

ABSTRACT

Television or Tv is one of the most influence mass media toward society. In 2015, the newest trend television in Indonesia is NET TV. It has program entitled NET. 86 Cooperate with the police, NET 86 broadcast a story about police duty include the humanity side of the police. The purpose of this study is to know about the influence of NET 86 program towards the positive image of police in Bandung society perspective.

This methods used in this study is quantitative research methods with survey data collection techniques among viewers in Bandung, which amounts 100 people. The sampling technique used is nonprobability sampling with purposive sampling technique. This study used descriptive analysis, nor tests, heterokedastisitas test, regression analysis, t-test and determination coefficient analysis. This study result showed amounted to $13,532 > 1.660$ on ttable, then the H_0 rejected. Which mean, there is influence NET.86 program towards the positive image of police. Determination coefficient showed NET. 86 program influence at 65,1% towards the positive image of police, and the remaining 34,9% is influenced by the others reasons.

Keyword : Program, Television, Image, Mass Media