

ABSTRAK

Program adalah segala hal yang ditampilkan stasiun penyiaran untuk memenuhi kebutuhan audiennya. Kepuasan yang didapat audien merupakan efek dari penggunaan media. Efek media dapat dioperasionalkan sebagai evaluasi kemampuan media untuk memberikan kepuasan. Masing-masing khalayak mempunyai intensitas menonton dan tingkat kepuasan yang berbeda-beda. Penelitian ini bertujuan untuk mengetahui adanya pengaruh menonton program acara *The Project Home & Decor* di Trans Tv terhadap tingkat kepuasan penonton. Jenis penelitian yang digunakan adalah penelitian survey dengan menyebarkan kuisioner kepada 86 penonton wanita di lingkungan I Kelurahan Pengajaran Teluk Betung Utara Bandar Lampung. Penelitian ini menggunakan teori *uses and gratification*. Hasil penelitian menunjukkan adanya pengaruh positif antara menonton program acara *The Project Home & Decor* di Trans Tv terhadap tingkat kepuasan penonton wanita di lingkungan I Kelurahan Pengajaran yaitu sebesar 0,540, yaitu jika setiap ada pergerakan nilai menonton program acara *The Project Home & Decor* di Trans Tv, maka tingkat kepuasan penonton meningkat sebesar 0,540. Besarnya pengaruh program acara *The Project Home & Decor* di Trans Tv terhadap tingkat kepuasan penonton sebesar 25,8%.

Kata kunci: Program acara, Menonton, Tingkat Kepuasan.

ABSTRACT

The program is everything shown by broadcasting station to meet the needs of audience. The satisfaction gained by audience is the effect of the use of media. Media effects can be operationalized as evaluating the ability of the media to provide the satisfaction. This study aims to investigate the influence of The Project Home & Decor program on Trans Tv to the level of women audience satisfaction. This type of research is a survey by distributing questionnaires to 86 women audience of environment I Pengajaran neighborhood North Teluk Betung Bandar Lampung. This research uses “uses and gratification” theory. The results show the positive influence in watching The Project Home & Decor program on Trans Tv to the level of women audience satisfaction at environment I Pengajaran neighborhood that is equal to 0.540, that is if any watching The Project Home & Decor program on Trans Tv movement then the level of audience satisfaction is increased by 0.540. The amount of influence of watching The Project Home & Decor program on Trans Tv towards audience satisfaction level is 25.8%

Keywords: Program event, Watching, Satisfaction level

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