

Abstract

This study aims to determine the influence of soap operas Media Exposure PremanPensiun Attitudes Toward Public transportation Passenger Alert In Bandung and to determine how much influence the soap opera exposure affects the cautious attitude of public transportation passengers who watched soap operas PremanPensiun in the city of Bandung.

The study lasted approximately three months, in January July 2016 samples were carried out in the city of Bandung. This method is used for this research is descriptive quantitative research methods.

The population in this study is populasinyIn this study is that there are passengers of public transportation in the city of Bandung watching soap operas PremanPensiun on RCTI. The sample size used is 100 people Due to the number of population is not known for certain then to determine the sample size by using the formula Unknown Populations. Sampling technique used is non-probability sampling method with purposive sampling technique.

Collecting data through questionnaires, while data analysis techniques using simple linear regression analysis. From the results of the regression coefficient between media exposure impressions soap PremanPensiun vigilant attitude towards passengers of public transportation in the city of Bandung, with a regression coefficient of 0.239. This means that if there is an increase telenovela "PremanPensiun" is watched by Passenger public transportation in the city of Bandung by 1 unit, then a cautious attitude will also increase by 3.246. A positive sign (+) in the variable X (telenovela "PremanPensiun" unidirectional relationship, meaning that if the longer telenovela "PremanPensiun" is watched by the passengers of public transportation, then change their attitudes will also increase, and vice versa. Respondents regarding exposure soap PremanPensiun increased then it will directly affect the attitude of alert passengers of public transportation in the city of Bandung.