ABSTRACT

Nowadays, television stations are competing to provide creative programs to attract viewers. Reportase Investigasi is one of the television program which innovatively packaged and different than the others. One of the episodes that is going to be the object of this research is "Kecap dan Saus Berbahaya" episode, with the consideration that Bandung is a city that has a diverse culinary. The purpose of this study is to analyze the anxiety level of people in Bandung. S-O-R theory assumes that organism produce behavior if there's a stimulus conditions. The effect that has arisen is specific reaction to specific stimuli, so people can expect and predict compatibility between the message and the communicant reaction.

The approach that is used in this research is a quantitive approach with explanation type. The data analysis technique is simple linear regression. The result of this study shows that there's influence of Reportase Investigasi for the anxiety level in Bandung, that is 13.6%. The number indicate Reportase Investigasi in explaining anxiety variable is at 13.6%. The rest are influenced by other variable which aren't studied.

Keywords : Exposure media, S-O-R theory, Anxiety level.