | 216   |
| 7       | 16  | 9   | 16  | 16  | 16  | 16  | 16  | 9   | 9   | 16  | 25  | 9   | 173   |
| 8       | 9   | 16  | 16  | 16  | 16  | 16  | 9   | 16  | 16  | 9   | 16  | 16  | 178   |
| 9       | 9   | 9   | 16  | 25  | 9   | 16  | 9   | 9   | 16  | 16  | 25  | 16  | 175   |
| 10      | 25  | 25  | 9   | 25  | 25  | 25  | 25  | 9   | 25  | 16  | 16  | 25  | 241   |
| Σ       | 173 | 191 | 164 | 189 | 157 | 180 | 166 | 152 | 164 | 148 | 164 | 180 | 2026  |

Berikut adalah perhitungan nilai validitas:

$$\alpha b^2 = \frac{\Sigma X^2 - \frac{(\Sigma X)^2}{n}}{n}$$

**Butir 1**

$$\alpha b^2 = \frac{173 - \frac{(41)^2}{10}}{10} \quad \alpha b^2 = \frac{173 - 168,1}{10} = \mathbf{0,49}$$

**Butir 2**

$$\alpha b^2 = \frac{191 - \frac{(43)^2}{10}}{10} \quad \alpha b^2 = \mathbf{0,61}$$

**Butir 3**

$$\alpha b^2 = \frac{164 - \frac{(40)^2}{10}}{10} \quad \alpha b^2 = \mathbf{0,4}$$

**Butir 4**

$$\alpha b^2 = \frac{189 - \frac{(43)^2}{10}}{10} \quad \alpha b^2 = \mathbf{0,41}$$

**Butir 5**

$$\alpha b^2 = \frac{157 - \frac{(39)^2}{10}}{10} \quad \alpha b^2 = \mathbf{0,49}$$

**Butir 6**

$$\alpha b^2 = \frac{180 - (42)^2}{10} \quad \alpha b^2 = \mathbf{0,36}$$

10

**Butir 7**

$$\alpha b^2 = \frac{166 - (40)^2}{10} \quad \alpha b^2 = \mathbf{0,6}$$

10

**Butir 8**

$$\alpha b^2 = \frac{152 - (38)^2}{10} \quad \alpha b^2 = \mathbf{0,76}$$

10

**Butir 9**

$$\alpha b^2 = \frac{164 - (40)^2}{10} \quad \alpha b^2 = \mathbf{0,4}$$

10

**Butir 10**

$$\alpha b^2 = \frac{148 - (38)^2}{10} \quad \alpha b^2 = \mathbf{0,36}$$

10

**Butir 11**

$$\alpha b^2 = \frac{164 - (40)^2}{10} \quad \alpha b^2 = \mathbf{0,4}$$

10

**Butir 12**

$$ab^2 = \frac{180 - (42)^2}{10}$$

$$ab^2 = \mathbf{0,36}$$

Tabel uraian skor dari setiap pernyataan Variabel Minat Menonton

| No. Res | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | X   | X <sup>2</sup> |
|---------|----|----|----|----|----|----|----|----|----|-----|----------------|
| 1       | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 3  | 4  | 37  | 1369           |
| 2       | 5  | 5  | 4  | 5  | 5  | 4  | 4  | 3  | 5  | 40  | 1600           |
| 3       | 4  | 5  | 5  | 3  | 5  | 3  | 3  | 4  | 4  | 36  | 1296           |
| 4       | 3  | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 39  | 1521           |
| 5       | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 33  | 1089           |
| 6       | 5  | 5  | 3  | 5  | 4  | 5  | 4  | 5  | 5  | 41  | 1681           |
| 7       | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 5  | 37  | 1369           |
| 8       | 4  | 4  | 3  | 4  | 4  | 5  | 4  | 3  | 4  | 35  | 1225           |
| 9       | 4  | 3  | 3  | 3  | 3  | 4  | 5  | 4  | 4  | 33  | 1089           |
| 10      | 3  | 5  | 5  | 3  | 5  | 4  | 4  | 5  | 4  | 38  | 1444           |
| Σ       | 40 | 43 | 40 | 38 | 42 | 41 | 40 | 39 | 42 | 369 | 13683          |

