THE INFLUENCE OF THE FILM 'RUDY HABIBIE' ON THE INCREASE IN LEARNING INTEREST AMONG ADOLESCENTS

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Abstract

Broadcast media can be found in everyday life as an important source in providing information, education, art and various other things. Information technology is developing rapidly. One technology that can be a medium for disseminating information and messages is film media. Film is a broadcasting technology that can provide a moral message in the film. Films can convey a message through audio visuals. The film taken from this research is Rudy Habibie's film. This study aims to prove whether or not there is an influence from Rudy Habibie's film on the increasing interest in learning in adolescents. This research uses quantitative and is carried out by distributing questionnaires that have been made using GoogleForm. The population is teenagers in the RW. 02 Kelurahan Cipedak, South Jakarta, which has been determined to have watched the Rudy Habibie film. Sampling was done by non-probability sampling. The variables in this study are teenagers who have watched the Rudy Habibie film. The results showed that Rudy Habibie's film had a positive and significant effect on increasing student interest in learning. Then H1 is accepted H0 is rejected. This means that Rudy Habibie's film can influence interest in learning in adolescents. The results are based on the distribution of questionnaires that have been filled out by the youth.

Keywords: *Broadcasting, Film, Interest in Learning, Youth.*

1. INTRODUCTION

One of the most important parts of life is communication. Therefore, every interaction people have with known and unknown individuals has a significant impact. The communication process is the exchange of information. The reciprocal process occurs because the sender and the receiver of the message influence each other (Education & Vol, 2017).

One of the personalities of people in the modern world is inseparable from everything related to technology. People's lives in this modern era depend on the existence of technology. Likewise, in the fulfillment of the community towards information media. Various information channels are available for public consumption, and a larger population uses them exclusively. The number of technological media that can provide information is the most effective for shaping a perception or attitude and individual behavior (Nida, 2014).

Advances in communication technology have led to the emergence of the internet, since the emergence of the internet, traditional media media and electronic media, are often classified as conventional media because of the one-to-many (one to all) principle that is emphasized (Sucahya, 2013).

Media in every era has always been the essence of society, which is what McLuhan said with Quentin Fiore that media and society will be interrelated (Khatimah, 2018).

Mass media is a tool used in the workings of mass communication. For example, such as the source (communicator) to recipients or called audiences and can influence the audience or can be called communicants who receive messages. The mechanical tools used for this communication are soap operas, advertisements, music, films, humor and fashion (Nida, 2014).

With the grouping of various kinds of media, films can be categorized as a mass media that can be used as the delivery of information to the community (Pratama et al., 2019).

Films can provide a direct message through dialog, images and storylines so that it becomes a very influential medium to spread a mission and ideas. Movies are said to be audio-visual and have a purpose, namely, conveying a certain moral or social message to the audience (Asri, 2020).

Usually, movies are made on the basis of experiences that occur personally or are commonly called true stories and then lifted onto the big screen and can be used as motivation for the audience, because movies have a record of the reality that occurs and then develops in society (Asri, 2020).

Movies can be an influential medium for learning. There are several genres that can be used. There are several movie genres that can be used in learning media, namely: 1) A docudrama movie is a scene like a fictional movie, 2) Documentary films, films made based on the facts of the incident, and 3) Fictional human relationships are shown in cinema dramas (Apriliany & Hermiati, 2021).

There are various requirements for the use of films in the world of education namely: 1) Current in terms of location, clothing, and environment, 2) Very attractive to students, and authentic 3) Appropriate and polite language, 4) Unit sequence is very consistent, 5) In accordance with the maturity level of students, and 6) The techniques used are quite organized and meet the requirements and are quite satisfying (Apriliany, 2021).

Thus, a movie that has educational value is the movie Rudy Habibie. This movie shows the life of an Indonesian nationalist figure, Rudy Habibie, as the third president (Yuwita, 2018). This movie applies how Rudy Habibie loves Indonesia even though he has to sacrifice many things. Since childhood Rudy Habibie was known as a figure who was happy with science and was a smart and smart man. Previously Rudy Habibie studied at UI Bandung for 4 months, then jumped 3 levels from the Faculty of Engineering UI Bandung and continued to attend German Masters lectures because he was very smart. Before becoming a German student, Rudy Habibie had to take the RWTH exam to officially become a student in Germany. That's where Rudy Habibie's life began to study. Then he returned to Indonesia to become the best nation that Indonesia has ever had (Weisarkurnai & Nasution, 2017).

Then this is the focus of the movie. Rudy Habibie's study period in Germany until completion and Rudy Habibie's struggle in studying. There Rudy Habibie was underestimated by several other students. But this was refuted by the figure of Rudy Habibie who was very smart. Rudy Habibie managed to become the best student during college and was always active in the organization (Weisarkurnai, 2017).

The movie is expected to be an influence on society, especially the younger generation, because in the movie Rudy Habibie there are good contents and messages in

the academic field that can be emulated by the community, especially teenagers in Indonesia.

This movie can influence the younger generation in their interest in learning, especially teenagers, to become a better generation.

