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**MOTIVASI INTRINSIK DAN EKSTRINSIK YANG MENDORONG ANAK-ANAK SD MENGGANDRUNGI FILM KARTUN DI TELEVISI**

**ABSTRAK**

Penelitian ini menganalisis pengaruh motivasi intrinsik (kebutuhan pengetahuan, informasi, hiburan, bersosialisasi) dan motivasi ekstrinsik (daya tarik, dukungan sajian, dukungan lingkungan) tayangan film kartun terhadap kegandrungan anak-anak menonton film kartun di televisi. Stimulus kuat mempengaruhi alam pikiran, dan menjadi sesuatu yang mampu memberikan makna bagi anak-anak, berlangsung suatu penerimaan anak-anak akan film kartun, yang selanjutnya menjadi motivasi bagi anak-anak untuk menggandrungi film kartun (isi cerita, tokoh fiktif, mutu visualisasi, adegan, musik dan lagu). Dua titik sentral yang saling berhubungan itu yang menjadi topik penelitian. Paradigmanya positivisme yang didekati kuantitatif. Tipe penelitian deskriptif eksplanatori dengan metode survei. Populasi penelitian dibatasi pada anak-anak SD kelas 4, 5 dan 6. Sampel penelitian ditentukan secara purposif sebanyak 60 responden. Analisis data menggunakan analisis statistik deskriptif meliputi frekuensi, persentase, median, rataan skor dan total rataan skor; serta analisis statistik inferensial berupa analisis uji regresi linear. Motivasi intrinsik menunjukkan kebutuhan pengetahuan, informasi, hiburan dan bersosialisasi dengan kategori tinggi; sementara daya tarik kategori tinggi, dukungan sajian kategori sedang, dan dukungan lingkungan kategori sedang menjadi motivasi ekstrinsik. Kegandrungan anak-anak terhadap film kartun dominan dan fanatisme pada kategori sedang, derajat menirunya kategori tinggi. Motivasi intrinsik (kebutuhan pengetahuan, informasi, hiburan, bersosialisasi) berpengaruh nyata ( $p \leq 0,1$ ) terhadap kegandrungan anak-anak SD menonton film kartun di televisi. Terdapat pengaruh sangat nyata ( $p \leq 0,01$ ) antara motivasi ekstrinsik (daya tarik, dukungan sajian, dukungan lingkungan) tayangan film kartun terhadap kegandrungan anak-anak SD menonton film kartun ditelevisi.

*Kata kunci: anak-anak, film kartun, kegandrungan, motivasi (intrinsik dan ekstrinsik), televisi*



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*INTRINSIC AND EXTRINSIC MOTIVATION THAT ENCOURAGE ELEMENTARY SCHOOL'S CHILDREN LIKE CARTOON MOVIES ON TELEVISION*

**ABSTRACT**

*This research did analyzes the influence of intrinsic motivation (needs of knowledge, information, entertainment, socializing) and extrinsic motivation (attractiveness, offerings support, social support) cartoon movies to children fondness to watching cartoons movies on television. Powerful stimulus affects the mind, and be something that has able to give meaning to the children, took place children reception for cartoons, which then becomes the children motivation to like cartoons (the content of the story, a fictional character, the quality of visualization, scene, music and song). These interconnected two central points used as a research topic. The paradigm of the research was positivism were approached quantitatively. This type of research was explanatory descriptive survey. The population limited to children of grades 4, 5 and 6 of elementary school. The sample in this research was purposively determined 60 respondents. The data analysis had use descriptive statistical analysis includes frequency, percentage, median, the average score, and the average total score; and inferential statistical analysis such as linear regression analysis. Intrinsic motivation showed the need of knowledge, information, entertainment and socializing with the high category; while high category attractiveness, medium category offerings support and medium category social support is become extrinsic motivation. Dominant and fanatics of children's fondness to cartoons movies was medium category and a high category of trend to imitate. Intrinsic motivation (needs of knowledge, information, entertainment, socializing) has significant effect ( $p \leq 0,1$ ) to fondness elementary school children watched cartoons on television. There was a highly significant effect ( $p \leq 0,01$ ) between extrinsic motivation (attractiveness, offerings support, social support) on cartoons movies to children fondness to cartoons movies on television.*

*Keywords:* *cartoons movies, children, fondness, motivation (intrinsic and extrinsic), television.*