

ABSTRAK

FAHRI RAMADHAN, PENGARUH PROGRAM TALKSHOW KOMEDI THE COMMENT DI NET TV TERHADAP MINAT MENONTON MASYARAKAT (STUDI PADA WARGA DIJALAN SUKAPURA BANDUNG, JAWA BARAT)

Abstract

The Comment comedy talkshow program is one of the talk shows on television programs that can attract great attention of the audience so as to provide a certain impact to the audience. With the visualization in the style of language and concept-style standup comedy talk show hosted by the presenter of The Comment to provide entertainment that is different from other talk show program, it is able to give effect to the interest in watching. **Research purposes** is to know is there any influence of talk show comedy program The Comment on Net Tv to watch the interest of the public. To analyze these problems, the theory used is the cultivation theory **research methods** used are quantitative methods, which put the talk show comedy program The Comment as independent variables (independent) and the interest to watch as the dependent variable (dependent). With the primary data used was a questionnaire distributed to respondents who selected and processed the results with statistical calculations. This study was conducted In Sukapura Kab people in the streets. Bandung, West Java. **Result research show**, comedy talk show program The Comment affect the interests of the public viewing of 37.9%. Comedy talkshow program the comment positive effect on interest watch with a regression coefficient of 0.622. This means that if there is an increase in the comedy talk show program that is watched by the public comment by 1 (one) unit, then watch the public interest will also increase by 0,622. **Conclusion** of this research is that there is the influence of talk show comedy program The Comment on Net Tv on watch public interest. With advice that can be given by the researchers is that a good company television or not, both to improve the quality of the company in any field so the audience can be entertained and satisfied with the program aired.

Keywords: talk shows, comedy, interests, watch, influence, television programs.