

## ABSTRACT

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***The Effect of "Tonight Show" Program Shows on Interest in Watching Television AKMRTV Jakarta Students***

*Keywords : Watching, Program, Tonight Show, Interests,*

*(XI+ 66 + Appendix)*

*The Tonight Show program is one of the talk show programs on television that is able to attract great attention from the audience so that it can have a certain impact on the audience. With the visualization in language style and the concept of a standup comedy-style talk show presented by the Tonight Show presenters to provide entertainment that is different from other talk show programs, it is able to have an influence on viewing interest. The purpose of the study was to determine whether there was an effect of the Tonight Show program on the interest in watching television by AKMRTV Jakarta students. This research uses a quantitative approach with a survey method and uses the S-O-R theory. Data collection was obtained through distributing questionnaires through Google Forms which were given to 87 student respondents of AKMRTV Jakarta. The results showed that based on the  $t$  value, it is known that the value of  $t_{hitung}$  is greater than  $t_{tabel}$  ( $5,129 > 1,662$ ), it can be concluded that  $H_{a1}$  is accepted and  $H_{o1}$  is rejected. The value of the coefficient of determination is 0.236 or 22.7%. This figure means that, 22.7% of the "Tonight Show" program affects TV viewing interest of AKMRTV Jakarta students, while the remaining 77.3% is the influence of other variables not involved in this study.*

*(Bibliography 1988-2018)*