

ABSTRACT

The Effect of Comedy Shows Pesbukers Towards Against Verbal Behavior of Children (Case Study in SD Negeri 1 Kalibalau Kencana Bandarlampung 3rd-5th grade)

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The purpose of this study was to determine the influence of Comedy Show Pesbukers verbal violence against the child's behavior in SD Negeri 1 Kalibalau Kencana third grade to fifth grade. This study uses the theory of SOR (Stimulus Organism Response) in shaping mindsets and Social Learning Theory with modeling approaches to examine the process of change in children's behavior. There are four processes in modeling approaches, they are attention, retention, motor reproduction and motivation. The conclusion of this study were: (1) comedy shows Pesbukers directly influence the process of considering the child's attention and will be verbally violent scenes with a contribution of 49.8%, while the remaining 50.2% is explained by other faktors which exclude from this study. Value of the path coefficient of 0.706, significant with the Sig. 0,000 less than 5% alpha. The direct effect of this has a strong degree of correlation. (2) The process of considering the child's attention and have a contribution of 36.7% in explaining the changes in the child's verbal behavior, while the remaining 63.7% is explained by other faktors beyond research. Value of the path coefficient of 0.606, significant with the Sig. 0,000 less than 5% alpha. The direct effect of this has a strong degree of correlation.(3) comedy shows Pesbukers indirect effect on the behavior of verbal abuse and children through the process of considering the child's attention with a path coefficient of 0.428. Great influence amounted to 18.3% in the category of being, while the remaining 81.7% is explained by other variables outside of research.

Key words: shows effects, violence, children behavior