

## **ABSTRACT**

***The Influence of My Trip My Adventure Program Towards Traveling  
Student Interest  
(Study to Students of the Faculty of Social and Political Sciences University of  
Lampung force in 2012)***

**by**

***Issa Juliana Pratiwi***

*My Trip My Adventure is one of the television program of the private television station in Indonesia. The result of the shows of its own production-themed adventure. The focus of this research is the My Trip My Adventure program and its influence through the interest of traveling of the student of the Faculty of Social and Political Sciences, University of Lampung force in 2012. The type of research is an explanatory that aims to link the cause and effect between the two variables. Mean while the method which is used in this research is survey by using questionnaire, populations in research is students of the Faculty of Social and Political Sciences University of Lampung force in 2012 amount 726 students and samples are 88 respondents. The result of this research rejected  $H_0$  and Accepted  $H_1$  meaning that there is an influenced of My Trip My Adventure to the traveling interest of the students. The correlation value of this research is 0,387, it is on weak interval but definite on its influence, whereas the number of its influence is 15%.*

***Keyword : television program, interest, traveling***