Tabel uraian skor x setelah dikuadratkan

| No. Res | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | Total |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 1       | 16  | 16  | 25  | 16  | 16  | 25  | 16  | 9   | 16  | 155   |
| 2       | 25  | 25  | 16  | 25  | 25  | 16  | 16  | 9   | 25  | 182   |
| 3       | 16  | 25  | 25  | 9   | 25  | 9   | 9   | 16  | 16  | 150   |
| 4       | 9   | 25  | 16  | 25  | 25  | 16  | 25  | 16  | 16  | 173   |
| 5       | 16  | 16  | 16  | 9   | 16  | 16  | 9   | 16  | 9   | 123   |
| 6       | 25  | 25  | 9   | 25  | 16  | 25  | 16  | 25  | 25  | 191   |
| 7       | 16  | 9   | 16  | 9   | 9   | 9   | 16  | 16  | 25  | 125   |
| 8       | 16  | 16  | 9   | 16  | 16  | 25  | 16  | 9   | 16  | 139   |
| 9       | 16  | 9   | 9   | 9   | 9   | 16  | 25  | 16  | 16  | 125   |
| 10      | 9   | 25  | 25  | 9   | 25  | 16  | 16  | 25  | 16  | 166   |
| Σ       | 164 | 191 | 166 | 152 | 182 | 173 | 164 | 157 | 180 | 1529  |

Berikut adalah perhitungan nilai validitas:

$$\alpha b^2 = \frac{\Sigma X^2 - \frac{(\Sigma X)^2}{n}}{n}$$

**Butir 1**

$$\alpha b^2 = 164 - \frac{(40)^2}{10} \quad \alpha b^2 = \mathbf{0,4}$$

**Butir 2**

$$\alpha b^2 = 191 - \frac{(43)^2}{10} \quad \alpha b^2 = \mathbf{0,61}$$

**Butir 3**

$$\alpha b^2 = 166 - \frac{(40)^2}{10} \quad \alpha b^2 = \mathbf{0,6}$$

**Butir 4**

$$\alpha b^2 = 152 - \frac{(38)^2}{10} \quad \alpha b^2 = \mathbf{0,76}$$

**Butir 5**

$$\alpha b^2 = 182 - \frac{(42)^2}{10} \quad \alpha b^2 = \mathbf{0,56}$$

**Butir 6**

$$\alpha b^2 = \frac{173 - (41)^2}{10} \quad \alpha b^2 = \mathbf{0,49}$$

10

**Butir 7**

$$\alpha b^2 = \frac{164 - (40)^2}{10} \quad \alpha b^2 = \mathbf{0,4}$$

10

**Butir 8**

$$\alpha b^2 = \frac{157 - (39)^2}{10} \quad \alpha b^2 = \mathbf{0,49}$$

10

**Butir 9**

$$\alpha b^2 = \frac{180 - (42)^2}{10} \quad \alpha b^2 = \mathbf{0,36}$$

10

Saya Sicilia Patrika, mahasiswa Jurusan Broadcasting Fakultas Ilmu Komunikasi Universitas Esa Unggul Jakarta. Saya sedang melakukan penelitian dengan judul “Daya Tarik Pembawa Acara *Talk Show* “Show Imah” di Trans TV terhadap Minat Menonton Ibu-Ibu warga Swasembada Timur IX RT 010/010 Tanjung Priok”. Penelitian ini bertujuan untuk tugas akhir saya memperoleh gelar Sarjana Ilmu Komunikasi (S1).