At this time, we can know that many teenagers are still difficult to follow learning patterns that are still based on memorization through books, which according to some students or students, learning through printed media or books is very saturating (Yanti & Sumianto, 2021). Therefore, learning through film media is possible to improve learning performance in adolescents, because learning through film media not only provides learning and lighting but also provides entertainment, therefore film media learning is possible to increase their interest in learning. As said by Mr.

Zairi in the movie Rudy Habibie, he said "Indonesia needs smart young people like Rudy Habibie". And also Bung Karno's sentence that says "you are the future, new fighters for economic growth and acceleration, study smart" (Susanti, 2017).

One of the key components of good learning is interest. Interest in learning can be called the driving factor for learning, based on attraction and excitement in the desire to learn (Yunitasari & Hanifah, 2020). (Hutasuhut & Yaswinda, 2020) said that learning will be very interesting with a movie.

If students or students, especially teenagers, can realize that learning is a tool that can provide an achievement in every goal they consider important. The learning experience will produce results and can provide progress for themselves, it is very likely that teenagers will increase their interest in learning. The conclusion from this opinion is that teenagers can increase their interest in learning because learning will bring progress to themselves and also this nation (Safitri & Nurmayanti, 2018).

It is proven that a serious interest in learning can produce high achievement. However, if the interest in learning is reduced, the results that will be obtained are also low. Due to this, interest in learning will gain knowledge and knowledge in students (Astuti, 2015).

1.1. Problem Formulation

However, based on the results of existing research, many students are less enthusiastic about learning. In the end, students or adolescents have a low interest in learning. This is due to a lack of support from the family environment, school environment, and from within themselves (Meliala et al., 2021).

Therefore, the formulation of the problem is not yet known how much the influence of the movie Rudy Habibie on increasing interest in learning in adolescents. With that, the purpose of this study is to determine how much influence the movie Rudy Habibie has on increasing interest in learning in adolescents. Whether a movie can change the mindset of teenagers to increase their interest in learning.

There is a benefit in this research. Practical benefits, it is expected to increase educational films that can have a positive impact on the development of teenagers' interest in learning in Indonesia. While the theoretical benefits, it is expected to make a real contribution to the development of communication science, especially in the broadcasting concentration, namely the role of film as a systematic media in increasing positive impacts on adolescents.

2. LITERATURE REVIEW

2.1. Harold Lasswell's Communication Theory

Harold Lasswell's Communication Theory explains the communication process in a simple and then easy to understand way. Lasswell states that communication can run smoothly and well if the process can pass through 5 stages. The 5 stages are: Who: that is who gives the message. Say What: what kind of content is delivered. In Which Channel: What kind of media is used in delivering the communication message. To Whom: to whom the message is received With What Effect: What effects occurs when the communicant receives the message delivered.

These five elements are the main things that exist in communication and should not be left out when communicating to anyone and anyone (Kurniawan, 2018).

2.2. Definition of Communication

Information and news are delivered through the communication process. The Indonesian dictionary identifies communication as the act of sending or receiving messages or news between two or more individuals in a way that allows the message to be understood at the time of receipt (Oktavia, 2016).

If two people are involved in communication, such as in the form of a discussion, then the communication takes place as long as there is a common meaning of what is being said. In the book Riswandi (2013: 1-2) discusses many definitions of communication as given by experts, such as the process by which a person (communicator) transmits a stimulus (often in the form of words) which is interpreted to change and shape the behavior of others (Talika, 2016).

2.3. Mass Communication

The delivery of information, opinions, and ideas to a wide audience through media or devices categorized as mass media, such as television, radio, newspapers, and movies, known as mass communication. The method of continuous communication known as mass communication involves sending a message from a source and having the audience receives it through mechanical devices.

In essence, mass media is used to complete the process of mass communication. Radio and television are part of (electronic media) while newspapers and magazines are part of (print media) as well as movie media they include mass media. Basically, mass media, print media and electronic media are all forms of mass communication. Because at the beginning of its development, mass communication came from the development of the word 'media of mass communication' (Asri, 2020).

Mass communication can be defined as the dissemination of messages through mass media (Aprilia, 2020).

2.4. Mass Media

Mass media is a mechanism for delivering messages and information from sources to recipients. The functions of the mass media are: 1) Mass media as an introduction to various knowledge, 2) In general, senders and recipients of messages have equal and

balanced connections, 3) The mass media organizes activities in the public environment (Asri, 2020).

2.4.1. Mass Media Effect

Mass media has three different effects: cognitive, affective, and behavioral. Cognitive effects are greater awareness, enhanced learning and knowledge. Affective effects relate to feelings, attitudes, and emotions. While behavioral is the relationship between behavior and all of a person's intentions to perform certain actions (Effendy, 2003).

