



## LAMPIRAN 1

### PRA KUISIONER

#### Tingkat Kepuasan Ibu-Ibu Rumah Tangga Harapan Indah 2, Cluster Taman Sari, Bekasi Barat Terhadap Tayangan *The New Eat Bulaga Indonesia* .

Salam Sejahtera,

Pertama-tama, izinkan saya untuk memperkenalkan diri terlebih dahulu. Nama saya Yefta Sayogo, NIM 62120147, angkatan 2012, mahasiswa program studi Ilmu Komunikasi (konsentrasi *Broadcasting*) di Institut Bisnis dan Informatika Kwik Kian Gie. Dalam kesempatan ini, saya mohon izin untuk mengajak sdr/i untuk berpartisipasi pada penelitian yang saya lakukan yakni tingkat kepuasan ibu-ibu rumah tangga Harapan Indah 2, Cluster Taman Sari, Bekasi Barat terhadap tayangan *The New Eat Bulaga Indonesia*. Atas partisipasi Saudara/Saudari, saya ucapkan terima kasih.

- Apakah anda pernah menonton program *The New Eat Bulaga Indonesia*?
  - a. Ya
  - b. Tidak

Bila jawaban anda Tidak, maka berhenti sampai di sini. Bila jawaban anda Ya, maka lanjut ke pertanyaan berikutnya.

#### Petunjuk pengisian :

Berikan tanda silang (X) pada salah satu pilihan yang sesuai dengan jawaban Anda.

#### A. DATA RESPONDEN

1. Jenis Kelamin
  - a. Pria
  - b. Wanita
2. Usia
  - a. <25
  - c. 30 - 35



b. 25 – 30

d. >35 tahun

## B. DATA PENELITIAN

Berikan tanda *checklist* (✓) pada jawaban yang anda pilih di bawah ini :

**Keterangan :**

1 : Sangat Tidak Setuju

4 : Setuju

2 : Tidak Setuju

5 : Sangat Setuju

3 : Netral

## 1. Motif menonton tayangan *The New Eat Bulaga Indonesia (Gratification Sought)*

### 1. Motif Informasi

| No | Pernyataan                                                                 | 1 | 2 | 3 | 4 | 5 |
|----|----------------------------------------------------------------------------|---|---|---|---|---|
| 1  | Saya mengetahui segmen-segmen yang ada di dalam program acara tersebut.    |   |   |   |   |   |
| 2  | Saya mengetahui hadiah-hadiah yang diberikan dalam program acara tersebut. |   |   |   |   |   |
| 3  | Saya mengetahui <i>host</i> yang terlibat dalam program acara tersebut.    |   |   |   |   |   |
| 4  | Saya mendapatkan informasi mengenai masak-memasak.                         |   |   |   |   |   |
| 5  | Saya mengetahui adanya segmen pencarian jodoh.                             |   |   |   |   |   |

### 2. Motif Identitas Pribadi

| No | Pertanyaan                                                                                                          | 1 | 2 | 3 | 4 | 5 |
|----|---------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 6  | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai ketertiban dalam mengikuti permainan yang disediakan. |   |   |   |   |   |
| 7  | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai sportifitas dalam setiap permainan yang diberikan.    |   |   |   |   |   |
| 8  | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan ketepatan dan                                               |   |   |   |   |   |



|    |                                                                                                                       |  |  |  |  |  |
|----|-----------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
|    | ketelitian dalam masak – memasak.                                                                                     |  |  |  |  |  |
| 9  | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan tentang percintaan yang sesungguhnya dalam mencari jodoh.     |  |  |  |  |  |
| 10 | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai saling tolong – menolong terhadap mereka yang kesusahan |  |  |  |  |  |

### 3. Motif Hiburan

| No | Pertanyaan                                                                                                        | 1 | 2 | 3 | 4 | 5 |
|----|-------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 11 | Menonton program <i>The New Eat Bulaga Indonesia</i> dapat merasakan santai sejenak dan mengisi waktu luang.      |   |   |   |   |   |
| 12 | Saya merasakan sedih, tangis, dan prihatin mendengar kisah pengalaman bintang tamu yang diundang.                 |   |   |   |   |   |
| 13 | Saya merasa senang dan terhibur setelah menonton program <i>The New Eat Bulaga Indonesia</i> .                    |   |   |   |   |   |
| 14 | Saya ingin mengikuti secara langsung permainan yang diberikan dalam program <i>The New Eat Bulaga Indonesia</i> . |   |   |   |   |   |

## II. Kepuasan menonton tayangan *The New Eat Bulaga Indonesia* (Gratification Obtained).

### 1. Kepuasan Informasi

| No | Pernyataan                                                                                                   | 1 | 2 | 3 | 4 | 5 |
|----|--------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1  | Saya merasa puas dengan adanya segmen-segmen yang ada di dalam program <i>The New Eat Bulaga Indonesia</i> . |   |   |   |   |   |
| 2  | Saya merasa puas dengan hadiah-hadiah yang diberikan dalam program acara tersebut.                           |   |   |   |   |   |
| 3  | Saya merasa puas dengan <i>host</i> yang terlibat dalam program acara tersebut.                              |   |   |   |   |   |
| 4  | Saya merasa puas karena mendapatkan informasi mengenai masak-memasak.                                        |   |   |   |   |   |
| 5  | Saya merasa puas dengan adanya segmen pencarian jodoh.                                                       |   |   |   |   |   |



## 2. Kepuasan Identitas Pribadi

| No | Pertanyaan                                                                                                                                    | 1 | 2 | 3 | 4 | 5 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 6  | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai ketertiban dalam mengikuti permainan yang disediakan.   |   |   |   |   |   |
| 7  | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai sportifitas dalam setiap permainan yang diberikan.      |   |   |   |   |   |
| 8  | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan ketepatan dan ketelitian dalam masak – memasak.               |   |   |   |   |   |
| 9  | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan tentang percintaan yang sesungguhnya dalam mencari jodoh.     |   |   |   |   |   |
| 10 | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai saling tolong – menolong terhadap mereka yang kesusahan |   |   |   |   |   |

