

PENGARUH DAYA TARIK PROGRAM *TALKSHOW* POLEMIC DI RADIO SINDO TRIJAYA 104.6 FM TERHADAP KEPUASAN PENDENGAR

Fanda Oktaviani

Abstrak

Latar belakang dalam penelitian ini membahas tentang daya tarik program *talkshow* Polemik di radio Sindo Trijaya 104.6 FM terhadap tingkat kepuasan pendengar. **Tujuan penelitian**, agar dapat mengetahui seberapa besar pengaruh yang timbul dari karakteristik daya tarik program *talkshow* terhadap kepuasan pendengar. **Konsep** yang digunakan dalam penelitian ini adalah daya tarik dan kepuasan. **Metodologi Penelitian** yang digunakan adalah metode penelitian kuantitatif dengan menggunakan jenis penelitian eksplanatif. Sampel dalam penelitian ini adalah 71 responden. Teknik penarikan sampel menggunakan *Convenience sampling* (sampling mudah dijumpai). Teknik pengumpulan data dengan menggunakan kuesioner atau angket yang disebarikan kepada responden serta observasi. **Hasil Penelitian** menunjukkan bahwa H_0 ditolak dan H_a diterima (ada hubungan), dengan demikian diketahui adanya pengaruh yang kuat antara daya tarik program *talkshow* Polemik terhadap kepuasan pendengar. **Saran** penulis agar Sindo Trijaya 104.6 FM dapat terus mempertahankan program *talkshow* Polemik, untuk narasumber, topik dan format siaran agar terus ditingkatkan.

Kata Kunci : Daya Tarik, Kepuasan, *Talkshow*.

EFFECT OF ATTRACTION PROGRAM *TALKSHOW* POLEMICS SINDO TRIJAYA RADIO 104.6 FM HEARING ON THE LEVEL OF SATISFACTION

Fanda Oktaviani

Abstract

The background of this research discusses the relationship between the attractiveness of talk show program 'Polemik' on Sindo Trijaya 104.6 FM radio and the satisfaction level of its listener. The research **aims to** know the greatness of the influence from talkshow program Polemik's appeal of polemic talk show program on 104.6 FM radio Sindo Trijaya to the satisfaction level of its listener. **The concept** used in this research is the attractiveness and satisfaction level. **The research method** used is quantitative method using explanation type research. There are 71 respondent that become sample in this research. The sampling technique is convenience sampling (sampling easily found). Data gathering technique is questionnaire's distribution to respondent and observation. **The result** of this research shows that H_0 is rejected and H_a is accepted (there is a relationship), therefore it can be concluded that there is strong relationship between the attractiveness of talk show program 'Polemik' and the satisfaction level of its listener. **Some advice** from author is to maintain the talk show program 'Polemik' on Sindo Trijaya 104.6 FM and improve its broadcast's topic and format.

Keywords : *attractiveness, satisfaction, talk show.*