

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari program acara televisi "My Trip My Adventure Kids" terhadap minat berwisata alam pada siswa-siswi kelas 4 dan 5 di Sekolah Dasar Budi Mulia Dua Seturan Yogyakarta. Pengumpulan data menggunakan metode survei, dengan data yang diperoleh melalui kuesioner terpaan menonton program acara televisi "My Trip My Adventure Kids" terhadap minat anak berwisata alam yang disebar pada 70 siswa kelas 4 dan 5 Sekolah Dasar Budi Mulia Dua Seturan. Jumlah subjek penelitian sebanyak 70 siswa dengan rincian 35 siswa kelas 4, dan 35 siswa kelas 5. Hasil analisis menggunakan korelasi product moment diperoleh nilai koefisien korelasi (r) sebesar 0,559 dan taraf signifikansi 0,000 (berarti terdapat hubungan yang sedang antara variabel pengaruh program acara televisi "My Trip My Adventure Kids" terhadap minat berwisata anak). Hasil analisis menggunakan regresi linear sederhana didapatkan nilai hasil perhitungan R square (R^2) sebesar 0,313 atau 31,3% (hasil tersebut menunjukkan bahwa terpaan program acara televisi "My Trip My Adventure Kids" memberikan sumbangan sebesar 31,3% terhadap minat anak berwisata alam). Berdasarkan hasil penelitian, menunjukkan hasil bahwa terdapat pengaruh yang signifikan dari sebuah program acara televisi "My Trip My Adventure Kids" terhadap minat anak berwisata alam. Pengaruh tersebut menunjukkan tingkat hubungan yang sedang yaitu sebesar 0,559.

Kata kunci : Program, My Trip My Adventure, Minat Berwisata Alam

ABSTRACT

This study aims to determine the influence of the television program "My Trip My Adventure Kids" against natural traveled interest in the students of class 4 and 5 in Budi Mulia Dua Primary School Seturan Yogyakarta. Collecting data using the survey method, with the data obtained through questionnaires exposure watch the television program "My Trip My Adventure Kids" to the interests of children traveled nature that was distributed to 70 students in grade 4 and 5 to Budi Mulia Dua Primary School Seturan. The number of study subjects were 70 students with details of 35 Grade 4, and 35 students in grade 5. Results of analysis using product moment correlation obtained by the correlation coefficient (r) of 0,559 and 0,000 significance level (meaning there is a relationship between variables influence being television programs "My Trip My Adventure Kids" traveled to the interest of the child). Results of analysis using simple linear regression calculation results obtained value of R square (R^2) of 0,313, or 31.3% (these results indicate that exposure to television program "My Trip My Adventure Kids" contributed 31.3% to the interests of children a tour of nature). Based on the results of the study, results showed that there is significant influence of a television program "My Trip My Adventure Kids" tour of nature against the child's interests. The effect showed medium level of relationship that is equal to 0,559.

Keywords: Program, My Trip My Adventure, The Interests of Nature Tour