

ABSTRAK

Penelitian ini berjudul Iklan KB ditelevisi dan Persepsi Remaja Tentang Pernikahan Dusia Dini (Pengaruh terpaan iklan keluarga berencana (kb) versi shireen sungkar dan teuku wisnu di televisi terhadap persepsi pernikahan dini pada pelajar di sma tiga maret (gama) yogyakarta). Teori yang digunakan adalah Teori Belajar social (social learning) . Penelitian ini menggunakan studi korelasional, yakni sebuah studi yang bertujuan untuk melihat sejauhmana variasi- variasi antara variabel Iklan KB yang berkaitan dengan persepsi remaja pada koefisien korelasi. Populasi dalam penelitian ini adalah remaja di SMA Tiga Maret yang duduk di kelas X, XI, XII berjumlah 360 orang. Pengambilan sampel penelitian berdasarkan pada pendekatan rumus Slovin, maka diperoleh sampel sebanyak 78 orang . Teknik penarikan sampel menggunakan teknik penarikan sampel stratifikasi proporsional. Berdasarkan koefisien determinasi, pada remaja bersekolah di SMA Tiga Maret, yaitu besarnya terpaan iklan KB versi Shireen Sungkar dan Teuku Wisnu (X) terhadap Persepsi tentang pernikahan dini pada pelajar SMA Tiga Maret Yogyakarta (Y) sebesar 0,007 atau sebesar 0,7% sedangkan sisanya 99,3% dipengaruhi oleh variabel lain. dan pamflet membuat program KB tidak asing di tengah-tengah masyarakat. Hasil-hasil tersebut menjawab hipotesis (Ha) yang berbunyi ada pengaruh antara variabel (X) terpaan iklan KB versi Shireen Sungkar dan Teuku Wisnu ditelevisi terhadap variabel (Y) persepsi remaja tentang pernikahan diusia dini pada pelajar di SMA Tiga Maret Yogyakarta.

Kata Kunci: *Iklan KB, Remaja , Pernikahan Dini*

ABSTRACT

This study, entitled Ad KB on television and Perceptions of Youth About Marriage In his age Dini (The influence of ad exposure family planning (kb) version Shireen Sungkar and Teuku Wisnu on television on the perception of early marriage on students at sma three March (gamma) Yogyakarta). The theory used is the social learning theory (social learning). This study uses a correlational study, namely a study aiming to see the extent of the variations between the variables associated with the KB Ad adolescent perception on the correlation coefficient. The population in this study was a teenager in high school Three March in grade X, XI, XII amounted to 360 people. Sampling study is based on a formula approach Slovin, then obtained a sample of 78 people. Sampling technique using proportional stratified sampling technique. Based on the coefficient of determination, the three teenagers attending high school in March, which is the amount of advertising exposure KB version Shireen Sungkar and Teuku Wisnu (X) to the perception of early marriage on March Three high school students in Yogyakarta (Y) 0,007 or 0.7% while the rest 99.3% is influenced by other variables. and pamphlets make family planning programs is no stranger in the midst of society. These results answer hypothesis (Ha) which says there is influence between the variables (X) advertising exposure KB version Shireen Sungkar and Teuku Wisnu on television to variable (Y) adolescent perception of early age marriage in Three high school students in Yogyakarta in March.

Keywords: Ad KB, Teens, Early-Age Marriage