

ABSTRACT

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The Influence of Exposure and Motives for Listening to the Song "In Moderation" by Hindia on Spotify on the Emotional Intelligence of Listeners.

Keywords: *Exposure, Listening Motives, Secukupnya song, Hindia, Emotional Intelligence*

(xv + 96 + Appendices)

This study aims to determine whether there is an influence of exposure and motives for listening to the song "Semoderatnya" by the Indies on the emotional intelligence of listeners. This research method uses quantitative methods by distributing questionnaires to respondents. The respondents in this study were Indies listeners with the number of samples calculated using the Slovin formula as many as 400 respondents. The theory used in this study is the theory of uses and effect, the assumption of this theory emphasizes how media users produce many effects on an individual. The analysis in this study used multiple linear regression analysis. Based on the results of the T and F hypothesis tests, the results showed that the variables of exposure and motives for listening to the song "In Moderate" by the Indies had a positive effect on the emotional intelligence of listeners partially and simultaneously. And the value of the Regression coefficient (b_1) of the variable X1, namely the exposure to the song "in moderation" is positive, which is 0.208. While the variable X2 against Y gets a result of 0.502. Coefficient with a positive sign means that there is a positive relationship between listening motives and emotional intelligence. Based on the results of the study, the influence of exposure and the motive for listening to Hinida's song 'In Moderation' affects the Emotional Intelligence of Listeners.

Bibliography(2011-2023)