FAKULTAS ILMU SOSIAL DAN ILMU POLITIK PROGRAM STUDI ILMU KOMUNIKASI KONSENTRASI BROADCASTING
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Dissa Nur Adilla 2019140021
PENGARUH KODE KLASIFIKASI USIA PROGRAM SIARAN TELEVISI TERHADAP SENSOR MANDIRI ORANG TUA PADA TONTONAN ANAK (Survei Pada Orang Tua Wali Murid MI Muhammadiyah Leuwiliang)

(111 Halaman + 5 Gambar + 33 Tabel + Lampiran)

ABSTRAK

Siaran televisi memiliki pengaruh yang signifikan terhadap pembentukan dan perkembangan perilaku masyarakat dari berbagai usia, salah satu upaya pengendalian untuk mengurangi terjadinya pengaruh negatif dapat dilakukan dengan memahami kode klasifikasi usia program siaran televisi dan melakukan sensor mandiri pada program siaran televisi. Penelitian ini bertujuan untuk mengukur kode klasifikasi usia program siaran televisi terhadap orang tua, sensor mandiri orang tua pada tontonan anak, dan seberapa besar pengaruh kode klasifikasi usia program siaran televisi terhadap sensor mandiri orang tua pada tontonan anak. Menggunakan teori kode klasifikasi usia program siaran televisi yang terdiri dari karakter huruf, posisi huruf, dan durasi serta teori sensor mandiri yaitu isi tayangan, nilai – nilai tayangan, larangan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi pada penelitian ini sebanyak 744 dan sampel penelitian ini sebanyak 88 dengan menggunakan rumus slovin dengan presisi 10%. Teknik pengumpulan data responden dilakukan dengan menyebarkan kuesioner kepada 88 responden yang merupakan orang tua wali murid MI Muhammadiyah Leuwiliang yang pernah melihat kode klasifikasi usia program siaran televisi. Hasil penelitian menunjukkan bahwa variabel kode klasifikasi usia program siaran televisi (X) secara keseluruhan responden merespon baik (setuju) dengan rata – rata 4,19 dan variabel sensor mandiri (Y) memiliki rata – rata 4,36. Hal ini dapat dilihat dari nilai R (koefisien relasi) sebesar 0,846 antara 0,800 – 1,000 yang artinya memiliki hubungan atau korelasi antara variabel kode klasifikasi usia program siaran televisi sangat berpengaruh terhadap R square yang menunjukkan angka 0,715 yang artinya bahwa sensor mandiri (Y) yang disebabkan oleh pengaruh kode klasifikasi usia program siaran televisi (X) sebesar 71,5% sementara sisanya sebesar 28,5% dipengaruhi oleh faktor lain.

Kata Kunci   **: Kode Klasifikasi Usia, Sensor Mandiri, Siaran Televisi**

Daftar Pustaka   **: 34 Buku, 9 Jurnal, 7 Publikasi Online**

Pembimbing   **: Amin Shabana, S.Sos, M.Si.**

FACULTY OF SOCIAL AND POLITICAL SCIENCE COMMUNICATION STUDY PROGRAM BROADCASTING CONCENTRATION
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THE INFLUENCE OF TELEVISION BROADCASTING AGE CLASSIFICATION CODE ON PARENTS' SELF-SENSORS IN CHILDREN'S WATCHING (Survey on Parents of MI Muhammadiyah Leuwiliang Student Guardians)

(111 Pages + 5 Pictures + 33 Tables + Attachments)

ABSTRACT

Television broadcasts have a significant influence on the formation and development of people's behavior of various ages, one of the control efforts to reduce the occurrence of negative influences can be done by understanding the age classification code of television broadcast programs and conducting self-censorship on television broadcast programs. This study aims to measure the age classification code of television broadcast programs on parents, parental self-censorship in children's viewing, and how much influence the age classification code of television broadcast programs has on parental self-censorship in children's viewing. Using the theory of age classification codes for broadcast television programs consisting of letter characters, letter positions, and duration as well as self-censorship theory, namely broadcast content, broadcast values, and prohibitions. This study utilizes a quantitative approach to the survey method. The population in this study was 744 and the sample in this study was 88 using the slovin formula with a precision of 10%. The respondent data collection technique was carried out by distributing questionnaires to 88 respondents who were parents of MI Muhammadiyah Leuwiliang students who had seen the age classification code for television programs. The results showed that the age classification code variable for television programs (X) as a whole responded well (agreed) with an average of 4.19 and the independent sensor variable (Y) had an average of 4.36. This can be seen from the R value (relationship coefficient) of 0.846 between 0.800 and 1.000, which means that there is a relationship or correlation between the age classification code variables for television broadcast programs which greatly influences the R square which shows the number 0.715 which means that independent sensors (Y) are caused by the influence of the age classification code for television programs (X) is 71.5% while the remaining 28.5% is influenced by other factors.