

Do Role of Program TV and Host Attractiveness Influence the Interest of Watching? A Case of Indonesian Program TV and Indonesian Public

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Keywords:	Abstract
TV Program; Host Attractiveness; Watching Interest; Broadcasting Communication.	This study examines the influence of television program characteristics and host attractiveness on viewers' viewing intention using the Indonesian television program <i>Lapor Pak!</i> on TRANS7 as the research context. A quantitative survey was conducted involving 97 respondents selected through purposive sampling. Data were collected using structured questionnaires and analyzed using multiple linear regression analysis. The findings reveal that television program characteristics have a positive and statistically significant effect on viewers' viewing intention. Host attractiveness also has a positive and significant influence and demonstrates a stronger contribution than television program characteristics. Simultaneously, both independent variables significantly affect viewing intention and explain 64.7% of its variance. These findings indicate that engaging television program characteristics and attractive hosts with strong communication competence complement each other in increasing audience interest. This study contributes to the broadcasting communication literature by providing empirical evidence regarding the combined role of program characteristics and host attractiveness in shaping television viewing behavior and offers practical implications for broadcasters in developing competitive television programs.

INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed the communication and broadcasting industry, reshaping the way audiences consume media content (Kembau et al., 2024). The widespread adoption of social media platforms, video-on-demand services, and other digital media has intensified competition for audience attention, particularly among younger generations who increasingly prefer online media over conventional television (Christina, 2019). Despite these changes, television remains one of the most influential forms of mass media in Indonesia due to its extensive reach and ability to deliver entertainment and information to diverse audience segments (Suherman, 2020). Audience measurement data also indicate that television continues to attract a substantial number of viewers, suggesting that the medium still possesses considerable market potential despite the rapid growth of digital platforms (Nielsen, 2023). Consequently, television broadcasters are required to continuously innovate to maintain viewers' interest and remain competitive in the evolving media environment.

In today's competitive broadcasting industry, the sustainability of television programs depends largely on their ability to attract and retain audiences (Duru & OKPIABHELE, 2025; Mammadova & Abdullayev, 2025; Rogers, 2025; Săseanu et al., 2025; Valimatov, 2025).

Television stations are therefore expected to develop innovative programs that combine engaging concepts, high-quality content, and entertainment value. Previous studies have suggested that television program characteristics, including content quality, creativity, presentation format, and entertainment value, are important determinants of audience preferences and viewing behavior (Oktavia & Widiyasanty, 2022). Programs perceived as entertaining, relevant, and distinctive are more likely to stimulate audience interest and encourage continuous viewing. Therefore, understanding the role of television program characteristics in shaping viewers' interest has become increasingly important for both researchers and broadcasting practitioners.

Comedy programs represent one of the most popular television genres in Indonesia because they provide entertainment while simultaneously reflecting contemporary social issues through humorous narratives. During special occasions such as Ramadan, comedy programs often experience increased audience attention as they become a preferred source of entertainment while waiting to break the fast or during the pre-dawn meal. One of the most successful comedy programs in Indonesia is *Lapor Pak!*, which has been broadcast by TRANS7 since 2021. The program combines situational comedy with a police-station setting and incorporates current social issues into its sketches, making it one of the station's highest-rated entertainment programs (Anjani & Yusuf, 2022). The popularity of *Lapor Pak!* indicates that attractive program characteristics may play an important role in maintaining audience interest in television viewing (Al Aqilah et al., 2025; Huwel & Imawan, 2026; Zahara et al., 2025).

Besides program characteristics, the attractiveness of television hosts also represents an important factor influencing audience responses. Television hosts function not only as presenters but also as communicators who shape audience perceptions through their credibility, communication skills, personality, humor, and overall personal appeal. In the context of *Lapor Pak!*, Andre Taulany has become one of the program's most recognizable hosts due to his extensive experience in comedy entertainment and strong public image. His communication style and comedic performance are expected to enhance audience engagement and strengthen viewers' interest in watching the program. Furthermore, previous studies have shown that humor creates positive emotional experiences that increase audience enjoyment and encourage repeated viewing. Comedians are also able to enhance audience experiences through effective delivery, facial expressions, body language, timing, and interaction with other performers.

