

## KUISIONER

Saya Lutfi Anggara (2010-58-036) Mahasiswa Komunikasi Jurusan *Broadcast* Universitas Esa Unggul Jakarta. Saat ini sedang melakukan penelitian mengenai “Daya tarik Program Acara *One Stop Football* Di Trans7 Terhadap Minat Menonton Mahasiswa Universitas Esa Unggul Jurusan *Broadcasting* Angkatan 2013” sebagai syarat kelulusan untuk memperoleh gelar strata 1.

Sehubungan dengan hal ini, saya mohon kiranya saudara/i, berkenan untuk menjawab kuisisioner ini sesuai dengan petunjuk yang sudah tertera. Saya berharap kuisisioner ini dijawab dengan kenyataan yang sebenarnya guna keabsahan penelitian adapun identitas dan jawaban responden saya jamin kerahasiaannya.

### PETUNJUK PENGISIAN

1. **Nama** :
2. **NIM** :
3. **Jurusan** :
4. **JenisKelamin** :
5. **Usia** :

Contoh:

NO	Pernyataan	SS	S	N	TS	STS
1	Responden terhibur menonton program <i>One Stop Football</i> .	√				

• Jika jawaban anda **Sangat Setuju (SS)** dengan pernyataan yang diajukan, maka berilah tanda (√) pada kolom Sangat Setuju.

### **Keterangan :**

- SS** : SangatSetuju  
**S** : Setuju  
**N** : Netral  
**TS** : Tidak Setuju  
**STS** : Sangat Tidak Setuju

NO	PERNYATAAN DAYA TARIK	PENILAIAN				
		SS	S	N	TS	STS
	<b>Kesukaan</b>	SS	S	N	TS	STS
1	Responden terhibur menonton program <i>One Stop Football</i> .					
2	Responden mendapatkan informasi sepakbola internasional yang menarik setelah menonton program <i>One Stop Football</i> .					
	<b>Kesamaan</b>	SS	S	N	TS	STS
3	Responden mendapatkan informasi hasil pertandingan.					
4	Responden mendapatkan pengetahuan cara bermain bola profesional.					
	<b>Keterbiasaan</b>	SS	S	N	TS	STS
5	Responden mengetahui jam tayang <i>One Stop Football</i> .					
6	Responden mengetahui durasi program <i>One Stop Football</i> .					
7	Responden mengetahui setiap segmen program <i>One Stop Football</i> .					
8	Responden mengetahui sebutan nama pecinta program <i>One Stop Football</i> .					
	<b>Familiaritas</b>	SS	S	N	TS	STS
9	Pembawa acara <i>One Stop Football</i> yang tidak asing dideretan nama presenter olahraga sepakbola.					
10	Logo program <i>One Stop Football</i> yang mudah diingat.					

	<b>PERNYATAAN MINAT MENONTON</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
11	Program acara <i>One Stop Football</i> tayang dihari dan waktu yang tepat.					
12	Program acara <i>One Stop Football</i> menemani waktu libur diakhir pekan.					
13	Responden meluangkan waktu untuk menonton acara <i>One Stop Football</i> .					
14	Responden menonton acara <i>One Stop Football</i> untuk mendapatkan informasi klub kesayangannya.					
15	Responden menunggu waktu tayang program acara <i>One Stop Football</i> .					
16	Responden menunggu setiap episode program acara <i>One Stop Football</i> pada segmen <i>world top goal</i> .					
17	Program acara <i>One Stop Football</i> selalu menjadi pilihan tontonan.					
18	Program <i>One Stop Football</i> memberikan informasi dunia sepakbola internasional yang lengkap.					
19	Responden tertarik dengan penampilan pembawa acara.					
20	Pembawa acara memiliki wajah yang cantik.					
21	Pembawa acara menguasai informasi berita sepakbola.					

TABEL TEST RETEST VARIABEL DAYA TARIK

Daya Tarik 15 Desember 2014											
No	Pernyataan										Jumlah
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	
1	4	4	5	4	4	4	4	4	4	4	41
2	4	4	4	4	5	4	5	3	5	5	43
3	5	4	4	5	4	4	4	4	4	5	43
4	3	3	3	4	4	3	4	4	4	4	36
5	4	4	5	5	4	4	4	4	5	5	44
6	3	2	4	4	3	2	5	4	4	4	35
7	4	4	5	4	4	4	4	4	4	5	42
8	5	4	5	3	5	3	5	5	3	5	43
9	4	3	4	4	4	3	3	3	4	3	35
10	5	4	5	4	3	4	5	4	4	5	43
$\Sigma$	41	36	44	41	40	35	43	39	41	45	405

Daya Tarik 15 Desember 2014 (di Kuadratkan)											
No	Pernyataan										Jumlah
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	
1	16	16	25	16	16	16	16	16	16	16	169
2	16	16	16	16	25	16	25	9	25	25	189
3	25	16	16	25	16	16	16	16	16	25	187
4	9	9	9	16	16	9	16	16	16	16	132
5	16	16	25	25	16	16	16	16	25	25	196
6	9	4	16	16	9	4	25	16	16	16	131
7	16	16	25	16	16	16	16	16	16	25	178
8	25	16	25	9	25	9	25	25	9	25	193
9	16	9	16	16	16	9	9	9	16	9	125
10	25	16	25	16	9	16	25	16	16	25	189
$\Sigma$	173	134	198	171	164	127	189	155	171	207	1689

