

The Influence of Host Attractiveness and TV Programs on Interest in Watching Net.Tv (Case Study of Desta in the Main Hakim Sendiri)

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Abstract

The purpose of this study was to determine the attractiveness of Desta and the 'Main Hakim Sendiri' program had an effect on viewing interest. This study used quantitative-survey method. Survey research method is a type of method carried out by obtaining factual, actual, and systematic information on certain population facts. The survey also obtained information from some respondents who are representative of a population. The research was carried out in the Jabodetabek area so that the wide reach made it easier for researchers to be able to research people who knew the 'Main Hakim Sendiri' program. The population taken in this study is in the form of Indonesian people, both men and women and live in Jakarta, Bogor, Depok, Tangerang, or Bekasi with an infinite number. The results of the T test (partial) show that the variables "host attractiveness" (X1) and "tv program" (X2) significantly positively affect viewing interest (Y), which means that the more attractive Desta is as a host and the better the quality of television programs, the higher the audience's interest in watching. In addition, the results of the F test (simultaneous) also revealed that the two variables simultaneously had a significant positive effect on viewing interest, so the hypothesis that "host attractiveness" and "tv program" had a significant positive effect on viewing interest was accepted, while the opposite hypothesis was rejected.

Keywords: Host Attractiveness, Program TV, Net TV.

Introduction

Communication has a strong relationship in human life, starting from its function which means informative, persuasive, and educative (Andri Kurniawan et al., 2023). From era to era, ancient to modern as it is today, communication has become an important factor for progress in this world (Imam Kurniawan et al., 2023);(Suhud, Usep, 2018). Unlike now, communication in ancient times was carried out using traditional media such as smoke and a letter where the communication process took a long time and was ineffective and inefficient (Kustiawan et al., 2022);(Tampi & Winarko, 2024). At present, after passing through various eras and generations followed by rapid technological developments and innovations, now the communication process has become very easy,

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fast, and efficient with the presence of various types of communication, one of which is mass communication (Kustiawan et al., 2022).

The presence of mass communication with this increasingly modern world makes humans to access it freely whether it is important or not (Kustiawan et al., 2022). This can happen because the information conveyed occurs quickly spread into the community because this type of communication media is easy to find and use (Kustiawan et al., 2022). Thus, even ordinary humans can quickly receive information disseminated by certain institutions (Kustiawan et al., 2022). To understand the concept of mass communication more deeply, it is necessary to know its meaning first.

Mass communication is communication whose message has a strong effect in the process of delivering it widely to the general audience whose number cannot be predicted in various places with mass media such as conventional media or digital media carried out by certain institutions (Novianti & Sos, 2021). According to Mustofa (2022), the effects of mass communication occur in various communication contexts because the messages conveyed and received are carried out through an intermediary, namely mass media. As Mc Luhan said, the medium is the message. He does not see the medium as a neutral tool to convey messages but rather the medium has its own characteristics that can shape and transform the message conveyed (medium can affect the way we think, behave, and feel (Yulita & Wijaya, 2020).

Mustofa (2022), In mass communication, there are effects that are divided into three, namely cognitive effects (knowledge), affective effects (feelings), and conative effects (actions). The powerful existence of mass communication patterns in modern society is evidenced by innovations and technological developments that have led to the birth of various forms of mass communication media, one of which is electronic media, television (Mustofa et al., 2022). The term 'television' is taken through the Greek *tele* meaning distance and through Latin *vision* meaning image. Combined, television is a mechanism for transmitting images and sound from a remote location (Yulita, Christian, & Fensi, 2022). The audience observes the images presented through television while absorbing the accompanying narrative (Ernawati, 2023).

Given that television has a variety of channels available to the audience, it is clear that television can still survive in the midst of the onslaught of new media, namely the internet (Yulita, Yudhi, & Wisari, 2023). Because everything that is broadcast on television is intended for the public, which functions as the main element of a television station and is in charge of carefully managing programs (Rahmadania & Habibi, 2023). However, it should be noted that print media is a mass media that is the mainstay of society until finally it slowly fades and is replaced by television (Yulita & Wijaya, 2020).

