

## ABSTRAK

### ANALISIS SIKAP PEMBACA TERHADAP ATRIBUT-ATRIBUT TABLOID OLAHRAGA BOLA

Studi Kasus : Di Kecamatan Depok Sleman Yogyakarta

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Penelitian ini dilaksanakan di Kecamatan Depok Sleman Yogyakarta. Tujuan dari penelitian ini adalah untuk mengetahui : (1) Karakteristik para pembaca Tabloid Olahraga Bola di Kecamatan Depok Sleman Yogyakarta. (2) Sikap pembaca terhadap atribut Tabloid Olahraga Bola di Kecamatan Depok Sleman Yogyakarta. (3) Perbedaan sikap pembaca terhadap atribut Tabloid Olahraga Bola ditinjau dari jenis kelamin di Kecamatan Depok Sleman Yogyakarta. Metode pengumpulan data yang dilakukan dalam penelitian ini adalah dengan observasi, wawancara, dan kuesioner. Populasinya adalah para pembaca Tabloid Olahraga Bola di Kecamatan Depok Sleman Yogyakarta dan diambil sampel sejumlah 100 dengan teknik *purposive sampling*.

Untuk mengetahui karakteristik para pembaca Tabloid Olahraga Bola di Kecamatan Depok Sleman Yogyakarta, teknik analisis data yang digunakan adalah dengan analisis persentase. Untuk mengetahui sikap pembaca terhadap atribut Tabloid Olahraga Bola di Kecamatan Depok Sleman Yogyakarta, teknik analisis data yang digunakan adalah dengan analisis *Multiattribute Attitude Model*. Sedangkan untuk mengetahui perbedaan sikap pembaca terhadap atribut Tabloid Olahraga Bola ditinjau dari jenis kelamin digunakan analisis *Chi\_Square*.

Berdasarkan hasil analisis data dengan menggunakan analisis persentase diketahui bahwa karakteristik pembaca Tabloid Olahraga Bola di Kecamatan Depok Sleman Yogyakarta sebagian besar berusia antara 18 tahun sampai dengan 25 tahun sebanyak 70%, jenis kelamin laki-laki sebanyak 65%, tingkat pendidikan perguruan tinggi sebanyak 63%, dan tingkat pendapatan kurang dari Rp 378.000,- sebanyak 85%. Dengan analisis *Multiattribute Attitude Model* diketahui bahwa sikap pembaca secara keseluruhan terhadap atribut Tabloid Olahraga Bola adalah sangat positif atau sangat baik yang ditunjukkan dengan nilai  $Ab$  sebesar 9,672. Atribut harga merupakan atribut yang keadaannya paling mendekati harapan konsumen karena mempunyai selisih nilai *belief* dan *ideal* terkecil yaitu sebesar 0,02. Sedangkan dari hasil analisis *Chi\_Square* diketahui bahwa ada perbedaan sikap pembaca terhadap atribut Tabloid Olahraga Bola ditinjau dari jenis kelamin. Hal ini ditunjukkan dengan nilai  $X^2_{hitung} 6.115 > X^2_{tabel} 3.84$ .

## ABSTRACT

### AN ANALYSIS OF READERS' ATTITUDES TOWARD THE ATTRIBUTES OF "BOLA" SPORTS TABLOID

A Case Study in Depok Subdistrict, Sleman, Regency Yogyakarta

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The research was carried out in Depok Subdistrict, Sleman Regency, Yogyakarta. The aims of this research were to know: (1) The characteristics of the readers of "BOLA" Sports Tabloid in Depok Subdistrict, Sleman Regency, Yogyakarta. (2) The readers' attitudes toward the attributes of "BOLA" Sports Tabloid in Depok Subdistrict, Sleman Regency, Yogyakarta. (3) The difference of the readers' attitudes toward the attributes of "BOLA" Sports tabloid which was viewed from the sex in Depok Subdistrict, Sleman Regency, Yogyakarta. The data collecting methods used in this research were observation, interviews, and questionnaire. The population was the readers of "BOLA" Sports Tabloid in Depok Subdistrict, Sleman Regency, Yogyakarta and 100 readers were taken as the samples by using purposive sampling technique.

To know the characteristics of the readers of "BOLA" Sports Tabloid in Depok Subdistrict, Sleman Regency, Yogyakarta, the data analysis technique used was an analysis of percentage. To know the readers' attitudes toward the attributes of "BOLA" Sports Tabloid in Depok Subdistrict, Sleman Regency, Yogyakarta, the data analysis technique used was an analysis of Multiattribute Attitude Model. Whereas Chi\_Square analysis was used to know the difference of the readers' attitudes toward the attributes of "BOLA" Sports Tabloid viewed from the sex.

Based on the data analysis by using the analysis of the percentage, it was known that the characteristics of the readers of "BOLA" Sports Tabloid in Depok Subdistrict, Sleman Regency, Yogyakarta were as follows: the most aged between 18 years up to 25 years totalling 70%, male totalling 65%, university level of education totalling 63%, and with level of the income less than Rp 378.000, totalling 85%. By using the analysis of Multiattribute Attitude Model, it was known that the whole readers' attitudes toward the attributes of "BOLA" Sports Tabloid were very positive or very good with the Ab value = 9,672. The attribute of price was the attribute that most approaching the hope of the consumers because it had the smallest difference of the value of belief and ideal that was 0,02. Whereas from Chi\_Square analysis, it was known that the readers' attitudes toward the attributes of "BOLA" Sports Tabloid was different viewed from the sex. This was pointed out with the value of  $X^2_{count} = 6.115 > X^2_{table} = 3.84$ .