The following is an explanation of the cognitive, affective and behavioral effects: 1) Cognitive, which will occur if there is a change in what the audience understands, knows and perceives. This effect is related to the spread of abilities, information, knowledge or beliefs, 2) Affective is if the audience's likes, feelings or dislikes change, this effect will also change. Furthermore, the effect is influenced by feelings, attitudes and values (Rakhmat, 2008). With this effect, it is expected that the audience can feel feelings of pity, sadness, moved, joy, anger and so on, 3) Behavioral, namely this effect is related to effort, effort, which usually becomes an action or activity. This effect occurs after the emergence of cognitive and affective effects (Effendy, 2003).

2.5. Film

Film is a mass media that has a function to entertain its audience. Apart from having an entertainment function, films also contain educative, informative, and persuasive functions (Arkian et al., 2018). Movies can have a certain impact on the audience. Therefore, movies are useful for influencing people's opinions on something, the goal is to educate, propaganda or just to entertain. A movie can create a negative or positive image of a character or institution in society. When producing a movie, the thing that can be remembered is how the message in the movie can be conveyed well and how a work can look inspirational so that the audience is interested in the movie (Aprilia, 2020).

Movies can be interpreted as a reflection that through movies can provide images and ideas. Film is also called audio-visual media that brings together two elements, these elements are cinematic and narrative. The cinematic element is the storyline, while the narrative element relates to a theme. Movies can present the storyline of a particular character in a structured manner and are always associated with drama, which is the art of acting that is visually displayed (Asri, 2020).

The definition of film stated in Law 8/1992 is a culture and work of art, which is a mass communication medium and can be seen or heard, then made on the basis of cinematographic principles and captured on celluloid tape, video tape or materials developed as a result of the development of many other technologies, forms, and sizes that have undergone electronic processes, or other processes (Saputra, 2014).

The definition of a movie is a narrative that has been structured to express ideas and use audio-visual stories to describe a story about life, the emergence of emotions, and storylines (Yasri et al., 2016).

It can be concluded that movies function as a mass communication tool or intermediary media to distribute messages to the audience. The messages given also vary depending on what the filmmaker wants to convey. The message can be received by the

audience, and there will also be different responses received between one person or another (Asa, 2016).

2.5.1. Types of Film Media

Film in the context of learning or understanding have various types, including docudrama and documentary. According to Heinich et al, documentaries are stories based on factual events from real life. Meanwhile, docudramas are usually based on historical events. Both have human relations. Themes are usually taken from stories that actually happened, but can also be taken from someone's life lessons (Afdol & Mahruddin, 2015).

2.5.2. Film as Broadcasting Media

Broadcasting or broadcasting is a familiar thing to the public. broadcasting (broadcasting) according to JB. Wahyudi (1996) is the process of communicating a point to the audience, it can be said to be a process of sending information from a person or producer (profession) to the public through electromagnetic waves or higher. Broadcasting, which is the equivalent of the word broadcasting, is the activity of enabling radio and television broadcasts that combine the best hardware, software, and design elements through transmission or transmitters, using higher waves, communicated to the general public through radio or television receivers, with or without the use of assistive devices (Syahmi & Mohd (2017).

The basic definition of broadcasting is an intermediary in the communication process between communicators and communicants that aims to distribute messages or information effectively. Broadcasting is nothing but to direct, and control the content of electronic media transmission known as broadcasting. According to Heinich, electronic media is a communication tool and examples of instruments are radio broadcasting and television broadcasting (Rachman, 2013).

Meanwhile, film is a medium of mass media that aims to provide information with audio-visual. Therefore, movies and broadcasting media are interrelated.

2.5.3. Film as a Learning Media

Media is used as a tool that is needed in the process of distributing information. It is also said that media can increase pleasure and interest in learning. Audio-visual media is a type of educational material that is currently developing (Tafonao, 2018).

In audio-visual media, there are two categories, namely pure audio-visual media which includes things like television and movies, they belong to the first category because they are designed to combine the functions of image and sound equipment in one unit. The second category is impure audio-visual media, which includes opaqua, slides, and other teaching aids that are used simultaneously in one learning process after processing the sound component through cassettes (Afdol & Mahruddin (2017).

Movie media is the result of the ability to convey information and the beauty of motion through pictures, music, and motion effects. Movie media is a very interesting educational tool. There are several advantages of movies as learning media, namely: a) Can convey practices and theories that are general in nature or vice versa, b) Mastering the mastery of language that is lacking and can be overcome using films and is very appropriate for lighting a process, c) With movies it is more realistic, d) Movies can stimulate the motivation of students' activities (Apriliany, 2021).

Therefore, film media is useful in learning and can provide many benefits, because the media is everything that can be used to channel messages from the sender to the recipient so that it can stimulate thoughts, feelings so that it attracts the attention of students to foster their interest in learning.

2.5.4. Film Media Affects Learning Interest

Learning media plays an important role in improving the effectiveness of the teaching and learning process. In addition, media can increase student attention and environmental factors. (Tafonao, 2018). Media has a role that attracts students, students, and other youth in learning activities (Apriliany, 2021).

Film is a narrative medium that uses audio and visual elements to illustrate a story that builds and explains a topic (Yasri & Mulyani, 2016).