Oleh karena itu, saya mohon kiranya anda berkenan untuk menjawab kuesioner ini dengan cara memberi tanda silang (X) pada jawaban yang dipilih. Saya sangat berharap semoga kuesioner ini dijawab sesuai dengan kenyataan yang sebenar-benarnya guna keabsahan penelitian ini

Demikian kuesioner ini dibuat untuk dipergunakan sebagaimana mestinya, atas perhatian dan kerjasamanya saya ucapkan terima kasih.

## **I. Karakteristik Responden**

No. Responden : ..... ( diisi oleh peneliti)

Nama :

Usia :

## **II. Pengantar Kuesioner**

1. Apakah anda menonton Show Imah di Trans Tv ?

- a. Ya ( lanjutkan ke pertanyaan berikut)    b. Tidak ( berhenti sampai disini)

### ***Kuesioner Daya Tarik***

Jawablah pertanyaan dibawah ini mengenai daya tarik pembawa acara *talk show* “Show Imah” di Trans TV, dengan memberi tanda (√) pada kolom yang telah disediakan

SS : Sangat Setuju (= 5)

S : Setuju (= 4)

N : Netral (= 3)

TS : Tidak Setuju (= 2)

STS : Sangat Tidak Setuju (= 1)

| No | Daftar Pertanyaan   | Daya Tarik Pembawa Acara <i>Talk Show</i> “Show Imah” di Trans tv |   |   |    |     |
|----|---|---|---|---|----|-----|
|    |   | SS  | S | N | TS | STS |
| 1  | Soimah selalu memakai pakaian tradisional yang menarik                                    |   |   |   |    |     |
| 2  | Gerakan tubuh Soimah didepan kamera baik dan anggun                                       |   |   |   |    |     |
| 3  | Kontak mata dengan <i>audience</i> , bintang tamu dan pemirsa sangat baik di depan kamera |   |   |   |    |     |
| 4  | Gerakan tangan Soimah luwes dan lentur ketika menari                                      |   |   |   |    |     |
| 5  | Ekspresi Soimah yang terkadang terlihat arogan, namun mengundang tawa                     |   |   |   |    |     |
| 6  | Penyampaian informasi dibawakan dengan suara yang jelas dan bervariasi (tidak monoton)    |   |   |   |    |     |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
| 7  | Pola titinada pembawa acara wajar   |  |  |  |  |  |
| 8  | Pembawa acara dapat mengontrol pernafasan sehingga tidak kaku dalam membawakan acara        |  |  |  |  |  |
| 9  | Gaya dan cara bicara menggunakan logat Jawa yang menghibur menjadi ciri khas Soimah         |  |  |  |  |  |
| 10 | Soimah sering menggunakan aksen daerah namun tetap menggunakan Bahasa Indonesia dengan baik |  |  |  |  |  |
| 11 | Kecepatan bicara pembawa acara normal   |  |  |  |  |  |
| 12 | Pembawa acara menggunakan suara perut sehingga berkesan empuk dan enak didengar             |  |  |  |  |  |

### ***Kuesioner Minat Menonton***

Jawablah pertanyaan dibawah ini mengenai minat menonton Ibu-Ibu warga Swasembada Timur IX RT 010/010 Tanjung Priok pada tayangan “Show Imah” Trans tv, dengan memberi tanda (√) pada kolom yang telah disediakan

SS : Sangat Setuju (= 5 )

S : Setuju (= 4 )

N : Netral (= 3 )

TS : Tidak Setuju (= 2 )

STS : Sangat Tidak Setuju (= 1 )

