

ABSTRACT

Riezka Deanne Primadina (105120203121005), Undergraduate Thesis of “Ketika Tikus Merajalela, Anjing-Anjing Penjaga Bersuara (Cultivation Analysis on the Influence of Corruption News Dissemination in Television toward Anti-Corruption Behavior of Communication Major Brawijaya University, Malang Students” Dr. Antoni ; Yun Fitrahyati, S.I.kom., M.I.kom

Basic assumption of cultivation theory is that the more people gotten exposed as heavy viewer, the more cultivated the information they got. Exposure is a stable pattern from television programs which are consumed continuously (Signorielli, 1990, h. 16). According to Gerbner (in Turner, 2007) Cultivation Theory is not about what the viewer would do after they watched television, but how the cultivation of the television programs had given to the audiences. Toward the assumption mentioned, this research is aimed to analyze the influence given by corruption news exposure in television toward anti-corruption behavior of the college student.

Some researches based on the cultivation theory were analyzing the negative effects of television programs. As the research conducted by Fang Yang (2013) the influence of television toward the will of smoking among teenagers, Bulck (2004) toward society's fear on the real life criminality and Chang (2000) toward sexuality levels of teenagers. In fact, television also contributed positive effect to the audience. Unfortunately, the research related to cultivation theory about positive effect from television were still limited on the children programs and its influence toward their growth (reading ability, writing and calculating), as the research conducted by Anderson (2005), Vandewater (2005) and Moses (2008)

Independent variable in this research is adopted by Bulck (2004) which is Television viewing including frequency (how often the respondent watch corruption news coverage), duration (how long the respondent watch corruption news coverage), selectivity (corruption news coverage program choosing by the respondent) and attention was adopted by Potter (1994) (the audience attention toward corruption news coverage including interests, understandings and paying attention). As the dependent variable is the anti-corruption behavior with the indicator of bribing activity, threatening, nepotism and etc. the population of this research is the active student of Communication Major Brawijaya University, Malang who watch corruption news coverage in television. Data analysis using simple linear regression. The result of the research showed that the exposure of corruption news coverage in television significantly influence anti-corruption behavior of students in the number of 81,6%. At the last, this research contribute the enrichment of cultivation theory about positive effects toward the audience.

Keywords : Cultivation, Anti-Corruption Behavior, Corruption News Coverage.