ABSTRAK

Penelitian ini bertujuan untuk mengetahui tayangan televisi jam *prime time* di *channel* televisi Indonesia, mengetahui perilaku keislaman siswa SMA Muhammadiyah 3 Yogyakarta, dan untuk mengetahui seberapa besar pengaruh tayangan televisi pada jam *prime time* (18.00 – 22.00) terhadap perilaku keislaman siswa SMA Muhammadiyah 3 Yogyakarta.

Penelitian menggunakan pendekatan deskriptif kuantitatif dan jenis penelitian menggunakan jenis penelitian survey, dengan sampel menggunakan *proportionate sampling random*. Adapun metode yang digunakan yaitu metode deskriptif kolerasional. Data dikumpulkan dengan kuesioner model skala likert dan hasil wawancara dengan beberapa guru dan siswa. Data dianalisis secara deskriptif, kolerasi, uji normalitas data, serta koefisien korelasi *product moment*.

Hasilnya dapat diketahui karakteristik responden berdasarkan tayangan televisi jam *prime time* di channel televisi Indonesia, dengan prosentase cukup yaitu sebesar 48,2%. Perilaku Keislaman Siswa SMA Muhammadiyah 3 Yogyakarta sebagian besar responden termasuk kategori cukup dengan prosentase keseluruhan yaitu sebesar 49,4%. 3. Hasil pengujian signifikansi menunjukkan bahwa variabel tayangan terdapat nilai probabilitas sebesar 0,000 (0,001 < 0,05). Nilai tersebut membuktikan Ha diterima, yang berarti "Ada pengaruh yang positif dan signifikan antara tayangan televisi jam *prime time* terhadap perilaku keislaman siswa SMA Muhammadiyah 3 Yogyakarta". Besar koefisien determinasi adalah 0,161 mengandung pengertian bahwa pengaruh variabel X terhadap Y adalah 1,61 % sedangkan 83,0% dipengaruhi oleh faktor-faktor lain diluar variabel yang diteliti seperti keluarga inti, orang tua, teman bermain, lingkungan rumah, dan lain-lain.

Key-Word : tayangan televisi jam prime time, perilaku keislaman siswa.

THE IMPACTS OF THE PRIME TIME TELEVISION PROGRAMS ON THE ISLAMIC BEHAVIOR OF STUDENTS OF SMA MUHAMMAMMADIYAH 3 YOGYAKARTA

Azhar Labib

ABSTRACT

This study aims to determine the prime time television programs on Indonesian television channels, to determine the Islamic behavior of students of SMA Muhammadiyah 3 Yogyakarta, and to determine how much is the impact of the prime time television programs (06:00 to 10:00 p.m.) on the Islamic behavior of students of SMA Muhammadiyah 3 Yogyakarta.

The study used descriptive quantitative approach and the type of research uses the type of survey. The sample chosen by using proportionate random sampling. The method used is correlational descriptive method. The data collected used questionnaire model with Likert scale and interviews with teachers and students. Data were analyzed by using descriptive, correlative, data normality test, as well as product moment correlation coefficient.

The result shows that the characteristics of respondents based on prime time television programs on Indonesian television channel, with the percentage of fair by 48.2%. The Islamic behavior of students of SMA Muhammadiyah 3 Yogyakarta is that most of the respondents are in the fair category with the overall percentage of 49.4%. The result of significance test shows that the variable of television program has the probability value of 0.000 (0.001<0.05). The value proves that Ha is accepted, which means that there is a positive and significant influence between the prime time television programs towards the Islamic behavior of students of SMA Muhammadiyah 3 Yogyakarta. The value of determination coefficient is 0.161 which means that the impacts of variable X to Y is 1.61%, while 83.0% are influenced by other factors outside the studied variables such as the nuclear family, parents, playmates, the neighborhood, and others.

Keywords: Prime time television programs, student Islamic behavior