

# Analisis pengaruh experiential positioning TV berita terhadap keputusan menonton (studi pada Metro TV dan TVone = The relationship analysis of news tv experiential positioning to watching decision the (study case of Metro TV and TV One) / Frederick F. Jebada

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## Abstrak

[<b>ABSTRAK</b><br>

Tesis ini membahas mengenai hubungan faktor-faktor experiential positioning terhadap keputusan menonton TV Berita, dengan studi pada Metro TV dan tvOne. Penelitian ini adalah penelitian kuantitatif dengan desain eksplanatif, responden mahasiswa pascasarjana komunikasi Universitas Indonesia, berjumlah 170 orang. Metode analisa data dilakukan dengan analisa statistik deskriptif dan analisa Structural Equation Modeling (SEM) untuk membuktikan hipotesa dalam penelitian ini. Penelitian ini menunjukkan bahwa dimensi yang paling dominan dalam menjelaskan faktor-faktor experiential positioning Metro TV adalah dimensi karakter, sedangkan tvOne adalah dimensi tema. Dimensi yang paling dominan dalam menjelaskan keputusan menonton adalah dimensi keinginan menonton pada Metro TV, dan dimensi rencana menonton pada tvOne. Terdapat pengaruh yang signifikan positif antara experiential positioning terhadap keputusan menonton TV Berita, baik pada Metro TV maupun tvOne.

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<b>ABSTRACT</b><br>

This thesis focuses on the relationship between experiential positioning factors and viewers satisfaction in watching news tv, using Metro TV and tvOne as the case study. This quantitative research with explanatif design focuses on 170 university of Indonesia communication post graduate students. The data analysis method is done by using descriptive statistic analysis and structural equation modeling (SEM) analysis to prove the hipotesis of the research. This research shows the most dominant dimention in explaining experiential positioning factors in Metro TV is the character dimension, while tvOne is theme dimension. The most dominant dimension that explains the watching decision is the watching desire for Metro TV, and Planning to Watch dimension for tvOne. Positive and signifikan influences are found in experiential positioning to the news tv watching decision in both Metro TV and tvOne, This thesis focuses on the relationship between experiential positioning factors and viewers satisfaction in watching news tv, using Metro TV and tvOne as the case study. This quantitative research with explanatif design focuses on 170 university of Indonesia communication post graduate students. The data analysis method is done by using descriptive statistic analysis and structural equation modeling (SEM) analysis to prove the hipotesis of the research. This research shows the most dominant dimention in explaining experiential positioning factors in Metro TV is the character dimension, while tvOne is theme dimension. The most dominant dimension that explains the watching decision is the watching desire for Metro TV, and Planning to Watch dimension for tvOne. Positive and signifikan influences are found in experiential positioning to the news tv watching decision in both Metro TV and tvOne]