| No | Daftar Pertanyaan  | Minat Menonton Ibu-Ibu terhadap tayangan “Show Imah” di Trans tv |   |   |    |     |
|----|--|--|---|---|----|-----|
|    |  | SS   | S | N | TS | STS |
| 1  | Tayangan program acara Show Imah di Trans TV sangat menghibur  |  |   |   |    |     |
| 2  | Program acara Show Imah selalu menghadirkan bintang tamu yang variatif   |  |   |   |    |     |
| 3  | Program acara Show Imah telah memberikan manfaat pengetahuan informasi dan berita  |  |   |   |    |     |
| 4  | Terdapat nilai edukatif yang cukup menarik dari program acara Show Imah  |  |   |   |    |     |
| 5  | Program acara Show Imah memberikan informasi, berita ataupun gosip <i>up to date</i> yang sedang terjadi di lingkungan sekitar |  |   |   |    |     |
| 6  | Program acara Show Imah memberi dampak   |  |   |   |    |     |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
|   | yang cukup berpengaruh terhadap gaya berfikir penonton         |  |  |  |  |  |
| 7 | Puas dengan durasi 1 jam program acara Show Imah               |  |  |  |  |  |
| 8 | Tertarik dengan tayangan program Show Imah di setiap segmennya |  |  |  |  |  |
| 9 | Terhibur dengan tayangan program acara Show Imah               |  |  |  |  |  |

## TABULASI JAWABAN RESPONDEN

| No.           | Daya Tarik |            |            |            |            |            |            |            |            |            |            |            | Σ           | Ket |
|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----|
|               | 1          | 2          | 3          | 4          | 5          | 6          | 7          | 8          | 9          | 10         | 11         | 12         |             |     |
| 1             | 4          | 3          | 4          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 46          | T   |
| 2             | 4          | 4          | 4          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 3          | 4          | 46          | T   |
| 3             | 4          | 4          | 4          | 5          | 3          | 4          | 4          | 4          | 4          | 4          | 3          | 5          | 48          | T   |
| 4             | 4          | 3          | 3          | 4          | 3          | 4          | 4          | 4          | 5          | 4          | 4          | 4          | 46          | T   |
| 5             | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 5          | 4          | 3          | 4          | 48          | T   |
| 6             | 5          | 4          | 3          | 4          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 4          | 47          | T   |
| 7             | 4          | 3          | 4          | 4          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 5          | 47          | T   |
| 8             | 4          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 3          | 4          | 46          | T   |
| 9             | 4          | 3          | 3          | 4          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 4          | 45          | T   |
| 10            | 4          | 4          | 4          | 4          | 4          | 3          | 4          | 3          | 5          | 3          | 4          | 4          | 41          | S   |
| 11            | 3          | 3          | 3          | 4          | 4          | 4          | 3          | 3          | 4          | 4          | 4          | 4          | 43          | S   |
| 12            | 4          | 4          | 5          | 5          | 4          | 4          | 3          | 3          | 4          | 4          | 4          | 4          | 48          | T   |
| 13            | 4          | 5          | 4          | 4          | 4          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 48          | T   |
| 14            | 4          | 3          | 4          | 5          | 4          | 4          | 3          | 4          | 5          | 4          | 3          | 4          | 47          | T   |
| 15            | 3          | 4          | 3          | 4          | 3          | 3          | 4          | 4          | 3          | 4          | 3          | 4          | 42          | S   |
| 16            | 5          | 4          | 3          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 47          | T   |
| 17            | 3          | 3          | 4          | 3          | 4          | 4          | 3          | 4          | 3          | 5          | 4          | 4          | 44          | S   |
| 18            | 4          | 4          | 5          | 4          | 4          | 5          | 4          | 4          | 4          | 4          | 4          | 5          | 51          | T   |
| 19            | 4          | 3          | 4          | 3          | 5          | 4          | 3          | 3          | 4          | 3          | 4          | 4          | 44          | S   |
| 20            | 4          | 5          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 5          | 3          | 4          | 49          | T   |
| 21            | 4          | 4          | 4          | 4          | 4          | 4          | 3          | 4          | 3          | 4          | 4          | 4          | 46          | T   |
| 22            | 4          | 4          | 4          | 3          | 4          | 5          | 4          | 3          | 4          | 4          | 4          | 4          | 47          | T   |
| 23            | 4          | 4          | 3          | 3          | 3          | 4          | 4          | 4          | 5          | 4          | 4          | 4          | 46          | T   |
| 24            | 3          | 4          | 4          | 4          | 3          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 41          | S   |
| 25            | 4          | 4          | 3          | 3          | 3          | 4          | 4          | 4          | 4          | 3          | 4          | 4          | 44          | S   |
| 26            | 3          | 4          | 5          | 4          | 3          | 4          | 4          | 4          | 5          | 4          | 4          | 3          | 47          | T   |
| 27            | 4          | 3          | 4          | 5          | 3          | 5          | 4          | 3          | 4          | 5          | 4          | 4          | 48          | T   |
| 28            | 4          | 4          | 3          | 4          | 3          | 3          | 4          | 5          | 3          | 4          | 4          | 4          | 45          | T   |
| 29            | 4          | 5          | 4          | 3          | 4          | 4          | 4          | 3          | 4          | 4          | 4          | 5          | 48          | T   |
| 30            | 3          | 4          | 5          | 4          | 3          | 5          | 3          | 4          | 4          | 4          | 5          | 4          | 48          | T   |
| 31            | 4          | 3          | 4          | 3          | 3          | 4          | 5          | 4          | 4          | 4          | 4          | 4          | 46          | T   |
| 32            | 4          | 4          | 3          | 5          | 3          | 3          | 4          | 4          | 5          | 4          | 3          | 4          | 46          | T   |
| 33            | 4          | 4          | 4          | 4          | 4          | 4          | 3          | 3          | 4          | 5          | 4          | 4          | 47          | T   |
| 34            | 4          | 3          | 4          | 3          | 3          | 4          | 4          | 4          | 4          | 4          | 3          | 4          | 44          | S   |
| 35            | 5          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 49          | T   |
| <b>Jumlah</b> | <b>137</b> | <b>132</b> | <b>133</b> | <b>137</b> | <b>125</b> | <b>137</b> | <b>131</b> | <b>133</b> | <b>143</b> | <b>141</b> | <b>132</b> | <b>143</b> | <b>1615</b> |     |

