

ABSTRAK

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Pengaruh Terpaan Menonton *Variety Show* Korea Running Man terhadap Minat Belajar Budaya Korea pada Peserta Kursus di *Korean Culture & Language Center Sejong* Yogyakarta

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Penelitian ini bertujuan untuk menguji pengaruh terpaan menonton *variety show* Korea Running Man terhadap minat belajar budaya Korea pada peserta kursus di *Korean Culture & Language Center Sejong* Yogyakarta. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif eksplanatif. Teknik pengambilan sampel menggunakan total sampling atau sampling sensus, yaitu semua anggota populasi diambil sebagai anggota sampel, yakni sebanyak 56 orang berdasarkan kriteria inklusi pernah menonton *variety show* Running Man. Sementara teknik pengumpulan data menggunakan kuesioner berupa pertanyaan yang diberikan kepada responden secara langsung. Teknik analisis data yang digunakan untuk menjawab hipotesis penelitian ini adalah regresi linier sederhana.

Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh antara terpaan menonton *variety show* Korea Running Man terhadap minat belajar budaya Korea pada peserta kursus di KCC Sejong Yogyakarta. Berdasarkan tabel hasil penghitungan regresi linier sederhana, diperoleh konstanta sebesar 46,699 yang mengandung arti bahwa nilai konsistensi minat belajar adalah 46,699. Sementara koefisien regresi X sebesar 0,817 menyatakan bahwa setiap penambahan 1% nilai terpaan menonton, maka nilai minat belajar bertambah sebesar 0,817. Dari hasil uji regresi linier sederhana, ditemukan bahwa terpaan menonton memiliki nilai signifikansi sebesar $0,000 < 0,05$ dengan nilai t hitung sebesar $3,754 > t$ tabel yaitu 2,005. Sehingga dapat disimpulkan bahwa hipotesis Terdapat Pengaruh Terpaan Menonton *Variety Show* Korea Running Man di Media Online terhadap Minat Belajar Budaya Korea pada Peserta Kursus di *Korean Culture & Language Center Sejong* Yogyakarta diterima. Selain itu, diperoleh $R = 0,455$ yang menunjukkan hubungan yang cukup berarti antara dua variabel yang diteliti. Sedangkan besar kekuatan pengaruh antara terpaan menonton *variety show* Korea Running Man di media online terhadap minat belajar budaya Korea pada peserta kursus di KCC Sejong Yogyakarta diperoleh sebesar 0,207 atau 20,7% sedangkan sisanya sebesar 79,3% dijelaskan oleh faktor lain di luar penelitian.

Kata Kunci: Terpaan Menonton, *Variety Show*, Minat Belajar, Budaya Korea

ABSTRACT

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The Exposure Effect of Watching Korean Variety Show Running Man in Online Media toward Course Participant Interest in Learning Korean Culture in Korean Culture & Language Center Sejong Yogyakarta

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This research aimed to test the exposure effect of watching Korean variety show Running Man toward participant interest in learning Korean culture in Korean Culture & Language Center Sejong Yogyakarta. Type of research used in this research was explanative quantitative. The technique of taking samples used total sampling or census sampling, which was all population member taken as sample. There were 56 people based on inclusion criteria, who ever watched variety show Running Man. Whereas technique of collecting data used questionnaire of questions given to respondents directly. Technique of data analysis used to answer research hypothesis was simple linear regression.

The result of research showed that there was an effect between exposure of watching Korean variety show Running Man toward course participant interest in learning Korean culture in KCC Sejong Yogyakarta. Based on the table of simple linear regression measurement result, it was obtain that constant of 46.699 meant that consistency value of learning interest was 46.699. Whereas regression coefficient X was 0.817, it revealed that each addition of 1% of watching exposure value, learning interest value increased 0.817. From the result of simple linear regression test, it was found that watching exposure had significance value of $0.000 < 0.05$ with t value of $3.754 > t$ table of 2.005. Therefore, it can be concluded, hypothesis that there was an effect of exposure of watching Korean variety show Running Man in online media toward course participant interest in learning Korean culture in Korean Culture & Language Center Sejong was accepted. Beside, it was obtained $R = 0.455$ showing significant relation between two variables. Whereas the significance between exposure of watching Korean variety show Running Man in online media toward course participant in learning Korean culture in KCC Sejong was 0.207 or 20.7% whereas the rest was 79.3% explained by other factor excluded in this research.

Key Words: Watching Exposure, Variety Show, Learning Interest, Korean Culture