

**DAYA TARIK TAYANGAN VARIETY SHOWSBS KOREA RUNNING MAN  
TERHADAP MINAT MENONTON FOLLOWERSKOMUNITAS RUNNERS  
BANDUNG**

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**ABSTRAK**

Setiap stasiun televisi memiliki program acara unggulan yang diharapkan bisa menarik audiens. Program *variety show Running Man* adalah program hiburan unggulan stasiun televisi Korea, SBS. Dengan konsep baru, gabungan *urban action, game show*, dan komedi.selama 4 tahun *Running Man* banyak mendapatkan perhatian, khususnya penonton Indonesia. Keberhasilan sebuah program acara juga tidak terlepas dari daya tarik tayangannya itu sendiri yang menimbulkan minat dalam menonton tayangan tersebut.

Tujuan dari penelitian adalah untuk mengetahui sejauh mana daya tarik (kekuatan, penampilan, pesan dan media) tayangan *variety show Running Man* terhadap minat menonton *followers* komunitas *Runners* Bandung. Populasi sampel adalah *followers* komunitas *Runners* Bandung di twitter dengan mengambil 341 responden dengan teknik *simple random sampling*. Metode penelitian adalah kuantitatif *explanatory*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear sederhana dan uji hipotesis t.

Dari hasil penelitian menunjukkan bahwa daya tarik tayangan *variety show SBS Korea Running Man* memberikan pengaruh sebesar 45,83% terhadap minat menonton *followers Runners* Bandung dan koefisien korelasi sebesar 0,677 yang berarti terdapat hubungan yang kuat dan berarti antara daya tarik *variety show Running Man* dengan minat menonton *followers Runners* Bandung.

Kesimpulannya tayangan *Running Man* mampu memenuhi kebutuhan hiburan responden. Minat menonton tayangan ini bergantung pada penyajian acara seperti tema, misi yang berbeda, bintang tamu dan penampilan pengisi acara yang total, lucu dan kreatif sehingga mampu menarik perhatian *runners* Bandung untuk menonton. Saran untuk *runners* Bandung agar lebih meningkatkan minat menonton *Running Man* dengan menonton tayangan sampai selesai dan memanfaatkan twitter *Runners* Bandung untuk mempermudah mendapatkan info seputar tayangan.

Kata kunci: daya tarik tayangan, minat menonton, *variety show*, *Running Man*

THE ATTRACTION OF SBS KOREAN VARIETY SHOW 'RUNNING MAN' TO  
THE WATCHING INTEREST OF FOLLOWERS RUNNERS BANDUNG  
COMMUNITY

by Novi Nur Fadhilah

**ABSTRACT**

*Every television station has popular program show that expected could attract audience. Variety Show Program 'Running Man' is entertainment excellent program of television station South Korea, SBS. With new concept, by combining urban action, game show, and comedy for almost 4 years, Running Man has been getting a lot of attention, especially viewers from Indonesia. The successful of this television program also couldn't be separated from the attraction of the show itself that gains watching interest the show.*

*The purpose of this study is to know how far the attraction (power, performance, message and media.) of the variety show Running Man to watching interest of followers Runners Bandung community. Sample population is followers Runners Bandung Community on twitter with 341 respondents with simple random sampling technique. Method research is quantitative explanatory. The data analysis technique in this study is used a simple linear regression analysis and hypotheses t-test.*

*The result showed that there is attraction of variety show SBS Running Man giving influence as big as 45,83% to interest of watching followers Runners Bandung and correlation coefficient value of 0,677 which showing there is a strong/high relation and meaningful between the attraction of variety show Running Man to interest of watching of followers Runners Bandung.*

*So the conclusion is Running Man show capable to fulfill an entertain need of respondent. Interest of watching of this show depend on the show serve such as theme, different mission, guest star and performance from member Running Man with totality, funny and creativity so that able to gain attention Runners Bandung to watch this show. Suggestion for runners Bandung to improving interest of watching Running Man by watching the show until the end and using twitter Runners Bandung to get info about the show easier.*

*Keywords: the attraction of show, interest of watching, variety show, Running Man*