Existing empirical evidence further supports the importance of host attractiveness in influencing audience behavior. Surianto and Iswanto (2024) found that host attractiveness, encompassing both physical appearance and non-physical attributes such as personality and communication style, positively influences viewers' interest in watching *The Tonight Show*. Similarly, Surianto and Khang (2024) reported that host attractiveness significantly enhances audience interest in television programs broadcast by NET. Moreover, Surianto et al. (2025) emphasized that communication competence constitutes an essential dimension of communicator attractiveness that strengthens audience engagement. Collectively, these findings suggest that host attractiveness, reflected in physical appearance, personality, and communication competence, plays an important role in increasing viewers' interest in television programs.

Although previous studies have demonstrated the importance of television program characteristics and host attractiveness, these variables have predominantly been examined independently or within different communication contexts. Limited empirical evidence has

investigated how television program characteristics and host attractiveness simultaneously influence viewers' interest in comedy television programs within the Indonesian broadcasting industry. This limitation indicates the need for a more comprehensive investigation that integrates both variables into a single research model to better explain viewers' interest in watching television programs.

The urgency of this research is underscored by the increasingly competitive Indonesian television industry, where audience attention has become a scarce resource. With the proliferation of digital media platforms, traditional television broadcasters face significant challenges in maintaining and expanding their audience base. Understanding the factors that influence viewers' viewing intention is essential for broadcasters to develop effective content strategies. The novelty of this research lies in its simultaneous examination of television program characteristics and host attractiveness as complementary determinants of viewing intention in the context of Indonesian comedy television. By integrating these two variables within a single research model, this study provides a more comprehensive understanding of the factors shaping television viewing behavior.

Accordingly, this study investigates the influence of television program characteristics and host attractiveness on viewers' interest in watching *Lapor Pak!*, a comedy program broadcast by TRANS7. Specifically, this study examines the individual effects of television program characteristics and host attractiveness, as well as their simultaneous influence on viewers' interest. By integrating these two determinants within a single analytical framework, this study contributes to the literature on television audience behavior and provides practical insights for television broadcasters in designing attractive programs and selecting hosts capable of increasing audience interest in television viewing.

RESEARCH METHODS

This study employed a quantitative research approach based on the positivist paradigm to examine the influence of television program characteristics and host attractiveness on viewers' interest in watching *Lapor Pak!* on TRANS7. A survey method was used to collect quantitative data and test the relationships among the research variables.

The target population consisted of individuals who had watched *Lapor Pak!* on TRANS7. Respondents were selected using a non-probability purposive sampling technique based on predetermined criteria. The criteria included being at least 17 years old, having watched *Lapor Pak!* at least once, and being willing to participate voluntarily in the study. A total of 97 respondents met these criteria and were included in the analysis.

Primary data were collected through a structured questionnaire measuring three research constructs: television program characteristics (X_1), host attractiveness (X_2), and viewers' interest in watching (Y). All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Nugraha, 2022).

The instrument was evaluated through validity and reliability tests to ensure the quality and consistency of the measurement items (Aksara, 2021). The data were then analyzed using multiple linear regression analysis. Classical assumption tests, including normality,

multicollinearity, and heteroscedasticity tests, were conducted before regression analysis. Hypothesis testing was performed using the t-test to examine the partial effects of the independent variables, the F-test to assess their simultaneous effect, and the coefficient of determination (R^2) to evaluate the explanatory power of the research model.

RESULTS AND DISCUSSION

Respondent Profile:

Respondent characteristics were analyzed to provide an overview of the demographic composition of the research sample. The respondents were classified based on their city of domicile, gender, and educational background, as these characteristics help describe the profile of individuals who participated in the study and provide context for interpreting the empirical findings. The demographic profile of the respondents is presented in Table 1.

