

ABSTRACT

This study examines the influence of the Cyanide Web Series and Cultural Values on the Jenmel Lovers Community Perception about lesbians. This study aims to determine the influence and influence of the cyanide web series and also cultural values on the audience's perception. By using indicators from the cyanide web series, namely storyline, setting, acting, and lesbian scenes in the web series. Then the indicators of cultural values are power distance, avoidance of uncertainty, individualism, masculinity and femininity, orientation. And indicators of audience perception are Attention, Interest, Desire, Decision, and Action. This research uses descriptive quantitative research methods, research data collection uses questionnaires distributed via google form to facilitate access during the pandemic, using purposive sampling technique. This research was processed and analyzed using the IBM SPSS version 24.0 program. This study uses multiple regression analysis to test simultaneously and partially the variables X1 (Web Series Cyanide) and X2 (Cultural Values) on Public Perceptions of Lesbians in Bandung City (Y). The results of data processing using descriptive statistical analysis, variable X1 Web Series Cyanide obtained results of 4.494 Variable X2 Cultural Values obtained results of 2.539 Variable Y of Community Perception obtained results of 2.173. The results of the T test prove that the variable X1 partially has no effect on Y with a value of -2,601, while the results of the T test prove that the variable X2 partially affects Y with a value of 2.191 and the F test proves that it has a partial and simultaneous effect on the variable Y with coefficient of determination of 53% while the remaining 47% is influenced by other factors.

Keywords: web series, cultural values, multiple regression, perception