

LAMPIRAN

No. Responden :

KUISIONER

Responden yang terhormat, nama saya Abizar Elyafei, mahasiswa Fakultas Ilmu Komunikasi Universitas Esa Unggul jurusan Periklanan. Saat ini saya sedang melakukan penelitian dengan judul “Pengaruh Terpaan Iklan XL versi “Ketagihan SMS XL” di Televisi Terhadap pemahaman mahasiswa Fikom UEU 2010”, yang telah ditayang tiga bulan terakhir ini mulai dari bulan Februari sampai dengan bulan April.

Data responden :

Nama : _____

Jurusan : _____

Apakah anda pernah melihat iklan XL versi “Ketagihan SMS XL” di televisi?

- a. Pernah (teruskan ke pertanyaan berikut)
- b. Tidak pernah (berhenti sampai di sini)

Terpaan Iklan :

1. Apakah anda sering melihat iklan XL versi “Ketagihan SMS XL” di Televisi

?

- a. Sangat sering
- b. Sering
- c. Jarang
- d. Tidak pernah
- e. Sangat tidak pernah

2. Apakah anda memperhatikan iklan XL versi “Ketagihan SMS XL” di Televisi sampai dengan selesai ?
- a. Selalu selesai b. Sering selesai c. Jarang selesai
d. Tidak pernah selesai e. Sangat tidak pernah selesai

Pemahaman :

3. Apakah anda mengetahui produk XL ?
- a. Sangat mengetahui b. Mengetahui c. Kurang mengetahui
d. Tidak mengetahui e. Sangat tidak mengetahui
4. Apakah anda mengetahui jalannya cerita pada iklan XL versi “Ketagihan SMS XL” di Televisi ?
- a. Sangat mengetahui b. Mengetahui c. Kurang mengetahui
d. Tidak mengetahui e. Sangat tidak mengetahui
5. Apakah anda memahami alur cerita pada iklan XL versi “Ketagihan SMS XL” di Televisi ?
- a. Sangat memahami b. Memahami c. Kurang memahami
d. Tidak memahami e. Sangat tidak memahami
6. Apakah anda memahami isi pesan pada iklan XL versi “Ketagihan SMS XL” di Televisi ?
- a. Sangat memahami b. Memahami c. Kurang memahami
d. Tidak memahami e. Sangat tidak memahami

Contoh Iklan XL Versi “Ketagihan SMS XL” di Televisi :

File Name: Ketagihan SMS.mp4
File Size: 2.55 MB (2675767 bytes)
Resolution: 358x288
Duration: 00:00:30

Media Player Classic

00:00:01 00:00:03 00:00:05

00:00:07 00:00:09 00:00:11

00:00:13 00:00:15 00:00:17

00:00:19 00:00:20 00:00:22

00:00:24 00:00:26 00:00:28

KORBAN KETAGIHAN SMS

KORBAN KETAGIHAN SMS

**SMS 100% GRATIS
GAK ADA BATAS
KE SEMUA OPERATOR**

**SMS 100% GRATIS
GAK ADA BATAS
KE SEMUA OPERATOR**

XL
Terbukti Murah

1. Tabel Test-Retest (1)

NO. Urut	Variabel (X)		Variabel (Y)				Jumlah
	1	2	3	4	5	6	
1	4	4	4	4	4	4	24
2	5	5	4	4	4	4	26
3	4	4	5	4	5	4	26
4	4	4	4	4	4	4	24
5	5	5	4	4	4	4	26
6	4	3	4	4	4	4	23
7	4	4	4	4	4	4	24
8	4	4	4	5	4	4	25
9	4	3	4	4	4	4	23
10	4	3	4	3	4	4	22

2. Tabel Test-Retest (2)

NO. Urut	Variabel (X)		Variabel (Y)				Jumlah
	1	2	3	4	5	6	
11	5	4	4	4	4	4	25
12	4	5	4	5	5	5	28
13	5	4	4	4	4	4	25
14	5	5	4	4	4	4	26
15	5	5	4	5	5	4	28
16	4	4	4	4	4	4	24
17	4	4	5	4	4	5	26
18	4	4	4	4	4	5	25
19	4	4	4	4	4	4	24
20	3	4	4	4	4	4	23