## 3. Kepuasan Hiburan

| No | Pertanyaan                                                                                                                           | 1 | 2 | 3 | 4 | 5 |
|----|--------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 11 | Saya merasa puas karena menonton program <i>The New Eat Bulaga Indonesia</i> dapat merasakan santai sejenak dan mengisi waktu luang. |   |   |   |   |   |
| 12 | Saya puas karena dapat merasakan sedih, tangis, dan prihatin mendengar kisah pengalaman bintang tamu yang diundang.                  |   |   |   |   |   |
| 13 | Saya puas karena dapat merasa senang dan terhibur setelah menonton program <i>The New Eat Bulaga Indonesia</i> .                     |   |   |   |   |   |
| 14 | Saya ingin mengikuti secara langsung permainan yang diberikan dalam program <i>The New Eat Bulaga Indonesia</i> .                    |   |   |   |   |   |



## LAMPIRAN 2 : Hasil SPSS Uji Validitas

### Motif Informasi Menonton *The New Eat Bulaga Indonesia*

| Correlations        |        |        |        |        |        |        |
|---------------------|--------|--------|--------|--------|--------|--------|
|                     | P1     | P2     | P3     | P4     | P5     | sumx1  |
| Pearson Correlation | 1      | ,294   | ,220   | ,397*  | ,366*  | ,672** |
| Sig. (2-tailed)     |        | ,115   | ,242   | ,030   | ,047   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,294   | 1      | ,641** | ,331   | -,049  | ,601** |
| Sig. (2-tailed)     | ,115   |        | ,000   | ,074   | ,796   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,220   | ,641** | 1      | ,510** | ,120   | ,677** |
| Sig. (2-tailed)     | ,242   | ,000   |        | ,004   | ,528   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,397*  | ,331   | ,510** | 1      | ,581** | ,822** |
| Sig. (2-tailed)     | ,030   | ,074   | ,004   |        | ,001   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,366*  | -,049  | ,120   | ,581** | 1      | ,653** |
| Sig. (2-tailed)     | ,047   | ,796   | ,528   | ,001   |        | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,672** | ,601** | ,677** | ,822** | ,653** | 1      |
| Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   | ,000   |        |
| sumx1               | 30     | 30     | 30     | 30     | 30     | 30     |

\* Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Motif Identitas Pribadi Menonton *The New Eat Bulaga Indonesia*

| Correlations        |        |        |        |        |        |        |
|---------------------|--------|--------|--------|--------|--------|--------|
|                     | P6     | P7     | P8     | P9     | P10    | sumx2  |
| Pearson Correlation | 1      | ,548** | ,569** | ,498** | ,276   | ,804** |
| Sig. (2-tailed)     |        | ,002   | ,001   | ,005   | ,139   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,548** | 1      | ,491** | ,265   | ,490** | ,764** |
| Sig. (2-tailed)     | ,002   |        | ,006   | ,156   | ,006   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,569** | ,491** | 1      | ,526** | ,194   | ,760** |
| Sig. (2-tailed)     | ,001   | ,006   |        | ,003   | ,304   | ,000   |



|                     |        |        |        |        |        |        |
|---------------------|--------|--------|--------|--------|--------|--------|
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,498** | ,265   | ,526** | 1      | ,181   | ,693** |
| Sig. (2-tailed)     | ,005   | ,156   | ,003   |        | ,339   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,276   | ,490** | ,194   | ,181   | 1      | ,595** |
| Sig. (2-tailed)     | ,139   | ,006   | ,304   | ,339   |        | ,001   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,804** | ,764** | ,760** | ,693** | ,595** | 1      |
| Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   | ,001   |        |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |

\*. Correlation is significant at the 0.01 level (2-tailed).

### Motif Hiburan Menonton *The New Eat Bulaga Indonesia*

| Correlations        |        |        |        |        |        |
|---------------------|--------|--------|--------|--------|--------|
|                     | P11    | P12    | P13    | P14    | sumx3  |
| Pearson Correlation | 1      | ,407*  | ,564** | ,201   | ,679** |
| Sig. (2-tailed)     |        | ,025   | ,001   | ,286   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,407*  | 1      | ,573** | ,369*  | ,751** |
| Sig. (2-tailed)     | ,025   |        | ,001   | ,045   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,564** | ,573** | 1      | ,655** | ,895** |
| Sig. (2-tailed)     | ,001   | ,001   |        | ,000   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,201   | ,369*  | ,655** | 1      | ,759** |
| Sig. (2-tailed)     | ,286   | ,045   | ,000   |        | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,679** | ,751** | ,895** | ,759** | 1      |
| Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |        |
| N                   | 30     | 30     | 30     | 30     | 30     |

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).



## Kepuasan Informasi Menonton *The New Eat Bulaga Indonesia*

| Correlations                                                                                                         |        |        |        |        |        |        |
|----------------------------------------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|
|                                                                                                                      | P1     | P2     | P3     | P4     | P5     | sumx1  |
| 1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mengutip sumber: Hak Cipta Dilindungi Undang-Undang |        |        |        |        |        |        |
| Pearson Correlation                                                                                                  | 1      | ,643** | ,424*  | ,571** | ,356   | ,776** |
| Sig. (2-tailed)                                                                                                      |        | ,000   | ,020   | ,001   | ,054   | ,000   |
| N                                                                                                                    | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation                                                                                                  | ,643** | 1      | ,536** | ,544** | ,351   | ,797** |
| Sig. (2-tailed)                                                                                                      | ,000   |        | ,002   | ,002   | ,057   | ,000   |
| N                                                                                                                    | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation                                                                                                  | ,424*  | ,536** | 1      | ,648** | ,111   | ,717** |
| Sig. (2-tailed)                                                                                                      | ,020   | ,002   |        | ,000   | ,558   | ,000   |
| N                                                                                                                    | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation                                                                                                  | ,571** | ,544** | ,648** | 1      | ,522** | ,874** |
| Sig. (2-tailed)                                                                                                      | ,001   | ,002   | ,000   |        | ,003   | ,000   |
| N                                                                                                                    | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation                                                                                                  | ,356   | ,351   | ,111   | ,522** | 1      | ,631** |
| Sig. (2-tailed)                                                                                                      | ,054   | ,057   | ,558   | ,003   |        | ,000   |
| N                                                                                                                    | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation                                                                                                  | ,776** | ,797** | ,717** | ,874** | ,631** | 1      |
| Sig. (2-tailed)                                                                                                      | ,000   | ,000   | ,000   | ,000   | ,000   |        |
| sumx1                                                                                                                | 30     | 30     | 30     | 30     | 30     | 30     |

\*\*Correlation is significant at the 0.01 level (2-tailed).

\*Correlation is significant at the 0.05 level (2-tailed).