<b>Daya Tarik 22 Desember 2014</b>											
<b>No</b>	<b>Pernyataan</b>										<b>Jumlah</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Q7</b>	<b>Q8</b>	<b>Q9</b>	<b>Q10</b>	
<b>1</b>	4	5	4	4	4	5	4	4	4	5	<b>43</b>
<b>2</b>	4	5	5	5	4	4	4	5	3	4	<b>43</b>
<b>3</b>	4	5	4	5	5	4	3	4	4	4	<b>42</b>
<b>4</b>	3	4	4	3	4	3	4	4	5	3	<b>37</b>
<b>5</b>	5	5	5	5	4	5	3	5	4	5	<b>46</b>
<b>6</b>	4	4	4	4	5	4	4	4	4	4	<b>41</b>
<b>7</b>	4	5	4	4	4	5	5	4	3	5	<b>43</b>
<b>8</b>	5	5	3	4	4	5	4	3	4	5	<b>42</b>
<b>9</b>	4	3	4	4	3	4	4	4	3	4	<b>37</b>
<b>10</b>	5	5	4	4	4	5	4	4	3	5	<b>43</b>
<b>∑</b>	<b>42</b>	<b>46</b>	<b>41</b>	<b>42</b>	<b>41</b>	<b>44</b>	<b>39</b>	<b>41</b>	<b>37</b>	<b>44</b>	<b>417</b>

<b>Daya Tarik 22 Desember 2014 (di Kuadratkan)</b>											
<b>No</b>	<b>Pernyataan</b>										<b>Jumlah</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Q7</b>	<b>Q8</b>	<b>Q9</b>	<b>Q10</b>	
<b>1</b>	16	25	16	16	16	25	16	16	16	25	<b>187</b>
<b>2</b>	16	25	25	25	16	16	16	25	9	16	<b>189</b>
<b>3</b>	16	25	16	25	25	16	9	16	16	16	<b>180</b>
<b>4</b>	9	16	16	9	16	9	16	16	25	9	<b>141</b>
<b>5</b>	25	25	25	25	16	25	9	25	16	25	<b>216</b>
<b>6</b>	16	16	16	16	25	16	16	16	16	16	<b>169</b>
<b>7</b>	16	25	16	16	16	25	25	16	9	25	<b>189</b>
<b>8</b>	25	25	9	16	16	25	16	9	16	25	<b>182</b>
<b>9</b>	16	9	16	16	9	16	16	16	9	16	<b>139</b>
<b>10</b>	25	25	16	16	16	25	16	16	9	25	<b>189</b>
<b>∑</b>	<b>180</b>	<b>216</b>	<b>171</b>	<b>180</b>	<b>171</b>	<b>198</b>	<b>155</b>	<b>171</b>	<b>141</b>	<b>198</b>	<b>1781</b>

**TABEL TEST RETEST VARIABEL MINAT MENONTON**

Minat Menonton 15 Desember 2014												
No	Pernyataan											Jumlah
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	
<b>1</b>	5	4	4	4	4	3	4	4	5	5	5	<b>47</b>
<b>2</b>	4	4	3	5	3	3	3	5	5	4	4	<b>43</b>
<b>3</b>	5	3	3	5	4	3	3	5	3	3	4	<b>41</b>
<b>4</b>	5	4	5	5	5	4	4	4	5	5	4	<b>50</b>
<b>5</b>	4	3	3	3	4	4	4	3	3	4	3	<b>38</b>
<b>6</b>	4	4	3	5	4	4	4	5	4	5	5	<b>47</b>
<b>7</b>	5	5	4	4	3	5	5	5	5	3	4	<b>48</b>
<b>8</b>	4	4	5	5	4	4	4	4	5	5	5	<b>49</b>
<b>9</b>	4	4	3	3	3	4	3	4	5	4	4	<b>41</b>
<b>10</b>	5	4	4	4	3	4	3	4	5	4	4	<b>44</b>
<b>∑</b>	<b>45</b>	<b>39</b>	<b>37</b>	<b>43</b>	<b>37</b>	<b>38</b>	<b>37</b>	<b>43</b>	<b>45</b>	<b>42</b>	<b>42</b>	<b>448</b>

Minat Menonton 15 Desember 2014 (di Kuadratkan)												
No	Pernyataan											Jumlah
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	
<b>1</b>	25	16	16	16	16	9	16	16	25	25	25	<b>205</b>
<b>2</b>	16	16	9	25	9	9	9	25	25	16	16	<b>175</b>
<b>3</b>	25	9	9	25	16	9	9	25	9	9	16	<b>161</b>
<b>4</b>	25	16	25	25	25	16	16	16	25	25	16	<b>230</b>
<b>5</b>	16	9	9	9	16	16	16	9	9	16	9	<b>134</b>
<b>6</b>	16	16	9	25	16	16	16	25	16	25	25	<b>205</b>
<b>7</b>	25	25	16	16	9	25	25	25	25	9	16	<b>216</b>
<b>8</b>	16	16	25	25	16	16	16	16	25	25	25	<b>221</b>
<b>9</b>	16	16	9	9	9	16	9	16	25	16	16	<b>157</b>
<b>10</b>	25	16	16	16	9	16	9	16	25	16	16	<b>180</b>
<b>∑</b>	<b>205</b>	<b>155</b>	<b>143</b>	<b>191</b>	<b>141</b>	<b>148</b>	<b>141</b>	<b>189</b>	<b>209</b>	<b>182</b>	<b>180</b>	<b>1884</b>