Daftar Nama Mahasiswa Fikom Aktif 2010

NO.	NIM	Jurusan	Nama Mahasiswa
1	2010-51-001	Periklanan	ZONY FEBRIYANTO
2	2010-51-003	Periklanan	MELDAWATI
3	2010-51-005	Periklanan	INDAH LESTARI
4	2010-51-006	Periklanan	HELDY ANGGITA
5	2010-51-007	Periklanan	YUSUF RAMADHANI
6	2010-51-008	Periklanan	MUTIARA PUSVITA NINGRUM
7	2010-51-010	Periklanan	PERDIAWAN
8	2010-51-012	Periklanan	SEPTA WIDAYAT
9	2010-51-014	Periklanan	MUHAMMAD BUDI PRASETYO
10	2010-51-015	Periklanan	KIKI ANUGRAH
11	2010-51-016	Periklanan	VERONIKA LENNY SUGIARTI
12	2010-51-017	Periklanan	RIZKY ADRIANSYAH
13	2010-51-018	Periklanan	HERVY GERALDINE
14	2010-52-007	Humas	MEGAWATI
15	2010-52-001	Humas	SILVI
16	2010-52-002	Humas	M RIZKI FIRMANSYAH
17	2010-52-003	Humas	PUTRI UTAMI
18	2010-52-004	Humas	LAWINDA HESTIYANA PRATIWI
19	2010-52-006	Humas	LIA FITRIA
20	2010-52-008	Humas	YOGI NUR SANTI
21	2010-52-012	Humas	EVA VALENDIA YUSTIANI
22	2010-52-013	Humas	RISANTI PRIANDINI
23	2010-52-014	Humas	YOGIE HUDIARDY
24	2010-52-015	Humas	ADHITYA RIEVA NUGRAHA
25	2010-52-017	Humas	SHELLY ANGGELINA SOEKARNO
26	2010-52-018	Humas	CLARA ANGELINA GIMON
27	2010-52-019	Humas	FRIZKILLA SHITI WARDHANI
28	2010-52-020	Humas	WINDA ANGGORO MUTI
29	2010-52-021	Humas	GHAMA ALDILLA PUTRA
30	2010-52-022	Humas	FACHRIZAL ZIKRI
31	2010-52-024	Humas	RATNA JUWITA SARI
32	2010-52-025	Humas	TENNIA GLORIA
33	2010-52-026	Humas	RISA FEBRIANTI
34	2010-52-028	Humas	WIRA HADI MAULA MARTIM
35	2010-52-029	Humas	WINA WINARNI
36	2010-52-030	Humas	SUTAN ABDURAHIM
37	2010-52-031	Humas	CHAIRUN NIZA
38	2010-52-032	Humas	AHMAD ARIO PRIAMBHODO
39	2010-52-037	Humas	IRFAN ZAKKI RAMADHAN
40	2010-52-041	Humas	AIDHIL AKBAR
41	2010-52-042	Humas	BRIGITA
42	2010-52-052	Humas	ONGEN MEIFELANDI
43	2010-52-054	Humas	MUHAMAD JIHAN NASLIN