Movies also have features, namely: a) Films can directly illustrate visual contrasts, b) Can present emotional influences, c) Films can influence or motivate the audience to make changes, d) With the existence of films, films can communicate with their audiences without reach limits (Apriliany, 2021).

(Faisal et al., 2019) said that according to its function, audio-visual media can provide a more accurate representation of experience by explaining abstract concepts or objects that cannot be seen directly (Apriliany, 2021).

Meanwhile, there are things that can affect learning interest such as feelings of pleasure, interest, attention, and involvement. Safitri & Nurmayanti (2018) say interest is a feeling of being interested in something and liking certain activities over the encouragement of others. Accepting anything between oneself and something outside oneself. Therefore, interest is a person's encouragement to carry out an activity or work (Septiani et al., 2020).

Based on the explanation above, the use of film learning media that can visualize events and then be made based on facts and have a value that is possible will increase interest in learning in adolescents.

2.6. Learning Interest

Interest is a strong liking for something, desire, and passion while "interested" is (having) an interest or having a desire. The

Liang Gie (2014: 28) provides a basic understanding that interest means busy, an interest, being involved in an activity, because it is realized how important that activity is (Achru, 2019).

The definition of interest is a sense of interest, a sense of preference, focus, knowledge, motivation, behavior regulator, and the result of a person or individual's interaction through certain other activities (Nurhasanah & Sobandi, 2016).

According to Guilford, with an interest in learning, someone will try to get goals. From this, one of the psychological factors that influence the success of goals is learning interest (Friantini & Winata, 2019). Interest in learning is called the power of movement that exists in every human being, in every learning activity, and the increase in knowledge, skills and experience. Interest in learning can grow with the willingness and desire to understand, know something to direct their interest in learning. Nurhasanah & Sobandi (2016) say that interest in learning can be a positive influence in learning in certain academic and study areas of each individual.

2.6.1. Elements and Influencing Factors of Learning Interest

The element in learning interest explains that a growing feeling of pleasure can generate interest with a positive attitude. Interest arises because of motivation, so motivation is used as an attraction that persuades someone to do something (P Achru, 2019).

There are factors that can influence learning interest, including internal and external. Internal factors come from the students themselves. While external factors affect students' interest in learning and come from outside, it can be called persuasion from parents, environmental conditions, society and also schools.

The power of movement within a person can lead to learning activities, then provide direction in learning activities, so that the goals in learning can be achieved (Septiani et al., 2020).

2.6.2. Learning Interest Indicator

Indicators in interest in learning, namely a sense of pleasure or pleasure in learning activities, awareness in learning without being told, participating in learning, a sense of interest in learning. According to Lestari and Mokhammad, the indicators of interest in learning are: 1) Showing attention while learning, 2) Feeling of pleasure, 3) Interest in learning, 4) Learning involvement Friantini & Winata (2019).

2.7. Youth

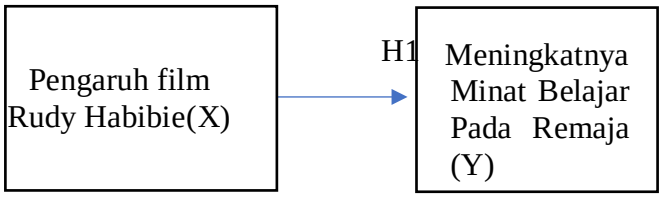
Adolescence is a period where every child experiences many changes, both physically and psychologically. Usually, adolescents are required to positively accept whatever shortcomings and advantages that exist in themselves. Adolescence is a transitional period for humans towards adult society. Adolescence is an age where children do not feel themselves to be below the level of their elders, but rather a sense of security or not equal (Setianingsih, 2015).

The transition period between childhood and adulthood is adolescence. adolescence. In particular, between the ages of 11 or 12 and 20 years before early adulthood is the upper limit of adolescence (Fitriansyah, 2018). Meanwhile, F.J Monks (Setianingsih, 2015) says that globally adolescence lasts between 12 and 21 years throughout the world, with the early stage lasting 12 to 15 years, the middle stage lasting 15 to 18 years, and the late stage lasting 15 to 18 years. The middle stage lasts 15 to 18 years, and the final stage lasts 18 to 21 years.

2.7.1. Stages of Youth

Adolescence is divided into 3 parts, namely: 1) Pre-adolescence which lasts 12-14 years, and is approximately two years before sexual urges occur but has seen some physiological growth, 2) Early adolescence 14-17 years, a period of growth, 3) Late adolescence 17-21 years, maturation into adulthood, including emotional, social, mental, and physical development (Fitriansyah, 2018).

2.8. Hypothesis



Source: Data processed (2023)

H_1: Rudy Habibie movie has a positive and significant effect on increasing teenagers' interest in learning

H_0: Rudy Habibie movie does not have a positive and significant effect on increasing teenagers' interest in learning.

Hypothesis conjecture: the influence of the movie Rudy Habibie can affect the increase in interest in learning in adolescents, if the results of research through questionnaires have been tested and get regression results.

A research variable is an activity then there is a certain content and then it will be determined to be studied and then conclusions are drawn. What can be observed is that research variables are factors that play a role in the symptoms or events to be studied (Djollong, 2014).

