

ABSTRACT

This study aims to know the influence of Epic Java film to the CUT Film community tourism interest in Bandung. This study utilize Uses and Gratifications theory to analyze influence of Epic Java film to the CUT Film community tourism interest in Bandung. The independent variable studied is Epic Java film, every respondent given several question through questionnaire consist of four subvariable : antecedent, motive, the media use and effect. Meanwhile the dependent variable studied is the tourism interest in Bandung Film CUT Film community with the following indicators: attitudes, motives and motivation. The population in this study is a community CUT Film and samples taken by 80 respondents using nonprobability sampling technique. To determine potential respondents saturated authors using sampling methods. The data analysis technique used is Descriptive Analysis, Method of successive interval (MSI), Normality Test, Simple Regression Analysis, t test and the coefficient of determination. After doing research on each variable, the respondents gave a positive response that the film Epic Java has a significant effect on tourist interest where the total influence of the film Epic Java variable (X) to variable interest in travel (Y) is equal to 54%, while the remaining 46 % is a variable that is not research.

Keywords : Epic Java film, tourism interest, CUT Film Community