## Kepuasan Identitas Pribadi Menonton *The New Eat Bulaga Indonesia*

| Correlations        |        |        |        |        |        |        |
|---------------------|--------|--------|--------|--------|--------|--------|
|                     | P6     | P7     | P8     | P9     | P10    | sumx2  |
| Pearson Correlation | 1      | ,868** | ,703** | ,423*  | ,667** | ,910** |
| Sig. (2-tailed)     |        | ,000   | ,000   | ,020   | ,000   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,868** | 1      | ,513** | ,363*  | ,749** | ,866** |
| Sig. (2-tailed)     | ,000   |        | ,004   | ,049   | ,000   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,703** | ,513** | 1      | ,595** | ,296   | ,778** |
| Sig. (2-tailed)     | ,000   | ,004   |        | ,001   | ,113   | ,000   |
| N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,423*  | ,363*  | ,595** | 1      | ,347   | ,689** |



|  |                     |        |        |        |        |        |        |
|--|---------------------|--------|--------|--------|--------|--------|--------|
|  | Sig. (2-tailed)     | ,020   | ,049   | ,001   |        | ,061   | ,000   |
|  |                     | 30     | 30     | 30     | 30     | 30     | 30     |
|  | Pearson Correlation | ,667** | ,749** | ,296   | ,347   | 1      | ,762** |
|  | Sig. (2-tailed)     | ,000   | ,000   | ,113   | ,061   |        | ,000   |
|  |                     | 30     | 30     | 30     | 30     | 30     | 30     |
|  | Pearson Correlation | ,910** | ,866** | ,778** | ,689** | ,762** | 1      |
|  | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   | ,000   |        |
|  |                     | 30     | 30     | 30     | 30     | 30     | 30     |

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

### Kepuasan Hiburan Menonton *The New Eat Bulaga Indonesia*

Correlations

|                     | P11    | P12    | P13    | P14    | sumx3  |
|---------------------|--------|--------|--------|--------|--------|
| Pearson Correlation | 1      | ,456*  | ,673** | ,527** | ,809** |
| Sig. (2-tailed)     |        | ,011   | ,000   | ,003   | ,000   |
|                     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,456*  | 1      | ,562** | ,396*  | ,756** |
| Sig. (2-tailed)     | ,011   |        | ,001   | ,030   | ,000   |
|                     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,673** | ,562** | 1      | ,562** | ,870** |
| Sig. (2-tailed)     | ,000   | ,001   |        | ,001   | ,000   |
|                     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,527** | ,396*  | ,562** | 1      | ,780** |
| Sig. (2-tailed)     | ,003   | ,030   | ,001   |        | ,000   |
|                     | 30     | 30     | 30     | 30     | 30     |
| Pearson Correlation | ,809** | ,756** | ,870** | ,780** | 1      |
| Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |        |
|                     | 30     | 30     | 30     | 30     | 30     |

\* Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).



### LAMPIRAN 3 : Hasil SPSS Uji Reliabilitas

#### Motif Menonton *The New Eat Bulaga Indonesia*

**Case Processing Summary**

|                       | N  | %     |
|-----------------------|----|-------|
| Valid                 | 30 | 75,0  |
| Excluded <sup>a</sup> | 10 | 25,0  |
| Total                 | 40 | 100,0 |

a. Listwise deletion based on all variables in the procedure

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,866             | 14         |

#### Kepuasan Menonton *The New Eat Bulaga Indonesia*

**Case Processing Summary**

|                       | N  | %     |
|-----------------------|----|-------|
| Valid                 | 30 | 100,0 |
| Excluded <sup>a</sup> | 0  | ,0    |
| Total                 | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,922             | 14         |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mengutip sumber:
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar IBLKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBLKKG.



## LAMPIRAN 4 : Coding Sheet Pra Kuisisioner

### CODING SHEET PRA KUISISIONER

#### Motif Menonton The New Eat Bulaga Indonesia

#### 30 Responden (Menurun) – 14 Skor Pernyataan (Mendatar)

|    | Informasi |   |   |   | Identitas Pribadi |   |   |   |   | Hiburan |   |   |   |
|----|-----------|---|---|---|-------------------|---|---|---|---|---------|---|---|---|
| 1  | 2         | 2 | 2 | 2 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 2  | 3         | 3 | 2 | 3 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 3  | 4         | 4 | 3 | 3 | 4                 | 4 | 3 | 3 | 4 | 3       | 3 | 3 | 4 |
| 4  | 4         | 3 | 4 | 4 | 4                 | 5 | 4 | 3 | 4 | 4       | 5 | 4 | 2 |
| 5  | 2         | 3 | 2 | 2 | 4                 | 4 | 4 | 2 | 2 | 4       | 2 | 2 | 2 |
| 6  | 2         | 2 | 2 | 3 | 1                 | 2 | 3 | 1 | 2 | 1       | 3 | 4 | 5 |
| 7  | 1         | 2 | 2 | 2 | 3                 | 3 | 3 | 4 | 3 | 3       | 3 | 3 | 3 |
| 8  | 2         | 4 | 3 | 5 | 4                 | 4 | 3 | 1 | 4 | 4       | 4 | 3 | 3 |
| 9  | 2         | 4 | 3 | 3 | 3                 | 4 | 3 | 3 | 4 | 4       | 2 | 3 | 2 |
| 10 | 4         | 4 | 4 | 5 | 5                 | 5 | 5 | 4 | 4 | 5       | 5 | 4 | 4 |
| 11 | 2         | 2 | 2 | 4 | 4                 | 4 | 4 | 4 | 4 | 5       | 5 | 5 | 5 |
| 12 | 3         | 4 | 3 | 4 | 3                 | 2 | 4 | 2 | 3 | 3       | 4 | 3 | 4 |
| 13 | 3         | 3 | 1 | 1 | 1                 | 1 | 1 | 1 | 1 | 1       | 1 | 1 | 1 |
| 14 | 1         | 2 | 2 | 5 | 4                 | 4 | 2 | 1 | 5 | 3       | 1 | 3 | 1 |
| 15 | 4         | 4 | 4 | 3 | 4                 | 4 | 4 | 3 | 4 | 4       | 2 | 4 | 4 |
| 16 | 4         | 4 | 2 | 1 | 2                 | 3 | 2 | 1 | 4 | 4       | 3 | 4 | 5 |
| 17 | 3         | 4 | 3 | 1 | 2                 | 4 | 3 | 2 | 5 | 4       | 3 | 4 | 3 |
| 18 | 2         | 3 | 3 | 2 | 2                 | 3 | 3 | 2 | 2 | 4       | 3 | 3 | 1 |
| 19 | 1         | 2 | 2 | 2 | 3                 | 3 | 3 | 1 | 4 | 3       | 3 | 3 | 3 |
| 20 | 3         | 4 | 3 | 4 | 3                 | 4 | 5 | 3 | 4 | 4       | 3 | 4 | 4 |
| 21 | 3         | 2 | 2 | 2 | 4                 | 4 | 2 | 2 | 2 | 4       | 3 | 4 | 3 |
| 22 | 4         | 4 | 2 | 2 | 4                 | 3 | 3 | 3 | 4 | 4       | 3 | 4 | 4 |
| 23 | 2         | 4 | 4 | 4 | 4                 | 4 | 4 | 4 | 4 | 4       | 4 | 4 | 2 |
| 24 | 3         | 3 | 4 | 4 | 3                 | 3 | 3 | 3 | 5 | 3       | 3 | 3 | 3 |
| 25 | 2         | 2 | 3 | 3 | 4                 | 2 | 5 | 3 | 1 | 5       | 4 | 4 | 5 |
| 26 | 4         | 4 | 4 | 2 | 3                 | 2 | 3 | 4 | 2 | 4       | 4 | 3 | 2 |
| 27 | 3         | 3 | 3 | 4 | 4                 | 2 | 3 | 2 | 3 | 4       | 3 | 2 | 1 |
| 28 | 2         | 3 | 4 | 2 | 1                 | 2 | 5 | 3 | 2 | 3       | 4 | 3 | 3 |
| 29 | 3         | 4 | 4 | 4 | 3                 | 4 | 4 | 4 | 4 | 4       | 4 | 4 | 2 |
| 30 | 3         | 3 | 4 | 4 | 5                 | 4 | 4 | 3 | 3 | 5       | 3 | 4 | 3 |



