

**UNIVERSITAS MUHAMMADIYAH JAKARTA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
PROGRAM STUDI ILMU KOMUNIKASI
KONSENTRASI *BROADCASTING***

Skripsi, Juli 2023

Nandi Junaedi Rizki Aly

2019140132

Pengaruh Terpaan Program Champions League Tahun 2022 Terhadap Motif Menonton (Survei Pada Pengikut Akun Instagram @pmid_tangsel).

ABSTRAK

Tayangan Program *Champions League* merupakan tayangan kompetisi sepakbola dengan kasta tertinggi di Eropa yang di dalamnya mempertandingkan klub-klub terbaik seluruh Eropa, hingga mampu menarik perhatian dari penonton sepakbola dari seluruh penjuru dunia. Penelitian ini memiliki tujuan yakni, mengukur seberapa besar pengaruh dari Tayangan Program *Champions League* di tahun 2022 terhadap motif menonton. Teori utama yang digunakan dalam penelitian ini adalah Teori Terpaan Media yang meliputi tiga dimensi seperti Frekuensi, Durasi, serta Perhatian, kemudian Teori Motif Menonton yang meliputi empat dimensi, yakni Motif Informasi, Motif Identitas Pribadi, Motif Integrasi, dan Motif Hiburan. Teknik pengumpulan data dilakukan dengan penyebaran kuesioner kepada 92 responden yang sudah dihitung. Pengambilan sampel menggunakan Teknik *Random Sampling*. Penelitian ini ditunjukkan dengan nilai rata-rata jawaban responden untuk variabel (X) sebesar 4,381 nilai tersebut tergolong tinggi (Setuju) dan rata-rata jawaban responden pada variabel (Y) sebesar 4,319 yang juga dominan tinggi (Setuju). Pengaruh yang cukup besar dari Tayangan *Champions League* dan Motif Menonton penggemar Real Madrid juga dapat dilihat dari nilai (R) korelasi sebesar 0,803 yang terbilang tinggi atau kuat dan nilai *R Square* 0,645 Atau 64,5% berpengaruh sedangkan sisa 35,5% dipengaruhi oleh hal lainnya.

Kata Kunci : Terpaan Media, Motif Menonton, *Champions League*.

Referensi : 15 Buku, 5 Jurnal, 2 Website

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

**UNIVERSITY OF MUHAMMADIYAH JAKARTA
FACULTY OF SOCIAL SCIENCES AND POLITICAL SCIENCES
COMMUNICATION STUDIES PROGRAM
BROADCASTING CONCENTRATION**

Thesis, July 2023

Nandi Junaedi Rizki Aly

2019140132

The Influence of the 2022 Champions League Program Exposure on Viewing Motives (Survey on Followers of the Instagram Account @pmid_tangsel).

ABSTRACT

The Champions League Program broadcast is a football competition show with the highest rank in Europe, featuring the best clubs from all over Europe, attracting the attention of football spectators from around the world. This study aims to measure the extent of the influence of the Champions League Program broadcast in 2022 on viewing motives. The main theories used in this study are the Media Exposure Theory, which includes three dimensions: Frequency, Duration, and Attention, and the Viewing Motives Theory, which includes four dimensions: Information Motive, Personal Identity Motive, Integration Motive, and Entertainment Motive. Data collection techniques were carried out by distributing questionnaires to 92 respondents, which were already calculated. Sampling was done using the Random Sampling Technique. This study is indicated by the average value of respondents' answers for variable (X) at 4.381, which is classified as high (Agree), and the average value of respondents' answers for variable (Y) at 4.319, which is also predominantly high (Agree). The significant influence of the Champions League Program broadcast and the viewing motives of Real Madrid fans can also be seen from the correlation value (R) of 0.803, which is considered high or strong, and the R Square value of 0.645, which means 64.5% of the variation is influenced, while the remaining 35.5% is influenced by other factors.

Keywords: Media Exposure, Viewing Motives, Champions League.

References: 15 Books, 5 Journals, 2 Websites

Supervisor: Amin Shabana, S. Sos., M. Si