

ABSTRACT

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Newspapers are the most effective media to deliver student interest in writing. An opinion in newspapers can be an alternative way for students to scrutinize government performance and providing solution-based recommendations for problems facing the nation. However, the unfortunate student interest in writing today thinning. Many students who are not confident in their writing ability. Similarly, the interest of student writing in the newspaper. To build student confidence, have instilled the belief that all students are able to write an opinion in the newspaper. The newspapers usually provide opinions column to accommodate writings opinions, including the writings of the students. However, does it matter between opinion column on student interest in writing?

This research examined by using Stimulus-Organism-Response Theory (SOR). By using quantitative approach that aim to know how much the influence of opinion column in Lampung Post toward writing interest from the reader itself among the student of Communication Sciences Major, Socials and Politics Faculty, University of Lampung.

The result of research counted by using Linear Regression Formula, with the correlation result is 0.425. So this research shows that there is the influence of opinion column in Lampung Post Newspaper toward writing interest from the reader itself among the students of Communication Sciences Major, Socials and Politics Faculty, University of Lampung.

Keywords : Opinion Column, Lampung Post, Writing Interest