

**PENGARUH INTENSITAS MENONTON PROGRAM ACARA NET 86
TERHADAP KESADARAN LALU LINTAS DI KALANGAN *DRIVER*
*OJEK ONLINE***

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Abstraksi

Peranan media massa seperti televisi sangat penting bagi masyarakat sebagai media edukasi dan persuasi. Hal ini mendorong stasiun televisi swasta berlomba-lomba membuat program acara yang menarik untuk membuat para pemirsanya tetap menonton, seperti program acara hiburan dan *reality show*, salah satunya adalah Net TV. Net TV bekerja sama dengan Kepolisian Republik Indonesia melakukan terobosan yaitu program *reality show* Net 86 demi menarik minat pemirsa. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh intensitas menonton program acara NET 86 terhadap kesadaran menaati lalu lintas yang terjadi di kalangan *driver ojek online* di Shelter Stasiun Depok. Teori yang digunakan dalam penelitian ini adalah Teori Kultivasi untuk melihat proses institusional dalam produksi isi media, *image* (kesan) isi media, dan hubungan antara terpapar pesan televisi dengan keyakinan dan perilaku khalayak. Penelitian ini menggunakan Metode penelitian kuantitatif yang bertujuan menguji teori secara objektif dengan cara memeriksa atau meneliti hubungan antara variabel intensitas menonton Program *Reality Show* Net 86 sebagai variabel independen (x) dan kesadaran lalu-lintas *driver ojek online* sebagai variabel dependen (y). Intensitas menonton terbagi menjadi 5 dimensi, yakni: perhatian, minat, hasrat, rasa percaya, dan tindakan. Sedangkan kesadaran lalu lintas terdiri dari 5 dimensi, yakni: kesadaran, ketertarikan, evaluasi, mencoba, dan adopsi. Sampel penelitian ini terdiri dari 89 responden yang merupakan *driver ojek online* di Shelter *Stasiun* Depok Baru. Hasil penelitian menunjukkan adanya korelasi positif antara keduanya. Hasil uji t menunjukkan nilai t hitung sebesar 14.825, sehingga dapat disimpulkan bahwa Intensitas menonton acara *reality show* Net 86 berpengaruh terhadap kesadaran lalu lintas *driver ojek online* sebesar 71,60%.

Kata Kunci: NET 86, Teori Kultivasi, Kesadaran, *Driver Ojek Online* Shelter Depok

THE INFLUENCE OF INTENSITY OF WATCHING THE NET 86 EVENT PROGRAM ON TRAFFIC AWARENESS AMONG ONLINE OJEK DRIVERS

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Abstract

The role of mass media such as television is very important for society as a medium of education and persuasion. This has encouraged private television stations to compete to create interesting programs to keep their viewers watching, such as entertainment programs and reality shows, one of which is Net TV. Net TV, in collaboration with the Police of the Republic of Indonesia, is making a breakthrough, namely the reality show program Net 86 to attract the interest of viewers. The aim of this research is to find out how much influence the intensity of watching the NET 86 program has on awareness of obeying traffic among online motorcycle taxi drivers at the Depok Station Shelter. The theory used in this research is Cultivation Theory to look at institutional processes in the production of media content, images (impressions) of media content, and the relationship between exposure to television messages and audience beliefs and behavior. This research uses a quantitative research method which aims to test the theory objectively by examining or researching the relationship between the variable intensity of watching the Net 86 Reality Show Program as the independent variable (x) and the traffic awareness of online motorcycle taxi drivers as the dependent variable (y). Watching intensity is divided into 5 dimensions, namely: attention, interest, desire, trust, and action. Meanwhile, traffic awareness consists of 5 dimensions, namely: awareness, interest, evaluation, trying, and adoption. The research sample consisted of 89 respondents who were online motorcycle taxi drivers at the Depok Baru Station Shelter. The research results show a positive correlation between the two. The results of the t test show a calculated t value of 14,825, so it can be concluded that the intensity of watching the Net 86 reality show has an effect on online motorcycle taxi drivers' traffic awareness by 71.60%.

Keywords: NET 86, Cultivation Theory, Awareness, Online Motorbike Taxi Driver Shelter Depok