

ABSTRAK

Orivia Tanu Wijaya (04120070017)

***USES AND GRATIFICATION* TAYANGAN "JIKA AKU MENJADI"
PADA PENONTON KALANGAN PEMBANTU RUMAH TANGGA DI
PERUMAHAN TAMAN BROMO, LIPPO KARAWACI, TANGERANG**

(xvii+91 halaman: 1 gambar; 43 tabel; 3 lampiran)

Kata kunci : Kebutuhan dan Kepuasan Khalayak, Program Televisi

Sebagai salah satu media massa, televisi memegang peranan penting dalam penyebaran informasi. Dengan kelebihan audiovisualnya, televisi mampu menarik perhatian khalayak. Daya tarik inilah yang menyebabkan perkembangan industri media televisi menjadi permintaan bagi khalayak. Sejak itulah muncul berbagai stasiun televisi, diikuti dengan program tayangan televisi yang semakin beragam. Salah satunya adalah tayangan *reality show*.

Tayangan *reality show* menjadi fokus utama dalam penelitian ini. Penelitian ini merupakan penelitian kuantitatif dengan metode survei deskriptif, yang bertujuan untuk mendeskripsikan kebutuhan dan kepuasan penonton program tayangan "Jika Aku Menjadi" berdasarkan teori *uses and gratification*. Sampel pada penelitian ini berjumlah 60 responden yang dipilih berdasarkan *sampling* purposif.

Berdasarkan hasil penelitian, seluruh kebutuhan penonton terpenuhi setelah menonton program "Jika Aku Menjadi". Artinya, kepuasan yang didapat (*gratification obtained*) lebih banyak dibandingkan dengan kebutuhan yang diinginkan (*gratification sought*). Hal ini dapat dilihat dari kepuasan yang diperoleh penonton yaitu kepuasan *surveillance*, *personal identity*, *personal relationship*, dan *diversion* memiliki nilai rata-rata lebih besar daripada kebutuhan *surveillance*, *personal identity*, *personal relationship*, dan *diversion*. Jadi program "Jika Aku Menjadi" memberikan kepuasan kepada penonton.

Referensi : 38 (1987-2011)

ABSTRACT

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***THE USES AND GRATIFICATION OF "JIKA AKU MENJADI"
TELEVISION PROGRAM IN THE VIEWERS OF TAMAN BROMO, LIPPO
KARAWACI, TANGERANG HOUSEMAID***

(xvii+91 pages; 1 pictures; 43 tables; 3 appendices)

Keyword : Audience's Need and Gratification, Television Program

As one of the mass media, television plays an important role in the dissemination of information. It is able to attract the attention of audiences. It led to the development of the television media industry to the demand for public. Since then, various television stations appeared, followed by television program which are increasingly diverse. One of them is reality show.

Reality show program is the main focus in this research. This research is a quantitative research with descriptive survey method, to describe the viewer's need and gratification of "Jika Aku Menjadi" television program, based on the uses and gratification theory. The amount of sample in this research are 60 respondents who were selected based on purposive sampling.

Based on this research, all of audience's needs are satisfied after watching "Jika Aku Menjadi" television program. That is, gratification obtained is more than gratification sought. It can be seen from the audience's satisfaction which includes the satisfaction of surveillance, personal identity, personal relationships, and the diversion has the greater average value than the need for surveillance, personal identity, personal relationships, and diversion. So, "Jika Aku Menjadi" television program gives satisfaction to the audience.

References : 38 (1987-2011)