ABSTRAK

Penelitian ini bertujuan untuk mengetahui adanya pengaruh Terpaan Tayangan Program "*On The Spot*" di Trans 7 dan Status Sosial Ekonomi Terhadap Tingkat Kebutuhan Pengetahuan di Kalangan Mahasiswa FISIP UPN "Veteran" Yogyakarta. Jenis penelitian ini adalah penelitian korelasi dengan pendekatan kuantitatif. Metode yang digunakan dalam penelitian ini adalah metode penelitian survei, yaitu metode yang penelitiannya mengambil sampel 96 orang dari 2728 orang mahasiswa FISIP UPN "Veteran" Yogyakarta yang masih aktif dan menggunakan kuesioner sebagai alat pengumpulan data. Teknik penarikan sampel yang digunakan adalah *cluster random sampling*. Teknik analisa data yang digunakan untuk menguji hipotesis adalah analisis korelasi *product moment*, korelasi ganda, regresi linier sederhana dan regresi berganda dengan menggunakan program SPSS 17 *for windows*. Hasil perhitungan korelasi product moment menunjukkan bahwa koefisien korelasi X terhadap Y diperoleh nilai koefisien sebesar 0,929 yang termasuk dalam tingkat hubungan sangat kuat karena berada pada rentang interval 0,80 – 1,00 dan koefisien korelasi Z terhadap Y diperoleh nilai koefisien sebesar 0,817 yang termasuk dalam tingkat hubungan sangat kuat juga karena berada pada rentang interval 0,80 – 1,00. Dari analisis regresi berganda diketahui terpaan tayangan program "*on the spot*" di Trans 7 ketika melewati status soaial ekonomi Terhadap tingkat kebutuhan pengetahuan di kalangan mahasiswa di peroleh nilai R^2 sebesar 0,87 atau 87%. Kesimpulannya adalah bahwa hipotesis dalam penelitian ini telah teruji yang menyatakan ada pengaruh terpaan tayangan program "*on the spot*" di Trans 7 Terhadap tingkat kebutuhan pengetahuan di kalangan mahasiswa FISIP UPN "Veteran" Yogyakarta.

ABSTRACT

This study aims to investigate the influence of Exposure to Impressions program "On The Spot" on Trans 7 and Socio-Economic Status On The Level Needs Among Students in Faculty of Social Sciences UPN "Veteran" Yogyakarta. This research is a correlation study with a quantitative approach. The method used in this study is a survey research methods, the method which the research took 96 samples of 2728 students FISIP UPN "Veteran" Yogyakarta is still active and using a questionnaire as a data collection tool. The sampling technique used was cluster random sampling. Data collection techniques used in this study is through ways such as through questionnaire method is data obtained through the questionnaire, through observation and through engineering literature that collects data from the literature and reading materials that are considered relevant and supporting this research. Data analysis technique used to test the hypothesis is the product moment correlation analysis, multiple correlation, simple linear regression and multiple regression using SPSS 17 for windows. Product moment correlation calculation results show that the correlation coefficient of X on Y obtained coefficient value of 0,929 is included in the rate relationship is very strong because it is on the interval ranges from 0.80 to 1.00 and a correlation coefficient of Z on Y obtained coefficient value of 0.817 which is included in level of relationship is very strong as well as in the range interval from 0.80 to 1.00. From the multiple regression analysis program known exposure to impressions "on the spot" on Trans 7 when passing soaial economic status Against level of knowledge among the students needs obtained $R2$ value of 0.87 or 87%. The conclusion is that the hypothesis tested in this study has no influence stating exposure to impressions of the program "on the spot" on Trans 7 Against the requirement level of knowledge among students FISIP UPN "Veteran" Yogyakarta.