

## PERNYATAAN KEASLIAN SKRIPSI

Saya yang bertanda tangan dibawah ini:

NAMA : Eko Widianoro

NIM : 96.30.2639

NIRM : 96.6.111.02016.50045

FAKULTAS : EKONOMI

JURUSAN : MANAJEMEN

JUDUL : TANGGAPAN PENDENGAR TERHADAP FORMAT  
ACARA RADIO IBC FM

Menyatakan bahwa skripsi ini adalah hasil karya saya sendiri, apabila kemudian hari ditemukan bukti plagiasi, manipulasi data atau pemalsuan data-data maupun bentuk-bentuk kecurangan yang lain saya bersedia untuk menerima sanksi dari Fakultas Ekonomi Universitas Katolik Soegijapranata Semarang.

Semarang, Agustus 2003





# LAMPIRAN

## KUESIONER

Kami mohon kesediaan Bapak/Ibu/Saudara mengisi kuesioner ini dengan cara memberi tanda check (  ) pada garis yang telah disediakan di bawah ini sesuai dengan penilaian Bapak/Ibu/Saudara terhadap pernyataan-pernyataan berikut. Semakin ke kiri memberikan tanda check semakin negatif (buruk) penilaian Anda, dan semakin ke kanan penilaian Anda semakin positif (baik).

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### **Data responden**

Nama responden :

Jenis kelamin : L / P

Alamat responden :

Telepon :

Umur responden : a. 15-19 tahun e. 30-39 tahun

b. 20-29 tahun d. 40 tahun keatas

Pendidikan terakhir : a. SD c. SLTA

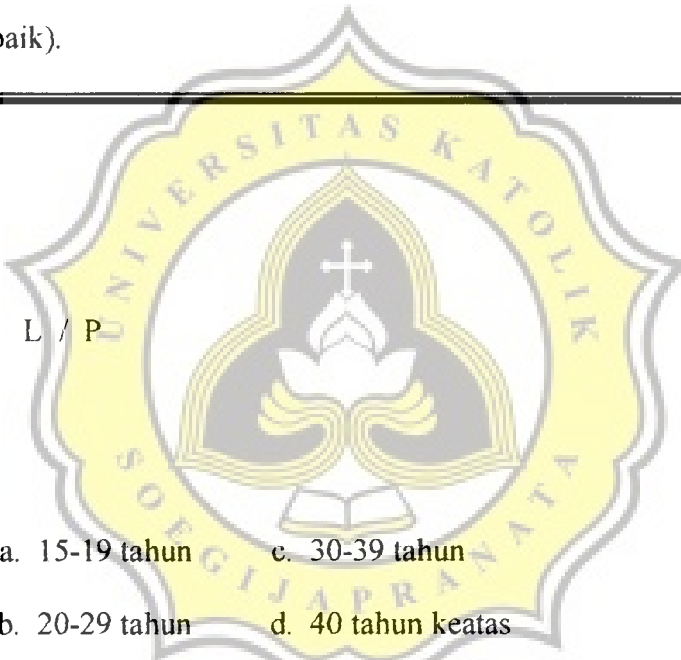
b. SLTP d. Perguruan tinggi

Pekerjaan : a. Pelajar / Mahasiswa

b. Pegawai negeri

c. Pegawai swasta

d. Lain-lain .....



1. Acara talk show di dalam radio IBC FM sekarang

Tidak menarik     : : : : : : : :     Menarik  
                                 1 2 3 4 5 6 7

2. Nara sumber di dalam acara talk show

Tidak berbobot     : : : : : : : :     Berbobot  
                                 1 2 3 4 5 6 7

3. Tema yang di sampaikan dalam acara talk show

Tidak berbobot     : : : : : : : :     Berbobot  
                                 1 2 3 4 5 6 7

4. Acara patko (patroli kota) di radio IBC FM sekarang

Tidak aktual     : : : : : : : :     Aktual  
                                 1 2 3 4 5 6 7

5. Sandiwara radio (obladi oblada) di radio IBC FM

Tidak menarik     : : : : : : : :     Menarik  
                                 1 2 3 4 5 6 7

6. Jenis musik yang di sajikan di radio IBC FM

Tidak variatif     : : : : : : : :     Variatif  
                                 1 2 3 4 5 6 7

7. Variasi acara yang ada di radio IBC FM

Sedikit     : : : : : : : :     Banyak  
                                 1 2 3 4 5 6 7