Variable X is called independent (affecting) this is what plays a role in giving influence to other variables (Nasution et al., 2017). The influencing variable in this study is the movie Rudy Habibie.

Variable Y is called dependent (affected) this is a variable that is used as a factor influenced by a number or another variable (Nasution, 2017). The dependent variable in this study is the increased interest in learning in adolescents.

2.9. Operational Concept

Table 1. Operational Concept

Variable (X)	Dimestion	Statement
The Influence of Rudy Habibie Movie	Cognitive Effects	With the existence of Rudy Habibie movie I don't give up easily
	Affective Effect	I'm with you feel sad when I learned about Rudy's struggle Habibie's struggle for Indonesia which not easy
	Behavioral Efffect	After watching

		the movie Rudy Habibie I became spirit studying science
Variable (Y)	**Dimention**	**Statement**
Learning Interest	Good Feelings	I feel happy watching the movie Rudy Habibie
	Interest	After watching the movie Rudy Habibie I am interested in change my mindset learning to be better
	Attention	I observed the story of the movie Rudy Habibie from the beginning to the end
	Engagement	I am interested in improving my interest in learning to be like Rudy Habibie who does not give up easily. give up easily

Source: Data processed (2023)

3. RESEARCH METHODS

Quantitative method is a study to research through a certain population or sample. Techniques in taking samples can be done non-probability. The purpose of quantitative research is to test in accordance with the hypothesis that has been set (Ningsih, 2019).

With quantitative research methods, a problem can be generalized or form a conclusion (Yasri et al., 2016). To find out how influential this research is, data from respondents is needed. The research was conducted by means of a survey. This research is said to be appropriate because it collects factual information through questionnaires (Nurhasanah & Sobandi, 2016). The method used in collecting data is to distribute questionnaires containing a list of questions. Distributed to a predetermined sample.

Population is a generalization area. The existence of conclusions that follow the existence of subjects and things with certain numbers and characteristics that have been

decided to be studied. After that there was a conclusion. Population is the "totality of research subjects". Population or called research objects, can be organizations, people, words or a sentence (Talika, 2016).

The population in this study involved teenagers of RW. 02 Cipedak Village, South Jakarta with teenage ages ranging from 11-12 years to 21 years who had watched the movie Rudy Habibie. The population or number of teenagers consists of 721 teenagers.

3.1. Sample Drawing Technique

Teknik penarikan sampel dilakukan secara non-probability sampling. Teknik yang digunakan adalah Purposive Sampling. Menurut Sugiyono (2010) teknik ini digunakan untuk menentukan ilustrasi penelitian dengan sebagian pertimbangan tertentu kemudian bertujuan agar informasi yang diperoleh nanti hasilnya lebih representative (Lenaini, 2021). Rumus yang digunakan adalah rumus slovin.

$$n = \frac{N}{1 + Ne^2}$$

Keterangan:
n = ukuran sampel N = ukuran populasi
e = batas toleransi kesalahan

n= 721 : (1+ (721 x 0,102))
n= 721 : (1+ (721 x 0,01))
n= 721 : (1+ (7,21)
n= 721 : (8,21)
n= 87,819732
n= 89

The sample size can be calculated as follows: From the Slovin formula, the error tolerance limit is 10%, researchers get a sample of 721 teenagers and then rounded up to 89 respondents.

3.2. Data Collection Technique

Data collection using a questionnaire (questionnaire) (Anggraeni et al., 2018). Data collection is a number of questions or statements that have been prepared by researchers using google form online. Then this questionnaire will be distributed to respondents.

3.3. Research Instruments

Research instruments are needed to measure the value of the variables under study. The measurement data scale used will determine the value of this variable. Researchers use a Likert scale. The Likert scale is used to measure or determine a person's attitudes, social perceptions, and opinions Afdol & Mahruddin (2017). The Likert scale is used to measure research variables, then broken down into variable indicators. Responses on this test are rated from highest (very high) to lowest for each item (strongly disagree). If described in words, it may include the following:

a. Strongly agree is given a score of 5
b. Agree is scored 4
c. Neutral score 3

d. No score 2
e. Strongly disagree score 1

3.4. Validity and Reliability Test

The validity test used in this study used SPSS version 26. In SPSS testing is usually used by researchers to determine the validity test and involves correlation. In addition, the reliability test aims to determine the consistency of the answers that have been filled in by the respondents. How to calculate the reliability coefficient this instrument uses the technique Cronbach's Alpha technique (Aprilia, 2020).

The data analysis used is the correlation coefficient analysis. The correlation coefficient is a number that has stated the relationship between two or more variables. Then it determines the relationship of the direction of the two variables (David et al., 2017).

