**ABSTRACT**

**Karinna Suci S / 69120395/ 2019 / *Student’s Perception towards Television Program “Rumah Uya” in Trans 7: A Case Study at SMA 18 Warakas Jakarta/ Advisor*: Deavvy M.R.Y Johassan, S.Sos., M.Sc.**

*Programme Talkshow Rumah Uya is a television program that discusses the life of romance, friendship, and family. The issues raised in this program stem from a more dominant audience at home about the problem of lovers. The Rumah Uya Program is packaged with a lightweight, contemporary concept and brings stories close to young people, showing that the program has teenage segmentation, so this program certainly only has to do perception from the public specially for the student.*

*The purpose of this study was to learn how to assess high school students in 18 Warakas Jakarta on Rumah Uya's talk show program. This type of research conducted in this research is quantitative research with descriptive research. This research uses descriptive research with the aim to describe the object of research or research results. This research is a quantitative research with descriptive survey method. Therefore, the authors chose the data collection techniques used were questionnaires.*

*Data obtained by giving questionnaires to 86 respondents 18 Warakas Jakarta high school students. The validity and reliability have been tested with pre-questionnaire arguments for 30 respondents, and research data were analyzed using descriptive statistical method.*

*The results of this study indicate the relationship of 86 Warakas Jakarta High School students as many as 86 respondents to the Rumah Uya talk show program. The perception of 18 Warakas North Jakarta High School students to the "Rumah Uya" Talkshow Program in Trans that does not believe the information conveyed by the talk show "Rumah Uya ", so that the North Jakarta Warakas 18 High School students feel less interested in watching the" Rumah Uya "program.*

*This is because the North Jakarta Warakas 18 High School students assume that the" Rumah Uya "Screening program does not have sufficient duration, not in accordance with the current phenomenon trends and themes in the "Rumah Uya" program do not match the trends that are developing in the community.*

*The dominant perception of North Jakarta Warakas 18 High School students towards Trans 7's "Rumah Uya" television program that is not questioning how to oppose the "Rumah Uya" program aired by Trans7 specially made by North Jakarta Warakas 18 High School Students which is related to it that helps him neutral to the "Rumah Uya" Broadcast program.*