

MOTIF MENDENGARKAN PROGRAM MUSTANG GETAWAY, MVP (*MOST VALUABLE PERSON*) TERHADAP KEPUASAN PENDENGAR

ABSTRAK

Abstract: Radio Mustang FM 88 has the Mustang Getaway program which is the flagship program.. The purpose of this study is to determine the effect of listening to the Mustang Getaway program on the satisfaction of UI Law Faculty students in 2017. The main theory used is the Uses and Gratification theory. This study uses the positivism paradigm with quantitative approaches, explanative research types and survey data collecting methods. Data obtained from the questionnaire were then analyzed using Pearson's Product Moment correlation analysis and simple linear regression analysis. Based on the hypothesis test, it can be concluded that there is an influence between the motive of listening to the Mustang Getaway program to listener satisfaction with the Pearson correlation coefficient of 0.751 with a regression equation $Y = 9,704 + 0.841X$. The coefficient of determination is 0.563, which means that the influence of the motive of listening to the Mustang Getaway program to listener satisfaction is 56.3% while the remaining 43.7% is influenced by other factors not examined in this study

Keywords: listening motives, listener satisfaction, mustang getaway program, uses and gratification

Abstrak: Radio Mustang FM 88 mempunyai program Mustang Getaway yang merupakan program unggulan. Tujuan penelitian ini untuk mengetahui pengaruh motif mendengarkan program Mustang Getaway terhadap kepuasan mahasiswa Fakultas Hukum UI angkatan 2017. Teori utama yang digunakan adalah teori Uses and Gratification. Penelitian ini menggunakan paradigma positivisme dengan pendekatan kuantitatif, jenis penelitian eksplanatif dan metode pengumpulan data survei. Data yang diperoleh dari kuesioner kemudian dianalisis menggunakan analisis korelasi Pearson's Product Moment dan analisis regresi linier sederhana. Berdasarkan uji hipotesis dapat ditarik kesimpulan bahwa terdapat pengaruh antara motif mendengarkan program Mustang Getaway terhadap kepuasan pendengar dengan koefisien korelasi Pearson sebesar 0,751 dengan persamaan regresi $Y = 9,704 + 0,841X$. Adapun koefisien determinasi adalah sebesar 0,563 yang berarti pengaruh motif mendengarkan program Mustang Getaway terhadap kepuasan pendengar adalah sebesar 56,3% sedangkan 43,7% sisanya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: motif mendengarkan, kepuasan pendengar, program mustang getaway, uses and gratification