

**PENGARUH PROGRAM BELAJAR RADIO “FREE RADIO CLASS”
TERHADAP PERSEPSI KHALAYAK DAN KEMAMPUAN BERBICARA
DI DEPAN UMUM**

(Survei pada Peserta di Komunitas Belajar Radio)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh program Belajar Radio “Free Radio Class” terhadap persepsi khalayak dan kemampuan berbicara di depan umum. Teori yang relevan dalam penelitian ini adalah teori *Self-Efficacy*. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif. Dengan metode survei. Populasi penelitian ini adalah peserta yang mengikuti program Belajar Radio “Free Radio Class” dengan jumlah sampel 90 responden. Teknik analisis pengaruh variabel X terhadap variabel Y menggunakan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program SPSS (*Statistical Product and Service Solution*) versi 23. Hasil penelitian ini menunjukkan bahwa korelasi dan variabel pengaruh program “Free Radio Class” dengan variabel persepsi khalayak adalah sangat kuat dan pengaruh program “Free Radio Class” dengan variabel kemampuan berbicara adalah kuat. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel pengaruh program “Free Radio Class” terhadap variabel persepsi dan pengaruh program “Free Radio Class” terhadap kemampuan berbicara di depan umum diatas 50% artinya keduanya signifikan. Dengan demikian perhitungan pengaruh program “Free Radio Class” dengan persepsi khalayak dan perhitungan pengaruh program “Free Radio Class” dengan kemampuan berbicara di depan umum maka dapat disimpulkan H_01 ditolak dan H_{a1} diterima dan H_02 ditolak dan H_{a2} diterima yang berarti terdapat pengaruh yang signifikan antara program Belajar Radio “Free Radio Class” terhadap persepsi khalayak dan kemampuan berbicara di depan umum.

Kata Kunci: Program “Free Radio Class”, Persepsi Khalayak, Kemampuan Berbicara di Depan Umum.

***THE EFFECT OF BELAJAR RADIO PROGRAM "FREE RADIO CLASS"
ON AUDIENCE PERCEPTION AND SPEAKING ABILITY IN THE PUBLIC
(Survey of Participants in the Radio Learning Community)***

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ABSTRACT

This research aims to find out how big the influence of learning program of Radio "Free Radio Class" against the perception of the audience and the ability to speak in public. The relevant theories in this research is the theory of Self-Efficacy. The research was conducted using a quantitative approach. With the survey method. The population of this research is the participant who follow learning program Radio "Free Radio Class" with a total of 90 samples of respondents. The technique analysis of the influence of variables X against Y variables using the coefficient determination test. The technique of testing data is processed using program SPSS (Statistical Product and Service Solution) version 23. The results of this research show that correlation and variables influence the program "Free Radio Class" with variable perceptions of the audience is very strong and the influence of the program "Free Radio Class" with variable ability to talk is strong. Based on the results of the calculation of the coefficient of determination is obtained the results of the presence of the influence of variables influence the program "Free Radio Class" against the variable perception and influence program "Free Radio Class" against public speaking ability is above 50% it means both are significant. Thus the influence of the calculation program "Free Radio Class" with the perception of the audience and the calculation of the influence of the program "Free Radio Class" with the ability to speak in public then it can be inferred H_0 1 rejected and accepted H_a 1 and H_a 2 rejected and H_0 2 accepted which means there is significant influence between the learning programs of Radio "Free Radio Class" against the perception of the audience and the ability to speak in public.

Keywords: "Free Radio Class" Program, Audience Perception, Public Speaking Ability

