

ABSTRACT

This study examine the influence of the English Premier League broadcast programs on pay TV to watch together on community behavior MU fans Indonesia Bandung region because the amount of public interest in the phenomenon of watching together in the city of Bandung. The purpose of this study was to determine how much influence the broadcast program in the English league for the fans pay-TV regional MU Indonesia Bandung and how their behavior in terms of watching the program. This study uses some relevant theory such as communication, mass communication, television programs and audience behavior.

The method used is quantitative method positivism. The study population was a community supporter regional MU Bandung Indonesia amounted to 98 people. The sampling technique used is sampling with sampling nonprobability saturated. Data analysis technique used is descriptive analysis, simple linear regression analysis, correlation analysis, hypothesis testing (t-test) and the coefficient of determination.

The results of this study concluded the respondents regarding the program broadcast on pay-TV English league prevailing at 80.7%, then there is the influence of behavior applicable to watch together at 80.4% and finally there is the influence of the program broadcast on pay-TV English Premier League on behavior watch together with a percentage of 13%. While the rest of 87% influenced by factors outside the study.

Keyword: Television Program, Football, Behavior