For the audience, television became an important mass media. Not only as entertainment, audiences also rely on television to find information. With a combination of audio and visual, it is easier for the audience to receive the information seen than just by listening (Firdausyi & Anggraini, 2020). With the current era, where television stations or institutions have the freedom to media, various kinds of programs have emerged. Starting from talk show programs, reality shows, music, news, to soap operas aimed at

entertaining audiences (Damanik, 2021). Currently, the audience's need for information is increasing from year to year plus the variety of programs presented by television institutions or stations, audiences can freely choose programs as a source of information and according to the inner needs they want to know and want. All programs are packaged in such an interesting way to be addressed to the audience (Firdausyi & Anggraini, 2020).

The function of television which acts as a source of information for audiences in need, both information on a national and international scale. Whatever information is received will improve their knowledge. If television cannot provide information that can be received by the audience, then television has gone out of its function (Firdausyi & Anggraini, 2020). One of the television channels that has many enthusiasts watching it is NET. Television. NET. TV (Net Mediatama Televisi) is one of the private televisions that provides entertainment with quality content for all people in Indonesia. Content presented by NET. TV consistently provides positive, inspirational, and continuously innovates values (Netmedia.co.id, 2023). NET. TV, in content, is different from other stations. As per his vision, NET programs. TV is definitely entertaining. NET. TV is also a pioneer of television stations that use citizen journalism (Permana & Mahameruaji, 2019).

The Indonesian entertainment industry is increasingly showing its fangs in raising political issues through entertainment media. With the concept of comedy, several television stations present tv programs that satirically discuss government policies (Aulia, 2023). Lately, television shows are filled with various kinds of talk shows with interesting theme variations such as 'Report Pak!', 'Tonight Show', and many others. Seeing the success of the event, NET. TV released a new entertainment program with a comedy concept called 'Main Hakim Sendiri', on Monday, November 6, 2023 (Oswandi, 2023).

The program 'Main Hakim Sendiri' is a court comedy sketch that airs every Monday-Friday at 21:00 on NET. Television. This program presents a trial atmosphere with a touch of comedy complete with characters such as His Excellency (judge), prosecutor, defense, and defendant. In this program, NET. TV features a number of comedy hosts and performers such as Desta, Indra Jegel, Rigen, Eca, Boiyen, Tora Sudiro, and Jessica Iskandar, which provide funny and intelligent entertainment for the audience (Rahmawati, 2023).

Every successful and popular program or television show must have content that can attract the attention of the audience, of course, it can also provide information, entertain, and educate (Suhud & Surianto, 2018). There are several elements that are part of a program content, one of which is the host, especially attraction (Firdausyi and Anggraini, 2020). Likewise with the 'Main Hakim Sendiri' program, the popularity of the program is not only due to its interesting content but the appeal of the hosts who bring shows, make gimmicks, and are smart at comedy, one of which is Desta.

Deddy Mahendra Desta or often referred to as Desta is a presenter or host who is famous for his hilarious behavior when hosting the show. In the 'Tonight Show', Desta is familiar with the name botuna which stands for 'Bad Old Boy' because of his tantrum and nosy behavior like a child but also accompanied by his naughty behavior (flirtatious / perverted). On Thursday, February 16, 2023, Desta won the trophy for the Favorite

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Comedy Celebrity category at the 2023 Indonesian Comedy Awards. Not only the victory won by Desta but it is quite a prestigious victory because in the Favorite Comedy Celebrity category there are also several other well-known stars, namely Andre Taulany, Surya Insomnia, Ayu Ting Ting, and Hesti Purwadinata (Rahmawati, 2023).

From the background already described, the researcher chose the NET television station. TV with the program 'Main Hakim Sendiri' and host attractiveness Desta as the object of research because of the desire of researchers to find out whether the victory of Desta as the Favorite Comedy Celebrity category in the ICA 2023 show and tv programs wrapped in a touch of comedy affect viewing interest? Thus, researchers aimed to find out the influence of host attractiveness Desta and the program 'Main Hakim Sendiri' on viewing interest.

Previous research researched by Firdausyi and Anggraini (2020) entitled "The Influence of TV Magazine Program Content on Viewing Interest" aims to determine the impact of the 'Ok Food' program on NET. TV on the interest of watching STIKOM Interstudi students class of 2015 to 2018 and how much influence it has. The positivistic paradigm used in this study uses a quantitative approach with a questionnaire survey method as data collection, using *Non Probability sampling (purposive sampling)* as a sample technique. Likert scale as an analysis technique. From this previous study, it is known that the independent variable (X) of program content against the dependent variable (Y) of viewing interest has an effect of 60% - 80%.