8. Kualitas acara di radio IBC FM

Tidak berkualitas     : : : : : : : :     Berkualitas  
                                 1 2 3 4 5 6 7

9. Cara penyampaian penyiar di dalam membawakan suatu acara di radio IBC FM

Tidak menarik     : : : : : : : :     Menarik  
                                 1 2 3 4 5 6 7

10. Hubungan interaksi penyiar dengan para pendengar radio IBC FM

Tidak dekat      : : : : : : : :      Dekat  
                         1 2 3 4 5 6 7

11. Pembawaan penyiar saat membawakan acara tertentu di radio IBC FM

Tidak menjiwai      : : : : : : : :      Menjiwai  
                                 1 2 3 4 5 6 7

12. Porsi waktu dalam setiap acara di radio IBC FM

Tidak sesuai      : : : : : : : :      Sesuai  
                                 1 2 3 4 5 6 7

13. Penentuan program acara tertentu di radio IBC FM dilihat dari penempatan waktunya.

Tidak tepat      : : : : : : : :      Tepat  
                                 1 2 3 4 5 6 7



### Data responden

No.	Nama	Alamat	Telp.
1	Hendri	Jl. Utari IB/7 Pondok Indrapasta	
2	Wati Setyoningsih	Jl. Jagalan 33 A	3554270
3	Hayu Puspitasari	ASPOL Kalisari Blok I/23	
4	Rochmi Hudiari	Jl. Wahyu Asri X E116	7600225
5	Rury	Jl. Dr. Kariyadi 478 B	
6	Yana	Bukit Panjangan Asri Blok 0 No 9	
7	Pongky	Pancakarya 5	
8	Ardi	Jl. Muara Mas X / 330	3555785
9	Woro	Jl. Wahyu asri II / D 157	7608157
10	Dewi Kurnia	Tambakmas XVII / 454	3514251
11	Anny Winarsih	Jl. Anjasmoro II / No 6	7603457
12	Andra Widyastanti	Jl. Sriwidodo Utara VII/470	
13	Fitri	Jl. Sriwidodo Utara II Rt. 3 292	
14	Agus Widarto	Jl. Ngesrep Timur II 41	7478961
15	Yuli	Jl. Rejosari IX Blok A No 6	3565986
16	Manung B	Tmn Brotojoyo	3513749
17	Daniel Hartano	Jl. Krakatau I / 1	8448059
18	Tri Andari	Jl. Mars III / 26	8444915
19	Hastuti	Jl. Kurantil 213	7600577
20	Suharti	Cempolorejo VII / II	
21	Widyayati	Jl. Poncowolo Barat VIII / 484	3556165
22	Novan Adianto	Jl. Kelud Utara III No. 6 A	
23	Suhartini	Jl. Gurami I / 510	3560133
24	Y. Pujiyanto	Jl. Candi Intan III / 1169	7602655
25	Muh. Zajuri	Jl. Candi Tembaga utara dlm 854	7620128
26	Nina Martini	Setia Budi 106	7462042
27	Suparno, S pd	Jl. Kumudasmoro Dlm IV/27	817247559
28	B. Gunarto	Jl. Candi Mutiara I / 1216	8122883237
29	Sri Rubiyati	Kr. Anyar Gunung 252	
30	Dewik	Jl. Tentara pelajar No. 40	8449646
31	Lestari	Jl. Menoreh II / 18	
32	Adhi Hertambang	Jl. Kelud Utara 12	
33	Imam Eko	Jl. Karangrejo Raya 132	
34	Ign. Tri Sova Elianto	Tmn Kradenan Asri Blok H / 15	8502726
35	Aloysius Rony	Jaingaleh	817287153
36	Tities Kusuma	Jl. Gombel Permai V	8122809022
37	Bagus Arista	Perum. Dolog No. 48	
38	Damar	Jl. Indrapura No. 5	8311730
39	Marchelino Anastas	Manyarani Permai E1/26	7608550
40	Agung Kurniawan	Jl. Karangrejo No. 132	8156662882
41	Sugik		8415503
42	Panji Mulyanto	Jl. Gombel Lama 15	7470676
43	Avianti	Jl. Kalingga Tengah No. 2	81566199586
44	Yulianta Tamira	Jl. Tanggul Mas Brt 19	3559279
45	V. Pandu M.	Jl. Truntum IX / 19	6714217
46	Hendry s.	Wonodri Krajan 33	
47	Nita	Jl. Sukula II / 17 B	
48	Agustinne Paramita	Jl. Gaharu Timur Dalam V / 122	7475820
49	Meta Hestiani	Jl. Tinjomoyo	8122838510
50	Yayuk Susanti	Karangjati Ungaran	812809094