Table 1. Respondent Profile by Domicile x Gender

City of Domicile	Gender		Total
	Male	Female	
Jakarta	20	38	58
Tangerang	6	5	11
Depok	3	8	11
Bogor	3	5	8
Bekasi	3	3	6
Others	0	3	3
Total	35	62	97

Based on the city of domicile, most respondents resided in Jakarta, accounting for 58 respondents (59.8%). The remaining respondents were distributed across Tangerang (11.3%), Depok (11.3%), Bogor (8.2%), Bekasi (6.2%), and other areas (3.1%). The predominance of respondents from Jakarta is consistent with the study setting, which focused on audiences in the Greater Jakarta area (*Jabodetabek*), where *Lapor Pak!* has a broad viewership.

Table 2. Respondent Profile by Latest Education x Gender

Latest Education	Gender		Total
	Male	Female	
Junior High School	1	0	1
Senior High School	15	31	46
Diploma (1-4)	4	4	8
Under Graduate	15	27	42
Post Graduate	0	0	0
Total	35	62	97

Regarding educational background, the majority of respondents had completed senior high school (46 respondents; 47.4%), followed by undergraduate education (42 respondents; 43.3%). Respondents with diploma qualifications accounted for 8.2% (8 respondents), while only one respondent (1.0%) had completed junior high school. No respondents reported having postgraduate qualifications. These findings indicate that the sample was largely composed of respondents with secondary and higher education, suggesting that participants possessed sufficient educational backgrounds to understand and evaluate the questionnaire items related to television program characteristics, host attractiveness, and viewing interest. Overall, the

respondent profile demonstrates a diverse distribution in terms of domicile and educational background while maintaining adequate representation of the target audience for *Lapor Pak!* on TRANS7.

Validity & Reliability Test

Before testing the research hypotheses, the validity of the research instrument was evaluated to determine whether each questionnaire item accurately measured its intended construct. The validity test was conducted using Pearson's product-moment correlation by comparing the calculated correlation coefficient, with the critical value at a significance level of 0.05. Questionnaire items were considered valid when the calculated correlation coefficient exceeded the critical value and the significance value was less than 0.05.

Table 3. Respondent Profile by Latest Education x Gender

Items	r value	Results
X1: Program TV Characteristic ($\alpha = 0.783$)		
The television program is well organized.	0.706	Valid
The television program has a well-structured format.	0.596	Valid
The overall quality of the television program is good.	0.450	Valid
The television program has a modern presentation style.	0.572	Valid
The informational content presented in the television program is well delivered.	0.557	Valid
The television program successfully creates humorous moments.	0.660	Valid
The television program is one of the most appealing comedy programs.	0.669	Valid
The television program provides enjoyable entertainment.	0.727	Valid
The television program offers high-quality content.	0.704	Valid
X2: Host Attractiveness ($\alpha = 0.629$)		
XYZ has excellent comedic abilities.	0.457	Valid
XYZ uses language that is easy for me to understand.	0.546	Valid
XYZ's comedic performance enhances the television program's appeal.	0.529	Valid
XYZ is knowledgeable about current issues that are relevant to me.	0.763	Valid
XYZ's hosting style is engaging and not monotonous.	0.466	Valid
XYZ interacts effectively with the program's audience.	0.739	Valid
Y: Interest in watching		
I feel entertained while watching the television program.	0.668	Valid
I am enthusiastic about XYZ's role in the television program.	0.659	Valid
I am excited to see XYZ in the television program.	0.696	Valid
I enjoy watching XYZ as the host of the television program.	0.670	Valid
I have a positive impression of XYZ's presence in the television program.	0.497	Valid
I am enthusiastic when watching the television program.	0.608	Valid
I pay close attention to the comedy presented in the television program.	0.628	Valid