<b>Minat Menonton 22 Desember 2014</b>												
<b>No</b>	<b>Pernyataan</b>											<b>Jumlah</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Q7</b>	<b>Q8</b>	<b>Q9</b>	<b>Q10</b>	<b>Q11</b>	
<b>1</b>	5	4	4	4	4	3	4	4	5	5	5	<b>47</b>
<b>2</b>	5	4	4	5	4	3	4	4	3	4	5	<b>45</b>
<b>3</b>	5	3	3	5	5	3	3	5	3	3	4	<b>42</b>
<b>4</b>	4	4	5	4	5	5	5	4	5	5	5	<b>51</b>
<b>5</b>	4	3	3	3	3	4	4	4	4	4	3	<b>39</b>
<b>6</b>	4	4	3	5	4	4	5	5	4	4	5	<b>47</b>
<b>7</b>	5	5	4	4	3	5	5	5	5	3	4	<b>48</b>
<b>8</b>	4	4	5	5	4	4	4	4	5	5	5	<b>49</b>
<b>9</b>	4	4	4	4	3	4	4	3	3	4	4	<b>41</b>
<b>10</b>	3	4	3	5	3	3	4	5	4	5	5	<b>44</b>
<b>∑</b>	<b>43</b>	<b>39</b>	<b>38</b>	<b>44</b>	<b>38</b>	<b>38</b>	<b>42</b>	<b>43</b>	<b>41</b>	<b>42</b>	<b>45</b>	<b>453</b>

<b>Minat Menonton 22 Desember 2014 (di Kuadratkan)</b>												
<b>No</b>	<b>Pernyataan</b>											<b>Jumlah</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Q7</b>	<b>Q8</b>	<b>Q9</b>	<b>Q10</b>	<b>Q11</b>	
<b>1</b>	25	16	16	16	16	9	16	16	25	25	25	<b>205</b>
<b>2</b>	25	16	16	25	16	9	16	16	9	16	25	<b>189</b>
<b>3</b>	25	9	9	25	25	9	9	25	9	9	16	<b>170</b>
<b>4</b>	16	16	25	16	25	25	25	16	25	25	25	<b>239</b>
<b>5</b>	16	9	9	9	9	16	16	16	16	16	9	<b>141</b>
<b>6</b>	16	16	9	25	16	16	25	25	16	16	25	<b>205</b>
<b>7</b>	25	25	16	16	9	25	25	25	25	9	16	<b>216</b>
<b>8</b>	16	16	25	25	16	16	16	16	25	25	25	<b>221</b>
<b>9</b>	16	16	16	16	9	16	16	9	9	16	16	<b>155</b>
<b>10</b>	9	16	9	25	9	9	16	25	16	25	25	<b>184</b>
<b>∑</b>	<b>189</b>	<b>155</b>	<b>150</b>	<b>198</b>	<b>150</b>	<b>150</b>	<b>180</b>	<b>189</b>	<b>175</b>	<b>182</b>	<b>207</b>	<b>1925</b>

**Hasil Varian Butir Daya Tarik Minggu Pertama pada Hari Senin 15  
Desember 2014**

1. 
$$\alpha_b^2 = \frac{\sum (x^2)}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{173(-)}{10} - \left( \frac{41}{10} \right)^2 = 173 - 168,1 = 0,49$$
2. 
$$\alpha_b^2 = \frac{\sum (x^2)}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{134(-)}{10} - \left( \frac{36}{10} \right)^2 = 134 - 176,4 = 0,44$$
3. 
$$\alpha_b^2 = \frac{\sum (x^2)}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{198(-)}{10} - \left( \frac{44}{10} \right)^2 = 198 - 193,6 = 0,44$$
4. 
$$\alpha_b^2 = \frac{\sum (x^2)}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{171(-)}{10} - \left( \frac{41}{10} \right)^2 = 171 - 168,1 = 0,29$$
5. 
$$\alpha_b^2 = \frac{\sum (x^2)}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{164(-)}{10} - \left( \frac{40}{10} \right)^2 = 164 - 160,0 = 0,40$$
6. 
$$\alpha_b^2 = \frac{\sum (x^2)}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{127(-)}{10} - \left( \frac{35}{10} \right)^2 = 127 - 122,5 = 0,45$$
7. 
$$\alpha_b^2 = \frac{\sum (x^2)}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{189(-)}{10} - \left( \frac{43}{10} \right)^2 = 189 - 184,9 = 0,41$$
8. 
$$\alpha_b^2 = \frac{\sum (x^2)}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{155(-)}{10} - \left( \frac{39}{10} \right)^2 = 155 - 152,1 = 0,29$$
9. 
$$\alpha_b^2 = \sum (x^2) - \left( \sum x \right)^2 = 171 - (41)^2 = 171 - 168,1 = 0,29$$



$$\frac{\overline{x^2}}{n} - \left( \frac{\overline{x}}{n} \right)^2 = \frac{207}{10} - \left( \frac{45}{10} \right)^2 = 20,7 - 20,25 = 0,45$$

10. 
$$\frac{\overline{x^2}}{n} - \left( \frac{\overline{x}}{n} \right)^2 = \frac{207}{10} - \left( \frac{45}{10} \right)^2 = 20,7 - 20,25 = 0,45$$

Hasil Varian Butir Daya Tarik Minggu Pertama dijumlahkan  
 $0,49+0,44+0,44+0,29+0,40+0,45+0,41+0,29+0,29+0,45 = \mathbf{3,95}$

