

## ABSTRAK

Program sinetron remaja merupakan salah satu tayangan di televisi yang mampu menarik perhatian besar para khalayaknya sehingga dapat memberikan dampak tertentu kepada audiensnya. Dengan adanya visualisasi dalam berpakaian yang *fashionable* yang diperankan oleh artis sinetron remaja, penggunaan *gadget* yang mahal, serta berbagai kehidupan *hedonis* lainnya, hal tersebut mampu memberikan pengaruh terhadap perilaku konsumtif.

Tujuan dari penelitian ini ialah untuk mengetahui adakah pengaruh tayangan sinetron remaja terhadap perilaku konsumtif. Untuk menganalisis permasalahan tersebut, teori yang digunakan adalah teori belajar sosial Albert Bandura dengan metode penelitian kuantitatif. Penelitian ini dilaksanakan di SMP Negeri 2 Kota Bekasi, Jawa Barat.

Hasil penelitian menunjukkan, tayangan sinetron remaja mempengaruhi perilaku konsumtif sebesar 33,6%. Tayangan sinetron remaja berpengaruh positif terhadap perilaku konsumtif dengan koefisien regresi sebesar 0,691. Artinya apabila terjadi peningkatan tayangan sinetron remaja yang ditonton oleh pelajar sebesar 1 (satu) satuan, maka perilaku konsumtif pelajar juga akan meningkat sebesar 0,691.

Kata kunci: sinetron, remaja, perilaku, konsumtif, pengaruh, program televisi.

## **ABSTRACT**

*Teenage drama series program is one of a show in television that adequate to attract huge attention to the audiences, so it could give a certain impact to them. By the visualization of fashionable clothing which is used by the actors and actress, utilization of expensive gadgets and also the other hedonist life; all of those things could bring the consumptive behaviour impact.*

*The purpose of this research is to find if there were an impact from teenage drama series to consumptive behaviour. For analyzing that proposition, this research used Social Learning Theory by Albert Bandura with quantitative method. The research was implemented in SMPN 2 Bekasi, West Java which is one of junior high school at that town.*

*Result research shows that teenage drama series affect the consumptive behaviour by 33,6%. Teenage drama series have a positive effect to consumptive behaviour with regression coefficient 0,691. That means, if there were an enchancement of teenage drama series that been watched by the students in 1 (one) denomination, then consumptive behaviour is also increace in 0,601 point.*

*Keywords: drama series, teenage, behaviour, consumptive, impact, television program.*