44	2010-52-057	Humas	FITRI NOVITA SARI
45	2010-52-058	Humas	AYU HINTA SAKINA
46	2010-52-059	Humas	MITA JAYANTI
47	2010-52-060	Humas	INDIYUS WIDHIA PUTRA
48	2010-52-061	Humas	ANASTASIA SHERLY PRADITA
49	2010-52-062	Humas	EVA LUCYAWATI
50	2010-52-065	Humas	DOTTI DEWI KENCANASARI
51	2010-52-075	Humas	ARIE PURNA ADAM
52	2010-52-076	Humas	INDAH MEITA SARI
53	2010-52-078	Humas	DEDEH APRIYANI
54	2010-52-080	Humas	ANGELA CHRISTINA
55	2010-52-081	Humas	MARSA DELIANA
56	2010-52-092	Humas	GY BILHUDA SWARA
57	2010-52-093	Humas	FITRIYANA HASAN
58	2010-52-094	Humas	FITRI MULIANI
59	2010-52-095	Humas	GLENN GITOTUMEWU
60	2010-52-097	Humas	FRANKEI ARDENIATO
61	2010-52-098	Humas	ASZET APRILYA SOPACUA
62	2010-52-099	Humas	SILVI WINARNI
63	2010-52-100	Humas	IMELDA TAMUWIJAYA
64	2010-52-101	Humas	REKA MAULANA MUNSUYI
65	2010-52-111	Humas	IIN AYATINA HUSNA
66	2010-52-114	Humas	KAROLUS DANAR KURNIAWAN
67	2010-52-115	Humas	MEIKE ULI RAHMADHANY
68	2010-52-123	Humas	NITA YUNIARNI
69	2010-52-129	Humas	STEPHEN WILLIAM SETIAWAN
70	2010-53-001	Jurnalistik	AFRILIA AGUSTINA
71	2010-53-003	Jurnalistik	RIZKY ERLANGGA
72	2010-53-004	Jurnalistik	INDAH MUTIARA SARI
73	2010-53-005	Jurnalistik	KRISTIANTO
74	2010-53-006	Jurnalistik	AQIYU PURBOSULI
75	2010-53-008	Jurnalistik	FANDI TANU SOLIHIN
76	2010-53-009	Jurnalistik	ISNEN ANISA
77	2010-53-010	Jurnalistik	HENDRA LESMANA
78	2010-53-011	Jurnalistik	DIERA FAJRIAH LARASATI
79	2010-53-012	Jurnalistik	AHMAD FAIZAL
80	2010-58-012	Broadcasting	YUVENSIVS OLDILO
81	2010-58-001	Broadcasting	CLARITA
82	2010-58-002	Broadcasting	SUCI RAMADINI
83	2010-58-004	Broadcasting	ASEP SUMANTRI
84	2010-58-005	Broadcasting	YOANDA MEISHINTA
85	2010-58-006	Broadcasting	SULTHAN NASHIR MUSTHAFA
86	2010-58-007	Broadcasting	DAVIN SUHANDRY
87	2010-58-008	Broadcasting	BELA NUR PURNAMA SARI
88	2010-58-009	Broadcasting	NOVA RIZKI
89	2010-58-010	Broadcasting	DINA

90	2010-58-011	Broadcasting	SELVI PURWANTI
91	2010-58-014	Broadcasting	RINI ISMIATI
92	2010-58-015	Broadcasting	TITO RIZKY NUGROHO
93	2010-58-016	Broadcasting	DAVID FIRMANSYAH
94	2010-58-017	Broadcasting	SYIFA ARIFIYANI
95	2010-58-018	Broadcasting	ACHMAD FAUZAN AZIMA
96	2010-58-020	Broadcasting	PINKY JULYA DIVA
97	2010-58-022	Broadcasting	WILDA MULSELINA
98	2010-58-024	Broadcasting	HAJAR TRIYANI
99	2010-58-025	Broadcasting	MARSELA DIAN AYUNING TYAS
100	2010-58-026	Broadcasting	ADIB NURUDDIN AWWALI
101	2010-58-027	Broadcasting	M. RIDDUAN
102	2010-58-028	Broadcasting	RIZQAN TRI WIARMAN
103	2010-58-029	Broadcasting	CAHYO DIAN PRASETYO
104	2010-58-030	Broadcasting	EKA ARDIANTI
105	2010-58-032	Broadcasting	ISABELLA
106	2010-58-034	Broadcasting	ANDREW JULIAN
107	2010-58-037	Broadcasting	ANDRIAN AULIA
108	2010-58-038	Broadcasting	IRFAN
109	2010-58-039	Broadcasting	DAVIN JULLIP
110	2010-58-040	Broadcasting	RAHMIYANTI AGUSTINA
111	2010-58-041	Broadcasting	EDDYAN SAPUTRA
112	2010-58-042	Broadcasting	I GEDE MAECHELLIETA
113	2010-58-044	Broadcasting	DESY ANGGRAENI
114	2010-58-046	Broadcasting	MARIA DIAN NATALIA
115	2010-58-047	Broadcasting	REZA FIRMANSYAH
116	2010-58-048	Broadcasting	ALDI ANSYAH
117	2010-58-049	Broadcasting	YUNY WULANDARI
118	2010-58-053	Broadcasting	EKO WARLIANTO
119	2010-58-054	Broadcasting	SENDY ULISTIANA
120	2010-58-055	Broadcasting	SUTAN MUHAMMAD RYAN PRAYOGA
121	2010-58-056	Broadcasting	MONICA SELVIANA
122	2010-58-058	Broadcasting	ADITYA
123	2010-58-059	Broadcasting	SERLY FITRIA
124	2010-58-060	Broadcasting	OKTAVIANUS SUKAMTO
125	2010-58-062	Broadcasting	WINDA ANGGRAINI
126	2010-58-063	Broadcasting	FITRYANA SARI DEWI
127	2010-58-064	Broadcasting	DICKE PRASETIA
128	2010-58-065	Broadcasting	SHARON ANDREA JACOBUS
129	2010-58-067	Broadcasting	DIMAS BAGIO
130	2010-58-068	Broadcasting	JENNY KUSUMAH
131	2010-58-069	Broadcasting	IMAN SUTISNA
132	2010-58-071	Broadcasting	ARY AL ARAS
133	2010-58-072	Broadcasting	RIKI PRANANCA
134	2010-58-073	Broadcasting	RAHMAT RADITYA
135	2010-58-076	Broadcasting	SEPTRIANDY WIDHA KURNIA

