

ABSTRACT

THE INFLUENCE OF SHEIKH PUJI AND LUTFIANA ULFA WEDDING NEWS IN TELEVISION TO THE TEENAGER PERCEPTION ABOUT THE EARLY MARRIAGE

(Research/Study to The Al-Kautsar Junior High School Students)

By

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Television is one of the closest mass communication media to the people's lives. It is caused by the nature of audio-visual, can be seen and heard, "lives" to describe the reality, and directly presents the events that happened to each house of the viewers. From several programs television can influence the cognitive, affective, and conative, the action aspect, of the viewers. The television program generally influenced the attitude, the perspective, the perception, and the feeling of the viewers. The television is used as a means to deliver messages in audiovisual. One type of the message content in the television is the news. The existence of television news is presented can cause reactions that differ from the audience who watch the news. At the end of 2008, Syekkh Puji wedding news and Lutfiana Ulfa appointed by the media and became public attention. Lutfiana Ulfa's age that is under the age according to the Marriage Law No. 1 of 1974 and the Act about the Child Protection No. 23 of 2002 a marriage is categorized as early marriage.

Based on the background above, the formulation of the problem in this research is: "Is there any influence of Sheikh Puji wedding news and on television Lutfiana Ulfa of teenagers perceptions of early marriage?". The purpose of the study was to determine the influence of Sheikh Puji and Lutfiana Ulfa wedding announcements in television to the perception of teenagers, especially junior high school students Al-Kautsar Bandarlampung about early marriage. The Usefulness of this research is to provide information and expand public awareness about the effects of mass media television, especially the influenced of Syekh Puji and Lutfiana Ulfa wedding news in television to the teenagers perception about the early marriage. The research primer data obtained from the result of the questionnaires given to the 91 junior high students of Al-Kautsar Bandar Lampung, which are the research respondents. The determination of study

respondents conducted in random sampling. The data obtained were analyzed using simple linear regression formula with SPSS 13.0.

The research results and discussion shows that there is influence of Syekh Puji and Ulfa Lutfiana wedding announcements in television to the teenager perceptions of early marriage for 60.4%. There are other factors that may affect the perception of teenagers regarding early marriage outside the regression model used in this study of 39.6%. These factors may include knowledge about early marriage had before getting exposure to the wedding announcements Syekh Puji and Lutfiana Ulfa, religious knowledge, and the respondent's own culture. Also note that there are not significant differences between respondents' positive perceptions of early marriage and neutral perceptions of respondents regarding early marriage, which each percentage is 46.15% for positive perceptions and perceptions of 45.05% for neutral. This means that respondents did not agree to early marriage of Lutfiana Ulfa because it is violating the Marriage Act No. 1 of 1974 but there are several respondents had no opinion about early marriage performed by Lutfiana Ulfa.