ABSTRACT

LUTFIAH USWATUN KHASANAH, 2020

The Influence of Impression, The Effectiveness of Religious Learning, and The Content of Nussa Animation Movie on Youtube Towards The Attitude of Children

(Empirical Study on Parents and Guardians of Students Integrated Islamic Elementary School in Depok)

Keyword : The Influence of Impression, The effectiveness of Religious Learning, Content, The Attitude, Youtube, Nussa Animated Series

Youtube is a video-based social media where users make it possible to upload, watch, and share videos with other users. Youtube social media is the most accessed social media platform in Indonesia because there has been a shift in the viewing trend from television to youtube. The content that is served is more diverse and users can freely choose the shows they want or according to their needs. The Nussa animated film broadcast on the Nussa Official channel is a YouTube content that contains an entertaining and educational function that presents shows about the Islamic religious sciences. This research using the cognitive social theory which explains how a person's attitude is formed through observing a model visually and messages. This research is quantitative research with survey method. This research aims to understand how big the influence of impression, the effectiveness of religious learning, and the content of Nussa animation movie in Youtube towards the attitude of children on integrated Islamic elementary school students grade 3 to 6 in Depok. This research using cognitive social theory. Took a sample uses a purposive sampling technique by using the slovin formula. Based on the analysis, the result of this study can be concluded that there is a significant between the influence of impression, the effectiveness of religious learning, and content of Nussa animation movie in Youtube towards the attitude of children on integrated Islamic elementary school students grade 3 to 6 in Depok. Based on the results of Hypothesis testing has simultaneously showed that F\text{ratio}\ 119,831 > F\text{table}\ 2,404 and significance value 0.000 < 0.05.

Bibliography (2003 – 2020)