

ABSTRACT

Swadni Pravitha Sheren, 16815736

“MEGASWARA RADIO BROADCASTING LANGUAGE STYLE’S IMPACT TO BOGOR CITY TEENAGERS HEARING INTEREST”

Keyword: Broadcasting Language Style, Teenagers Hearing Interest, Megaswara Radio

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This research titled as “Megaswara Radio Broadcasting Language Style’s Impact to Bogor City Teenagers Hearing Interest”. The purpose of this research is to know the hearing interest of Bogor City teenagers towards Megaswara Radio. The proponent theory for this research are, *Uses and Gratification*, and S.O.R. This research applied qualitative method, which intends to calculate the correlation of broadcasting language style towards Bogor City Teenagers Hearing Interest. The population in this research were unknown, so the researcher used the Lemeshow Formula which obtained one hundred samples. Data analysis technique used Validity and Reliability Test, Simple Regression Test, Correlation Coefficient Test, Determination Test and T Test. Data collection technique used questionnaire, which applied *Statistical Package for the Social Sciences* (SPSS) 22.00 application. The result from this research are t-count value for Megaswara Radio Broadcasting Language Style variable amount 8,450 > from 1,660 represent that Megaswara Radio Broadcasting Language Style had significant influence for the hearing interest.