***ABSTRACT***

***This research entitled behavior change housewife who watched the soap opera India Gopi in Antv (a case study of the housewifes Pondok Padalarang Indah RT 04 RW 22). India tv series is currently being aired in vivid television Indonesia and sought after by all circles of the adolescents, adults, and the elderly especially housewifes who are interested in the soap opera India.***

***This research aims to find out how to change the behavior of the housewife who watched the soap opera India Gopi in Antv views from some of the effects of the message such as the following, of the cognitive effects, affective effects, and konatif effects.***

***This research uses qualitative approach method of case studies with descriptive type. For the data collection technique is the study of literature, observation and interview. Data analysis technique used is an interactive model of data analysis. Has three stages, namely the reduction of data, display data, and conclusions/verification.***

***Based on the results of this research show the changes the behavior of the housewife who watched the soap opera India Gopi is very diverse. There is a positive impact and there is also a negative impact. Housewifes each put forward their views from some of the effects of the cognitive effects of which messages in the form of adding information and new insights, affective effects of emotional feelings that arise when watching sitcoms, India and konatif effects in the form of changes that give rise to behavior on themselves each.***

***Conclusions and suggestions are wanted by researchers for the audience especially housewifes should play an active role to be able to sort and select and retrieve information-information that has been obtained from the soap opera that India has a positive and beneficial to everyday life. And also a housewife should be able to prioritize the work that should be done first.***