**DATA PENELITIAN SKOR TANGGAPAN DARI TINGKAT USIA, PENDIDIKAN DAN**

No	Usia	Jns Klmn	Penddkn	Pekerjaan	1	2	3	4	5	6	7	8	9	10	11	12	13	
1	20-29 th	L	SLTA	SWASTA	4	4	3	4	5	5	4	4	3	4	5	6	5	56
2	30-39 th	P	SLTA	SWASTA	3	5	6	5	5	5	5	5	5	5	5	5	5	64
3	20-29 th	P	SLTA	SWASTA	6	6	5	6	6	5	4	6	3	4	4	6	6	67
4	40 th keatas	P	PT	PNS	5	5	6	6	6	6	5	5	3	6	4	5	4	66
5	30-39 th	P	SLTA	SWASTA	4	4	4	4	4	1	3	4	4	4	4	4	4	48
6	30-39 th	P	SLTA	SWASTA	5	5	4	5	6	2	7	5	5	5	6	5	5	65
7	20-29 th	L	PT	PELAJAR	4	4	4	4	4	4	4	4	4	4	4	4	4	52
8	20-29 th	L	SLTA	PELAJAR	3	3	3	1	2	3	3	3	3	3	3	3	3	36
9	20-29 th	P	SLTA	PELAJAR	4	4	4	4	4	1	5	4	4	4	4	4	4	50
10	20-29 th	P	PT	PELAJAR	5	5	6	5	5	5	6	5	5	5	5	3	5	65
11	30-39 th	P	PT	PNS	6	6	7	6	6	7	2	6	5	6	6	6	2	71
12	15-19 th	P	SLTP	PELAJAR	5	5	4	5	5	5	4	5	4	5	5	5	3	60
13	15-19 th	P	SLTP	PELAJAR	6	6	5	6	6	7	4	6	4	6	6	2	4	68
14	20-29 th	L	PT	PELAJAR	5	5	4	2	5	5	1	5	4	5	5	5	1	52
15	20-29 th	P	PT	PELAJAR	7	6	5	4	6	6	6	6	6	6	6	6	6	76
16	20-29 th	L	PT	PELAJAR	5	5	5	5	5	7	4	5	5	5	5	5	5	66
17	30-39 th	L	PT	LAIN-LAIN	5	5	5	3	5	5	6	5	5	5	5	5	5	64
18	30-39 th	P	SLTA	SWASTA	4	4	4	4	2	4	4	4	4	3	5	4	4	50
19	40 th keatas	P	PT	PNS	7	5	5	5	5	4	6	6	3	6	5	7	5	69
20	40 th keatas	P	PT	PNS	4	4	5	4	4	3	3	4	4	4	3	4	3	49
21	30-39 th	P	PT	PNS	7	6	4	4	4	2	4	6	3	4	2	4	4	54
22	20-29 th	L	PT	PELAJAR	5	5	5	5	5	4	3	5	7	3	5	3	5	60
23	30-39 th	P	PT	PNS	5	5	5	5	5	4	5	5	5	5	4	5	5	63
24	30-39 th	L	PT	PNS	5	5	5	5	5	5	5	5	5	5	3	5	5	63
25	40 th keatas	L	PT	PNS	4	4	4	7	3	4	4	6	4	4	5	4	4	57
26	30-39 th	P	PT	PNS	5	5	5	5	5	4	5	5	5	5	6	5	5	65
27	30-39 th	L	PT	PNS	5	5	5	5	4	4	5	5	5	5	6	5	5	64
28	30-39 th	L	PT	PNS	6	6	6	7	3	6	7	6	6	6	4	6	6	75
29	30-39 th	P	SD	LAIN-LAIN	7	7	6	7	3	3	5	7	7	5	5	4	7	73
30	15-19 th	P	SLTA	SWASTA	6	5	4	4	3	4	5	5	6	4	7	5	3	61
31	20-29 th	P	SLTA	SWASTA	6	4	4	5	4	5	5	5	6	5	5	5	6	65
32	20-29 th	L	PT	PELAJAR	5	5	5	2	4	5	5	6	7	6	6	7	2	65
33	20-29 th	L	SLTA	PELAJAR	6	4	5	5	6	4	6	5	4	5	5	5	4	64
34	20-29 th	L	PT	PELAJAR	5	3	5	4	3	4	4	6	5	6	6	7	4	62
35	20-29 th	L	SLTA	PELAJAR	4	4	6	4	4	4	5	4	2	5	5	5	1	52
36	20-29 th	P	SLTA	PELAJAR	5	4	6	5	4	6	5	7	5	4	6	6	6	69
37	20-29 th	L	SLTA	PELAJAR	6	3	5	5	6	4	4	5	5	5	5	7	4	64
38	20-29 th	L	SLTA	PELAJAR	6	4	6	5	2	3	3	5	5	3	5	5	6	58
39	20-29 th	L	PT	PELAJAR	5	5	5	3	4	4	4	4	4	4	2	4	4	52
40	20-29 th	L	PT	LAIN-LAIN	5	4	6	5	4	5	5	7	5	5	5	4	6	66
41	20-29 th	L	PT	PELAJAR	4	3	5	4	1	6	2	4	5	4	4	3	3	48
42	20-29 th	L	SLTA	PELAJAR	4	4	4	3	6	5	3	7	4	4	4	2	4	54
43	20-29 th	P	SLTA	PELAJAR	5	3	4	3	4	6	4	5	5	5	5	4	3	56
44	20-29 th	P	PT	PELAJAR	6	4	3	3	6	5	1	5	5	5	5	4	5	57
45	20-29 th	L	SLTA	PELAJAR	5	3	4	3	4	6	6	5	5	5	5	5	5	61
46	20-29 th	L	PT	PELAJAR	4	4	5	2	6	5	5	4	4	7	3	4	4	57
47	20-29 th	P	PT	PELAJAR	4	3	4	4	3	5	5	5	5	5	5	4	5	57
48	20-29 th	P	SLTA	PELAJAR	4	4	5	4	4	5	4	5	5	5	4	4	5	58
49	20-29 th	P	SLTA	PELAJAR	3	5	5	5	3	5	5	6	6	7	3	6	7	66
50	20-29 th	P	SLTA	PELAJAR	2	6	5	4	5	3	3	7	6	7	3	3	5	59
					246	228	240	220	216	229	216	260	236	240	233	234	221	
					4.9	4.6	4.8	4.4	4.3	4.6	4.3	5.2	4.7	4.8	4.7	4.7	4.4	

