

ABSTRACT

Background: *Television is one of the dominant forces for modern society. The modern of complex society, as a product of technological advances, mechanization, industrialization and urbanization, raises many social problems. This research aims to determine: (1) the influence of the parent role on the social sensitivity of adolescents in Pondokagung Malang (2) the influence of sinetron impressions on the social sensitivity of adolescents in Pondokagung Malang.*

Methods: *The subjects of this study were adolescents aged 10-19 which have 79 respondents. Data collection techniques used questionnaires*

Result: *The results showed that: (1) there was influence of sinetron show on social sensitivity of adolescent in Pondokagung village Malang with P value equal to: 0,04 and (2) there was influence of parent roles to social sensitivity of adolescent in Pondokagung Malang with P value equal to: 0.00.*

Conclutions: *teenagers are watching television all day have lower social sensitivity and parents who never accompany their children for watching television have low the social sensitivity.*

Keywords: Parent role, sinetron and social sensitivity of adolescent