ABSTRACT

PROGRAM OF ATTRACTION IN PASUNDAN PERSIB AING MAIN TELEVISION (STV) BANDUNG INFORMATION NEEDS TO FULFILLMENT VIKING KOTA BANDUNG

By:
Dwi Demilia Suherli Arina
NIM. 41806110

This thesis under the guidance,
Drs. Hikmat M. Mahi, M. SI

This study aims to identify the attractiveness of the program Persib Aing STV Bandung towards the fulfillment of information needs the Viking city of Bandung. So to be able to see how big the impact, the researchers tried to analyze the format of presentation of an event like what Aing Persib program uses STV. What kind of credibility that is owned by Persib Aing emcee the event and how far in bringing attention, understanding, knowledge, and satisfaction of information needs in Bandung Viking Aing Persib Program.

This research type is quantitative. While research method used is survey method with the correlation analysis technique. Most of the data collected through questionnaires and interviews and supported by literature study. Sampling unit is a member of the Vikings in Bandung district by district in Bandung, with a population of 10 200 people, then obtained a sample of 100 people. Sampling technique used was simple random sampling is simple random sampling. Prior to conducting the questionnaire, the researchers first to test the validity and reliability on each item in the questionnaire question by using SPSS 13. Data obtained from the questionnaire, given score, analyzed and processed with Likert Scale and Spearman Rank Correlation Coefficient (The Spearman Rank Order Correlation Coefficien, Rs) in SPSS 13.

The results show presentation format Aing Persib programs to meet the needs of the information correlation 0.754. Communicator credibility Persib Aing Carrier Program on Information Needs of correlation was 0.759. Attraction Program of Attention Viking Aing Persib Bandung large correlation 0.811. Fascination Persib Program Aing to understanding the correlation of 0.642. Fascination Aing Persib Program on Knowledge magnitude of correlation 0.709. Fascination Aing Persib Program on Satisfaction magnitude of correlation 0.693.

Conclusions of this study Fascination Persib Program Information Needs Fulfillment Aing of correlation magnitude 0805. Results of data processing and hypothesis testing indicate that Ho is rejected and Ha accepted. So that the results showed that the influence of attractiveness Aing Persib Program in STV for the fulfillment of the Viking Town Needs Bandungmenunjukkan that attractiveness Persib Aing STV programs on the fulfillment of information needs is a strong Viking Bandung.sangat city or frequency.

Advice on Main Pasundan Television or STV is Persib Preaching To improve the quality of Bandung. Obviously with some improvements, especially in the technical presentation of the news about Persib Bandung like packaging in terms of news content, language or images (visual) in order pemikmat more interested in visual images, particularly members of the Viking Bandung.