# Correlations

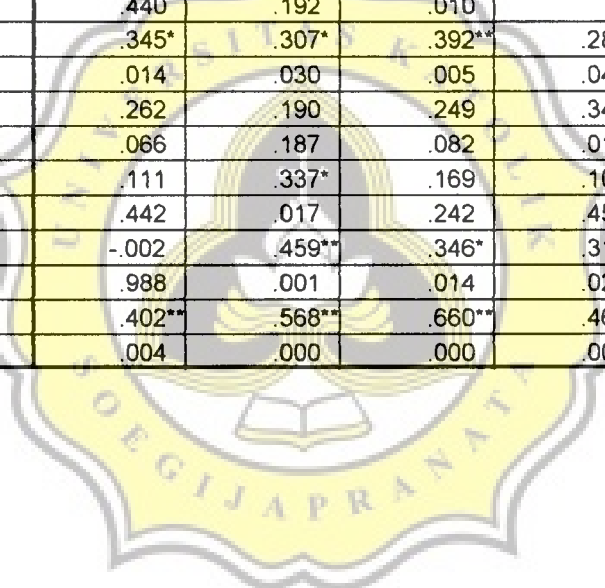
Correlations<sup>a</sup>

		P1	P2	P3	P4	P5
P1	Pearson Correlation	1.000	.385**	.193	.342*	.265
	Sig. (2-tailed)		.006	.179	.015	.063
P2	Pearson Correlation	.385**	1.000	.396**	.457**	.343*
	Sig. (2-tailed)	.006		.004	.001	.015
P3	Pearson Correlation	.193	.396**	1.000	.508**	.124
	Sig. (2-tailed)	.179	.004		.000	.391
P4	Pearson Correlation	.342*	.457**	.508**	1.000	.090
	Sig. (2-tailed)	.015	.001	.000		.534
P5	Pearson Correlation	.265	.343*	.124	.090	1.000
	Sig. (2-tailed)	.063	.015	.391	.534	
P6	Pearson Correlation	.107	.029	.253	.106	.189
	Sig. (2-tailed)	.459	.840	.076	.463	.190
P7	Pearson Correlation	.229	.192	.232	.299*	.102
	Sig. (2-tailed)	.110	.182	.104	.035	.480
P8	Pearson Correlation	.316*	.463**	.426**	.431**	.242
	Sig. (2-tailed)	.026	.001	.002	.002	.090
P9	Pearson Correlation	.105	.221	.297*	.149	-.111
	Sig. (2-tailed)	.466	.124	.036	.303	.445
P10	Pearson Correlation	.090	.326*	.238	.120	.386**
	Sig. (2-tailed)	.534	.021	.095	.408	.006
P11	Pearson Correlation	.347*	.010	.118	.215	.130
	Sig. (2-tailed)	.014	.945	.414	.134	.368
P12	Pearson Correlation	.349*	.069	.227	.165	.128
	Sig. (2-tailed)	.013	.633	.112	.253	.378
P13	Pearson Correlation	.177	.241	.161	.453**	.015
	Sig. (2-tailed)	.219	.092	.265	.001	.920
X	Pearson Correlation	.564**	.575**	.574**	.627**	.435**
	Sig. (2-tailed)	.000	.000	.000	.000	.002



### Correlations<sup>a</sup>

		P6	P7	P8	P9	P10
P1	Pearson Correlation	.107	.229	.316*	.105	.090
	Sig. (2-tailed)	.459	.110	.026	.466	.534
P2	Pearson Correlation	.029	.192	.463**	.221	.326*
	Sig. (2-tailed)	.840	.182	.001	.124	.021
P3	Pearson Correlation	.253	.232	.426**	.297*	.238
	Sig. (2-tailed)	.076	.104	.002	.036	.095
P4	Pearson Correlation	.106	.299*	.431**	.149	.120
	Sig. (2-tailed)	.463	.035	.002	.303	.408
P5	Pearson Correlation	.189	.102	.242	-.111	.386**
	Sig. (2-tailed)	.190	.480	.090	.445	.006
P6	Pearson Correlation	1.000	.046	.178	.112	.345*
