

ABSTRACT

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The Influence of the Movie “Nanti Kita Cerita Tentang Hari Ini (NKCTHI)” on Generation Z’s Attitude Change

Keywords : Influence, Film, Egoistic Attitude Change

(xiii + 60 + Appendices)

The purpose of this study was to determine how much influence the movie "Nanti Kita Cerita tentang Hari Ini (NKCTHI)" has on changes in Generation Z's selfish attitude. The research method used is quantitative by conducting survey techniques distributing questionnaires to respondents. Data analysis techniques in this study, using simple linear regression analysis. Respondents in this study were Generation Z who watched the movie "Nanti Kita Cerita Tentang Hari Ini (NKCTHI)" with the total number of samples calculated using the Slovin formula obtained 100 respondents. The theories used in this research are S-O-R theory and Uses and Gratification theory because this theory explains that audiences in using media are goal-oriented, active and discriminatory. This theory also explains when and how users as media consumers become more active or less active in using the media, as well as the consequences of using the selected media. The results of research on 100 respondents stated that the movie "Nanti Kita Cerita Hari Ini (NKCTHI)" had an influence of 35.1%, while the remaining 64.9% was influenced by other variables outside this study.

Bibliography (2015 – 2022)