

ABSTRACT

THE INFLUENCE OF STUDENTS MOTIVE AGAINST THE ACTIVITY OF WATCHING A DOCUMENTARY THEME HISTORY (Study on Students of Majors Communication FISIP University of Lampung the 2011, 2012 and 2013)

By

Sri Eka Yati

One kind of film that is a documentary film history is a theme that are packaged based on fact on the history of the nation. Adults now documentary often neglected and less favorite among the society. These problems encourage researchers to introduce back to the society on the documentary film entitled history through student motives. This research aims to understand and described the influence of student motives against theme documentary history. The uses and gratification theory that used in this research stated that an audience to fully aware of the motives and the use of the media, Therefore a motive in the uses and gratification theory used in this research. Samples to this research 63 a student. The testing of hypotheses partial showed $T_{counted}$ & T_{table} at significant 5 % with comparisons $2,916 > 1,670$ so that H_a accepted and H_o rejected. It means there are influence of students motive against the activity of watching a documentary theme history is amount to 12.2 %.

Keywords; Documentary film, Uses and Gratification, motive.