The similarities of previous research and this research are found in the same variable, namely the independent variable (X1) of tv programs that affect the dependent variable (Y) of viewing interest, using a positivistic paradigm, the research approach used is quantitative with questionnaire survey methods, *purposive sampling* sample techniques, as well as Likert scale analysis techniques. The difference from previous research and this research is in the number of independent variables where in this study there are 2 independent variables (X1 & X2), the object of research in this study is the 'Main Hakim Sendiri' program and interest in watching NET. Television.

Previous research researched by Andhika (2020) aimed to analyze his research entitled "The Effect of the UEFA Champions League Program on Orange TV on Viewing Interest" with samples taken from the football team supporter community, the Real Madrid de Indonesia Regional Jakarta Pena (Penya) community. This study used a quantitative approach with a survey method conducted by distributing questionnaires. Likert scale as an analysis technique. From this previous research, it is known that the 'UEFA *Champions League*' program on Orange TV (X) significantly affects the viewing interest (Y) of the Pena community (Penya) and the rest is influenced by other factors that are not studied by 34.8%.

The similarities between previous research and this study are found in the same variables, namely the independent variable (X1) of tv programs that affect the dependent variable (Y) of viewing interest, using a quantitative research approach with questionnaire survey methods, and Likert scale analysis techniques. The difference from previous research and this study is in the number of variables where this study amounted to 2

independent variables (X1 & X2), the object of research in this study was the 'Main Hakim Sendiri' program and interest in watching NET. Television.

From this background picture, researchers have identified three main problems that need to be investigated in depth. First, they wanted to understand how much influence Desta's appeal as a host had on audience interest. Secondly, they were interested in exploring the impact of the television program 'Main Hakim Sendiri' on viewing interest. Finally, researchers also wanted to find out how the concurrent influence of Desta's appeal as a host and the 'Main Hakim Sendiri' program on viewing interest. By setting a clear problem statement, the research objectives are then set to dig deeper into each of the previously mentioned aspects. This objective includes an in-depth investigation of the influence of Desta's appeal, analysis of the television program 'Main Hakim Sendiri', as well as an exploration of the impact of the combination of the two on viewing interest.

Through the objectives of the study, researchers identify several benefits that can be obtained, both academically and practically. Academically, this research is expected to be a source of knowledge for readers about the influence of host attractiveness and TV programs on viewing interest, as well as an addition to literature for research with similar themes. While practically, this research is expected to help in understanding how much interest the audience has in NET. television is influenced by host attractiveness and tv programs, and provides input to the NET. television to improve the quality of the 'Main Hakim Sendiri' program.

Research Methods

In this study, researchers used the positivism or positivistic paradigm. Positivism, according to Comte quoted in Kholifah (2019) is a view in understanding reality based on science where the reality that can be examined is empirical data. In the positivism paradigm, human knowledge and observation should not pass through objective facts because the subject's contribution is only a tool to process these objective facts. The characteristics of positivism according to Kholifah (2019) include: 1) Objective. 2) Phenomenalism. 3) Nominalism. 4) Reductionism. 5) Naturalism. 6) Mechanism.

This study used quantitative-survey method. The survey research method is a type of method carried out by obtaining factual, actual, and systematic information on certain population facts (Abdullah et al., 2022). The survey also obtained information from some respondents who are representative of a population. The research was carried out in the Jabodetabek area so that the wide reach made it easier for researchers to be able to research people who knew the 'Main Hakim Sendiri' program. The population taken in this study is in the form of Indonesian people, both men and women and live in Jakarta, Bogor, Depok, Tangerang, or Bekasi with an infinite number.

In this study, the sample was required with characteristics that knew the 'Main Hakim Sendiri' program. Then the type of purposive sampling is a type of sampling through the population which is carried out by selecting subjects based on certain characteristics that have been decided by the researcher. In order to get the right number of sample results, a formula is needed. The formula used in this study is the Lemeshow

formula. Based on the calculation results through the Lemeshow formula, the number of samples obtained is 96.04 rounded to 97. Researchers must collect data from a sample of at least 97 people. When distributing questionnaires to 107 people, there were 10 people who failed to pass purposive sampling with the question "Are you aware of the 'Main Hakim Sendiri' program?". Thus, the sample used in this study was 97 respondents. Researchers used an online-based questionnaire (google form) as a data collection technique for this study. The questionnaire is carried out by offering several questions or statements to respondents to fill out. Questionnaires are also divided into 2 forms, namely open and closed questionnaires.