**Hasil Varian Butir Daya Tarik Minggu Kedua pada Hari Senin 22  
Desember 2014**

$$\begin{aligned}
 1. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{180 - \left[ \frac{42}{10} \right]^2}{10} = \frac{180 - 176,4}{10} = 0,36 \\
 2. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{216 - \left[ \frac{46}{10} \right]^2}{10} = \frac{216 - 211,6}{10} = 0,44 \\
 3. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{171 - \left[ \frac{41}{10} \right]^2}{10} = \frac{171 - 168,1}{10} = 0,29 \\
 4. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{180 - \left[ \frac{42}{10} \right]^2}{10} = \frac{180 - 176,4}{10} = 0,36 \\
 5. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{171 - \left[ \frac{41}{10} \right]^2}{10} = \frac{171 - 168,1}{10} = 0,29 \\
 6. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{198 - \left[ \frac{44}{10} \right]^2}{10} = \frac{198 - 193,6}{10} = 0,44 \\
 7. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{182 - \left[ \frac{42}{10} \right]^2}{10} = \frac{182 - 176,4}{10} = 0,56 \\
 8. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{171 - \left[ \frac{41}{10} \right]^2}{10} = \frac{171 - 168,1}{10} = 0,29 \\
 9. \quad \alpha b^2 &= \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{141 - \left[ \frac{37}{10} \right]^2}{10} = \frac{141 - 136,9}{10} = 0,41
 \end{aligned}$$

$$10. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{182 - \frac{42^2}{10}}{10} = \frac{182 - 176,4}{10} = 0,56$$

Hasil Varian Butir Daya Tarik Minggu Kedua dijumlahkan

$$0,36+0,44+0,29+0,36+0,29+0,44+0,56+0,29+0,41+0,56 = \mathbf{3,61}$$

**Hasil Varian Butir Minat Menonton Minggu Pertama pada Hari Senin  
15 Desember 2014**

$$1. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{205 - \frac{45^2}{10}}{10} = \frac{205 - 202,5}{10} = 0,25$$

$$2. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{155 - \frac{39^2}{10}}{10} = \frac{155 - 152,1}{10} = 0,29$$

$$3. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{143 - \frac{37^2}{10}}{10} = \frac{143 - 136,9}{10} = 0,61$$

$$4. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{191 - \frac{43^2}{10}}{10} = \frac{191 - 184,9}{10} = 0,61$$

$$5. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{141 - \frac{37^2}{10}}{10} = \frac{141 - 136,9}{10} = 0,41$$

$$6. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{148 - \frac{38^2}{10}}{10} = \frac{148 - 144,4}{10} = 0,36$$

$$7. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{141 - \frac{37^2}{10}}{10} = \frac{141 - 136,9}{10} = 0,41$$

$$8. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{189 - \frac{43^2}{10}}{10} = \frac{189 - 184,9}{10} = 0,41$$

$$9. \alpha b^2 = \frac{(x^2) - \left[ \frac{x}{n} \right]^2}{n} = \frac{209 - \frac{45^2}{10}}{10} = \frac{209 - 202,5}{10} = 0,25$$

$$10. \alpha b^2 = \frac{\sum x^2}{n} - \left( \frac{\sum x}{n} \right)^2 = \frac{182}{10} - \left( \frac{42}{10} \right)^2 = \frac{182}{10} - \frac{176,4}{10} = 0,56$$

$$11. \alpha b^2 = \frac{\sum y^2}{n} - \left( \frac{\sum y}{n} \right)^2 = \frac{180}{10} - \left( \frac{42}{10} \right)^2 = \frac{180}{10} - \frac{176,4}{10} = 0,36$$

Hasil Varian Butir Minat Minggu Pertama dijumlahkan

$$0,25+0,29+0,61+0,61+0,41+0,36+0,41+0,41+0,65+0,56+0,36 = \mathbf{4,92}$$

**Hasil Varian Butir Minat Menonton Minggu Kedua pada Hari Senin 22  
Desember 2014**

$$1. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{189 - \left[ \frac{43}{10} \right]^2}{10} = \frac{189 - 184,9}{10} = 0,41$$

$$2. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{155 - \left[ \frac{39}{10} \right]^2}{10} = \frac{155 - 152,1}{10} = 0,29$$

$$3. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{150 - \left[ \frac{38}{10} \right]^2}{10} = \frac{150 - 144,4}{10} = 0,56$$

$$4. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{198 - \left[ \frac{44}{10} \right]^2}{10} = \frac{198 - 193,6}{10} = 0,44$$

$$5. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{150 - \left[ \frac{38}{10} \right]^2}{10} = \frac{150 - 144,4}{10} = 0,56$$

$$6. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{150 - \left[ \frac{38}{10} \right]^2}{10} = \frac{150 - 144,4}{10} = 0,56$$

$$7. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{180 - \left[ \frac{42}{10} \right]^2}{10} = \frac{180 - 176,4}{10} = 0,36$$

$$8. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{189 - \left[ \frac{43}{10} \right]^2}{10} = \frac{189 - 184,9}{10} = 0,41$$

$$9. \alpha b^2 = \frac{(y^2) - \left[ \frac{y}{n} \right]^2}{n} = \frac{175 - 41^2}{10} = \frac{175 - 168,1}{10} = 0,29$$

$$10. \quad \frac{\sum y^2 - \frac{(\sum y)^2}{n}}{n} = \frac{182 - \frac{42^2}{10}}{10} = \frac{182 - 176,4}{10} = 0,56$$

$$11. \quad \frac{\sum y^2 - \frac{(\sum y)^2}{n}}{n} = \frac{207 - \frac{45^2}{10}}{10} = \frac{207 - 202,5}{10} = 0,45$$

