

ABSTRAK

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PENGARUH INTENSITAS MENONTON ADEGAN MAKANAN KOREA DRAMA ITAEWON CLASS TERHADAP MINAT BELI KULINER KOREA MAHASISWA UNIVERSITAS PELITA HARAPAN

(xiv +146 halaman: 3 gambar, 24 tabel; 12 lampiran)

Kata kunci: *Intensitas menonton, minat beli, kuliner korea, drama korea*

Penelitian ini bertujuan untuk mengetahui pengaruh intensitas menonton adegan makanan Korea drama Itaewon Class terhadap minat beli kuliner Korea mahasiswa Universitas Pelita Harapan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian survei. Data yang digunakan merupakan data hasil pengisian kuesioner oleh para responden yang termasuk ke dalam kategori mahasiswa Universitas Pelita Harapan yang menyaksikan drama Itaewon Class. Pengolahan data hasil kuesioner kemudian diolah menggunakan perangkat lunak SPSS versi 26. Populasi penelitian ini adalah seluruh mahasiswa Universitas Pelita Harapan yang menyaksikan drama itaewon class. Pengambilan sampling menggunakan teknik *purposive sampling*, dengan rumus Cochran dan ditentukan sebanyak 100 sampel. Hasil dari penelitian ini adalah terdapat pengaruh positif dan signifikan antara intensitas menonton adegan makanan korea drama itaewon class terhadap minat beli kuliner Korea dimana berdasarkan uji korelasi *product moment* menunjukkan bahwa antara variabel Intensitas Menonton (X) dan Minat Beli (Y) terdapat koefisien korelasi (R) sebesar 0.832. Hal tersebut dapat diartikan bahwa terdapat korelasi positif dan signifikan antara antara kedua variabel dengan tingkat hubungan sangat kuat.

Referensi : 112 (1981-2023)

ABSTRACT

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THE INFLUENCE OF INTENSITY OF WATCHING KOREAN FOOD SCENES IN THE ITAEWON CLASS DRAMA ON INTEREST IN BUYING KOREAN CULINARY AMONG STUDENTS OF PELITA HARAPAN UNIVERSITY

(xiv + 146 pages: 3 figures, 24 tables; 12 appendices)

Keywords: *Watching intensity, buying interest, Korean culinary, Korean drama*

This study aims to determine the influence of the intensity of watching food scenes from the Korean drama Itaewon Class on interest in buying Korean culinary among students at Pelita Harapan University. This research uses a quantitative approach with a survey research. The data this research used are from filling out questionnaires by respondents who are Pelita Harapan University students who watched the Itaewon Class drama. The questionnaire results was then processed using SPSS version 26. The population of this study were all Pelita Harapan University students who watched the Itaewon Class drama. Sampling used purposive sampling technique, with the Cochran formula and a total of 100 samples were determined. The results of this research are that there is a positive and significant influence between the intensity of watching food scenes from the Korean drama Itaewon Class on interest in buying Korean culinary delights, where based on the product moment correlation test, it shows that between the variables Watching Intensity (X) and Buying Interest (Y) there is a correlation coefficient (R) of 0.832. This can be interpreted as meaning that there is a positive and significant correlation between the two variables with a very strong level relationship.

Reference : 112 (1981-2023)