## Kepuasan Menonton *The New Eat Bulaga Indonesia*

### 30 Responden (Menurun) – 14 Skor Pernyataan (Mendatar)

|    | Informasi |   |   |   | Identitas Pribadi |   |   |   |   | Hiburan |   |   |   |
|----|-----------|---|---|---|-------------------|---|---|---|---|---------|---|---|---|
| 1  | 3         | 3 | 3 | 3 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 2  | 3         | 3 | 3 | 3 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 3  | 2         | 4 | 3 | 3 | 4                 | 4 | 3 | 3 | 4 | 3       | 3 | 3 | 4 |
| 4  | 5         | 5 | 4 | 3 | 4                 | 4 | 5 | 4 | 3 | 5       | 4 | 4 | 5 |
| 5  | 2         | 4 | 2 | 2 | 2                 | 2 | 2 | 2 | 2 | 2       | 2 | 2 | 2 |
| 6  | 2         | 2 | 1 | 3 | 1                 | 2 | 1 | 2 | 3 | 3       | 4 | 5 | 3 |
| 7  | 2         | 3 | 3 | 3 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 8  | 3         | 4 | 3 | 1 | 4                 | 4 | 3 | 1 | 4 | 4       | 4 | 2 | 3 |
| 9  | 4         | 4 | 4 | 3 | 4                 | 4 | 3 | 2 | 4 | 4       | 3 | 4 | 2 |
| 10 | 4         | 4 | 5 | 5 | 5                 | 5 | 4 | 4 | 4 | 4       | 3 | 3 | 3 |
| 11 | 4         | 4 | 4 | 4 | 4                 | 4 | 4 | 4 | 4 | 4       | 4 | 4 | 4 |
| 12 | 2         | 3 | 4 | 3 | 2                 | 2 | 3 | 2 | 2 | 3       | 2 | 3 | 3 |
| 13 | 1         | 1 | 1 | 1 | 1                 | 1 | 1 | 1 | 1 | 1       | 1 | 1 | 1 |
| 14 | 3         | 1 | 1 | 3 | 4                 | 3 | 2 | 1 | 4 | 3       | 1 | 2 | 3 |
| 15 | 4         | 4 | 4 | 4 | 4                 | 4 | 4 | 4 | 4 | 4       | 2 | 4 | 4 |
| 16 | 4         | 4 | 2 | 1 | 4                 | 3 | 4 | 4 | 3 | 4       | 5 | 5 | 5 |
| 17 | 3         | 3 | 3 | 3 | 4                 | 5 | 3 | 3 | 5 | 4       | 3 | 4 | 3 |
| 18 | 3         | 3 | 3 | 2 | 3                 | 3 | 3 | 3 | 3 | 3       | 2 | 2 | 2 |
| 19 | 3         | 3 | 3 | 1 | 4                 | 4 | 4 | 1 | 4 | 3       | 3 | 3 | 3 |
| 20 | 3         | 4 | 5 | 3 | 4                 | 4 | 4 | 3 | 4 | 4       | 3 | 4 | 4 |
| 21 | 4         | 3 | 3 | 3 | 4                 | 4 | 3 | 3 | 4 | 4       | 3 | 4 | 3 |
| 22 | 4         | 4 | 4 | 3 | 4                 | 4 | 3 | 3 | 4 | 4       | 3 | 4 | 5 |
| 23 | 3         | 3 | 3 | 1 | 3                 | 3 | 3 | 3 | 4 | 4       | 1 | 4 | 5 |
| 24 | 4         | 4 | 3 | 3 | 3                 | 3 | 3 | 3 | 4 | 3       | 3 | 4 | 3 |
| 25 | 3         | 3 | 2 | 1 | 3                 | 3 | 2 | 4 | 5 | 3       | 3 | 3 | 3 |
| 26 | 3         | 1 | 3 | 4 | 3                 | 2 | 4 | 3 | 1 | 4       | 3 | 4 | 3 |
| 27 | 2         | 4 | 3 | 2 | 3                 | 4 | 2 | 3 | 3 | 3       | 4 | 3 | 4 |
| 28 | 3         | 3 | 3 | 2 | 4                 | 4 | 2 | 2 | 3 | 3       | 2 | 2 | 3 |
| 29 | 4         | 4 | 4 | 3 | 4                 | 4 | 4 | 3 | 4 | 4       | 4 | 4 | 4 |
| 30 | 4         | 4 | 4 | 3 | 5                 | 4 | 5 | 5 | 5 | 5       | 3 | 4 | 2 |



## LAMPIRAN 5

### KUISIONER

#### Tingkat Kepuasan Ibu-Ibu Rumah Tangga Harapan Indah 2, Cluster Taman Sari, Bekasi Barat Terhadap Tayangan *The New Eat Bulaga Indonesia* .

