

## **ABSTRACT**

An airplane is the type of transportation suitable for Indonesia. By plane Indonesian society can save time, effort and costs. But along with the number of aircraft the public interest would not be accompanied by the level of aircraft safety. The last five years (2010-2015) there were seven the plane crash. It was a lot of media who covered the incident of mass media, especially television. The purpose of this research to identify influence of television exposure on crash against the attitude of the aircraft at Juanda Airport in Surabaya. The method is used by using quantitative descriptive causal. The result is there is influence between exposure to television with an attitude that is 43,9%. This is because duration watching tv up to more than three hours in the day.

Keywords: Exposure to Impressions Television, Attitude, Aircraft.