

ABSTRACT

This research discusses television which has a great influence on viewers in conveying information. Program broadcasts affect viewers cognitively and viewers can develop perceptions and responses through information broadcasts complemented by entertainment. Through infotainment programs such as Silet Awards can influence public opinion towards the celebrities it has a large audience. Positive opinions can increase the popularity of programs and celebrities but negative opinions can damage it. Achievements and behavior are components that form public opinion of a celebrity. The author collected data with a survey method and descriptive approach to analyze the data collected to provide without making general conclusions. The results showed there was a correlation between television programs with public opinion and celebrity reputation, it was concluded that the television program variable had a significant influence on public opinion with a correlation coefficient of 0.845 and a coefficient of determination of 71.3%. Then the results of further research concluded that the television program variable also had a significant influence on celebrity reputation with a correlation coefficient of 0.884 and a coefficient of determination of 78.1%. It can be concluded that the Silet Awards RCTI television program not only managed to significantly influence public opinion but also made a major contribution to the formation of celebrity reputation.

Keywords: *Celebrity Reputation, Public Opinion, RCTI, Silet Awards, Television Program*