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Pengaruh Konten Isi Program 9To16 di IDX Channel
Terhadap Ketertarikan dan Pemanfaatan Khalayak
di Bursa Efek Indonesia
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ABSTRAK

IDX Channel merupakan sebuah lembaga Pasar Modal Indonesia yang sejak 01 Januari 2016 mulai melebarkan sayapnya dengan meluncurkan saluran televisi pasar modal lewat jaringan televisi berlangganan. “*The Official Stock Exchange Channel*” sesuai dengan taglinenya, IDX Channel mencoba konsisten untuk menampilkan program-program seputar pasar modal seperti Informasi perdagangan, mengaktualkan kegiatan sosialisasi Yuk Nabung Saham, serta berita-berita perekonomian, bisnis dari berbagai sektor baik dalam maupun luar negeri. Sejak 2016 hingga saat ini perkembangan jumlah investor di Indonesia meningkat cukup signifikan, seiring dengan diluncurkannya IDX Channel, namun belu adanya penelitian secara empiris mengenai kenaikan tersebut, melalui penelitian inilah peneliti mencoba untuk membedah seberapa pengaruhnya Konten isi tayangan di IDX Channel terhadap ketertarikan dan pemanfaatan khalayak.

Peneliti menggunakan teori S-O-R untuk mengetahui pengaruh media yaitu tayangan Program 9To16 terhadap ketertarikan khalayak dan model Hirarki Efek untuk menjelaskan dampak komunikasi terhadap respon khalayak sedangkan teori Uses and Gratification untuk mengetahui pengaruh perubahan sikap dan Pemanfaatan khalak terhadap program 9To16 dalam aktifitasnya di Pasar Modal.

Tipe penelitian ini adalah eksplanatif kuantitatif dengan metode survey. Sampel dalam penelitian ini adalah para peserta sosialisasi Yuk Nabung Saham di Bursa Efek Jakarta pada tanggal 28 Desember 2017 sebanyak 69 orang.

Berdasarkan uji korelasi dengan Pearson Product menyatakan nilai korelasi yang tergolong sangat kuat antara Konten Isi Program 9To16 terhadap Ketertarikan Khalayak dengan hasil 0,95 begitu juga hubungannya antara Konten Isi Program 9To16 terhadap Pemanfaatan Khalayak yang tergolong sangat kuat dengan hasil 0,94. Hal ini berarti bahwa hubungannya sangat kuat, searah dan signifikan.

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ABSTRACT

IDX Channel is an Indonesian Capital Market institution which since January 1st 2016 has begun to expand its wings by launching capital market television channels through a subscription television network. “*The Official Stock Exchange Channel*” in accordance with its tagline, IDX Channel tries to be consistent in presenting programs around the capital market such as trading information, actualizing socialization activities for Yuk Nabung Saham, as well as economic news, businesses from various sectors, both domestic and foreign. Since 2016, the development of the number of investors in Indonesia has increased significantly, along with the launch of IDX Channel, but there has not been empirical research on the increase, through this research researchers tried to dissect how influential content content on IDX Channel shows on the interest and use of audiences.

The researcher used the S-O-R theory to determine the influence of the media, namely the program 9To16 on the interest of audiences and the Effect Hierarchy model to explain the impact of communication on audience responses while the Uses and Gratification theory to determine the effect of attitudinal changes and the use of khalak on the 9To16 program in Capital Market activities.

This type of research is a quantitative explanatory survey method. The sample in this study was the participants of the socialization of Yuk Nabung Shares at the Jakarta Stock Exchange on December 28, 2017, as many as 69 people.

Based on the correlation test with Pearson Product, the correlation value that is classified as very strong between the Content Contents of the 9To16 Program against Audience Interest and the result of 0.95 as well as the relationship between the Content Contents of the 9To16 Program on the Use of Audiences which are very strong and 0.94. This means that the relationship is very strong, direct and significant.