

## **ABSTRACT**

### ***The Influence of “Jalan-Jalan Men” Show on The Use of Slang Words (Studies on Communication Science Students Batch 2012 FISIP Universitas Lampung)***

**By**

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*Jalan-Jalan Men is one of the entertainment programs which is shown on the television. This program provides the information on traveling which is interestingly and uniquely packed by using a variety of slang words to attract the audiences. Slang words are unofficial diversity of words spoken by the youth or certain social groups. This study aims to find out how big are the impacts of “Jalan-Jalan Men” program on the use of slang words among the communication science students batch 2012 FISIP Universitas Lampung. This study uses SOR theory (Stimulus Organism Response) with quantitative research method. The data analysis technique used in this study is the linear regression with 5% significance level. Based on the regression results, it is shown that the value of  $t$  is greater than  $t$  table ( $4.236 > 1.663$ ). Therefore,  $H_0$  is rejected. This means that there are significant impacts of “Jalan-Jalan Men” on the use of slang words among the students. Thus, it can be concluded that “Jalan-Jalan Men” program is affecting the use of slang words among the students for 47,7%.*

*Keywords: Television Program, Influence , Slang Words.*