

## ABSTRAK

### **PENGARUH INTENSITAS MENONTON *LIVE STREAMING* RADIO TERHADAP KEPUASAN MEMPEROLEH INFORMASI PENCEGAHAN STUNTING DI KABUPATEN PRINGSEWU (Studi pada Penonton Program Siaran “PRINCES (Pringsewu Cegah Stunting)” di Akun Facebook Rapemda Pringsewu FM)**

Oleh

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LPPL Rapemda Pringsewu FM menyajikan konten siaran informatif yang menawarkan peluang baru untuk terus meningkatkan kualitas pemerintahan dengan cara peningkatan partisipasi masyarakat dengan menyajikan program siaran dialog interaktif bertema PRINCES (Pringsewu Cegah Stunting). Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh intensitas menonton *live streaming* radio di media sosial Facebook terhadap kepuasan memperoleh informasi pencegahan stunting di Kabupaten Pringsewu pada akun Facebook Rapemda Pringsewu FM. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif deskriptif. Teknik sampling yang digunakan adalah *purposive sampling*. Temuan pada penelitian ini menunjukkan bahwa intensitas menonton *live streaming* radio di media sosial Facebook memberikan pengaruh terhadap kepuasan memperoleh informasi pencegahan stunting sebesar 52,8%. Sedangkan 47,2% lainnya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Hasil pengujian hipotesis menyatakan  $H_0$  ditolak dan  $H_1$  diterima. Artinya terdapat pengaruh antara variabel X (intensitas menonton *live streaming* radio di media sosial Facebook) dengan variabel Y (kepuasan memperoleh informasi pencegahan stunting). Terdapat hubungan yang signifikan antara variabel X dengan variabel Y berdasarkan hasil uji korelasi sebesar 0,727. Artinya tingkat hubungan antara variabel X dengan variabel Y berada pada derajat hubungan yang kuat dengan kategori nilai antara 0,60-0,79 berdasarkan pada derajat hubungan menurut Sugiyono. Intensitas menonton *live streaming* radio di media sosial Facebook dengan dimensi motif, tujuan, perhatian, penghayatan, durasi, dan frekuensi mempengaruhi kepuasan penonton dalam memperoleh informasi pencegahan stunting di Kabupaten Pringsewu dilihat dari kebutuhannya meliputi kebutuhan kognitif, kebutuhan afektif, kebutuhan integratif individu, kebutuhan integratif sosial, dan kebutuhan pelepasan.

Kata kunci: intensitas menonton, kepuasan informasi, *live streaming* radio, pencegahan stunting.

## **ABSTRACT**

### ***THE EFFECT OF WATCHING THE INTENSITY OF LIVE STREAMING RADIO ON SATISFACTION OF GETTING INFORMATION: STUNTING PREVENTION IN THE PRINGSEWU DISTRICT***

***(Audience Research on "PRINCES (Pringsewu Cegah Stunting)" Broadcast Program on Rapemda Pringsewu FM Facebook Account)***

***By***

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*LPPL Rapemda Pringsewu FM presents informative broadcast content that offers new opportunities to continuously improve the quality of government by increasing public participation by presenting an interactive dialogue broadcast program themed PRINCES (Pringsewu Cegah Stunting). This study aims to determine how much influence the intensity of watching live streaming radio on Facebook has on the satisfaction of obtaining information on stunting prevention in Pringsewu Regency on the Rapemda Pringsewu FM Facebook account. This study uses a survey method with a descriptive quantitative approach. The sampling technique used is purposive sampling. The findings in this study indicate that the intensity of watching live streaming radio on Facebook indicates that it has an effect on satisfaction in obtaining information on stunting prevention by 52.8%. while the other 47.2% is influenced by other factors not examined in this study. The results of hypothesis testing stated that H<sub>0</sub> was rejected and H<sub>1</sub> was accepted. This means that there is an effect between variable X (intensity of watching live streaming radio on Facebook social media) and variable Y (satisfaction with getting information on stunting prevention). There is a significant relationship between variable X and variable Y based on the results of the correlation test of 0.727. This means that the level of relationship between variable X and variable Y is at a strong degree of relationship with a value category between 0.60-0.79 based on the degree of relationship according to Sugiyono. The intensity of watching live streaming radio on Facebook social media with the dimensions of motive, purpose, attention, appreciation, duration, and frequency affects audience satisfaction in obtaining information on stunting prevention in Pringsewu Regency seen from their needs, including cognitive needs, affective needs, individual integrative needs, integrative needs social, and disengagement needs.*

*Keywords: watching intensity, information satisfaction, live streaming radio, stunting prevention.*