**Ket. Skor :**

**Tinggi :** 45 - 60

**Sedang :** 29 - 44

**Rendah :** 12 - 28

| No. | Minat Menonton |   |   |   |   |   |   |   |   | Σ  | Ket |
|-----|----------------|---|---|---|---|---|---|---|---|----|-----|
|     | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |    |     |
| 1   | 4              | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 36 | T   |
| 2   | 4              | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 34 | T   |
| 3   | 4              | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 37 | T   |
| 4   | 4              | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 36 | T   |
| 5   | 4              | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 35 | T   |
| 6   | 3              | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 35 | T   |
| 7   | 5              | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 36 | T   |
| 8   | 5              | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 37 | T   |
| 9   | 5              | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 37 | T   |
| 10  | 4              | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 31 | S   |
| 11  | 4              | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 38 | T   |
| 12  | 4              | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 36 | T   |
| 13  | 4              | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 33 | T   |
| 14  | 4              | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 35 | T   |
| 15  | 3              | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 31 | S   |
| 16  | 4              | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 34 | T   |
| 17  | 3              | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 5 | 35 | T   |
| 18  | 3              | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 30 | S   |
| 19  | 5              | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 3 | 36 | T   |
| 20  | 3              | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 | T   |
| 21  | 3              | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 32 | S   |
| 22  | 4              | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 34 | T   |
| 23  | 4              | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 | T   |