136	2010-58-078	Broadcasting	RATNA SARI HUTASOIT
137	2010-58-080	Broadcasting	DONI AJI SUKMANA
138	2010-58-081	Broadcasting	DANI YUDA KUSUMAH
139	2010-58-082	Broadcasting	DARYANTI
140	2010-58-083	Broadcasting	ANGGA HUMALA LUBIS
141	2010-58-084	Broadcasting	GINDO PARLUHUTAN BUTAR BUTAR
142	2010-58-085	Broadcasting	SELLA DEBORA NOVIANA
143	2010-58-086	Broadcasting	PUTRA FAJRIANSYAH
144	2010-58-087	Broadcasting	NOERMA MUTHIA
145	2010-58-088	Broadcasting	DIAN ANGGRAINI
146	2010-58-089	Broadcasting	DHIMAS ANDRIANTO
147	2010-58-090	Broadcasting	YUDHA RIZKY ADITYA
148	2010-58-091	Broadcasting	DOLLY SUSANTO
149	2010-58-092	Broadcasting	YOLANDA ANITA PUTRI
150	2010-58-093	Broadcasting	RATRI AGUS CAHYANTI
151	2010-58-094	Broadcasting	RISMA RENI YUNITA
152	2010-58-095	Broadcasting	HILMA SAKINA WIRAMA
153	2010-58-096	Broadcasting	MEDDY SURYA DHINATA
154	2010-58-098	Broadcasting	NURDYAS AKBAR
155	2010-58-099	Broadcasting	ADRIAN SATRIADI
156	2010-58-100	Broadcasting	ANDRY WICAKSONO
157	2010-58-102	Broadcasting	ERWIN CHRISTIAN FERNANDEZ NABABA
158	2010-58-103	Broadcasting	JUWITA
159	2010-58-104	Broadcasting	YOGA WARDHANA
160	2010-58-105	Broadcasting	ARDI SAPUTRA
161	2010-58-106	Broadcasting	RIZKY
162	2010-58-108	Broadcasting	ABANG RACMAN NOVIZAR
163	2010-58-109	Broadcasting	CHRISTIAN ADE CHANDRA
164	2010-58-110	Broadcasting	FAUZI ADITIA PRATAMA
165	2010-58-111	Broadcasting	ASEP NURDIANSYAH
166	2010-58-112	Broadcasting	OKTAVIANUS SETYAWAN