	Sig. (2-tailed)	.	.753	.216	.440	.014
P7	Pearson Correlation	.046	1.000	.181	.188	.307*
	Sig. (2-tailed)	.753	.	.209	.192	.030
P8	Pearson Correlation	.178	.181	1.000	.359*	.392**
	Sig. (2-tailed)	.216	.209	.	.010	.005
P9	Pearson Correlation	.112	.188	.359*	1.000	.281*
	Sig. (2-tailed)	.440	.192	.010	.	.048
P10	Pearson Correlation	.345*	.307*	.392**	.281*	1.000
	Sig. (2-tailed)	.014	.030	.005	.048	.
P11	Pearson Correlation	.262	.190	.249	.346*	.045
	Sig. (2-tailed)	.066	.187	.082	.014	.756
P12	Pearson Correlation	.111	.337*	.169	.107	.283*
	Sig. (2-tailed)	.442	.017	.242	.458	.047
P13	Pearson Correlation	-.002	.459**	.346*	.312*	.233
	Sig. (2-tailed)	.988	.001	.014	.028	.103
X	Pearson Correlation	.402**	.568**	.660**	.461**	.582**
	Sig. (2-tailed)	.004	.000	.000	.001	.000



Correlations<sup>a</sup>

		P11	P12	P13	X
P1	Pearson Correlation	.347*	.349*	.177	.564**
	Sig. (2-tailed)	.014	.013	.219	.000
P2	Pearson Correlation	.010	.069	.241	.575**
	Sig. (2-tailed)	.945	.633	.092	.000
P3	Pearson Correlation	.118	.227	.161	.574**
	Sig. (2-tailed)	.414	.112	.265	.000
P4	Pearson Correlation	.215	.165	.453**	.627**
	Sig. (2-tailed)	.134	.253	.001	.000
P5	Pearson Correlation	.130	.128	.015	.435**
	Sig. (2-tailed)	.368	.378	.920	.002
P6	Pearson Correlation	.262	.111	-.002	.402**
	Sig. (2-tailed)	.066	.442	.988	.004
P7	Pearson Correlation	.190	.337*	.459**	.568**
	Sig. (2-tailed)	.187	.017	.001	.000
P8	Pearson Correlation	.249	.169	.346*	.660**
	Sig. (2-tailed)	.082	.242	.014	.000
P9	Pearson Correlation	.346*	.107	.312*	.461**
	Sig. (2-tailed)	.014	.458	.028	.001
P10	Pearson Correlation	.045	.283*	.233	.582**
	Sig. (2-tailed)	.756	.047	.103	.000
P11	Pearson Correlation	1.000	.333*	-.040	.461**
	Sig. (2-tailed)	.	.018	.783	.001
P12	Pearson Correlation	.333*	1.000	.086	.494**
	Sig. (2-tailed)	.018	.	.553	.000
P13	Pearson Correlation	-.040	.086	1.000	.517**
	Sig. (2-tailed)	.783	.553	.	.000
X	Pearson Correlation	.461**	.494**	.517**	1.000
	Sig. (2-tailed)	.001	.000	.000	.