4. RESULTS AND DISCUSSION

The first step to get the results of this study is to validate the questionnaire, by conducting a validity test using IBM SPSS software version 26 using the Bivariate Correlations measurement approach with the assumption that it is valid if the Sig. value is lower than 0.05 and each indicator variable output must have a value higher than rtabel. The formulation of the table in making a decision can be seen from the number of samples in the research population (N) of 89 and a significant value of 5% at rtabel. In addition, the reliability test with the Cronbach's alpha output technique is needed to determine the level of consistency of the questionnaire on the variable indicators formed with the decision assumption that the Cronbach's alpha value must be greater than 0.60 (Zaqiwali et al., 2021).

The findings in the table below can be considered as the results of the validity test and reliability test of the questionnaire results that have been generated in the current study:

Table 2. Validity and Reliability Test of Rudy Habibie Movie Influence

Variabel	r_{count}	r_{table}	Sig.
X1	0,687	0,207	0,000
X2	0,767	0,207	0,000
X3	0,517	0,207	0,000
X4	0,799	0,207	0,000
X5	0,568	0,207	0,000
X6	0,635	0,207	0,000
X7	0,851	0,207	0,000

X8	0,763	0,207	0,000
X9	0,723	0,207	0,000
X10	0,539	0,207	0,000
X11	0,791	0,207	0,000
X12	0,769	0,207	0,000
X13	0,830	0,207	0,000
X14	0,615	0,207	0,000
X15	0,765	0,207	0,000
X16	0,658	0,207	0,000
Cronbach's Alpha = 0,932			

Source: Data processed (2023)

Recapitulating the results of table 1 above, it can be assumed that the validity test meets the assumption of a valid decision, because variable X (The influence of the movie Rudy Habibie) obtained an output value of Sig. 0.000 which means lower than 0.5 on each questionnaire statement item. These results are also reinforced from the output rcount on each indicator formed with the highest value of 0.851 and 0.517 as the lowest value which is greater than the rtable, which is 0.207. Thus, each statement item that has been arranged in such a way on the variable X questionnaire (The influence of the movie Rudy Habibie) is stated to have a positive and significant level of accuracy as a measuring tool for current research. In table 1 above there is also an output of Cronbach's alpha value of 0.932 which means it is greater than 0.60 as an assumption of the reliability decision of the reliability test. Thus, it can be said that this research questionnaire is quite reliable.

Table 3. Validity and Reliability Test of Increased Learning Interest in Adolescents

Variabel	r_{count}	r_{table}	Sig.
X1	0,796	0,207	0,000
X2	0,732	0,207	0,000
X3	0,559	0,207	0,000
X4	0,764	0,207	0,000
X5	0,752	0,207	0,000
X6	0,783	0,207	0,000

X7	**0,696**	**0,207**	**0,000**
X8	**0,736**	**0,207**	**0,000**
X9	**0,687**	**0,207**	**0,000**
X10	**0,753**	**0,207**	**0,000**
X11	**0,750**	**0,207**	**0,000**
X12	**0,645**	**0,207**	**0,000**
X13	**0,675**	**0,207**	**0,000**
***Cronbach's Alpha* = 0,919**			

Source: Data processed (2023)

The recapitulation in table 2 above states that the validity test has met the assumption of a valid decision because variable Y (Increased Interest in Learning in Teenagers) obtained an output value of Sig. 0.000 which means lower than 0.5 on each questionnaire statement item. These results are also reinforced from the output rcount on each indicator formed with the highest value of 0.796 and 0.559 as the lowest value which is greater than the rtable, namely 0.207. Thus each statement item that has been arranged in such a way on the variable Y questionnaire (Increased Interest in Learning in Adolescents) is said to be a measuring tool for current research that has a positive and considerable level of accuracy. The table also obtained a Cronbach's alpha output of 0.919 which means it is greater than 0.60 as the assumption of a reliable decision from the reliability test. So it can be concluded that the questionnaire in the current study is very consistent.

It has been declared valid and reliable as a research measuring instrument, based on the overall findings of the validity and reliability tests on each variable produced.

4.1. Variable Description

a. Variabel X Description

Table 4. Cognitive, Affective and Behavioral Effects

Cognitive Effects	**Score**
The movie Rudy Habibie provides many moral messages and has a good impact on the younger generation. young generation	**104 (68%)**
Affective Effect	**Score**
I felt sad when I learned of Rudy Habibie's struggle for Indonesia, which was	**87 (56,9%)**

not easy	
Behavioral Effect	**Score**
After watching the movie Rudy Habibie, I became enthusiastic about studying. studying science	**76 (49,75)**

Source: Data processed (2023)

From the table above, it can be seen that how the influence of the film Rudy Habibie (Cognitive, Affective, and Behavioral Effects) on increasing interest in learning in adolescents. Aiming to find out how influential the movie is for its audience, especially teenagers. Regarding the cognitive effect on variable X, the statement that received the highest score was "Rudy Habibie's movie provides many moral messages and has a good impact on the younger generation". This shows that the movie Rudy Habibie managed to have a good impact on its audience, especially teenagers. Then from the affective table above, it can be seen that the statement that gets the highest score is "I feel sad when I know Rudy Habibie's struggle" for Indonesia which is not easy". This shows that the movie has an effect that can affect the perspective of the audience. And finally the Behavioral table can be seen that the statement that gets the highest score is "after watching the film Rudy Habibie I became enthusiastic about studying". This shows that this movie can encourage teenagers or the audience to study.

b. Description of Variable Y

Table 5. Indicators of Learning Interest

Good Feelings
I feel happy watching the movie Rudy Habibie
Interest
After watching the movie Rudy Habibie, I am interested in changing my learning mindset for the better.
Attention
I observed the story of the movie Rudy Habibie from beginning to end.
Engagement
I am interested in increasing my interest in learning to be like Rudy Habibie who does not give up easily.

