

Pengaruh Tayangan Sinetron Gnteng-ganteng serigala Terhadap Perubahan Sikap Di Kalangan Remaja Di Bekasi (survey pada SMA Negeri 2 Bekasi)

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ABSTRACT

Influence telenovela "handsome-looking wolf" to change the attitude of a teenager in SMA 2 Bekasi is at the level of relationship is, with a value of 0.571 which is in the interval from 0.40 to 0.59. Influence telenovela "handsome-looking wolf" to change the attitude of a teenager in SMA 2 Bekasi with a regression coefficient of 0.642. This means that if there is an increase in teen telenovela that is watched by teenagers of one unit, then the change in the attitude of teenagers will also increase by 0.642. Changes in attitude are influenced by the telenovela "handsome-looking wolf" is made up of three components, which include cognitive component, affective component, and conative component.

Keyword: change of attitude, *ganteng-ganteng serigala*