

## **ABSTRACT**

### **THE PERCEPTION OF TRIBUN READERS TOWARD SPORTS COLUMN AS THE INFORMATION SOURCE**

**(A Study to Soccer Students Organization of University of Lampung toward  
Super Ball Column on Tribun Lampung)**

**By**

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Newspaper is one of mass media that provides various actual and trustworthy news, one of them is about sport. The news about sport has become popular and important in society, one of it is soccer. Soccer is one of the most popular sports in the world, sometimes the news gained more popularity than news about politics and economy. This caused newspaper provided special column about soccer. As seen in Tribun Lampung, a newspaper that provided actual news about soccer. The main question in this research was to find the perception of Tribun Lampung readers toward the Super Ball column as an information channel in Soccer Students Organization of University of Lampung.

The main theory that supported this research was Stimulus-Organism-Response Theory. This is a quantitative research with descriptive methods. There were 40 respondents from Soccer Students Organization of University of Lampung, where the samples represented whole population. The data were formed by editing, coding and tabulation method. The data were analyzed by interval scale with interval form.

The result of this research shows that most of respondents, as 52,5 % of respondents gave positive perception toward Super Ball column, with 86,7 – 92,5 score range. This shows that the readers perceived Super Ball column positively based on some aspects, such as articles, pictures, photographs, layout design and color. With this positive perception, Tribun Lampung may maintain Super Ball column, and also increase the quality both on its contain and layout.

**Keywords:** Newspaper, Perception, Super Ball column