

ABSTRACT

This study discusses the influence of Earth Hour Indonesia 2014 movie towards the interest in preserving the environment in the JKBBE communities in Bandung. The purpose of this research is to describe the intensity JKBBE community's interest watching Earth Hour Indonesia 2014 documentary movie, JKBBE community's interest in preserve the environment, and the influence of Earth Hour Indonesia 2014 documentary movie on JKBBE community's interest in preserving the environment in Bandung.

The method used was quantitative with correlational method with survey data collection techniques, and research population was JKBBE community's members of 100 people. The writer used nonprobability technique sampling with saturated sampling method. The data analysis technique used was descriptive analysis, Pearson product moment correlation analysis, coefficient of determination analysis, simple regression analysis, hypothesis test (t-test), and normality test.

The result show's t count amounted is $13,315 > t$ table, then H_0 is rejected. It means, there is an influence of Earth Hour Indonesia 2014 documentary movie on the interest in preserving the environment by JKBBE community's in Bandung. Influence contributions of Earth Hour Indonesia 2014 documentary movie on the interest in preserving the environment by JKBBE community's in Bandung is about 64,4% and the remaining 35,6% is influenced by non examined variables.

Keyword: *Documentary films Indonesia Earth Hour 2014, interest Preserving the Environment, JKBBE community*