

ABSTRACT

Music broadcast program is one of the popular programs in Indonesia, starting with the presence of MTV in Indonesia. At that time, for many teens, MTV became a spectacle that is required, the term is not cool if we do not watch MTV. But if you look past few years, the music broadcast program in Indonesia was slow-sluggish. This can be seen from the end of Derings (Trans TV) in December 2011, and Hitzteria (Indosiar) in May 2012. Only the Inbox (SCTV), the pioneer and Strikes (RCTI), until now still exist. But look at all the changes that concept further and further away from the initial concept of the music program. The purpose of this study was to look at the effect on the program Breakout NET to knowledge of music the audience in Bandung. The method is used by using quantitative descriptive method. The result is there is influence between television programs with the knowledge that is equal to 54.6%.

Keyword: Broadcast Program, Music, Knowledge.

