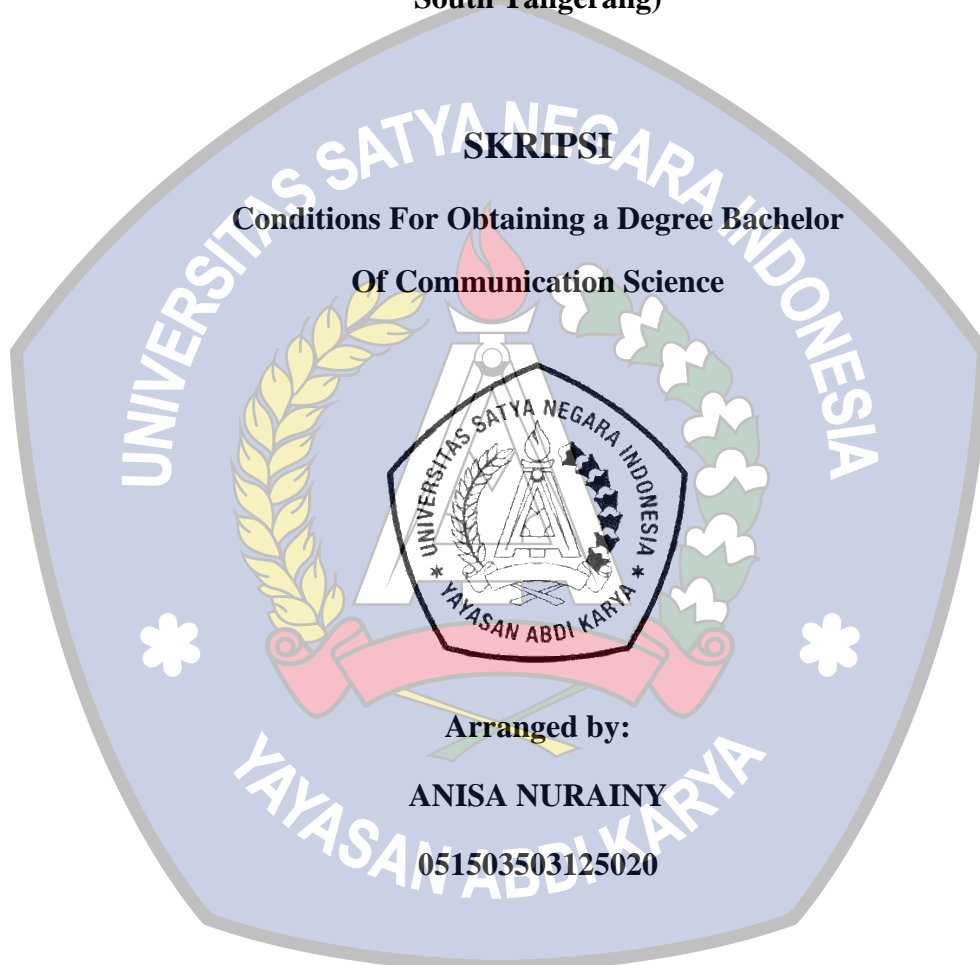


EFFECT OF SHOW NEWS PROGRAM BUSER INVESTIGATIVE

“WARY OF JUNK FLAVORED DRINKING WATER” ON

ANXIETY LEVELS

**(Surveys On Mother-Housewife RW 03, The Udik Chili Cottage ,
South Tangerang)**



SKRIPSI

**Conditions For Obtaining a Degree Bachelor
Of Communication Science**

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SATYA NEGARA INDONESIA UNIVERSITY

FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE

JAKARTA

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FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

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PROGRAM STUDI : Ilmu Komunikasi

PEMINATAN : Jurnalistik

Pengaruh Tayangan Program Berita Buser Investigasi “Waspada Air Minum Rasa Sampah” Terhadap Tingkat Kecemasan (Survei Pada Ibu-Ibu Rumah Tangga RW 03, Pondok Cabe Udik, Tangerang Selatan)

Jumlah halaman : 23 + 124 Halaman + 8 Lampiran

Bibliografi : 43 Buku ; 1 Jurnal; 3 Internet; 3 Skripsi

ABSTRAK

Penelitian ini bertujuan untuk mengetahui adakah pengaruh tayangan program berita buser investigasi “waspada air minum rasa sampah” terhadap tingkat kecemasan.

Penelitian ini menggunakan Teori *Stimulus Organisme Respon* (S-O-R) yang merupakan penghubung antara suatu rangsangan tertentu (stimuli) dengan reaksi tertentu (respon) sehingga mendapatkan respon balik dari individu ketika menerima stimuli dari tayangan program berita televisi.

Paradigma yang digunakan dalam penelitian ini positivistik. penelitian ini menggunakan pendekatan kuantitatif dengan metode *survey* dan bersifat eksplantif. Jumlah populasi dan sampel sebanyak 226 orang, dengan menggunakan *purposive sampling*. Analisis data menggunakan korelasi, regresi linear sederhana, determinasi, dan uji t.

Hasil penelitian dari nilai uji korelasi diperoleh bahwa terdapat pengaruh tayangan buser investigasi “waspada air minum rasa sampah” terhadap tingkat kecemasan menjelaskan hubungan yang kuat. Analisis data menggunakan korelasi, regresi linear sederhana, determinasi dan uji t.

Kata kunci : Tayangan Program Berita, Tingkat Kecemasan, Teori S-O-R.

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The Effect of the show news Program Buser Investigative "Wary Of Junk Flavored Drinking Water" On Anxiety Levels (Surveys On Mother Housewife RW 03, The Udik Chili Cottage, South Tangerang)

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ABSTRACT

The research aims to find out if there is an effect of the show investigative buser news programs "wary of junk-flavored drinking water" on anxiety levels.

This research used The Theory of Stimulus Organism Response (S-O-R) which is a link between a certain stimulus (stimuli) with a certain reaction (response) so as to get a response from the individual when receiving stimuli from television news programs.

The paradigm used in this study is positivistic. This research uses quantitative approach with survey method and is explantative. The population and sample 226 people, using purposive sampling. Data analysis using correlation, simple linear regression, determination and t test.

The results of the research from the correlation value showed that there was an effect of the investigative buser impressions "wary of junk flavored drinking water" on the level of anxiety explaining the strong relationship. Data analysis using correlation, simple linear regression, determination and t test.

Keywords : *Program News Impressions, Anxiety Levels, Theory S-O-R.*

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