Hasil Varian Butir Minat Minggu Kedua dijumlahkan

$$0,41+0,29+0,56+0,44+0,56+0,56+0,36+0,41+0,69+0,56+0,45 = \mathbf{5,29}$$

**LAMPIRAN 4 : DAFTAR MAHASISWA UNIVERSITAS ESA UNGGUL JURUSAN  
BROADCASTING 2013**

**DAFTAR NAMA MAHASISWA UNIVERSITAS ESA UNGGUL JURUSAN  
BROADCASTING ANGKATAN 2013**

<b>No</b>	<b>Nama</b>	<b>Nim</b>
1	Jessica Apriliani	2013-58-001
2	Mutiara	2013-58-003
3	Angeline Widia	2013-58-004
4	Rahayu Fitri Andriyani	2013-58-005
5	Tio Budiman	2013-58-006
6	Nurlita	2013-58-008
7	Paulusta Oktavianus Sembiring	2013-58-009
8	Doni Susanto	2013-58-011
9	Faisal Tamim	2013-58-013
10	Julyan Cahya Pratiwi	2013-58-014
11	Danny Alfredo Siadari	2013-58-015
12	Fikri Syarif	2013-58-016
13	Novia Santoso	2013-58-017
14	Dian Deri Chandra Firmansyah	2013-58-018
15	Herdiansyah Saddam Husein	2013-58-019
16	Muhammad Guntur Kurniawan	2013-58-020
17	Yunita Martha Irine	2013-58-021
18	Andri Novianto	2013-58-022
19	Rosaline Anggun Aryaputri	2013-58-023
20	Rendi Lesmana	2013-58-025
21	Siti Fazriani	2013-58-026
22	Muhamad Egy Sandika Putra	2013-58-027
23	Desi Andriani	2013-58-028
24	Finni Siska Aryani	2013-58-029
25	Bella Kharisma	2013-58-030
26	Diva Fauziah Rachman	2013-58-031
27	Rizky Fahlevi Waliyulamri	2013-58-032
28	Christina Magdalena	2013-58-033
29	Ageng Pramesti Hutomo	2013-58-034
30	Micko Rivaldo	2013-58-035
31	Joshua Sentosa	2013-58-036
32	Ihsan Qurniawan	2013-58-037
33	Muhammad Ramadhan Ternate	2013-58-039
34	Selvia Liu	2013-58-041
35	Johanes Leonardo Kobu Rebong	2013-58-042
36	Mardicky Chandra Hadiatmoko	2013-58-044
37	Ayu Retnosari	2013-58-045
38	Witry Sahira	2013-58-046
39	Intan Nur Fazri	2013-58-048
40	Murry Kurniawan Santoso	2013-58-049
41	Syafira Deviyanti	2013-58-051

<b>42</b>	Kemal Hervianto	2013-58-052
<b>43</b>	Wahyu Kusumah	2013-58-053
<b>44</b>	Harry Budi Kurniawan	2013-58-056
<b>45</b>	Hendra Permana	2013-58-058
<b>46</b>	Nuraini	2013-58-059
<b>47</b>	Adintya Tabita Roesi Malau	2013-58-060
<b>48</b>	Dara Ninggar Sauvika	2013-58-061
<b>49</b>	Novi Nurhadiani	2013-58-062
<b>50</b>	Desy Akmalia	2013-58-063
<b>51</b>	Yanuar Irvantiarno	2013-58-064
<b>52</b>	Tri Rahmad Kurniawan	2013-58-065
<b>53</b>	Rega Pahala Sejati	2013-58-066
<b>54</b>	Lukman Nurrohim	2013-58-067
<b>55</b>	Krisna Adi Irwansyah	2013-58-069
<b>56</b>	Wahyu Riyadhhi Pramudianto	2013-58-070
<b>57</b>	Rizky Agustian	2013-58-071
<b>58</b>	Doni Romdoni	2013-58-072
<b>59</b>	Maulinawaty	2013-58-073
<b>60</b>	Christina Natalia	2013-58-075
<b>61</b>	Bintara Pratama	2013-58-076
<b>62</b>	Aji Satyo	2013-58-077
<b>63</b>	Dicky Renaldi	2013-58-078
<b>64</b>	Naufal Azmi Biza Putra	2013-58-079
<b>65</b>	Siti Rahmadanti	2013-58-081
<b>66</b>	May Tri Hajjah	2013-58-082
<b>67</b>	Irvan Pratama	2013-58-083
<b>68</b>	Reezar Fiky Valen Orlanda	2013-58-084
<b>69</b>	Iqbal Fadillah	2013-58-085
<b>70</b>	Aulia Sari	2013-58-086
<b>71</b>	Harseno Prabowo	2013-58-087
<b>72</b>	Nofandy Angga Saputra	2013-58-089
<b>73</b>	Nisa Nursalamah	2013-58-092
<b>74</b>	Wisnu Saputra	2013-58-093
<b>75</b>	Arief Wicaksono	2013-58-094
<b>76</b>	Fajri Ikhsanu Akbar	2013-58-095
<b>77</b>	Sena Mulya Agustin	2013-58-096
<b>78</b>	Muthia Syafira Mawardha	2013-58-098
<b>79</b>	Esla Wulansari	2013-58-100
<b>80</b>	Elfrida Magdalena	2013-58-102
<b>81</b>	Yohana Monica Nababan	2013-58-103
<b>82</b>	Fahmi Farizi	2013-58-105
<b>83</b>	Deril Tairas	2013-58-106
<b>84</b>	Jumrah	2013-58-107
<b>85</b>	Adistya Dyah Jelita	2013-58-108



