***ABSTRACK***

***Research entitled : The Function Of “Ini Talkshow” NET TV Advertisment in Increasing Entertainment Needs Among Student FISIP UNPAS***.

***The objective of this study was to describe, analyze data and get information about The Function Of “Ini Talkshow” NET TV Advertisment in Increasing Entertainment Needs Among Student FISIP UNPAS, as well as to increase knowledge of both theoretical research and application.***

***The research conducted research method with descriptive data analysis describe the condition in detail about the event facts and data that occur when conducting research. Data collection was study of literature, observation, interviews, and distributing questionnaires to the respondents.*** ***The sampling techniques used in this research is the Non Probability Sampling techniques, while the sampling technique uses a purposive sampling that is now giving way to the 100 student of FISIP UNPAS randomly selected knows ad against "ini Talkshow".***

***Based on the results of the discussion it could be concluded that the ads have an important role in looking at developing, exists or whether the company and advertising can enhance the use of the products / services offered by the company. Advertising activities conducted by NET TV is good enough, but can not satisfy the needs of entertainment watching it can be seen from the results of a questionnaire given.***

***Things that researchers suggest as an input for the NET TV that should be ad impressions "Ini Talkshow" is replaced with a variety of creative ideas and innovations that can be entertaining to watch it in a vulnerable period of one month, so the entertainment needs of people are met and the community was do not feel tired of the ad.***