

ABSTRACT

AN INFLUENCE OF 5CM MOVIE TOWARD YOUNG'S INTEREST VISITS TO BROMO TENGGER SEMERU NATIONAL PARK

(Studied in SMAN 9 Bandar Lampung Students)

By

Meilina Rahmadiani

Movie is one of the necessary parts of the human being development journey. Moreover movie becomes a representation on how the culture and society lives because it contains language, tradition, unique local attraction, charming location and yet the culture itself. The setting location in the film certainly give positive impacts, foremost a knowledge of the audience. Further more, the setting location in the film describe a real panorama on that place. The beautiful panorama will attract anthusiasm of the audience to visit. 5 Cm movie is one of the movies who show the real natural panorama of Bromo Tengger Semeru National Park, East Java, Indonesia.

Based on the background above, the formulation of the problem is "How is the influence of 5cm movie toward youth's interest to visits Bromo Tengger Semeru National Park?" This research was conducted to know how is the influence of 5cm movie toward youth's interest to visits Bromo Tengger Semeru National Park. The research is based on "the uses and effect" theory. Explanatory research was used in conducting the research. This research was quantitative research used survey method deals with 75 respondents determined with using Taro Yamane's calculation formula. The technique of collecting the data was administered by questionnaire and literature study.

Data processing technique on this research are through editing, coding, and tabulating phase. The data analyzed by using regression linear through SPSS 19.0 for Windows. The result show that there are any influences between 5cm movie toward youth's interest to visit Bromo Tengger Semeru National Park up to 67.7% while the 32,3% rest are effected by the other factors or outside the intensity of watching 5 cm movie. The hypotesist that being propose are proved by $T_{\text{value}} 12,365 > T_{\text{table}} 1,671$.

Keywords: influence, 5cm movie, visit, Bromo Tengger National Park.