<b>86</b>	Okky Yuliardi	2013-58-109
<b>87</b>	Fitria	2013-58-110
<b>88</b>	Ismayanti	2013-58-112
<b>89</b>	Marcelo Fransiskus	2013-58-113
<b>90</b>	Windi Agustin	2013-58-115
<b>91</b>	Ika Noviyanti	2013-58-116
<b>92</b>	Aziz Adzananda	2013-58-117
<b>93</b>	Winda Sari Luartowo	2013-58-118
<b>94</b>	Aldi Riandito	2013-58-121
<b>95</b>	Agiska Nareswara	2013-58-123
<b>96</b>	Samudera	2013-58-124
<b>97</b>	Farah Fairuz	2013-58-126
<b>98</b>	Pebby Aprilio	2013-58-127
<b>99</b>	Yoga Dwi Saputra	2013-58-128
<b>100</b>	Muhammad Farhan	2013-58-129
<b>101</b>	Abu Syaian	2013-58-130
<b>102</b>	Tsandy Wirya Alvian	2013-58-131
<b>103</b>	Kevin Arighi	2013-58-132
<b>104</b>	Ratu Amalia Sutarman	2013-58-133
<b>105</b>	Mochammad Nur Iqbal	2013-58-134
<b>106</b>	Yosua Immanuel Kakiay	2013-58-135
<b>107</b>	Sudiro Putra Nainggolan	2013-58-136
<b>108</b>	Dyah Ayu Rizky Hikmahwati	2013-58-138
<b>109</b>	Nur Cahyawati Andriyani	2013-58-139
<b>110</b>	Yara Fauziah Manaf	2013-58-140
<b>111</b>	Abdul Razak	2013-58-141
<b>112</b>	Syauqi Hadi	2013-58-142
<b>113</b>	Sephan Alldie Priantama	2013-58-144
<b>114</b>	Fendy	2013-58-147
<b>115</b>	Iqbal Romdoni	2013-58-149
<b>116</b>	Amalia Maulida	2013-58-150
<b>117</b>	I Putu Wibowo Gustiyas	2013-58-152
<b>118</b>	Mohammad Iqbal	2013-58-153
<b>119</b>	Natashja Keyla	2013-58-154
<b>120</b>	Ridwan Prakoso	2013-58-155
<b>121</b>	Dionysia Natassa Erinditya	2013-58-156
<b>122</b>	Yopi Irsayuli	2013-58-159
<b>123</b>	Hanasakha	2013-58-160
<b>124</b>	Erdi Amalik	2013-58-161
<b>125</b>	Raynaldi Reziana	2013-58-162
<b>126</b>	Paulina Elenitandari S	2013-58-163
<b>127</b>	Jonson Pandapotan Lumban Goal	2013-58-164
<b>128</b>	Diva Damanta Sembirang	2013-58-165
<b>129</b>	Riyan Pratama Darmawan	2013-58-169

<b>130</b>	Ferra Dwi Cahyandari	2013-58-170
<b>131</b>	Ardian Puji Santoso	2013-58-173
<b>132</b>	Annisa Nurjannah	2013-58-174
<b>133</b>	Fazal Adryatna	2013-58-176
<b>134</b>	Harun Septianto	2013-58-178
<b>135</b>	Reza Maulana	2013-58-179
<b>136</b>	Andika Syukri Hia	2013-58-180
<b>137</b>	Darajat Muhammad	2013-58-181

**DAFTAR MAHASISWA UNIVERSITAS ESA UNGGUL JURUSAN  
BROADCASTING ANGKATAN 2013 (Responden)**

<b>No</b>	<b>NAMA</b>	<b>JENIS KELAMIN</b>	<b>USIA</b>
1	Hanasakha	Perempuan	19
2	Novia Santoso	Perempuan	19
3	Angeline Widya	Perempuan	19
4	Dara Ninggar Sauvika	Perempuan	19
5	Raynaldi Reziana	Laki-Laki	18
6	Farah Fairuz	Perempuan	19
7	Wahyu Kusumah	Laki-Laki	20
8	Irfan Pratama	Laki-Laki	19
9	Aji Satio	Laki-Laki	21
10	Iqbal Fadillah	Laki-Laki	20
11	Windy Agustin	Perempuan	19
12	Auliya Sari	Perempuan	18
13	Sudiro Putra N	Laki-Laki	21
14	Ardian Puji Santoso	Laki-Laki	20
15	Annisaa Nur J	Perempuan	18
16	Intan Nurfazri	Perempuan	18
17	Kemal Hervianto	Laki-Laki	18
18	Doni Susanto	Laki-Laki	20
19	Rizki Agustian	Laki-Laki	19
20	Ayu Retno Sari	Perempuan	19
21	Aldy Riandito	Laki-Laki	19
22	Pebby Aprilio	Laki-Laki	19
23	Diva Damanta S	Perempuan	20
24	Reza Maulana	Laki-Laki	19
25	Bella Kharisma	Perempuan	18
26	Diva Fauzi R	Perempuan	19
27	Siti Fazriani	Perempuan	19
28	Rendi Lesmana	Laki-Laki	21
29	Yanur Irvantiarno	Laki-Laki	19
30	Maulinawaty	Perempuan	18
31	Fajri Ikhsanu A	Laki-Laki	19
32	Andri Novianto	Laki-Laki	19
33	Nisa Nursalamah	Perempuan	21
34	Nofandy Angga S	Laki-Laki	18
35	Fitria	Perempuan	18
36	Syauqi Hadi	Laki-Laki	18
37	Marsello Fransisko	Laki-Laki	19
38	Samudera	Laki-Laki	19
39	Darajat Muhammad	Laki-Laki	19
40	Ridwan Prakoso	Laki-Laki	18
41	Jonson Pandapotan L.G	Laki-Laki	20
42	Faisal Tamim	Laki-Laki	19