Tabel Induk

NO. Urut	Jenis Kelamin	Jurusan	NAMA MAHASISWA	Var. X			Var. Y			Jumlah
				1	2	Jumlah	3	4	5	
1	P	Broadcasting	EKA ARDIANTI	4	4	8	4	4	4	16
2	L	Broadcasting	RIZQAN TRI WIARMAN	5	5	10	4	4	4	16
3	P	Broadcasting	YUNY WULANDARI	4	4	8	5	4	5	18
4	P	Periklanan	HELDY ANGGITA	4	4	8	4	4	4	16
5	P	Broadcasting	MONICA SELVIANA	5	5	10	4	4	4	16
6	L	Broadcasting	NURDYAS AKBAR	4	3	7	4	4	4	16
7	P	Broadcasting	BELA NUR PURNAMA SARI	4	4	8	4	4	4	16
8	L	Humas	AHMAD ARIO PRIAMBHODO	4	4	8	4	5	4	17
9	L	Broadcasting	ADITYA	4	3	7	4	4	4	16
10	L	Broadcasting	DAVIN SUHANDRY	4	3	7	4	3	4	15
11	L	Broadcasting	ADIB NURUDDIN AWWALI	5	4	9	4	4	4	16
12	L	Periklanan	YUSUF RAMADHANI	4	5	9	4	5	5	19
13	L	Humas	SUTAN ABDURAHIM	5	4	9	4	4	4	16
14	P	Humas	MARSA DELIANA	5	5	10	4	4	4	16
15	L	Jurnalistik	RIZKY ERLANGGA	5	5	10	4	5	5	18
16	L	Periklanan	MUHAMMAD BUDI PRASETYO	4	4	8	4	4	4	16
17	L	Broadcasting	FAUZI ADITIA PRATAMA	4	4	8	5	4	5	18
18	P	Broadcasting	SERLY FITRIA	4	4	8	4	4	5	17
19	L	Broadcasting	YOGA WARDHANA	4	4	8	4	4	4	16
20	P	Humas	EVA LUCYAWATI	3	4	7	4	4	4	16
21	L	Jurnalistik	FANDI TANU SOLIHIN	4	4	8	4	4	4	16
22	P	Broadcasting	JENNY KUSUMAH	4	4	8	4	4	4	16
23	P	Broadcasting	RATRI AGUS CAHYANTI	3	4	7	4	4	4	16
24	L	Humas	ADHITYA RIEVA NUGRAHA	4	3	7	4	4	4	16
25	P	Humas	SILVI WINARNI	3	3	6	4	3	3	13
26	P	Broadcasting	PINKY JULYA DIVA	5	4	9	5	4	4	17
27	P	Broadcasting	NOERMA MUTHIA	3	3	6	4	3	3	13
28	P	Broadcasting	DINA	4	4	8	4	3	3	14
29	L	Humas	WIRA HADI MAULA MARTIM	4	4	8	4	4	5	18
30	L	Broadcasting	RIKI PRANANCA	4	4	8	4	4	4	16
31	L	Broadcasting	ANDREW JULIAN	4	4	8	4	5	4	18
32	L	Humas	KAROLUS DANAR KURNIAWAN	4	4	8	4	4	4	16
33	L	Broadcasting	ANDRY WICAKSONO	4	4	8	4	4	4	16
34	L	Jurnalistik	HENDRA LESMANA	4	4	8	4	4	4	16
35	L	Humas	YOGI NUR SANTI	4	4	8	4	4	4	16
36	L	Humas	AIDHIL AKBAR	4	3	7	4	4	3	14
37	L	Periklanan	RIZKY ADRIANSYAH	4	3	7	4	3	4	15
38	L	Broadcasting	ANDRIAN AULIA	4	4	8	4	4	4	16
39	P	Broadcasting	SHARON ANDREA JACOBUS	4	4	8	4	4	4	16
40	P	Humas	RISANTI PRIANDINI	3	5	8	4	5	4	17
