

**PERSEPSI SISWA SMAN 5 BALIKPAPAN TERHADAP SEGMENT
TONIGHT VERSUS DALAM TAYANGAN TONIGHT SHOW NET TV**

**(Studi Kuantitatif Persepsi Siswa SMAN 5 Balikpapan Terhadap Daya Ingat
Siswa dan Minat Menonton Segment Tonight Versus Dalam Tayangan
Tonight Show Yang Bertemakan Pendidikan)**

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ABSTRACT

In now days, the development of technology are very influential foward education in indonesia. It show that access about knowledge are easy with presence of social media, so indonesian people can be more develop and get informations from the whole world. Not only from social media but in now a days we also can get knowledge and informatians from television program. Some television program give many informations that given to audiences such as tonight show NET TV. Tonight show NET TV not only entertaining but also show about education in one of their segment, namely tonight versus.

the population that used in this research is SMAN 5 Balikpapan as an object, and tonight show NET TV program as a subject. This research is asing quantitative method and survey method to distribute questionnaire to responden. Sampling technique that used in this research is convenience sampling technique. Convenience sampling is research are free to choose the population that will be studiee or research will choose a population that already available and easy to reach.the sample of this research are 100 respondent data analys. This analys is to know the relation of variable independen (X) with variable dependen (Y) and the theory of this research is social learning theory.

This research obtain the result the variable independent have an ability 50,7% inexplaining varians foward variable deperdent (memory) while variable independent (tayangan segment) have an ability 39,9% in explaining varians foward variable dependent (watching's interest). This result is related with social learning theory and this theory related with memory of human in analizing good or bad influence of that program.from this theory it can related with the effect of psychomotor which is analys a program it will become an action effect that is psychomotor that cause a feeling to watch it again tonight versus segment.

Keywords: tonight show program, tonight versus segment, memory brain, watching Interest