<b>43</b>	Andika Syukri H	Laki-Laki	18
<b>44</b>	Desi Andriani	Perempuan	19
<b>45</b>	Paulusta Oktavianus S	Laki-Laki	20
<b>46</b>	Herdiansyah Saddam H	Laki-Laki	19
<b>47</b>	Rega Pahala S	Laki-Laki	18
<b>48</b>	Nurlita	Perempuan	18
<b>49</b>	Mardicky Chandra H	Laki-Laki	20
<b>50</b>	Lukman Nurrohim	Laki-Laki	20
<b>51</b>	Farah Fairuz	Laki-Laki	18
<b>52</b>	Elfrida Magdalena	Perempuan	19
<b>53</b>	Abdul Rozak	Laki-Laki	19
<b>54</b>	Natashja Kayla	Perempuan	18
<b>55</b>	Ferra Dwi C	Perempuan	18
<b>56</b>	Naufal Azmi B.P	Laki-Laki	19
<b>57</b>	Okky Yuliardi	Laki-Laki	18
<b>58</b>	Riyan Pratama D	Laki-Laki	19

## TABEL INDUK

Responden	PERNYATAAN DAYA TARIK										
No	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	JUMLAH
1	4	4	4	3	4	2	2	2	3	4	32
2	4	4	5	4	4	5	3	5	5	5	44
3	4	4	4	4	4	4	3	4	3	4	38
4	4	4	4	4	3	3	4	5	4	5	40
5	4	4	4	4	4	4	3	3	4	4	38
6	3	4	4	5	2	2	3	3	3	3	32
7	5	4	4	5	4	4	4	3	4	3	40
8	3	5	5	3	3	3	3	4	5	3	37
9	4	5	5	3	4	4	4	4	4	4	41
10	4	5	5	4	5	5	5	4	4	5	46
11	4	4	4	4	4	3	4	5	4	3	39
12	4	5	4	5	4	4	4	3	4	4	41
13	3	3	5	4	4	4	5	4	5	4	41
14	4	4	4	4	5	5	5	4	5	5	45
15	4	4	4	3	3	4	3	3	4	4	36
16	4	4	5	4	4	4	3	4	5	4	41
17	5	4	4	5	4	4	4	3	4	5	42
18	4	5	4	4	4	5	4	5	4	4	43
19	3	5	5	3	4	4	4	4	4	4	40
20	4	5	4	4	4	4	4	4	5	5	43
21	4	4	4	4	4	3	3	5	3	4	38
22	4	4	4	4	3	3	3	3	4	4	36
23	4	5	4	5	3	4	3	3	4	4	39
24	4	4	4	4	5	5	5	4	5	5	45
25	4	4	4	4	4	3	4	4	4	4	39
26	3	3	5	4	4	4	5	4	5	4	41
27	4	3	3	3	3	4	4	4	4	4	36
28	5	5	4	4	3	5	5	5	5	3	44
29	5	4	4	4	3	3	3	4	4	5	39
30	4	3	4	4	3	2	4	4	3	4	35
31	4	3	4	3	3	3	3	3	3	4	33
32	3	3	4	4	3	3	3	3	3	3	32
33	4	4	5	4	3	4	3	5	4	3	39
34	5	5	4	4	5	5	5	5	5	5	48

<b>35</b>	3	4	5	3	4	4	4	4	5	5	<b>41</b>
<b>36</b>	4	4	4	4	3	4	4	3	4	4	<b>38</b>
<b>37</b>	3	3	4	3	5	3	2	3	4	4	<b>34</b>
<b>38</b>	5	5	5	5	5	5	3	3	4	3	<b>43</b>
<b>39</b>	4	4	3	3	4	4	5	5	4	3	<b>39</b>
<b>40</b>	4	4	3	3	3	4	3	3	3	4	<b>34</b>
<b>41</b>	4	4	4	3	3	3	4	3	4	4	<b>36</b>
<b>42</b>	3	3	4	4	5	3	3	3	3	4	<b>35</b>
<b>43</b>	3	3	4	4	3	3	3	3	4	3	<b>33</b>
<b>44</b>	4	4	4	2	4	4	4	4	3	4	<b>37</b>
<b>45</b>	3	4	4	3	4	3	3	4	4	3	<b>35</b>
<b>46</b>	4	4	3	2	4	4	4	3	4	4	<b>36</b>
<b>47</b>	4	4	5	4	5	4	4	4	5	4	<b>43</b>
<b>48</b>	5	5	5	3	4	5	5	2	5	3	<b>42</b>
<b>49</b>	4	3	5	4	4	4	5	4	5	5	<b>43</b>
<b>50</b>	5	4	4	3	5	5	5	5	3	4	<b>43</b>
<b>51</b>	4	5	5	4	4	4	4	5	5	5	<b>45</b>
<b>52</b>	4	3	3	3	4	3	4	5	4	4	<b>37</b>
<b>53</b>	4	4	4	3	4	3	4	5	4	4	<b>39</b>
<b>54</b>	5	4	4	4	3	4	4	5	5	5	<b>43</b>
<b>55</b>	3	4	5	4	3	4	4	3	4	5	<b>39</b>
<b>56</b>	3	3	5	5	3	3	5	3	3	4	<b>37</b>
<b>57</b>	4	5	4	3	3	3	4	4	4	3	<b>37</b>
<b>58</b>	3	4	4	4	3	4	4	3	4	4	<b>37</b>
<b>JUMLAH</b>	<b>227</b>	<b>234</b>	<b>244</b>	<b>217</b>	<b>218</b>	<b>218</b>	<b>221</b>	<b>221</b>	<b>236</b>	<b>233</b>	<b>2269</b>