Heteroscedasticity Test

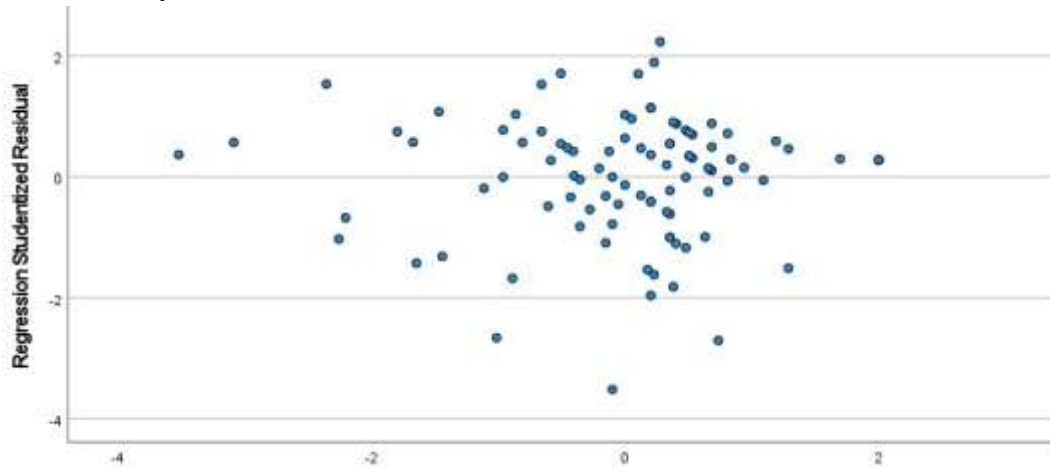


Figure 1. Results of heteroscedasticity test calculations via SPSS

The heteroscedasticity test was conducted using a scatterplot of the standardized residuals. As presented in Figure 1, the residual points are randomly distributed above and below the zero line without forming any clear pattern, clustering, or systematic arrangement. This indicates that the variance of the residuals remains constant across all predicted values. Therefore, it can be concluded that the regression model does not suffer from heteroscedasticity and satisfies one of the classical assumptions required for multiple linear regression analysis.

Multicollinearity Test

Table 4. Multicollinearity Test Result

Variable	Collinearity Tolerance Value	VIF Statistics Value
Total Variable X ¹ (TV Program "Lapor Pak!")	0.716	1,397
Total X ² (Host <i>attractiveness</i> Andre Taulany)	0.716	1,397

Table 4 presents the results of the multicollinearity test. The tolerance values for both independent variables are 0.716, which are greater than the recommended threshold of 0.10. In addition, the Variance Inflation Factor (VIF) values are 1.397, which are well below the maximum acceptable value of 10. These findings indicate that no multicollinearity exists among the independent variables. Therefore, the regression model satisfies the multicollinearity assumption and both independent variables can be included simultaneously in the multiple regression analysis.

Coefficient of Determination Test

Table 5. Multicollinearity Test Result

Model	R Value	R Square adjusted value
1	0,804	0,647

The coefficient of determination (R^2) was used to measure the proportion of variance in viewers' interest in watching that can be explained by television program characteristics and host attractiveness. As shown in Table 5, the R Square adjusted value is 0.647, indicating that 64.7% of the variation in viewers' interest in watching is explained jointly by the two

independent variables. The remaining 35.3% is explained by other factors outside the regression model that were not included in this study. These results suggest that the proposed regression model has substantial explanatory power.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Value B	Coefficients Std. Error	Standardized Coefficients Beta
(Constant)	0.745	2,811	-
Total Variable X ¹ (Event program "Lapor Pak!")	0.526	0.104	0.366
Total X ² (<i>Host attractiveness</i> Andre Taulany)	0.617	0.082	0.547

The results of the multiple linear regression analysis are presented in Table 6. The estimated regression equation is: $Y = 0.745 + 0.526X_1 + 0.617X_2$

The regression equation indicates that the constant value is 0.745, meaning that when both independent variables are assumed to be zero, the predicted value of viewers' interest in watching is 0.745. The regression coefficient for television program characteristics (X_1) is 0.526, indicating that every one-unit increase in television program characteristics is associated with an increase of 0.526 units in viewers' interest in watching, assuming the other variable remains constant. Meanwhile, the regression coefficient for host attractiveness (X_2) is 0.617, indicating that every one-unit increase in host attractiveness increases viewers' interest in watching by 0.617 units, holding the other independent variable constant. Since both regression coefficients are positive, both independent variables positively influence viewers' interest in watching.

