

**PENGARUH TERPAAN TAYANGAN SEPAK BOLA DI
TELEVISI BERBAYAR INDIHOME TERHADAP SIKAP
FANATISME SUPPORTER KLUB SEPAKBOLA (Studi Kasus
Nonton Bareng BIGREDS Liverpool Depok)**

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Abstrak

Latar Belakang Penelitian ini berawal dari tayangan televisi yang banyak menayangkan pertandingan sepakbola. Hak siar pertandingan klub Liga Eropa yang mengakibatkan televisi lokal tidak menyiarkan pertandingan secara penuh dalam satu liganya, dan masyarakat mulai menggunakan televisi berbayar untuk menyaksikan pertandingan di Liga Eropa. **Tujuan Penelitian** dilakukan untuk mengetahui ada atau tidaknya pengaruh terpaan tayangan sepak bola di televisi berbayar IndiHome terhadap sikap fanatisme supporter klub sepakbola (Studi Kasus Nonton Bareng BIGREDS Liverpool Depok). **Penelitian** ini menggunakan metode penelitian kuantitatif. Sementara, jenis penelitian yang digunakan ialah survei eksplanatif. Pengumpulan data dilakukan menggunakan teknik survei terhadap anggota komunitas BIGREDS Liverpool Depok di Jalan Margonda Raya, Pancoran Mas, Depok, Jawa Barat dengan jumlah populasi dan sampel sebanyak 150 orang. **Hasil Penelitian** ini menunjukkan nilai korelasi variabel X dengan variabel Y sebesar 0,454. Berdasarkan perhitungan koefisien determinasi diperoleh pengaruh yang cukup terhadap variabel Y sebesar 30,7%. Berdasarkan perhitungan di atas didapat $t_{hitung} > t_{tabel}$ yaitu $6,957 > 1,960$ maka H_a diterima dan H_0 ditolak. Dengan demikian dapat disimpulkan cukup terdapat pengaruh antara terpaan tayangan sepak bola di televisi berbayar IndiHome terhadap sikap fanatisme supporter klub sepakbola (Studi Kasus Nonton Bareng BIGREDS Liverpool Depok).

Kata Kunci : Terpaan Tayangan Televisi, Sepak Bola, Fanatisme, Komunitas

THE INFLUENCE OF EXPOSURE TO FOOTBALL IMPRESSIONS IN PAY TELEVISION INDIHOME TO THE ATTITUDE OF THE FOOTBALL CLUB SUPPORTER FANATICISM

(Case Study Watch Together With BIGREDS Liverpool Depok)

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Abstract

Background research this started out as many impressions television showed the soccer match. Broadcasting rights for European League club matches which resulted in local television did not broadcast the match in full in league and people start using pay television to watch the match in the European League. **Research objectives** be held to find out whether there were any influence double-digit impressions football on television paid indihome to the attitudes fanaticism supporter a football club (case study watch together BIGREDS Liverpool Depok). **This research** in a research quantitative. While, the kind of research used is survey eksplanatif. The data collection was done using a technique survey of community BIGREDS Liverpool Depok in the way of Margonda Raya, Pancoran Mas, Depok, West Java with a population of and samples from 150 people. **The results** of this study demonstrate the value of variable X with the correlation of the variable Y of 0.454. Based on the calculation of the coefficient of determination is obtained frail against the devastating effects of the variable Y of 30,7%. Thus calculation obtained t count & it; t table namely 6,957 & lt; 1,960 so ha were accepted and ho rejected . Thus can be concluded there is enough influence between exposure to impressions football on television paid indihome to the attitudes fanaticism supporter a football club (case study watch together BIGREDS Liverpool Depok) .

Keywords: Double-Digit Impressions Television, Football, Fanaticism, Community