

ABSTRACT

Telenovela currently almost dominated the television program in the private sector. Scene-temaceritanya contain mostly teenage lifestyle glamor and glitz. The purpose of this study was to determine the influence of soap operas on television shows on the declining morality of youth, know the power of teen soap opera on television against moral teen

The method used in this research adalah descriptive method, the method of research that focuses on ongoing problems at the present time. Collecting data using a questionnaire distributed to respondents, sample data collection techniques using Random Sampling Technique Area, ie the sampling technique to determine the sample based on each class. Population and sample in this study is the high school students and the National Bandung. The sample comprised 12 classes X, XI and class XII 10 people 16 people. So the total number of samples is 38 people.

Telenovela may have a significant influence on the declining morality of adolescents. With a coefficient of determination can be concluded that there is an influence teens to watch soap operas on morality by 35.8% and the remaining 64.2% is influenced by other factors beyond the soap opera ditelivisi, in the form of internal conditions and external conditions. It can be concluded decreased morale adolescents are influenced by watching soap operas.

Keywords: teen soap opera, television, Morality teenagers.