

## **ABSTRACT**

### **INFLUENCES OF WATCHING TELEVISION PROGRAM TOWARDS CHILDREN BEHAVIOR**

(study in Gedung Meneng Bandar Lampung)

By

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The purpose of this research is intended to find out and try to explain influences of watching television program towards children behavior. The television program may have positive and negative influence. It may have positive effect in that as medium for social value socialization and education. In the other hand, it may possess negative influence as a threat which may corrupt morality and behavior the children.

Method that was used in the research was quantitative method. The research took place in Gedung Meneng Bandar Lampung. The research focused on the influences of watching television program towards children behavior. There were 35 respondents that consists of all parents with 7-14 years old children.

The results of the research show that watching television program indeed have influences towards children behavior. The positive influence of watching television program towards children behavior is approximately at 5,72 %, negative influence is 8,57 %, whilst positive and negative influence altogether make 77,17 % and there are 8,57 % saying that it has no influence. Nonetheless, there is a tendency that the negative influence of watching television program towards children behavior is greater than it is shown

**Key words: Influences, Television Program, Children behavior**