Results and Discussion

Description of Validity & Reliability Test

Validity Test

With $n = 97$, $df = 95$, and the significance level of the two-way test 5%, then it is known r table Was 0.199. The following table of validity test results on the host attractiveness variable (X1), Program variables tv (X2), and the variable of viewing interest (Y).

Table 1. Validity Test Results X1

Variabel X1			
Indikator	R Hitung	R Tabel	Keterangan
X1.1	0.619	0.199	Valid
X1.2	0.632	0.199	Valid
X1.3	0.593	0.199	Valid
X1.4	0.751	0.199	Valid
X1.5	0.597	0.199	Valid
X1.6	0.689.	0.199	Valid
X1.7	0.690	0.199	Valid

Source: Processed by Researchers (2024)

From the table of validity test results on the host attractiveness variable indicator (X1), It is known from 7 indicators that all of them obtain r count greater than ($>$) r table, So it is stated that the 7 indicators are valid.

Table 2 Validity Test Results X2

Variable X2			
Indikator	R Hitung	R Tabel	Keterangan
X1.1	0.695	0.199	Valid
X1.2	0.629	0.199	Valid
X1.3	0.766	0.199	Valid
X1.4	0.628	0.199	Valid
X1.5	0.740	0.199	Valid
X1.6	0.661	0.199	Valid
X1.7	0.653	0.199	Valid
X1.8	0.671	0.199	Valid
X1.9	0.686	0.199	Valid
X1.10	0.694	0.199	Valid
X1.11	0.639	0.199	Valid
X1.12	0.516	0.199	Valid
X1.13	0.630	0.199	Valid

Source: Processed by Researchers (2024)

From the table of validity test results on the tv program variable indicator (X2), it is known that from 13 indicators all obtained a calculated r greater than (>) r table, it was stated that 13 of the indicators were valid.

Table 3 Validity Test Results Y

Variable Y			
Indikator	R Hitung	R Tabel	Keterangan
Y1	0.574	0.199	Valid
Y2	0.764	0.199	Valid
Y3	0.780	0.199	Valid
Y4	0.739	0.199	Valid
Y5	0.566	0.199	Valid
Y6	0.469	0.199	Valid
Y7	0.555	0.199	Valid

Source: Processed by Researchers (2024)

From the table of validity test results on the indicator of the watch interest variable (Y), it is known that of the 7 indicators all obtained a calculated r greater than (>) r table, it is stated that the 7 indicators are valid.

Reliability Test

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	R Tabel	No. of Item	Keterangan
X1	0.756	0.6	7	Reliabel
X2	0.891	0.6	13	Reliabel
Y	0.742	0.6	7	Reliabel

Source: Processed by Researchers (2024)

From the table of reliability test results on each variable, it is known that all indicators of the three variables obtain a Cronbach's Alpha value greater than (>) r table, so it can be stated that all indicators of the three indicators are reliable.

Test Results

Heteroscedasticity Test

Discussion

In this study, researchers used a type of quantitative research with a sample of 97 respondents obtained through the Lemeshow sampling formula. The variables in this study are Host Attractiveness (X1), TV Programs (X2), and Viewing Interest (Y). A total of 27 points were obtained through the indicators studied, disseminated through an online-based questionnaire (google form) with Likert scale measurements.

This research was conducted by testing the theory of Uses and Gratification. This theory simply sees individuals actively using and selecting mass media and certain content to meet their satisfaction, needs, or expectations (Wakas and Wulage, 2021). Looking at the test results that have been studied, it is known that this theory can be used and is in harmony with the variables studied. When viewed from the theory of Uses and Gratification, the host attractiveness variable (X1) and the tv program variable (X2)

function as needs provided by the media to meet the needs of the audience, namely the variable of viewing interest (Y).

The Effect of Host Attractiveness on Viewing Interest

Based on the test results that have been studied, the host attractiveness variable (X1) is known to have a significant positive influence on the viewing interest variable (Y). Associated with the theory of Uses and Gratification, host attractiveness serves as a need given by the media to meet the needs of the audience. In this study, Desta as a host who has attractions such as attractive appearance, broad knowledge, charisma, and smart comedy can increase the audience's interest in watching. This is because the needs of the audience who want to find entertainment and escape from certain problems are met. Evidenced in the results of the T test which shows the host attractiveness variable obtained a t value of 2.337 more than (>) the table t value of 1.985 and a significance value of 0.022 less than (<) 0.05. As well as the following regression equation:

$$Y = 1.904 + 0.279X1 + 0.317X2$$

With a regression coefficient of 0.279 for the host attractiveness variable (X1), it is concluded that if it increases by one unit assuming the tv program variable (X2) is zero, then viewing interest increases by the host attractiveness variable (X1) which is 0.279. This shows that Desta's host attractiveness factor contributes and has an important role in increasing viewing interest.

