

ABSTRACT

Humans are social creature who can not live by their own and always eager to seek information, entertainment and also following the trend which popular. The era of information marked by the society who has chosen to use mass media as information. Media is a communication channel which has a particular sthing, which is having an ability to attract audiences simultaneously. The presence of mass media has given a huge impact towards psychological condition of society. One of mass media is television.

Television is an audiovisual media which able to reach audience in large amount, heterogen, and spread at the same time. Television also known as communication tool which has huge part in delivering information, serving entertainment, delivering social, culture and political aspiration in global and local scale. And also follow the recent developing even become a trendsetter. Based on theory of Uses and Gratificionn, audience can be influenced psychologically through media

Research did study about the impact of watching television program towards lifestyle of female audiences in Bandung city. Program which be reference is a talk show program named Sarah Sechan, which has been showed in NET and the object of the research is female audiences in Bandung city. This research used survey method with spreading 150 pieces of questionnaire. Variable X is televvision program Sarah Sechan with 4 sub-variable which are media exposure, idea, audio, and visualization. Whereas the Variable Y is lifestyle with 3 indicators, which are AOI (Activity, Opinion and Interest).

The result of this research was analyzed by multiple regression analysis technique. The result of this analysis is proving that by watching the Sarah Sechan program gives imflunce significantly towards lifestyle. The respondents also gave the measurement if the Sarah Sechan program is good.

The conclusion of this reseach is the result of analysis test was able to answer the formula of problem which how is the influence of watching Sarah Sechan program towards lifestyle of female audiences in Bandung city. With the significant result, Sarah Sechan program must be able to keep the quality of the program and serving the fresh ideas which has to be creative and innovative. The audio is variable which has to have a concern. To increase the audio, it can be combined with visual development in order to make the television program can be more attractive.

Keywords: Program, televisipn, *Uses and Gratification*, lifestyle