Salam Sejahtera,

Pertama-tama, ijin kan saya untuk memperkenalkan diri terlebih dahulu. Nama saya Yefta Sayogo, NIM 62120147, angkatan 2012, mahasiswa program studi Ilmu Komunikasi (konsentrasi *Broadcasting*) di Institut Bisnis dan Informatika Kwik Kian Gie. Dalam kesempatan ini, saya mohon izin untuk mengajak sdr/i untuk berpartisipasi pada penelitian yang saya lakukan yakni tingkat kepuasan ibu-ibu rumah tangga Harapan Indah 2, Cluster Taman Sari, Bekasi Barat terhadap tayangan *The New Eat Bulaga Indonesia*. Atas partisipasi Saudara/Saudari, saya ucapkan terima kasih.

- Apakah anda pernah menonton program *The New Eat Bulaga Indonesia*?
  - a. Ya
  - b. Tidak

Bila jawaban anda Tidak, maka berhenti sampai di sini. Bila jawaban anda Ya, maka lanjut ke pertanyaan berikutnya.

**Petunjuk pengisian :**

Berikan tanda silang (X) pada salah satu pilihan yang sesuai dengan jawaban Anda.

#### C. DATA RESPONDEN

3. Jenis Kelamin

- a. Pria
- b. Wanita



**b. Usia**

c. <25

c. 30 - 35

d. 25 – 30

d. >35 tahun

**D. DATA PENELITIAN**

Berikan tanda *checklist* (✓) pada jawaban yang anda pilih di bawah ini :

**Keterangan :**

1 : Sangat Tidak Setuju

4 : Setuju

2 : Tidak Setuju

5 : Sangat Setuju

3 : Netral

**I. Motif menonton tayangan *The New Eat Bulaga Indonesia* (Gratification Sought)**

**1. Motif Informasi**

| No | Pernyataan                                                                 | 1 | 2 | 3 | 4 | 5 |
|----|----------------------------------------------------------------------------|---|---|---|---|---|
| 1  | Saya mengetahui segmen-segmen yang ada di dalam program acara tersebut.    |   |   |   |   |   |
| 2  | Saya mengetahui hadiah-hadiah yang diberikan dalam program acara tersebut. |   |   |   |   |   |
| 3  | Saya mengetahui <i>host</i> yang terlibat dalam program acara tersebut.    |   |   |   |   |   |
| 4  | Saya mendapatkan informasi mengenai masak-memasak.                         |   |   |   |   |   |
| 5  | Saya mengetahui adanya segmen pencarian jodoh.                             |   |   |   |   |   |

**2. Motif Identitas Pribadi**

| No | Pertanyaan                                                                                                          | 1 | 2 | 3 | 4 | 5 |
|----|---------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 6  | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai ketertiban dalam mengikuti permainan yang disediakan. |   |   |   |   |   |
| 7  | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai sportifitas dalam setiap permainan yang diberikan.    |   |   |   |   |   |



|    |                                                                                                                       |  |  |  |  |  |
|----|-----------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 8  | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan ketepatan dan ketelitian dalam masak – memasak.               |  |  |  |  |  |
| 9  | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan tentang percintaan yang sesungguhnya dalam mencari jodoh.     |  |  |  |  |  |
| 10 | Program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai saling tolong – menolong terhadap mereka yang kesusahan |  |  |  |  |  |

### 3. Motif Hiburan

| No | Pertanyaan                                                                                                        | 1 | 2 | 3 | 4 | 5 |
|----|-------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 11 | Menonton program <i>The New Eat Bulaga Indonesia</i> dapat merasakan santai sejenak dan mengisi waktu luang.      |   |   |   |   |   |
| 12 | Saya merasakan sedih, tangis, dan prihatin mendengar kisah pengalaman bintang tamu yang diundang.                 |   |   |   |   |   |
| 13 | Saya merasa senang dan terhibur setelah menonton program <i>The New Eat Bulaga Indonesia</i> .                    |   |   |   |   |   |
| 14 | Saya ingin mengikuti secara langsung permainan yang diberikan dalam program <i>The New Eat Bulaga Indonesia</i> . |   |   |   |   |   |

## II. Kepuasan menonton tayangan *The New Eat Bulaga Indonesia* (*Gratification Obtained*).

### 1. Kepuasan Informasi

| No | Pernyataan                                                                                                   | 1 | 2 | 3 | 4 | 5 |
|----|--------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1  | Saya merasa puas dengan adanya segmen-segmen yang ada di dalam program <i>The New Eat Bulaga Indonesia</i> . |   |   |   |   |   |
| 2  | Saya merasa puas dengan hadiah-hadiah yang diberikan dalam program acara tersebut.                           |   |   |   |   |   |
| 3  | Saya merasa puas dengan <i>host</i> yang terlibat dalam program acara tersebut.                              |   |   |   |   |   |
| 4  | Saya merasa puas karena mendapatkan informasi mengenai masak-memasak.                                        |   |   |   |   |   |
| 5  | Saya merasa puas dengan adanya segmen pencarian jodoh.                                                       |   |   |   |   |   |



## 2. Kepuasan Identitas Pribadi

| No | Pertanyaan                                                                                                                                    | 1 | 2 | 3 | 4 | 5 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 6  | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai ketertiban dalam mengikuti permainan yang disediakan.   |   |   |   |   |   |
| 7  | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai sportifitas dalam setiap permainan yang diberikan.      |   |   |   |   |   |
| 8  | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan ketepatan dan ketelitian dalam masak – memasak.               |   |   |   |   |   |
| 9  | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan tentang percintaan yang sesungguhnya dalam mencari jodoh.     |   |   |   |   |   |
| 10 | Saya merasa puas karena program <i>The New Eat Bulaga Indonesia</i> mengajarkan nilai saling tolong – menolong terhadap mereka yang kesusahan |   |   |   |   |   |