Source: Data processed (2023)

From the results of data collection variable Y (Increased Interest in Learning in Adolescents) is said to be valid because of the results of each statement item. Can be seen from one of the statements "I am interested in increasing my interest in learning to be like Rudy Habibie who does not give up easily".

4.2. Discussion of Research Results

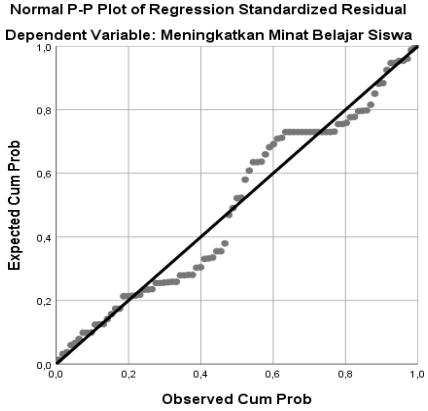
The research entitled "the influence of the movie Rudy Habibie on increasing interest in learning in adolescents," aims to find out the influence that occurs when teenagers watch the movie. This research uses Harold Lasswell's theory which uses 5 stages of the communication process, namely Who is the filmmaker, Says What is the content of the film, In Which Channel is the Rudy Habibie Film, To Whom is the audience (teenagers), With What Effect is the effect received by the audience after watching the film. The influence of the film is used through the dimensions of cognitive, affective and behavioral effects and increased interest in learning seen from the indicators of interest in learning. After distributing questionnaires to 89 teenage respondents, as well as examining the whole by using SPSS version 26, answers were found regarding the increased interest in learning of teenagers after watching the movie Rudy Habibie.

The criteria for respondents in filling out the questionnaire were teenagers who had watched the movie Rudy Habibie. There are 29 statements in the questionnaire, which are then divided into several dimensions, namely the Rudy Habibie film (cognitive, affective, and behavioral effects) and the increased interest in learning of teenagers (indicators of learning interest).

The following is a discussion and data analysis based on the findings of the research results that have been conducted.

4.2.1. Linear Regression Analysis

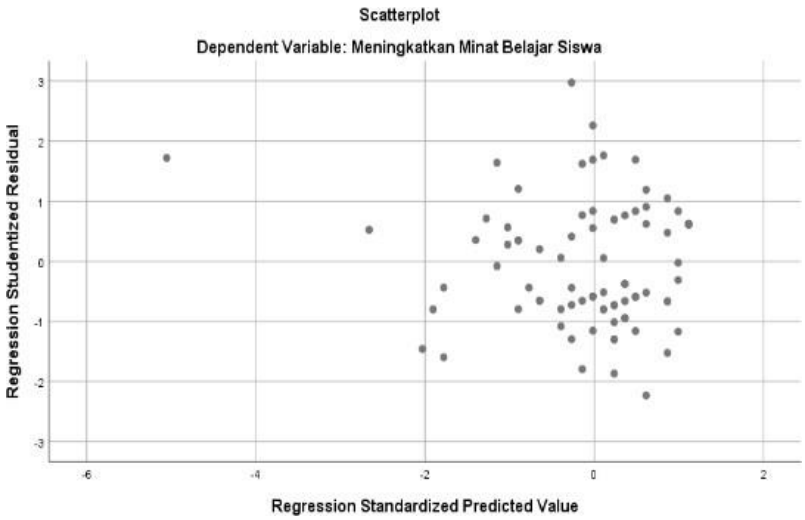
Furthermore, the simple linear regression analysis process can be continued to determine the output of the pre-determined hypothesis. Next, a normality test will be carried out to determine the residual value in a normally distributed regression model or vice versa. The decision assumption if normally distributed can be known if the data from the points in the P-Plot table spread close to the diagonal line. Conversely, if the data from the points in the P-Plot table tends to spread far around the diagonal line, the data is not normally distributed. The results of the normality test using the Normal P-Plot diagram graphics on the SPSS version 26 software can be seen in Figure 1 below:



Source: Data processed (2023)

Figure 1. Normal P-Plot Diagram

It can be seen validly from figure 1 above if the existing plots tend to gather in the diagonal line graph area. Thus the data that has been collected and tested can be said to be normally distributed. After knowing the results of the normality test, it is necessary to know further the results of the data indication whether there are symptoms of heteroscedasticity or not. This needs to be done in order to fulfill the requirements in conducting the regression model test at a later stage. In more detail, the heteroscedasticity test can be seen in Figure 2 below:



Source: Data processed (2023)

Figure 2. Heteroscedasticity Test

The results of the heteroscedasticity test in Figure 2 can be seen if there is a fairly clear pattern that can be assumed by looking specifically if there are points that spread, so it can be concluded that there are no symptoms of heteroscedasticity in the existing data. Thus, the simple regression analysis stage can be carried out further in the current research process.