Partial (T Test) and Simoultaneous (F Test)

Table 7. Partial T Test Results

Model	t value	Significance Value
(Constant)	0.265	0.791
Total Variable X ¹ (Event program "Lapor Pak!")	5,051	< 0.001
Total X ² (<i>Host attractiveness</i> Andre Taulany)	7,548	< 0.001

Based on Table 7, The partial t-test results indicate that television program characteristics significantly influence viewers' interest in watching. The calculated t-value is 5.051 with a significance level of less than 0.001, which is lower than the significance criterion of 0.05. Therefore, the first hypothesis is accepted, indicating that television program characteristics have a positive and statistically significant effect on viewers' interest in watching. The partial t-test results also show that host attractiveness significantly affects viewers' interest in watching. The calculated t-value is 7.548 with a significance value of less than 0.001, indicating statistical significance at the 5% level. Therefore, the second hypothesis is accepted, demonstrating that host attractiveness has a positive and significant effect on viewers' interest in watching. Furthermore, the higher t-value of host attractiveness compared to television program characteristics suggests that host attractiveness exerts a relatively stronger influence on viewers' interest in watching within the proposed regression model.

Table 8. Simultaneous T Test Results

Model	F value	Significance Value
Regression	86,001	< 0.001 ^b

The simultaneous F-test was conducted to examine whether television program characteristics and host attractiveness jointly influence viewers' interest in watching. As presented in Table 8, the calculated F-value is 86.001 with a significance value of less than 0.001, which is below the 0.05 significance threshold. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. These findings demonstrate that television program characteristics and host attractiveness simultaneously have a positive and statistically significant effect on viewers' interest in watching. The results indicate that the combination of engaging television program characteristics and an attractive host plays an important role in increasing audience interest in watching the television program.

DISCUSSION

The findings of this study demonstrate that both television program characteristics and host attractiveness significantly influence viewers' interest in watching *Lapor Pak!* on TRANS7. Furthermore, the two independent variables simultaneously explain 64.7% of the variation in viewers' interest in watching, indicating that television program quality and host attractiveness are important determinants of audience viewing behavior. These findings support the assumption that audience interest is not merely determined by the existence of television content but also by how the content is packaged and delivered through an attractive and competent host.

The Influence of Television Program Characteristics on Viewers' Interest in Watching

The results indicate that television program characteristics have a positive and statistically significant influence on viewers' interest in watching. This finding suggests that audiences are more likely to watch television programs that are perceived as well organized, entertaining, informative, modern, and capable of providing enjoyable viewing experiences. In the context of *Lapor Pak!*, the combination of comedy, current social issues, and a unique police-station concept appears to enhance audience engagement and stimulate continued viewing interest.

These findings are consistent with previous studies reporting that program quality plays a critical role in attracting television audiences. Oktavia & Widiyanty (2022) argued that content quality, presentation format, and entertainment value significantly shape audience preferences. Similarly, Andhika et al., (2020) found that attractive television programs positively affect viewers' intention to watch. The present study extends these findings by demonstrating that program characteristics remain influential even amid increasing competition from digital media platforms.

From the perspective of Uses and Gratifications Theory (Katz & Gurevitch, 1973), audiences actively select television programs that satisfy their entertainment and information needs. When viewers perceive that a television program successfully fulfills these needs through engaging content and enjoyable presentation, they develop stronger intentions to continue watching. Therefore, improving program quality represents an important strategy for television broadcasters seeking to maintain audience loyalty in the digital era.