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

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

a. Listwise N=50

## Reliability Tanggapan Format Acara Radio IBC FM

\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

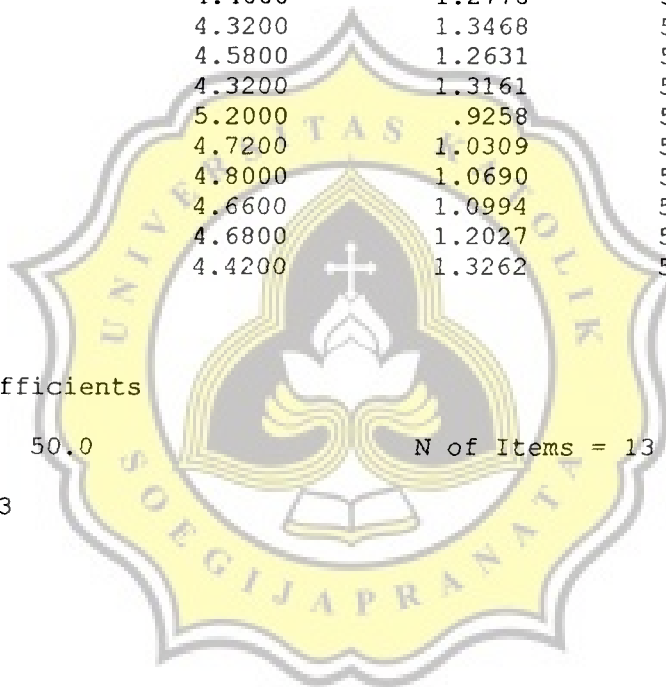
		Mean	Std Dev	Cases
1.	P1	4.9200	1.1036	50.0
2.	P2	4.5600	.9723	50.0
3.	P3	4.8000	.8806	50.0
4.	P4	4.4000	1.2778	50.0
5.	P5	4.3200	1.3468	50.0
6.	P6	4.5800	1.2631	50.0
7.	P7	4.3200	1.3161	50.0
8.	P8	5.2000	.9258	50.0
9.	P9	4.7200	1.0309	50.0
10.	P10	4.8000	1.0690	50.0
11.	P11	4.6600	1.0994	50.0
12.	P12	4.6800	1.2027	50.0
13.	P13	4.4200	1.3262	50.0

#### Reliability Coefficients

N of Cases = 50.0

N of Items = 13

Alpha = .7793



Tanggapan Responden Wanita

No	Pertanyaan													Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	
1	3	5	6	5	5	5	5	5	5	5	5	5	5	64
2	6	6	5	6	6	5	4	6	3	4	4	6	6	67
3	5	5	6	6	6	6	5	5	3	6	4	5	4	66
4	4	4	4	4	4	1	3	4	4	4	4	4	4	48
5	5	5	4	5	6	2	7	5	5	5	6	5	5	65
6	4	4	4	4	1	5	4	4	4	4	4	4	4	50
7	5	5	6	5	5	5	6	5	5	5	5	3	5	65
8	6	6	7	6	6	7	2	6	5	6	6	6	2	71
9	5	5	4	5	5	5	4	5	4	5	5	5	3	60
10	6	6	5	6	6	7	4	6	4	6	6	2	4	68
11	7	6	5	4	6	6	6	6	6	6	6	6	6	76
12	4	4	4	4	2	4	4	4	4	3	5	4	4	50
13	7	5	5	5	5	4	6	6	3	6	5	7	5	69
14	4	4	5	4	4	3	3	4	4	4	3	4	3	49
15	7	6	4	4	4	2	4	6	3	4	2	4	4	54
16	5	5	5	5	5	4	5	5	5	5	4	5	5	63
17	5	5	5	5	5	4	5	5	5	5	6	5	5	65
18	7	7	6	7	3	3	5	7	7	5	5	4	7	73
19	6	5	4	4	3	4	5	5	6	4	7	5	3	61
20	6	4	4	5	4	5	5	5	6	5	5	5	6	65
21	5	4	6	5	4	6	5	7	5	4	6	6	6	69
22	5	3	4	3	4	6	4	5	5	5	5	4	3	56
23	6	4	3	3	6	5	1	5	5	5	5	4	5	57
24	4	3	4	4	3	5	5	5	5	5	5	4	5	57
25	4	4	5	4	4	5	4	5	5	5	4	4	5	58
26	3	5	5	5	3	5	5	6	6	7	3	6	7	66
27	2	6	5	4	5	3	3	7	6	7	3	3	5	59
Total	136	131	130	127	120	122	119	144	128	135	128	125	126	
rata2	5.04	4.85	4.81	4.7	4.44	4.52	4.41	5.33	4.74	5	4.74	4.63	4.67	