## 3. Kepuasan Hiburan

| No | Pertanyaan                                                                                                                           | 1 | 2 | 3 | 4 | 5 |
|----|--------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 11 | Saya merasa puas karena menonton program <i>The New Eat Bulaga Indonesia</i> dapat merasakan santai sejenak dan mengisi waktu luang. |   |   |   |   |   |
| 12 | Saya puas karena dapat merasakan sedih, tangis, dan prihatin mendengar kisah pengalaman bintang tamu yang diundang.                  |   |   |   |   |   |
| 13 | Saya puas karena dapat merasa senang dan terhibur setelah menonton program <i>The New Eat Bulaga Indonesia</i> .                     |   |   |   |   |   |
| 14 | Saya ingin mengikuti secara langsung permainan yang diberikan dalam program <i>The New Eat Bulaga Indonesia</i> .                    |   |   |   |   |   |



## LAMPIRAN 6 : Coding Sheet Kuisiomer

### Distribusi Frekuensi Motif Menonton *The New Eat Bulaga Indonesia*

#### 80 Responden (menurun) – 14 Skor Pernyataan (mendatar)

|    | Informasi |   |   |   | Identitas Pribadi |   |   |   |   | Hiburan |   |   |   |
|----|-----------|---|---|---|-------------------|---|---|---|---|---------|---|---|---|
| 1  | 4         | 4 | 4 | 3 | 4                 | 4 | 4 | 4 | 4 | 4       | 4 | 4 | 2 |
| 2  | 4         | 4 | 4 | 4 | 4                 | 4 | 4 | 4 | 4 | 4       | 4 | 4 | 3 |
| 3  | 3         | 4 | 4 | 5 | 4                 | 4 | 4 | 3 | 3 | 5       | 3 | 4 | 3 |
| 4  | 3         | 4 | 2 | 1 | 2                 | 5 | 3 | 2 | 3 | 4       | 3 | 3 | 3 |
| 5  | 3         | 3 | 4 | 4 | 2                 | 3 | 2 | 3 | 4 | 3       | 3 | 2 | 1 |
| 6  | 4         | 4 | 2 | 3 | 2                 | 3 | 2 | 3 | 4 | 2       | 4 | 3 | 2 |
| 7  | 2         | 3 | 3 | 4 | 2                 | 5 | 3 | 1 | 5 | 4       | 4 | 5 | 5 |
| 8  | 3         | 4 | 4 | 4 | 3                 | 3 | 3 | 3 | 5 | 3       | 3 | 3 | 3 |
| 9  | 4         | 4 | 2 | 2 | 4                 | 3 | 3 | 3 | 4 | 4       | 3 | 4 | 4 |
| 10 | 3         | 2 | 2 | 2 | 4                 | 4 | 2 | 2 | 2 | 4       | 3 | 4 | 3 |
| 11 | 3         | 4 | 3 | 4 | 3                 | 4 | 5 | 3 | 4 | 4       | 3 | 4 | 4 |
| 12 | 1         | 2 | 2 | 2 | 3                 | 3 | 3 | 1 | 4 | 3       | 3 | 3 | 3 |
| 13 | 2         | 3 | 3 | 2 | 2                 | 3 | 3 | 2 | 2 | 4       | 3 | 3 | 1 |
| 14 | 3         | 4 | 3 | 1 | 2                 | 4 | 3 | 2 | 5 | 4       | 3 | 4 | 3 |
| 15 | 4         | 4 | 2 | 1 | 2                 | 3 | 2 | 1 | 4 | 4       | 3 | 4 | 5 |
| 16 | 4         | 4 | 4 | 3 | 4                 | 4 | 4 | 3 | 4 | 4       | 2 | 4 | 4 |
| 17 | 1         | 2 | 2 | 5 | 4                 | 4 | 2 | 1 | 5 | 3       | 1 | 3 | 1 |
| 18 | 3         | 3 | 3 | 1 | 1                 | 1 | 1 | 1 | 1 | 1       | 1 | 1 | 1 |
| 19 | 3         | 4 | 3 | 4 | 3                 | 2 | 4 | 2 | 3 | 3       | 4 | 3 | 4 |
| 20 | 2         | 2 | 2 | 4 | 4                 | 4 | 4 | 4 | 4 | 5       | 5 | 5 | 5 |
| 21 | 4         | 4 | 4 | 5 | 5                 | 5 | 5 | 4 | 4 | 5       | 5 | 4 | 4 |
| 22 | 3         | 2 | 4 | 3 | 3                 | 4 | 3 | 3 | 4 | 4       | 2 | 3 | 2 |
| 23 | 2         | 4 | 3 | 5 | 4                 | 4 | 3 | 1 | 4 | 4       | 4 | 3 | 3 |
| 24 | 1         | 2 | 2 | 2 | 3                 | 3 | 3 | 4 | 3 | 3       | 3 | 3 | 3 |
| 25 | 2         | 2 | 2 | 2 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 26 | 1         | 3 | 3 | 2 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 27 | 3         | 4 | 4 | 3 | 3                 | 4 | 4 | 3 | 3 | 4       | 3 | 3 | 4 |
| 28 | 5         | 4 | 3 | 4 | 4                 | 4 | 5 | 4 | 3 | 4       | 5 | 4 | 2 |
| 29 | 2         | 2 | 3 | 2 | 2                 | 4 | 4 | 4 | 2 | 2       | 4 | 2 | 2 |
| 30 | 2         | 2 | 2 | 2 | 3                 | 1 | 2 | 3 | 1 | 2       | 1 | 3 | 4 |
| 31 | 4         | 4 | 4 | 3 | 3                 | 4 | 3 | 5 | 1 | 3       | 2 | 2 | 4 |
| 32 | 4         | 3 | 4 | 2 | 2                 | 2 | 1 | 4 | 2 | 2       | 1 | 4 | 4 |
| 33 | 3         | 4 | 4 | 4 | 3                 | 4 | 4 | 5 | 4 | 4       | 3 | 4 | 4 |
| 34 | 3         | 3 | 3 | 2 | 1                 | 2 | 2 | 1 | 1 | 2       | 2 | 3 | 2 |
| 35 | 5         | 4 | 4 | 4 | 4                 | 1 | 1 | 3 | 2 | 1       | 4 | 3 | 3 |