The Influence of Host Attractiveness on Viewers' Interest in Watching

The findings also reveal that host attractiveness positively and significantly affects viewers' interest in watching. Moreover, host attractiveness exhibits a larger standardized regression coefficient than television program characteristics, indicating that it contributes more strongly to viewers' interest within the proposed model.

This result can be explained by the important role of television hosts as communicators who establish emotional connections with audiences. Beyond physical appearance, host attractiveness encompasses communication competence, humor, confidence, personality, credibility, and interaction style. Andre Taulany's experience as a comedian and television presenter likely enhances viewers' enjoyment and strengthens their emotional attachment to the program.

The present findings are consistent with previous studies conducted by Surianto and Iswanto (2024) & Surianto and Khang (2024), of which reported that communicator attractiveness significantly increases audience engagement and viewing intention. Likewise, Surianto et al. (2025) emphasized that communication competence represents one of the most influential dimensions of communicator attractiveness in shaping audience responses.

According to source attractiveness theory, audiences tend to be more receptive to messages delivered by communicators whom they perceive as attractive, competent, and likable. Consequently, selecting television hosts who possess strong communication skills and positive public images may substantially increase audience engagement and encourage repeated viewing behavior.

The Simultaneous Influence of Television Program Characteristics and Host Attractiveness

The simultaneous regression analysis demonstrates that television program characteristics and host attractiveness jointly have a significant effect on viewers' interest in watching. This finding suggests that audience viewing decisions are multidimensional and cannot be explained by only one factor. Instead, viewers evaluate both the quality of the television program and the attractiveness of the host before deciding whether to watch.

An interesting finding is that the coefficient of determination reaches 64.7%, indicating that the proposed model explains a substantial proportion of viewers' interest. Nevertheless, approximately 35.3% of the variance remains unexplained, implying that additional variables such as brand image of the television station, social media exposure, electronic word-of-mouth, audience habits, celebrity reputation, program scheduling, and perceived entertainment value may also influence viewers' interest.

From a managerial perspective, these findings imply that television broadcasters should not rely solely on program innovation or celebrity hosts independently. Instead, greater audience engagement can be achieved by integrating high-quality program concepts with hosts who possess excellent communication competence, humor, credibility, and interpersonal appeal. Such integration is likely to strengthen audience satisfaction and sustain television competitiveness amid the rapid growth of digital streaming platforms.

Overall, this study contributes to broadcasting communication literature by empirically demonstrating that television program characteristics and host attractiveness function as complementary factors in shaping viewers' interest in watching. The findings also extend previous communication research by examining both variables simultaneously within the

context of Indonesian comedy television, thereby providing a more comprehensive understanding of audience viewing behavior.

CONCLUSION

This study examined the influence of television program characteristics and host attractiveness on viewers' interest in watching *Lapor Pak!* on TRANS7 using a quantitative approach with multiple linear regression analysis. The findings demonstrated that television program characteristics had a positive and statistically significant effect on viewers' interest in watching. Similarly, host attractiveness also had a positive and significant influence on viewers' interest and exhibited a relatively stronger contribution than television program characteristics. Furthermore, both independent variables simultaneously had a significant effect on viewers' interest in watching, explaining 64.7% of the variance in the dependent variable. These findings indicated that audience viewing interest was shaped not only by the quality of television program content but also by the attractiveness and communication competence of the program host.

The findings contributed to the literature on broadcasting communication by providing empirical evidence that television program characteristics and host attractiveness functioned as complementary determinants of audience viewing interest in the context of Indonesian comedy television. From a practical perspective, television broadcasters should continuously improve program quality while selecting hosts who possess strong communication skills, credibility, humor, and interpersonal appeal to enhance audience engagement. Future research is recommended to incorporate additional variables, such as electronic word-of-mouth, social media exposure, television station brand image, viewer satisfaction, and parasocial interaction, to obtain a more comprehensive understanding of the factors influencing viewers' interest in watching television programs.

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