

ABSTRAK

BUKU-BUKU YANG DIMINATI PARA SISWA DALAM WAKTU 1 BULAN DI TOKO BUKU GRAMEDIA YOGYAKARTA TAHUN 2004

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Tujuan penelitian ini adalah mengumpulkan informasi tentang buku-buku yang diminati oleh siswa SMP dan Sekolah Menengah, melalui pembelian buku di toko buku Gramedia Yogyakarta. Jenis buku yang dibeli oleh siswa dikategorikan menjadi tiga kelompok, yaitu: Buku Pelajaran, Buku Ilmu, dan Buku Hiburan.

Jenis penelitian ini adalah penelitian deskriptif eksploratif. Subjek penelitian adalah siswa putra, putri SMP dan Sekolah Menengah yang membeli buku di toko buku Gramedia Yogyakarta dalam waktu 1 bulan mulai dari tanggal 24 Maret-24 April tahun 2004. Jumlah keseluruhan populasi adalah 150 siswa. Instrumen penelitian adalah kuesioner buku-buku yang diminati oleh para siswa yang disusun oleh peneliti. Butir pertanyaan dipusatkan pada tiga jenis buku, yaitu buku pelajaran, buku ilmu, dan buku hiburan.

Hasil penelitian ini sebagai berikut: Secara keseluruhan siswa putri (108/72%) lebih banyak membeli buku daripada siswa putra (42/28%). Buku hiburan diminati oleh siswa putra dan putri SMP. Buku hiburan juga diminati oleh siswa putri Sekolah Menengah, tetapi kurang diminati oleh siswa putra Sekolah Menengah. Buku ilmu kurang diminati para siswa. Buku pelajaran khususnya eksakta lebih diminati oleh siswa putra Sekolah Menengah daripada siswa putri Sekolah Menengah. Hasil penelitian ini menunjukkan bahwa buku hiburan lebih diminati siswa daripada buku pelajaran dan buku ilmu.

ABSTRACT

THE KINDS OF BOOKS WHICH WERE INTERESTED BY THE STUDENTS IN GRAMEDIA BOOK STORE DURING 1 MONTH IN 2004

Novika Kristyorini, 2004

This study is intended to collect the information about the kinds of book which were interested by the Junior and Senior High School Students, through their buying in Gramedia book store. The kinds of books that were bought by these students was characterized into three groups. They are lesson books, knowledge books, and entertainment books.

This study was the eksplorative descriptive. The subject of the study were male and female students of the Junior and Senior High Schools who bought book in Gramedia book store during one month from March 24th, 2004 to April 24th, 2004. The population of the respondents was 150 students. The instruments of this study was questionnaire. In this questionnaire, there were mentioned the kinds of book which the students were interested in. The questionnaire was mainly focus on the kinds of books, they are lesson, knowledge, and entertainment books.

The result of this study showed thah most of female students (108/72%) bought more books than male students (42/28%). Entertainment books were interested by male and female students of Junior High School. Lesson book especially knowledge were more interested by male students of Senior High School than female students. This study indicated that entertainment books were more choosen or interested by the students than lesson and science books.