61.9 4.76

Tanggapan Responden Pria

No	Pertanyaan													Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	
1	4	4	3	4	5	5	4	4	3	4	5	6	5	56
2	4	4	4	4	4	4	4	4	4	4	4	4	4	52
3	3	3	3	1	2	3	3	3	3	3	3	3	3	36
4	5	5	4	2	5	5	1	5	4	5	5	5	1	52
5	5	5	5	5	5	7	4	5	5	5	5	5	5	66
6	5	5	5	3	5	5	6	5	5	5	5	5	5	64
7	5	5	5	5	5	4	3	5	7	3	5	3	5	60
8	5	5	5	5	5	5	5	5	5	5	3	5	5	63
9	4	4	4	7	3	4	4	6	4	4	5	4	4	57
10	5	5	5	5	4	4	5	5	5	5	6	5	5	64
11	6	6	6	7	3	6	7	6	6	6	4	6	6	75
12	5	5	5	2	4	5	5	6	7	6	6	7	2	65
13	6	4	5	5	6	4	6	5	4	5	5	5	4	64
14	5	3	5	4	3	4	4	6	5	6	6	7	4	62
15	4	4	6	4	4	4	4	5	4	2	5	5	1	52
16	6	3	5	5	6	4	4	5	5	5	5	7	4	64
17	6	4	6	5	2	3	3	5	5	3	5	5	6	58
18	5	5	5	3	4	4	4	4	4	4	2	4	4	52
19	5	4	6	5	4	5	5	7	5	5	5	4	6	66
20	4	3	5	4	1	6	2	4	5	4	4	3	3	48
21	4	4	4	3	6	5	3	7	4	4	4	2	4	54
22	5	3	4	3	4	6	6	5	5	5	5	5	5	61
23	4	4	5	2	6	5	5	4	4	7	3	4	4	57
total	110	97	110	93	96	107	97	116	108	105	105	109	95	1348
rata2	4.78	4.22	4.78	4.04	4.17	4.65	4.22	5.04	4.7	4.57	4.57	4.74	4.13	58.61

58.6 4.51

# Frequency Table

## ITEM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	2,0	2,0	2,0
	3	3	6,0	6,0	8,0
	4	13	26,0	26,0	34,0
	5	19	38,0	38,0	72,0
	6	10	20,0	20,0	92,0
	7	4	8,0	8,0	100,0
	Total	50	100,0	100,0	

## ITEM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	14,0	14,0	14,0
	4	17	34,0	34,0	48,0
	5	18	36,0	36,0	84,0
	6	7	14,0	14,0	98,0
	7	1	2,0	2,0	100,0
	Total	50	100,0	100,0	

## ITEM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	6,0	6,0	6,0
	4	15	30,0	30,0	36,0
	5	22	44,0	44,0	80,0
	6	9	18,0	18,0	98,0
	7	1	2,0	2,0	100,0
	Total	50	100,0	100,0	

## ITEM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2,0	2,0	2,0
	2	3	6,0	6,0	8,0
	3	6	12,0	12,0	20,0
	4	15	30,0	30,0	50,0
	5	18	36,0	36,0	86,0
	6	4	8,0	8,0	94,0
	7	3	6,0	6,0	100,0
	Total	50	100,0	100,0	

**ITEM5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	4,0	4,0	4,0
2	3	6,0	6,0	10,0
3	7	14,0	14,0	24,0
4	14	28,0	28,0	52,0
5	13	26,0	26,0	78,0
6	11	22,0	22,0	100,0
Total	50	100,0	100,0	

