ABSTRACT

THE INFLUENCE OF ALA CHEF SHOW ON TRANS TV

TOWARDS THE INTEREST OF COOKING OF TEENAGERS

(Study of the Students Communications of Lampung University)

By

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Nowdays there is a stereotype considering that women living in this modern era tend to disregard cooking as an important activity. This phenomenon is supported by an increasing number of food stalls which provide various foods with affordable price and practically sold. It shows that the interest of young women in cooking is getting decreased. However, society is now being served by one of the innovative television programs focush on cooking activity with different package of creative modern approach, "Ala Chef". This program attracts the interest of society proven by being awarded as the winner of Gobel Award 2011. The problem explored in this research is the existence and percentage of influence of "Ala Chef" television program towards the interest of cooking of the students (women) of Communications of Lampung University. The aim of this research is to know the existence and percentage of influence "Ala Chef" television program on Trans TV in increasing the interest of cooking of young women who are the students of Lampung University majoring Communications.

The theory used in this research is the Theory of Uses and Effect. This research is done based on the survey method by using "Ala Chef" Program of Trans TV as the independent variable (X) and cooking interest of young women who are the students of Lampung University majoring Communications as the dependent variable (Y). The population of this research is 71 respondents who are the students (young women) of Lampung University majoring Communications, by taking whole population as the samples. The data processing techniques used in this research are editing, coding, and tabulating. The examining instruments used in this research are examining of validity, reliability, hypothesis, and the data analysis technique basing this research is the Simple Linear Regression Analysis Technique.

By examining the hypothesis with test t on level of 5 %, it shows that t counted as = 6,037 with t table as = 1,667. It shows that H_0 is rejected and H_1 is accepted. The result of the reseacrh shows that r^2 = 0,272 (27,2%) which means the x variable influences singificantly towards the y variable as much as 27,2%. However, it is not considered as the main factor affaecting, because the rest of influence percentage of the external factors is as much as 72,8 %.