

## **ABSTRACT**

*Interest is a mental state that produces a response directed to a particular situation or object that is fun and gives satisfaction to him (satisfiers). Watching movies is one form of media entertainment for most of the audience is a mandatory thing. The film not only give treats spectacle famous actors or actresses either domestic or foreign clashing acting, the film also provides a knowledge, the storyline is interesting and entertaining.*

*Formulation of the problem in this research is "How the interest of students to watch the Indonesian films in the cinema?", The purpose of this study is "to know and describe how student interest in watching the Department of Social Communication University Lampung 2006-2012 force against Indonesian films in cinema ". This study is based on the theory of interest. Type a descriptive qualitative research by used as a method in this study. Primary data from this study is the result of interviews with seven informants who are students of the Department of Social Communication, University of Lampung force 2006-2012, seven informants obtained by purposive sampling technique appropriate to the needs of the research.*

*Results of research on interest watching shows that of the seven people who have interviewed informants, six informants expressed very interested in watching Indonesian films in theaters. In terms of cinema media, the informants interested in watching Indonesian films in the cinema because cinema halls have a comfortable and wide screen so as to provide satisfaction in watching Indonesian films in cinema media. For terms of satisfaction, some informants felt quite satisfied that the quality of Indonesian films in cinema has increased. One of the things that concern the informants, in his films there should be a moral message that educates the audience, especially for the younger generation successor to the nation.*

*Keywords: mass communication, interest in watching, social chategory*