

ABSTRACT

ALISA AGUSTINE. 082075. Perceptions of students communication sciences in Sultan Ageng University on the effectiveness the newsticker on Tv One. Communication Science Studies Program. Faculty of Social and Political Sciences. Ageng Tirtayasa Sultan University. Banten. Of 2012.

The purpose of this research was to ascertain Perceptions of students communication sciences in Sultan Ageng University on the effectiveness the newsticker on Tv One.

Problem formulation of this research is how perceptions of students communication sciences in Sultan Ageng University on the effectiveness the newsticker on Tv One.

The aim of this research is to explain the level of knowledge, attention, and interpretation of students communication sciences in Sultan Ageng University on the effectiveness the newsticker on Tv One. The theory used is from Mar'at SOR theory and the theory of cognitive response Aeker and Myers. The point of these two theories is media applications (social setting, situation) that can cause cognitive effects for the user.

This research uses descriptive quantitative approach, that is only describes the situations, events or phenomena that occur. The method used is survey method, that is intended to 88 of students communication sciences in Sultan Ageng University, use the convience sampling with a sample calculation using the technique Taro Yamane. The process of data collection used a questionnaire. For processing data, researcher used statistical applications to the submenu spss frequencities and descriptives, accompanied by a graph.

The results of this research describes the perceptions of students communication sciences in Sultan Ageng University on the effectiveness the newsticker on Tv One perceived high (73.2%) of knowledge, and high (72.2%) of concern, and very high (75.9%) of interpretation.

(Keywords: Perception, Efectivity, Newsticker, tvOne)