

ABSTRAK

Judul : Persepsi dan Minat Menonton Komunitas Bola Basket Profesional Perempuan Indonesia terhadap Channel Youtube Augie Fantinus One on One
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Program Studi : Penyiaran

Penelitian ini bertujuan untuk mengukur persepsi dan minat menonton pada komunitas bola basket profesional perempuan di Indonesia terhadap channel Youtube Augie Fantinus One on One. Desain penelitian yang digunakan adalah kausal-komparatif yang menggunakan 2 variabel yaitu persepsi dan minat. Penelitian ini menggunakan sumber data primer dengan menyebarkan kuisioner secara *online*. Sampel yang digunakan dalam penelitian ini sebanyak 30 kuisioner. Data dianalisa menggunakan SPSS. Hasil penelitian ini menunjukkan Persepsi komunitas basket profesional perempuan terhadap YouTube channel Augie Fantinus cukup baik dengan persentase 53,3%. Minat komunitas basket profesional perempuan terhadap YouTube channel Augie Fantinus cukup baik dengan persentase 43,3%. Hasil penelitian menunjukkan bahwa persepsi dan minat komunitas basket profesional perempuan terhadap YouTube channel Augie Fantinus adalah 'Baik'.

Kata kunci :
Persepsi, Minat, Youtube, Menonton, Indonesia

ABSTRACT

Title : Perception and Interest of Watching Indonesian Womens's Professional Basketball Community on Youtube Channel Augie Fantinus One on One.
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Study Program : Broadcasting

This study aims to measure the perception and interest in watching the women's professional basketball community in Indonesia on the Augie Fantinus One on One Youtube channel. The research design used is causal-comparative which uses 2 variables, namely perception and interest. This study uses primary data sources by distributing online questionnaires. The sample used in this study were 30 questionnaires. Data were analyzed using SPSS. The results of this study indicate that the female professional basketball community's perception of Augie Fantinus' YouTube channel is quite good with a percentage of 53.3%. The female professional basketball community's interest in Augie Fantinus' YouTube channel is quite good with a percentage of 43.3%. The results showed that the perception and interest of the women's professional basketball community towards Augie Fantinus' YouTube channel was 'Good'.

Key words :
Perception, Interest, Watching, Youtube, Indonesia