**ITEM6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	2,0	2,0	2,0
2	2	4,0	4,0	6,0
3	5	10,0	10,0	16,0
4	14	28,0	28,0	44,0
5	18	36,0	36,0	80,0
6	7	14,0	14,0	94,0
7	3	6,0	6,0	100,0
Total	50	100,0	100,0	

**ITEM7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	4,0	4,0	4,0
2	2	4,0	4,0	8,0
3	7	14,0	14,0	22,0
4	16	32,0	32,0	54,0
5	15	30,0	30,0	84,0
6	6	12,0	12,0	96,0
7	2	4,0	4,0	100,0
Total	50	100,0	100,0	

**ITEM8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	2,0	2,0	2,0
4	9	18,0	18,0	20,0
5	24	48,0	48,0	68,0
6	11	22,0	22,0	90,0
7	5	10,0	10,0	100,0
Total	50	100,0	100,0	

**ITEM9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	12,0	12,0	12,0
	4	14	28,0	28,0	40,0
	5	21	42,0	42,0	82,0
	6	6	12,0	12,0	94,0
	7	3	6,0	6,0	100,0
	Total	50	100,0	100,0	

**ITEM10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	2,0	2,0	2,0
	3	4	8,0	8,0	10,0
	4	13	26,0	26,0	36,0
	5	21	42,0	42,0	78,0
	6	8	16,0	16,0	94,0
	7	3	6,0	6,0	100,0
	Total	50	100,0	100,0	

**ITEM11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	4,0	4,0	4,0
	3	6	12,0	12,0	16,0
	4	10	20,0	20,0	36,0
	5	22	44,0	44,0	80,0
	6	9	18,0	18,0	98,0
	7	1	2,0	2,0	100,0
	Total	50	100,0	100,0	

**ITEM12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	4,0	4,0	4,0
	3	5	10,0	10,0	14,0
	4	15	30,0	30,0	44,0
	5	17	34,0	34,0	78,0
	6	7	14,0	14,0	92,0
	7	4	8,0	8,0	100,0
	Total	50	100,0	100,0	



**ITEM 13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	4.0	4.0	4.0
	2.00	2	4.0	4.0	8.0
	3.00	6	12.0	12.0	20.0
	4.00	14	28.0	28.0	48.0
	5.00	17	34.0	34.0	82.0
	6.00	7	14.0	14.0	96.0
	7.00	2	4.0	4.0	100.0
	Total	50	100.0	100.0	



Tabel 4.2  
Skor Tanggapan Pendengar Radio IBC FM Semarang

No	Indikator Variabel Acara	1		2		3		4		5		6		7		Total	Rata-rata
		F	S	F	S	F	S	F	S	F	S	F	S	F	S		
A	1. Menarik atau tidaknya acara talk show	0	0	1	2	3	9	13	52	19	95	10	60	4	28	246	4.9
	2. Nara sumber acara talk show	0	0	0	0	7	21	17	68	18	90	7	42	1	7	228	4.6
	3. Tema acara talk show	0	0	0	0	3	9	15	60	22	110	9	54	1	7	240	4.8
	4. Patko (Patroli Kota)	1	1	3	6	6	18	15	60	18	90	4	24	3	21	220	4.4
	5. Sandiwara Radio	2	2	3	6	7	21	14	56	13	65	11	66	0	0	216	4.3
	6. Jenis Musik	1	1	2	4	5	15	14	56	18	90	7	42	3	21	229	4.6
	7. Variasi Acara	2	2	2	4	7	21	16	64	15	75	6	36	2	14	216	4.3
	8. Kualitas Acara	0	0	0	0	1	3	9	36	24	120	11	66	5	35	260	5.2
	9. Cara Penyampaian Penyiari	0	0	0	0	6	18	14	56	21	105	6	36	3	21	236	4.7
	10. Hubungan Interaksi dengan pendengar	0	0	1	2	4	12	13	52	21	105	8	48	3	21	240	4.8
	11. Pembawaan Penyiari	0	0	2	4	6	18	10	40	22	110	9	54	1	7	233	4.7
	12. Porsi Waktu	0	0	2	4	5	15	15	60	17	85	7	42	4	28	234	4.7
	13. Penentuan Program dilihat dari penempatan waktu	2	2	2	4	6	18	14	56	17	85	7	42	2	14	221	4.4

Sumber : data primer yang diolah

Keterangan :

F = Frekuensi

S = Skor