The Effect of TV Programs on Viewing Interest

Based on the test results that have been studied, the tv program variable (X2) is known to have a significant positive influence on the variable of viewing interest (Y). Associated with the theory of Uses and Gratification, tv programs serve as a need given by the media to meet the needs of the audience. In this study, the 'Main Hakim Sendiri' Program which has a unique concept, entertaining, creative, comedy, and not monotonous with various gimmicks in it can increase the audience's interest in watching. This is because the needs of viewers who want to find entertainment, relaxation, experiences provided by the program and escape from certain problems are met. Evidenced in the results of the T test which shows that the tv program variable has a t value of 4.887 more than (>), a table t value of 1.985 and a significance value of (< 0.001) less than (<) 0.05. As well as the following regression equation:

$$Y = 1.904 + 0.279X1 + 0.317X2$$

With a regression coefficient of 0.317 for the tv program variable (X2), it is concluded that if it increases by one unit assuming the *host attractiveness* variable (X) is zero, then viewing interest increases by the tv program variable (X2) which is 0.317. This shows that the 'Main Hakim Sendiri' program factors contribute and have an important role in increasing viewing interest.

The Effect of Host Attractiveness and TV Programs on Viewing Interest

Based on the test results that have been studied, *the host attractiveness variable* (X1) and the tv program variable (X2) are known to significantly and simultaneously

have a positive influence on the viewing interest variable (Y). Associated with the theory of *Uses and Gratification*, *host attractiveness* and tv programs serve as needs provided by the media to meet the needs of the audience. Simultaneously in this study, Desta as a *host* has attractions such as attractive appearance, extensive knowledge, charisma and good comedy, presenting the program 'Main Hakim Sendiri' which has a unique concept, entertaining, creative, comedy, and not monotonous with various gimmicks in it will greatly increase the audience's interest in watching. This is because the needs of viewers who want to find entertainment, relaxation, experiences provided by the program and escape from certain problems are met.

Evidenced in the results of the F test which shows the *host attractiveness* variable (X1) and program variable (X2) simultaneously have an f value of 51.240 more than (>) table t value of 1.985 and a significance value of (< 0.001) less than (<) 0.05. And through the results of the coefficient of determination test, it is known that *the host attractiveness* variable (X1) and the tv program variable (X2) have an effect of 52.2% on the watching interest variable (Y). Meanwhile, the rest is influenced by other factors that are not studied.

From the results of the discussion, it is known that both Desta as *host attractiveness* (X1) and 'Main Hakim Sendiri' program (X2) partially or simultaneously, both gained significant and positive influence on the variable of viewing interest (Y) and in theory *Uses and Gratification*, Desta as *host attractiveness* (X1) and the 'Main Hakim Sendiri' program (X2) also mean that it is a need that can meet the needs of the audience such as the need for entertainment, relaxation, the experience that the program provides as well as escape from problems.

Conclusion

Through the results of the T test (partial), it was revealed that the variable "host attractiveness" (X1) significantly positively affected viewing interest (Y). This indicates that the more attractive Desta is as a host, the higher the audience's interest in watching a show. Thus, the hypothesis that "*host attractiveness*" has a significant positive effect on viewing interest is accepted, while the opposite hypothesis is rejected.

Meanwhile, through the results of the T test (partial) it was also found that the variable "tv program" (X2) significantly positively affected viewing interest (Y). This shows that the better the quality of television programs, the higher the audience's interest in watching. As a result, the hypothesis that "TV programs" have a significant positive effect on viewing interest is also accepted, while the opposite hypothesis is rejected.

Furthermore, through the results of the F test (simultaneous), it was revealed that both the variable "*host attractiveness*" (X1) and the variable "tv program" (X2) simultaneously had a significant positive effect on viewing interest (Y). This implies that Desta's increasing appeal as a host and the quality of the 'Main Hakim Sendiri' program together will increase audience interest. Therefore, the hypothesis that both variables have a significant positive effect on viewing interest is simultaneously stated to be accepted, while the opposite hypothesis is rejected.

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