

ABSTRACT

Television is a place to accompany people when they are at home and accompany them when they are lonely because it can provide entertainment, information and maximum satisfaction to the audience. One of the television entertainment programs that many people like is soap operas. Indosiar soap operas are currently attracting the attention of viewers, especially the Indonesian people, especially housewives, with the title "Wife's Conscience" relating to domestic life filled with conflict with the perspective of a woman or wife inspired by the outpouring of the hearts of wives who are hurt by husbands who are tormented to the point of suffer. The Voice of the Wife's Heart is broadcast every 2 with different titles. The first episode airs at 16:30-18:30 and 18:30-20:30. The research method applies a descriptive survey. The total sample in the study was 45 which were distributed to housewives in Pemantang Kandis RW.06 using a random sampling technique. The data collection technique applies the survey method, the research results of asymp normality (2-tailed), namely $0.200 > 0.05$, from which it can be concluded that the data is normally distributed. On the other hand, in the multicollinearity test, it is known that the VIF value of Viewing Attraction (X) is $1,000 < 10$ and the tolerance value is $1,000 > 0.1$, from which it can be concluded that the data does not have multicollinearity and in the heteroscedasticity test, Variable 0.132 which is greater than 0.05, which can be drawn from the conclusion that the regression model does not experience heteroscedasticity.

Keywords: Watching Attraction, Anxiety Level, Housewife

ABSTRAK

Televisi menjadi tempat menemani masyarakat saat di rumah dan menemani pada saat kesepian karena dapat memberikan hiburan, informasi dan kepuasan maksimal pada khalayak. Salah satu acara hiburan televisi yang banyak di sukai masyarakat yakni sinetron. Sinteron indosiar sedang menarik perhatian para penonton terutama masyarakat Indonesia khususnya ibu rumah tangga yang berjudul "suara hati istri" terkait kehidupan rumah tangga yang di penuh dengan konflik dengan perspektif seorang Wanita ataupun istri yang terinspirasi dari curahan hati para istri yang tersakiti oleh suami yang teraniya hingga menderita. Suara hati istri tayang tayang setiap 2 dengan judul yang berbeda untuk episode pertama tayang pada pukul 16:30-18:30 dan 18:30-20:30. Metode penelitian menerapkan deskriptif survei. Sampel pada penelitian total 45 yang disebarakan pada Ibu rumah tangga Pemantang Kandis RW.06 dengan teknik pengambilan random sampling. Teknik pengumpulan data menerapkan metode survei hasil penelitian normalitas asymp sih.(2-tailed) yakni $0,200 > 0,05$ yang mana bisa diambil kesimpulan bahwasanya data terdistribusi normal. Disisi lain uji multikolineritas di ketahui bahwa nilai VIF Daya Tarik Menonton (X) yakni $1.000 < 10$ serta nilai tolerance value $1.000 > 0,1$, yang mana bisa diambil kesimpulan bahwasanya data tersebut tidak terjadinya multikolineritas dan uji heterosiditas uji Heteroskedastisitas, Variable X memiliki sign 0,132 yang lebih besar dari 0,05, yang bisa diambil dari kesimpulan bahwa model regresi tidak mengalami Heteroskedastisitas.

Kata kunci: Daya Tarik menonton, Tingkat Kecemasan, Ibu Rumah Tangga