41	P	Humas	MEGAWATI	4	4	8	4	4	4	16
42	L	Broadcasting	ACHMAD FAUZAN AZIMA	4	5	9	4	4	4	16
43	L	Broadcasting	IRFAN	4	4	8	4	4	4	16
44	P	Broadcasting	MARSELA DIAN AYUNING TYAS	4	4	8	4	4	4	16
45	P	Humas	EVA VALENDA YUSTIANI	3	3	6	4	4	4	16
46	L	Humas	STEPHEN WILLIAM SETIAWAN	4	4	8	4	4	4	16
47	L	Broadcasting	REZA FIRMANSYAH	4	4	8	4	4	4	16
48	P	Humas	IMELDA TAMUWIJAYA	4	4	8	4	4	4	16
49	L	Broadcasting	DICKE PRASETIA	4	4	8	4	4	4	16
50	P	Broadcasting	WILDA MULSELINA	4	5	9	4	5	5	19
51	L	Broadcasting	I GEDE MAECHELLIETA	3	3	6	4	3	3	13
52	P	Humas	INDAH MEITA SARI	5	4	9	5	4	4	17
53	L	Broadcasting	DOLLY SUSANTO	4	4	8	4	4	4	16
54	L	Periklanan	SEPTA WIDAYAT	4	4	8	4	4	4	16
55	P	Periklanan	INDAH LESTARI	4	4	8	4	4	4	16
56	P	Humas	SHELLY ANGGELINA SOEKARNO	4	4	8	4	4	4	16
57	P	Humas	MITA JAYANTI	3	3	6	4	3	3	13
58	P	Humas	ANGELA CHRISTINA	4	4	8	4	4	4	16
59	L	Broadcasting	OKTAVIANUS SUKAMTO	4	4	8	4	5	4	17
60	L	Broadcasting	DAVIN JULLIP	4	4	8	4	4	4	16
61	P	Broadcasting	DIAN ANGGRAINI	3	5	8	4	4	4	16
62	L	Broadcasting	ASEP NURDIANSYAH	4	3	7	4	4	4	16
63	P	Jurnalistik	INDAH MUTIARA SARI	4	5	9	4	5	5	19
64	L	Broadcasting	SENDY ULISTIANA	4	3	7	4	4	4	16
65	P	Broadcasting	PUTRA FAJRIANSYAH	4	4	8	4	4	4	16
66	L	Broadcasting	MEDDY SURYA DHINATA	3	4	7	4	4	4	16
67	P	Broadcasting	HILMA SAKINA WIRAMA	4	4	8	5	5	4	19
68	L	Broadcasting	DHIMAS ANDRIANTO	4	4	8	4	4	4	16
69	L	Broadcasting	YUDHA RIZKY ADITYA	4	4	8	4	4	5	17
70	P	Broadcasting	MARIA DIAN NATALIA	3	4	7	4	4	3	14
71	L	Humas	M RIZKI FIRMANSYAH	4	5	9	4	4	4	16
72	P	Broadcasting	SYIFA ARIFIYANI	4	5	9	4	5	5	18
73	P	Humas	FITRIYANA HASAN	4	4	8	4	4	4	16
74	L	Broadcasting	RIZKY	4	4	8	4	4	4	16
75	P	Humas	ANASTASIA SHERLY PRADITA	5	4	9	4	4	4	16
76	P	Humas	RATNA JUWITA SARI	4	5	9	4	5	5	19
77	L	Humas	INDIYUS WIDHIA PUTRA	3	3	6	4	3	3	13
78	L	Broadcasting	SULTHAN NASHIR MUSTHAFI	5	4	9	5	4	4	17
79	L	Humas	FRANKEI ARDENIATO	4	4	8	4	4	4	16
80	L	Broadcasting	ARDI SAPUTRA	4	4	8	4	4	4	16
81	L	Periklanan	PERDIAWAN	4	4	8	4	4	4	16