|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 1 | 1 | 1 | 2 |
| 4 | 3 | 4 | 5 | 1 | 1 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 5 |
| 1 | 2 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 | 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 5 | 4 | 1 | 1 | 4 | 2 | 3 | 4 | 3 | 4 | 5 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 1 |
| 4 | 4 | 3 | 3 | 3 | 1 | 3 | 4 | 3 | 3 | 4 | 4 | 1 | 4 |
| 4 | 4 | 4 | 3 | 1 | 1 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 |
| 2 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 3 |
| 4 | 4 | 3 | 2 | 1 | 1 | 2 | 4 | 1 | 3 | 4 | 3 | 4 | 2 |
| 4 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 1 | 2 | 4 | 3 | 4 | 5 |
| 4 | 2 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 2 |
| 5 | 1 | 4 | 4 | 3 | 1 | 2 | 4 | 1 | 4 | 4 | 3 | 4 | 5 |
| 1 | 2 | 2 | 3 | 1 | 2 | 3 | 3 | 1 | 2 | 2 | 2 | 3 | 2 |
| 4 | 3 | 5 | 5 | 4 | 2 | 2 | 5 | 3 | 4 | 5 | 5 | 4 | 4 |
| 4 | 2 | 4 | 5 | 3 | 4 | 2 | 4 | 1 | 3 | 4 | 5 | 4 | 5 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 |
| 4 | 4 | 3 | 4 | 4 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 4 |
| 4 | 4 | 4 | 3 | 2 | 2 | 2 | 4 | 1 | 3 | 3 | 3 | 4 | 5 |
| 5 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 2 |
| 4 | 4 | 3 | 4 | 4 | 1 | 2 | 1 | 1 | 2 | 4 | 4 | 3 | 5 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 |
| 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| 2 | 2 | 4 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| 4 | 4 | 3 | 3 | 1 | 4 | 1 | 1 | 3 | 3 | 4 | 3 | 4 | 2 |
| 4 | 3 | 3 | 4 | 2 | 4 | 3 | 2 | 2 | 2 | 4 | 3 | 4 | 4 |
| 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 1 | 4 | 4 | 4 | 4 | 4 |
| 5 | 3 | 4 | 2 | 1 | 1 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 5 |
| 4 | 4 | 3 | 4 | 2 | 2 | 3 | 3 | 1 | 1 | 4 | 3 | 3 | 1 |
| 5 | 3 | 5 | 5 | 1 | 1 | 2 | 3 | 1 | 4 | 4 | 3 | 5 | 5 |
| 4 | 1 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 |
| 3 | 3 | 3 | 3 | 1 | 2 | 3 | 3 | 1 | 1 | 3 | 3 | 2 | 1 |
| 3 | 3 | 4 | 2 | 1 | 2 | 3 | 3 | 3 | 1 | 4 | 3 | 3 | 2 |



|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 3 | 5 | 1 | 2 | 2 | 2 | 3 | 1 | 1 | 4 | 3 | 2 | 2 |
| 4 | 3 | 4 | 1 | 1 | 2 | 2 | 4 | 1 | 1 | 4 | 1 | 3 | 5 |
| 2 | 2 | 4 | 3 | 1 | 2 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 2 |
| 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 1 | 4 | 5 |

## Distribusi Frekuensi Kepuasan Menonton *The New Eat Bulaga Indonesia*

80 Responden (menurun) – 14 Skor Pernyataan (mendatar)

| No | Informasi |   |   |   | Identitas Pribadi |   |   |   |   | Hiburan |   |   |   |
|----|-----------|---|---|---|-------------------|---|---|---|---|---------|---|---|---|
|    | 1         | 2 | 3 | 4 | 1                 | 2 | 3 | 4 | 5 | 1       | 2 | 3 | 4 |
| 1  | 4         | 4 | 4 | 3 | 4                 | 4 | 4 | 3 | 4 | 4       | 4 | 4 | 4 |
| 2  | 3         | 3 | 3 | 2 | 3                 | 3 | 3 | 3 | 4 | 4       | 1 | 4 | 5 |
| 3  | 4         | 4 | 4 | 3 | 5                 | 4 | 5 | 5 | 5 | 5       | 3 | 4 | 2 |
| 4  | 3         | 3 | 3 | 3 | 4                 | 4 | 2 | 2 | 3 | 3       | 2 | 2 | 3 |
| 5  | 2         | 4 | 3 | 2 | 3                 | 4 | 2 | 3 | 3 | 3       | 4 | 3 | 4 |
| 6  | 3         | 1 | 3 | 4 | 3                 | 2 | 4 | 3 | 1 | 4       | 3 | 4 | 3 |
| 7  | 3         | 3 | 2 | 1 | 3                 | 3 | 2 | 4 | 5 | 3       | 3 | 3 | 3 |
| 8  | 4         | 4 | 3 | 3 | 3                 | 3 | 3 | 3 | 4 | 3       | 3 | 4 | 3 |
| 9  | 4         | 4 | 4 | 3 | 4                 | 4 | 3 | 3 | 4 | 4       | 3 | 4 | 5 |
| 10 | 4         | 3 | 3 | 3 | 4                 | 4 | 3 | 3 | 4 | 4       | 3 | 4 | 3 |
| 11 | 3         | 4 | 5 | 2 | 4                 | 4 | 4 | 3 | 4 | 4       | 3 | 4 | 4 |
| 12 | 3         | 3 | 3 | 1 | 4                 | 4 | 4 | 1 | 4 | 3       | 3 | 3 | 3 |
| 13 | 3         | 3 | 3 | 2 | 3                 | 3 | 3 | 3 | 3 | 3       | 2 | 2 | 2 |
| 14 | 3         | 3 | 3 | 3 | 4                 | 5 | 3 | 3 | 5 | 4       | 3 | 4 | 3 |
| 15 | 4         | 4 | 2 | 1 | 4                 | 3 | 4 | 4 | 5 | 4       | 5 | 5 | 5 |
| 16 | 4         | 4 | 4 | 4 | 4                 | 4 | 4 | 4 | 4 | 4       | 2 | 4 | 4 |
| 17 | 3         | 1 | 1 | 3 | 4                 | 3 | 2 | 1 | 4 | 3       | 1 | 2 | 3 |
| 18 | 1         | 1 | 1 | 1 | 1                 | 1 | 1 | 1 | 1 | 1       | 1 | 1 | 1 |
| 19 | 2         | 3 | 4 | 3 | 2                 | 2 | 3 | 2 | 2 | 3       | 2 | 3 | 3 |
| 20 | 4         | 4 | 4 | 4 | 4                 | 4 | 4 | 4 | 4 | 4       | 4 | 4 | 4 |
| 21 | 4         | 4 | 4 | 5 | 5                 | 5 | 4 | 4 | 4 | 4       | 3 | 3 | 3 |
| 22 | 3         | 4 | 4 | 3 | 4                 | 4 | 3 | 2 | 4 | 4       | 3 | 4 | 2 |
| 23 | 3         | 3 | 4 | 3 | 4                 | 4 | 3 | 1 | 4 | 4       | 4 | 2 | 3 |
| 24 | 2         | 2 | 3 | 3 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 25 | 3         | 3 | 3 | 3 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 26 | 3         | 3 | 3 | 3 | 3                 | 3 | 3 | 3 | 3 | 3       | 3 | 3 | 3 |
| 27 | 3         | 2 | 4 | 3 | 3                 | 4 | 4 | 3 | 3 | 4       | 3 | 3 | 4 |
| 28 | 4         | 5 | 5 | 4 | 3                 | 4 | 4 | 5 | 3 | 4       | 5 | 4 | 5 |
| 29 | 3         | 2 | 4 | 2 | 2                 | 2 | 2 | 2 | 2 | 2       | 2 | 2 | 2 |
| 30 | 1         | 2 | 2 | 1 | 3                 | 1 | 2 | 1 | 2 | 3       | 3 | 4 | 5 |
| 31 | 4         | 4 | 4 | 3 | 3                 | 2 | 1 | 1 | 1 | 3       | 4 | 4 | 2 |



