

Abstract

The magnitude of the number of television stations in Indonesia, national and local shows that the development of the mass media especially television media is now more advanced and rapidly. Started in 1962, television of the Republic of Indonesia that is abbreviated as TVRI television began broadcasting the first in Indonesia. Television with the ability to information in audiovisual Imaging also holds an important influence in fashion, attitude, behavior, and the Association community and became one of the primary means of spread and cultural changes of the community television appreciator. One of them through the tayanga soap opera that became a mainstay in the impressions of a few hours, primetime television station. The soap opera is the length of the electronic cinema which means a work of art and culture, copyright and media communication point of view heard based on Cinematography with recorded on videotape through the electronic process and then on impressions via television station. The kind of research used is descriptive quantitative to then processed and extracted conclusion .The research results show influence double-digit media impressions telenovela “7 man tiger” to a change in attitude a high school bandung city be on a level link being , with the 0,571 who are at intervals 0,40 - 0.59 .The influence of double-digit media impressions patron “7 man tiger” to a change in attitude a high school bandung city with the regression coefficient of 0,642. A change in attitude influenced by impressions telenovela ”7 man tiger” consist of 3 components, who of them are the cognitive component, the affective component, and components conative.

Keywords: 7 Man Tiger, Attitude, Media Exposure, Television Series