

ABSTRACT

THE INFLUENCE OF INDONESIAN MOVIE TRAILER TOWARDS INTEREST IN WATCHING MOVIE

(Study on College Student Activity Unit Darmajaya Computer and Film Club at
Darmajaya Intitute of Business and Informatics in Bandar Lampung)

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Movie trailer is a preview of upcoming movie. The focus of movie trailer in this research was Indonesian movie trailer and its influence towards interest in watching movie. The purpose of this research was to find out how much the influence of Indonesian movie trailer towards interest in watching movie on members of UKM DCFC. Type of this research was explanation in purpose to connect or find causal relation between two variables. Then the method that used in this research was survey by using questionnaire. Population in this research was all the members of UKM DCFC that ever watched Indonesian movie trailer. The total of population was 60 person. All of them were the sample in this research. Sampling technic that used in this research was total sampling. Technic of data analyse in this research was single table analyse. Beside that, there was also simple linier regresion test and hypothesis test. Hypothesis test in this research used T test formula. The result of this research rejected Ho and accepted Ha that meant Indonesia movie trailer influence watching movie interest on UKM DCFC members. Correlation value of this research was 0,546 which is has enough significant relation, whereas the number of its influence was 29,8%.

Key word : trailer, movie, interest, watching