

ABSTRAK

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PENGARUH TERPAAN DRAMA KOREA HOSPITAL PLAYLIST DI NETFLIX TERHADAP KEPUTUSAN PEMBELIAN MAKANAN KOREA DI APLIKASI LAYANAN PENGANTARAN MAKANAN ONLINE

(CXL + 81 halaman: 5 gambar; 25 tabel; 3 lampiran)

Drama Korea Hospital Playlist yang ditayangkan di layanan streaming Netflix terkenal dengan adegan karakternya menikmati makanan Korea. Di Indonesia, perkembangan makanan Korea menjadi peluang bisnis, namun Pandemi COVID-19 membuat masyarakat membatasi frekuensi dine-in di restoran dan beralih pada aplikasi layanan pengantaran makanan online untuk menikmati makanannya dari rumah. Penelitian ini bertujuan untuk mengukur seberapa besar pengaruh terpaan drama Korea Selatan Hospital Playlist di Netflix terhadap keputusan pembelian makanan Korea di aplikasi layanan pengantaran makanan online. Penelitian ini menggunakan pendekatan kuantitatif survei eksplanatif untuk menguji teori respon kognitif. Teknik pengambilan sampel menggunakan purposive sampling pada responden dengan kriteria: mengikuti akun Instagram @hospital.playlist, menonton drama Korea Hospital Playlist melalui aplikasi Netflix, dan merupakan pengguna (minimal salah satu) aplikasi layanan pengantaran makanan online GrabFood, GoFood, atau ShopeeFood. Hasil temuan penelitian menunjukkan terdapat korelasi yang positif dan kuat antara terpaan drama Korea Selatan terhadap keputusan pembelian makanan Korea di aplikasi layanan pengantaran makanan online. Hasil nilai koefisien korelasi sebesar $r=.775$ dan nilai koefisien determinasi sebesar $r^2=.599$ menunjukkan terpaan drama Korea menjelaskan sebesar 59,9% terhadap keputusan pembelian. Penelitian selanjutnya dapat mendalami pengaruh terpaan dimensi Korean Wave lainnya seperti selebriti Korea dan musik populer Korea.

Kata Kunci: Netflix, Drama Korea, Terpaan Media, Keputusan Pembelian, Makanan Korea, Aplikasi Pengantaran Makanan Online

Referensi: 94 (1962-2022)

ABSTRACT

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THE EFFECT OF EXPOSURE TO KOREAN DRAMA HOSPITAL PLAYLIST ON NETFLIX ON KOREAN FOOD PURCHASING DECISIONS IN ONLINE FOOD DELIVERY SERVICE APPLICATIONS

(CXL + 81 halaman: 5 gambar; 25 tabel; 3 lampiran)

The Korean drama Hospital Playlist which is aired on the Netflix streaming service is famous for its characters enjoying Korean food. In Indonesia, the development of Korean food is a business opportunity, but the COVID-19 pandemic has made people limit the frequency of eating in restaurants and turn to online food delivery applications to enjoy their food from home. This study aims to measure how much influence exposure to the South Korean drama Hospital Playlist on Netflix has on the decision to purchase Korean food in online food delivery applications. This study uses an explanatory survey quantitative approach to test cognitive response theory. The sampling technique used purposive sampling on respondents with the following criteria: following the Instagram account @hospital.playlist, watching Korean drama Hospital Playlist through the Netflix application, and being a user (at least one) of the online food delivery application GrabFood, GoFood, or ShopeeFood. The results showed a positive and strong correlation between exposure to South Korean dramas and purchasing decisions for Korean dishes in online food delivery service applications. The results of the correlation coefficient value of $r = .775$ and the value of the coefficient of determination of $r^2 = .599$ show that Korean drama exposure explains 59.9% of purchasing decisions. Further research can explore the influence of exposure to other dimensions of the Korean Wave such as Korean celebrities and Korean popular music.

Keywords: Netflix, Korean Drama, Media Exposure, Purchasing Decisions, Korean Food, Online Food Delivery Service Application

References: 94 (1962-2022)