ABSTRACT

THE ATTRACTION OF STUFVI (SCHOOL OF FILM AND TELEVISION) BY MEAN OF TELEVISION PRESENTER AND REPORTER'S TRAINING PROGRAM TOWARD PARTICIPANTS' INTERESTS IN PARTICIPATING THE TRAINING

By:

Ronal Richardo Payung

NIM. 41806144

Adviser:

Desayu Eka Surya S. Sos., M. Si

This research has an aim to know about Extenting The Attraction of STUFVI (School of Film and Television) By Mean Of Television Presenter and Reporter's Training Program Toward Participants' Interests In Participating The Training. With a purpose to find out how big is the connection, researcher tries to answer the purpose, raise the indicators of the variable X (the strength, communicator appearance, message, and media) and on the other hand, the variable Y (the reward, expenses, results, and comparison levels)

The type of this research is quantitative. However the method of the research is survey method with descriptive analysis techniques. The technique of collecting data is conducted by using questionnaires, interviews, literature studies, dan internet searchings. The population of this research is the 21 participants in Television and Reporter's presenter training program. The total sampling technique which the researcher does is better to take all samples if the subjects or the samples are less than 100 persons. Before giving the questionnaires, researcher made re-ability and validity tests to every question's items that are mentioned in the questionnaire by using spss 13. The data which are obtained from giving the questionnaires, would be given a score, analyzed, and processed by using the likert scale and The Spearmen Rank Order Correlation Coefficien (The Spearmen Rank Order Correlation Coefficien, Rs) in spss 13 program.

The result from this research will show that the strength, communicator's appearance, message, and media have an important role to attract the participants' interests for the training's program, so that the magnitude relationship between STUFVI to participants' interests becomes 42.12%. The communicator's appearance in giving the training that can get the participants' interests is about 42. 40%. The message about reporter and presenter that can gain the participants' interests is about 48.40%. The media that can help to gain the participants' interests is about 28.82%. The attraction of the training to the expense is about 57.76%. The attraction from achieving the product is about 33.89% and the comparison level of the training is about 76.61%. Generally speaking The Attraction of STUFVI (School of Film & Television) By Mean of Television Presenter and Reporter's Training Program Toward Participants' Interests in following the training is already in a high demand. This can be seen from a high Interaction between the attraction toward the participants' interests to follow the training that is about 0. 983 or 96.66% which means very strong, in the same direction, and significant.

The summary of the research done by the researcher, Ho is declined so that H1 is accepted or in another words there is a connection between The Attraction of STUFVI (School of Film and Television) By Mean Of Television Presenter and Reporter's Training Program Toward Participants' Interests in following that particular training.

Researcher's suggestions after doing this research is that it is better to improve the performance by adding the instructor's team and increasing a good cooperation with television stations in Indonesia. Frankly speaking reporter and presenter are spearheads in a news program or the first fact-finders at the field and inform it to the viewers.