82	P	Humas	SILVI	4	4	8	4	4	4	4	16
83	L	Humas	REKA MAULANA MUNSUYI	5	5	10	5	5	5	5	20
84	P	Periklanan	VERONIKA LENNY SUGIARTI	4	4	8	4	4	4	4	16
85	L	Humas	MUHAMAD JIHAN NASLIN	4	5	9	4	5	5	4	18
86	L	Broadcasting	ANGGA HUMALA LUBIS	4	4	8	4	4	4	4	16
87	P	Humas	DOTTI DEWI KENCANASARI	3	5	8	4	4	4	4	16
88	P	Humas	TENNIA GLORIA	4	3	7	4	4	4	3	15
89	L	Broadcasting	DANI YUDA KUSUMAH	4	5	9	4	5	5	5	19
90	L	Humas	ARIE PURNA ADAM	4	3	7	4	4	4	4	16
91	L	Broadcasting	RAHMAT RADITYA	4	4	8	4	4	4	4	16
92	P	Periklanan	KIKI ANUGRAH	3	4	7	4	4	3	3	14
93	L	Broadcasting	CHRISTIAN ADE CHANDRA	4	4	8	4	4	4	4	16
94	P	Humas	AYU HINTA SAKINA	4	4	8	4	4	4	4	16
95	L	Humas	GHAMA ALDILLA PUTRA	4	5	9	4	4	4	4	16
96	P	Broadcasting	RATNA SARI HUTASOIT	3	3	6	4	3	3	3	13
97	L	Broadcasting	EDDYAN SAPUTRA	4	5	9	4	4	4	4	16
98	P	Broadcasting	WINDA ANGGRAINI	3	3	6	4	3	3	3	13
99	L	Broadcasting	ADRIAN SATRIADI	5	5	10	5	5	5	5	20
100	L	Broadcasting	DAVID FIRMANSYAH	4	5	9	4	5	5	4	18
101	P	Broadcasting	SELLA DEBORA NOVIANA	3	3	6	4	3	3	3	13
102	L	Broadcasting	YUVENSUS OLDILO	5	4	9	5	4	4	4	17
103	P	Broadcasting	RISMA RENI YUNITA	4	4	8	4	4	4	4	16
104	L	Broadcasting	ERWIN CHRISTIAN FERNANDEZ NABABA	5	5	10	5	5	5	5	20
105	P	Broadcasting	ISABELLA	4	4	8	4	4	4	4	16
106	L	Humas	IRFAN ZAKKI RAMADHAN	4	4	8	4	4	4	4	16
107	L	Broadcasting	GINDO PARLUHUTAN BUTAR BUTAR	4	4	8	4	4	4	4	16
108	P	Humas	FRIZKILLA SHITI WARDHANI	4	4	8	4	4	4	4	16
109	L	Broadcasting	SEPTRIANDY WIDHA KURNIA	4	4	8	4	4	4	4	16
110	P	Humas	CLARA ANGELINA GIMON	5	4	9	4	4	5	4	17
111	P	Humas	NITA YUNIARNI	4	4	8	4	4	4	4	16
112	L	Periklanan	ZONY FEBRIYANTO	3	4	7	4	4	3	3	14
113	P	Broadcasting	JUWITA	4	4	8	4	4	4	4	16
114	P	Humas	PUTRI UTAMI	4	4	8	4	4	4	4	16
115	L	Humas	YOGIE HUJIARDY	4	5	9	4	4	4	4	16
116	P	Periklanan	MELDAWATI	5	5	10	5	5	5	5	20
117	P	Humas	WINA WINARNI	4	4	8	4	4	4	4	16
118	P	Humas	ASZET APRILYA SOPACUA	4	4	8	4	4	4	4	16
119	P	Jurnalistik	DIERA FAJRIAH LARASATI	4	4	8	5	4	5	4	18
120	P	Broadcasting	YOANDA MEISHINTA	4	5	9	4	5	5	5	19
121	P	Broadcasting	DESY ANGGRAENI	5	4	9	5	5	5	4	19
122	P	Humas	RISA FEBRIANTI	3	3	6	4	3	3	3	13
123	P	Humas	FITRI NOVITA SARI	4	4	8	4	4	4	4	16
124	P	Humas	IIN AYATINA HUSNA	4	4	8	4	4	4	4	16
125	L	Broadcasting	OKTAVIANUS SETYAWAN	4	4	8	4	4	4	4	16
126	P	Jurnalistik	AFRILIA AGUSTINA	4	4	8	4	4	4	4	16
127	P	Broadcasting	HAJAR TRIYANI	4	3	7	4	4	3	3	14
128	P	Broadcasting	RAHMIYANTI AGUSTINA	3	5	8	4	4	4	4	16
129	P	Jurnalistik	AQIYU PURBOSULI	4	4	8	4	4	4	4	16
130	L	Broadcasting	ASEP SUMANTRI	4	4	8	4	4	4	4	16
131	L	Humas	ONGEN MEIFELANDI	4	4	8	4	4	4	4	16
Jumlah						1050					2122