Responden	PERNYATAAN MINAT											
No	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	JUMLAH
1	5	5	3	5	2	3	4	4	5	4	4	44
2	4	4	3	5	3	4	4	5	5	2	4	43
3	4	3	4	4	3	2	4	4	3	4	4	39
4	4	5	4	5	4	4	4	5	4	5	4	48
5	5	4	4	4	3	3	3	4	4	5	5	44
6	2	3	3	3	2	3	4	4	3	4	4	35
7	5	4	4	4	4	3	4	4	5	5	5	47
8	4	4	3	5	3	3	3	5	5	4	4	43
9	5	3	3	5	4	3	3	5	3	3	4	41
10	5	4	4	5	4	4	4	4	5	5	4	48
11	4	3	3	3	4	4	4	3	3	4	3	38
12	4	3	3	5	4	4	4	5	4	4	3	43
13	5	5	4	4	3	5	5	5	5	3	4	48
14	4	4	5	5	4	4	4	4	5	5	5	49
15	4	4	3	3	3	4	3	4	5	4	4	41
16	5	4	4	4	3	4	3	4	5	4	4	44
17	5	4	4	4	4	3	4	4	5	5	5	47
18	5	4	4	5	4	3	4	4	3	4	5	45
19	5	3	3	5	5	3	3	5	3	3	4	42
20	4	4	5	4	3	3	3	4	4	4	3	41
21	4	3	3	3	3	4	4	4	4	4	3	39
22	4	4	3	5	4	4	5	5	4	4	5	47
23	5	5	4	4	3	3	5	5	5	3	4	46
24	4	4	5	5	4	4	4	4	5	5	5	49
25	4	4	4	4	3	4	4	3	3	4	4	41
26	3	4	3	5	3	3	4	5	4	5	5	44
27	4	3	3	4	3	3	5	4	5	4	4	42
28	4	5	5	3	3	3	3	4	5	3	4	42
29	4	5	5	3	4	4	4	4	4	4	3	44
30	4	5	5	4	5	5	5	4	4	4	4	49
31	3	3	3	3	3	3	3	5	4	4	4	38
32	3	2	3	3	2	2	3	4	4	4	4	34
33	5	4	3	4	4	2	4	4	5	5	4	44
34	5	5	5	2	3	3	4	4	5	5	5	46
35	5	5	5	3	4	3	4	5	5	5	5	49
36	5	5	5	4	4	5	4	5	4	5	5	51

<b>37</b>	3	4	3	5	3	3	4	3	4	3	3	<b>38</b>
<b>38</b>	5	4	4	4	5	4	4	4	5	5	4	<b>48</b>
<b>39</b>	4	4	4	3	2	4	4	4	4	4	3	<b>40</b>
<b>40</b>	4	3	4	3	3	3	4	4	3	4	3	<b>38</b>
<b>41</b>	3	4	4	4	4	3	3	4	3	4	4	<b>40</b>
<b>42</b>	4	4	3	4	3	3	3	3	4	4	4	<b>39</b>
<b>43</b>	3	3	3	4	3	3	3	3	3	4	3	<b>35</b>
<b>44</b>	5	3	2	2	2	2	3	4	4	4	3	<b>34</b>
<b>45</b>	3	3	3	3	3	3	3	4	3	4	4	<b>36</b>
<b>46</b>	4	4	3	5	4	5	4	5	4	4	4	<b>46</b>
<b>47</b>	5	4	4	4	5	4	5	4	5	4	5	<b>49</b>
<b>48</b>	4	5	5	5	4	4	4	3	3	4	2	<b>43</b>
<b>49</b>	4	3	3	3	3	4	4	4	4	4	3	<b>39</b>
<b>50</b>	5	5	4	4	3	5	5	5	5	3	4	<b>48</b>
<b>51</b>	5	4	4	4	3	3	3	4	4	5	4	<b>43</b>
<b>52</b>	4	3	4	4	3	2	4	4	3	4	5	<b>40</b>
<b>53</b>	4	3	4	3	3	3	3	3	3	5	4	<b>38</b>
<b>54</b>	5	5	4	4	5	5	5	5	5	5	5	<b>53</b>
<b>55</b>	4	4	5	4	3	4	3	5	4	3	5	<b>44</b>
<b>56</b>	3	3	4	4	3	3	3	3	3	3	4	<b>53</b>
<b>57</b>	3	4	5	3	4	4	4	4	5	5	4	<b>45</b>
<b>58</b>	4	4	3	4	3	4	4	4	4	4	3	<b>41</b>
<b>JUMLAH</b>	<b>242</b>	<b>226</b>	<b>219</b>	<b>229</b>	<b>198</b>	<b>202</b>	<b>221</b>	<b>241</b>	<b>239</b>	<b>238</b>	<b>233</b>	<b>2505</b>



Tabel r

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,387	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,668	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Sumber: Sugiyono (1999). Metode Penelitian Bisnis. Bandung: Alfabeta