

## **ABSTRACT**

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***The influence of the exposure of the film Ali & Ratu Ratu Queens on Netflix media on the formation of the self-concept of Gunadarma Students of the 2018 Faculty of Communication Studies.***

*Keywords: The Influence of The Exposure, Film Ali & Ratu Ratu Queens, Netflix, Self Concept, Gunadarma Student of Communication Studies.*

(x + 58 + Attachment)

*This study discusses the influence of exposure to the film Ali and Ratu Ratu Queens on the formation of self-concept of Gunadarma University students, Faculty of Communication Sciences 2018. This study uses the SOR theory which has a basic assumption regarding the causes of behavioral changes that depend on the quality of a stimulus or stimulus that performs behavior. Communication with the communicant in this case is the influence of exposure to the film Ali Dan Ratu Ratu Queens on the formation of self-concept. This study aims to determine the effect of exposure to the film Ali & Ratu Ratu Queens on the formation of self-concept of students of Communication Studies at Gunadarma University batch 2018. This study uses quantitative research methods. The data collection technique was carried out using a survey method using a questionnaire to respondents with purposive sampling technique. The number of samples in this study were 88 respondents. Respondents in this study were students of Communication Studies at Gunadarma University class 2018, the results of this study were  $H_0$  was rejected and  $H_a$  was accepted which means that the relationship between the influence of Ali & Ratu Ratu Queens film exposure on the formation of self-concept of students of the Faculty of Communication Gunadarma University class 2018 is in moderate correlation. Based on the value obtained from the correlation coefficient (R) of 0.438. As many as 43.2% of the variables exposed to the film Ali and Ratu Ratu Queens can be explained by the variable of self-concept formation of communication students at Gunadarma University and a difference of 56.8% is explained by other variables not examined in this study. In accordance with the S-O-R theory that in the process of changing attitudes, only the stimulus that has the greatest impact can change a person's attitude.*