Tabel Uji Validitas

NO. Responden (n)	Var. X		Var. Y				Jumlah
	1	2	3	4	5	6	
1	4	4	4	4	4	4	24
2	5	5	4	4	4	4	26
3	4	4	5	4	5	4	26
4	4	4	4	4	4	4	24
5	5	5	4	4	4	4	26
6	4	3	4	4	4	4	23
7	4	4	4	4	4	4	24
8	4	4	4	5	4	4	25
9	4	3	4	4	4	4	23
10	4	3	4	3	4	4	22
11	5	4	4	4	4	4	25
12	4	5	4	5	5	5	28
13	5	4	4	4	4	4	25
14	5	5	4	4	4	4	26
15	5	5	4	5	5	4	28
16	4	4	4	4	4	4	24
17	4	4	5	4	4	5	26
18	4	4	4	4	4	5	25
19	4	4	4	4	4	4	24
20	3	4	4	4	4	4	23
21	4	4	4	4	4	4	24
22	4	4	4	4	4	4	24
23	3	4	4	4	4	4	23
24	4	3	4	4	4	4	23
25	3	3	4	3	3	3	19
26	5	4	5	4	4	4	26
27	3	3	4	3	3	3	19
28	4	4	4	3	3	4	22
29	4	4	4	4	5	5	26
30	4	4	4	4	4	4	24
31	4	4	4	5	4	5	26
32	4	4	4	4	4	4	24
33	4	4	4	4	4	4	24
34	4	4	4	4	4	4	24
35	4	4	4	4	4	4	24
36	4	3	4	4	3	3	21
37	4	3	4	3	4	4	22
38	4	4	4	4	4	4	24
39	4	4	4	4	4	4	24
40	3	5	4	5	4	4	25
41	4	4	4	4	4	4	24
42	4	5	4	4	4	4	25
43	4	4	4	4	4	4	24
44	4	4	4	4	4	4	24
45	3	3	4	4	4	4	22
46	4	4	4	4	4	4	24
47	4	4	4	4	4	4	24
48	4	4	4	4	4	4	24
49	4	4	4	4	4	4	24
50	4	5	4	5	5	5	28
51	3	3	4	3	3	3	19
52	5	4	5	4	4	4	26
53	4	4	4	4	4	4	24
54	4	4	4	4	4	4	24
55	4	4	4	4	4	4	24
56	4	4	4	4	4	4	24
57	3	3	4	3	3	3	19
58	4	4	4	4	4	4	24
59	4	4	4	5	4	4	25
60	4	4	4	4	4	4	24
61	3	5	4	4	4	4	24
62	4	3	4	4	4	4	23
63	4	5	4	5	5	5	28
64	4	3	4	4	4	4	23
65	4	4	4	4	4	4	24

66	3	4	4	4	4	4	23
67	4	4	4	5	4	5	27
68	4	4	4	4	4	4	24
69	4	4	4	4	5	4	25
70	3	4	4	4	3	3	21
71	4	5	4	4	4	4	25
72	4	5	4	5	5	4	27
73	4	4	4	4	4	4	24
74	4	4	4	4	4	4	24
75	5	4	4	4	4	4	25
76	4	5	4	5	5	5	28
77	3	3	4	3	3	3	19
78	5	4	5	4	4	4	26
79	4	4	4	4	4	4	24
80	4	4	4	4	4	4	24
81	4	4	4	4	4	4	24
82	4	4	4	4	4	4	24
83	5	5	5	5	5	5	30
84	4	4	4	4	4	4	24
85	4	5	4	5	5	4	27
86	4	4	4	4	4	4	24
87	3	5	4	4	4	4	24
88	4	3	4	4	4	3	22
89	4	5	4	5	5	5	28
90	4	3	4	4	4	4	23
91	4	4	4	4	4	4	24
92	3	4	4	4	3	3	21
93	4	4	4	4	4	4	24
94	4	4	4	4	4	4	24
95	4	5	4	4	4	4	25
96	3	3	4	3	3	3	19
97	4	5	4	4	4	4	25
98	3	3	4	3	3	3	19
99	5	5	5	5	5	5	30
100	4	5	4	5	5	4	27
101	3	3	4	3	3	3	19
102	5	4	5	4	4	4	26
103	4	4	4	4	4	4	24
104	5	5	5	5	5	5	30
105	4	4	4	4	4	4	24
106	4	4	4	4	4	4	24
107	4	4	4	4	4	4	24
108	4	4	4	4	4	4	24
109	4	4	4	4	4	4	24
110	5	4	4	4	5	4	26
111	4	4	4	4	4	4	24
112	3	4	4	4	3	3	21
113	4	4	4	4	4	4	24
114	4	4	4	4	4	4	24
115	4	5	4	4	4	4	25
116	5	5	5	5	5	5	30
117	4	4	4	4	4	4	24
118	4	4	4	4	4	4	24
119	4	4	5	4	5	4	26
120	4	5	4	5	5	5	28
121	5	4	5	5	5	4	28
122	3	3	4	3	3	3	19
123	4	4	4	4	4	4	24
124	4	4	4	4	4	4	24
125	4	4	4	4	4	4	24
126	4	4	4	4	4	4	24
127	4	3	4	4	3	3	21
128	3	5	4	4	4	4	24
129	4	4	4	4	4	4	24
130	4	4	4	4	4	4	24
131	4	4	4	4	4	4	24
r =	0,699092	0,775524	0,478094	0,844141	0,886184	0,848943	
t hitung =	11,10463	13,95217	6,182454	17,88326	21,72325	18,24489	
t tabel =	1,656752						
Keterangan	valid	valid	valid	valid	valid	valid	
Jumlah Valid	6						