|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | 2 | 1 | 1 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 1 |
| 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 4 |
| 3 | 3 | 3 | 1 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 4 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 3 | 3 |
| 3 | 3 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 4 | 4 | 3 | 3 |
| 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 3 | 3 | 3 | 1 | 1 |
| 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 5 |
| 4 | 4 | 3 | 4 | 4 | 2 | 3 | 2 | 1 | 1 | 4 | 4 | 4 | 3 |
| 4 | 4 | 3 | 3 | 1 | 2 | 2 | 1 | 3 | 3 | 4 | 4 | 5 | 5 |
| 2 | 2 | 3 | 3 | 1 | 2 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 1 |
| 3 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 3 | 3 | 3 | 2 |
| 4 | 3 | 3 | 4 | 3 | 1 | 2 | 1 | 2 | 2 | 3 | 3 | 1 | 2 |
| 4 | 4 | 4 | 4 | 3 | 1 | 2 | 2 | 1 | 1 | 4 | 4 | 4 | 5 |
| 2 | 2 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 2 | 1 | 4 |
| 4 | 1 | 3 | 4 | 2 | 2 | 1 | 5 | 2 | 3 | 4 | 1 | 4 | 2 |
| 2 | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 3 | 3 |
| 4 | 4 | 3 | 1 | 2 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 1 | 2 |
| 4 | 2 | 3 | 4 | 3 | 4 | 4 | 5 | 1 | 1 | 1 | 3 | 3 | 2 |
| 4 | 3 | 4 | 2 | 1 | 4 | 5 | 5 | 1 | 2 | 1 | 2 | 2 | 3 |
| 4 | 3 | 3 | 4 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 3 |
| 4 | 4 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 4 | 4 | 3 | 4 |
| 2 | 2 | 2 | 3 | 3 | 1 | 1 | 1 | 2 | 2 | 4 | 3 | 3 | 4 |
| 3 | 3 | 4 | 4 | 1 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 2 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 |
| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 |
| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 2 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 |
| 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 |
| 3 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 3 |
| 1 | 2 | 3 | 3 | 2 | 4 | 2 | 2 | 1 | 1 | 4 | 3 | 3 | 1 |
| 4 | 4 | 3 | 5 | 1 | 4 | 1 | 1 | 2 | 3 | 4 | 4 | 4 | 3 |
| 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 4 | 3 | 2 | 2 |
| 4 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 |
| 4 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 1 | 2 | 4 | 4 | 4 | 5 |
| 4 | 4 | 3 | 3 | 1 | 1 | 2 | 1 | 1 | 2 | 4 | 3 | 3 | 2 |



|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 5 | 5 | 4 | 3 | 3 | 2 | 4 | 1 | 3 | 4 | 4 | 4 | 5 |
| 4 | 2 | 4 | 4 | 4 | 2 | 1 | 4 | 3 | 3 | 4 | 3 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |
| 4 | 3 | 3 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 3 | 3 | 3 | 2 |
| 2 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 4 | 3 | 2 | 3 |
| 4 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 1 | 1 | 4 | 2 | 5 | 5 |
| 2 | 2 | 5 | 3 | 1 | 2 | 2 | 1 | 1 | 3 | 3 | 3 | 2 | 2 |
| 4 | 4 | 4 | 4 | 1 | 1 | 2 | 4 | 1 | 3 | 4 | 3 | 4 | 5 |

## LAMPIRAN 7 : Hasil Uji Normalitas

### One-Sample Kolmogorov-Smirnov Test

|                                        | Motif Menonton <i>The New Eat Bulaga Indonesia</i> | Kepuasan Menonton <i>The New Eat Bulaga Indonesia</i> |
|----------------------------------------|----------------------------------------------------|-------------------------------------------------------|
| <b>N</b>                               | 240                                                | 240                                                   |
| <b>Normal Parameters<sup>a,b</sup></b> |                                                    |                                                       |
| Mean                                   | .0E-7                                              | .0E-7                                                 |
| Std. Deviation                         | 2,85644010                                         | 2,61797217                                            |
| <b>Most Extreme Differences</b>        |                                                    |                                                       |
| Absolute                               | ,055                                               | ,057                                                  |
| Positive                               | ,027                                               | ,057                                                  |
| Negative                               | -,055                                              | -,044                                                 |
| <b>Kolmogorov-Smirnov Z</b>            | ,845                                               | ,888                                                  |
| <b>Asymp. Sig. (2-tailed)</b>          | ,473                                               | ,409                                                  |

a. Test distribution is Normal.

b. Calculated from data.



## SURAT PERNYATAAN

Saya yang bertanda tangan di bawah ini :

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Menyatakan dengan sungguh-sungguh bahwa :

1. Keabsahan data dan hal-hal lain yang berkenaan dengan keaslian dalam penyusunan karya akhir ini merupakan tanggung jawab pribadi.
2. Apabila dikemudian hari timbul masalah dengan keabsahan data dan keaslian/originalitas karya akhir adalah diluar tanggung jawab Institut Bisnis dan Informatika Kwik Kian Gie dan saya bersedia menanggung segala risiko sanksi yang dikeluarkan Institusi dan gugatan yang diajukan oleh pihak lain yang merasa dirugikan.

Demikian agar yang berkepentingan maklum.

Jakarta, 22 Februari 2017

Yang membuat pernyataan,

Yefra Sayogo  
 (Nama Lengkap)