|               |            |            |            |            |            |            |            |            |            |             |   |
|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|---|
| 24            | 4          | 4          | 4          | 4          | 3          | 3          | 4          | 4          | 5          | 35          | T |
| 25            | 4          | 4          | 4          | 3          | 4          | 4          | 5          | 4          | 4          | 36          | T |
| 26            | 4          | 4          | 3          | 5          | 3          | 4          | 5          | 4          | 4          | 36          | T |
| 27            | 4          | 4          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 35          | T |
| 28            | 4          | 4          | 4          | 4          | 3          | 4          | 5          | 3          | 4          | 35          | T |
| 29            | 4          | 5          | 4          | 3          | 4          | 3          | 5          | 4          | 3          | 35          | T |
| 30            | 5          | 4          | 3          | 4          | 4          | 4          | 4          | 4          | 4          | 36          | T |
| 31            | 4          | 4          | 4          | 3          | 3          | 4          | 5          | 4          | 4          | 35          | T |
| 32            | 4          | 3          | 4          | 4          | 4          | 4          | 5          | 5          | 3          | 36          | T |
| 33            | 3          | 4          | 4          | 3          | 4          | 3          | 4          | 4          | 4          | 33          | T |
| 34            | 4          | 4          | 3          | 4          | 3          | 5          | 5          | 4          | 5          | 37          | T |
| 35            | 4          | 4          | 4          | 3          | 4          | 3          | 3          | 4          | 4          | 33          | T |
| <b>Jumlah</b> | <b>138</b> | <b>136</b> | <b>135</b> | <b>129</b> | <b>127</b> | <b>137</b> | <b>147</b> | <b>136</b> | <b>137</b> | <b>1222</b> |   |

**Ket. Skor :**

**Tinggi :** 33 – 45

**Sedang :** 21 – 32

**Rendah :** 9 - 20

## TABEL INDUK

### DAYA TARIK PEMBAWA ACARA *TALK SHOW* “SHOW IMAH” DI TRANS TV TERHADAP MINAT MENONTON IBU-IBU WARGA SWASEMBADA TIMUR IX RT 010/010 TANJUNG PRIOK

| No. | Responden           | Karakteristik Responden |       |       |
|-----|---------------------|-------------------------|-------|-------|
|     |                     | Usia                    |       |       |
|     |                     | 20-30                   | 31-40 | 41-50 |
| 1   | Flortje Simanjuntak |                         |       | 49    |
| 2   | Debora Loesi        | 28                      |       |       |
| 3   | Yeni Riyanti        |                         | 39    |       |
| 4   | Desi Ratnasari      |                         | 32    |       |
| 5   | Laura Devita        | 21                      |       |       |
| 6   | Nur Puspita         |                         |       | 44    |
| 7   | Harisyeila Nasution |                         |       | 41    |
| 8   | Clara Angelina      |                         | 37    |       |
| 9   | Winda Anggoro       |                         | 35    |       |
| 10  | Risa Febrianti      | 29                      |       |       |
| 11  | Villia Sorongan     |                         | 36    |       |
| 12  | Christy Sumolang    |                         |       | 41    |
| 13  | Rasyanti Sembiring  |                         | 39    |       |
| 14  | Tia lestari         | 22                      |       |       |
| 15  | Marsa Deliana       | 30                      |       |       |
| 16  | Fitriyana Hasan     |                         | 34    |       |
| 17  | Fitri Muliani       | 27                      |       |       |
| 18  | Imelda              |                         | 40    |       |
| 19  | Resya Maulana       |                         |       | 43    |
| 20  | Afrilia Ibrahim     | 23                      |       |       |
| 21  | Chelsea Claudia     |                         | 40    |       |
| 22  | Meiske Pangemanan   |                         |       | 46    |
| 23  | Rani Natalia        |                         | 38    |       |
| 24  | Suci Ramadini       | 25                      |       |       |
| 25  | Yoanda              |                         | 31    |       |
| 26  | Resty Deviyanti     |                         | 38    |       |
| 27  | Bela Nur Purnama    |                         |       | 45    |
| 28  | Dina                | 21                      |       |       |
| 29  | Nur Ielasari        |                         | 39    |       |
| 30  | Syifa               |                         | 32    |       |
| 31  | Siti Yunianti       |                         |       | 47    |
| 32  | Pinky               |                         | 37    |       |
| 33  | Marsela             | 24                      |       |       |
| 34  | Sinta Ella Gina     | 20                      |       |       |
| 35  | Sizy Sumanti        |                         |       | 48    |