As for further stages in order to obtain the results of the current study, an F test will be carried out to determine the effect of the movie Rudy Habibie on increasing interest in learning in adolescents with the assumption that if the Sig. probability value is lower than 0.05, it can be assumed that the regression model analysis technique can be carried out to estimate the influence of variable Y (Increased Interest in Learning in Teens). The output of the F test in the current study can be found as follows:

Table 6. F-test

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3151.146	1	3151.146	252.288	.000[b]
Residual	1086.652	87	12.490		
Total	4237.798	88			

Source: Data processed (2023)

The results of the F test in the table above, state that if there is a real positive influence between the Rudy Habibie movie on increasing interest in learning in adolescents, which can be assumed by knowing the F_{count} output of 252.288 and the output Sig. 0.000 which is lower than 0.05 as a valid assumption. Thus, the simple regression model analysis technique is able to be applied to predict the effect of the variable of increasing interest in learning in adolescents resulting from the movie Rudy Habibie.

After knowing the output of the F test with significant results, the t test analysis technique will then be carried out to obtain the results of the temporary presumptive hypothesis in knowing the effect of the film Rudy Habibie on increasing teenage interest in learning. In the context of the t test, the assumption of a valid decision is obtained if the Sig. value is lower than 0.05 with t_{count} higher than t_{table}. The acquisition of the t test analysis technique in the current study can be known as described in the table below:

Table 7. The t-test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.558	3.395		0.754	0.001
Variabel X	0.753	0.047	0.862	15.884	0.000

Source: Data processed (2023)

In the results of table 6 the t test focuses on the output of the tcount value of 15.884 which can be assumed to have met the requirements for a valid decision because the Sig. result is lower than 0.05. Thus, the temporary presumptive hypothesis H_1 is accepted and H_0 is rejected so that the movie Rudy Habibie has a positive and significant effect on increasing interest in learning in adolescents.

The acquisition of the t test results is again emphasized by focusing on the t_{count} value of 15.884 which is greater than the t_{table} of 1.998 with the formulation of the t table with the provisions below:

= a/2 ; n - k - 1
= 0,05/2 ; 86 - 1 - 1
= 0,025 ; 84

From the results of the above formulation, the value of 0.025; 84 is used in determining the t_{table} distribution of 1.998. In addition, there are partial results between the variables formed which are known by looking at the constant value (a) 2.558 representing the regression equation and the regression coefficient (b) 0.753. To explain the partial output between the variables formed the formulation as follows:

Y = a + bX
Y = 2.558 + 0.753X

From the above understanding, which means that there is a partial influence between the Rudy Habibie film which has a positive and significant effect on increasing interest in learning in adolescents by 2.558 if there is no change in terms of increase or decrease in the Rudy Habibie film on increasing interest in learning in adolescents partially. As for the results of the regression coefficient (b) 0.753, it can be explained if there will be an increase in influence by 1% if there is a positive increase in the influence of the Rudy Habibie film outside the study, this positive influence will also indirectly affect the increase in interest in learning in adolescents.

The final stage in obtaining the results of the current research data processing analysis, the coefficient of determination test will be carried out to obtain the output of the presumptive hypothesis that has been accepted in the form of a percentage as explained in the table below:

Table 8. Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	0.744	0.741	3.534

Source: Data processed (2023)

The results of the coefficient of determination focus on the R Square value of 0.744 which produces meaning with the assumption that the film Rudy Habibie has a positive and significant effect on increasing interest in learning in adolescents by 0.744 and if rounded up to a percentage value is 74%. Thus there are still other influences on increasing interest in learning in adolescents outside the variables and the current study by 26% (100%-77 = 26).

5. CONCLUSION

From the research that has been conducted and also explained that the movie Rudy Habibie has a positive and significant effect on increasing interest in learning in adolescents.

The acquisition of these results is dominantly influenced by the cognitive effect dimension as the highest measurement of variable X (the influence of the movie Rudy Habibie) with the statement "the movie Rudy Habibie provides many moral messages and has a good impact on the younger generation".

Habibie provides many moral messages and has a good impact on the younger generation". While in variable Y (interest in learning) with the dimension of involvement with the statement "I am interested in increasing my interest in learning to be like Rudy Habibie who does not give up easily".

It can be concluded from the acquisition of the highest results in the dimensions and indicators of the variables formed by the current study, representing a significant relationship between one another. In this context, the movie Rudy Habibie is considered capable of providing more understanding of the importance of increasing teenagers' interest in learning. In addition, the movie Rudy Habibie is able to provide more

understanding of changing their learning mindset for the better. This happens on the basis of interest that arises from within himself.

The results of this study are in accordance with the theory used by Harold Lasswell about a communication process that ultimately produces results or effects obtained through the communication process (Kurniawan, 2018).

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