

ABSTRAK

Kepopuleran budaya Korea di Indonesia ini, meninggalkan dampak-dampak bagi para penggemarnya, yaitu akibat dari adanya peran media yang mampu menghasilkan suatu budaya massa yang populer, menyebabkan terpengaruhnya pemikiran masyarakat, khususnya komunitas korea di Yogyakarta. *Korean Wave* terus menerus menghipnotis pecinta Korea dengan Kpop sehingga mempengaruhi sikap pada budaya korea. Tujuan dari penelitian ini adalah untuk mengetahui adakah pengaruh terpaan video klip K-Pop terhadap sikap komunitas *Dance Cover* tentang budaya Pop Korea. Metode penelitian ini adalah metode penelitian survey, populasi dalam penelitian ini adalah komunitas *Dance Cover* Jogja jumlah sampel sebanyak 87 orang. Teknik analisis data menggunakan analisis korelasi *product moment* dan analisis regresi linier sederhana. Hipotesis dalam penelitian ini yaitu ada pengaruh terpaan video klip K-Pop terhadap sikap komunitas *Dance Cover* tentang budaya pop Korea. Hasil penelitian diperoleh terpaan video klip K Pop pada komunitas *Dance Cover* Yogyakarta diperoleh hasil sebagian besar responden dalam kategori tinggi, sikap pada budaya Korea diperoleh hasil masuk dalam kategori tinggi. Hasil korelasi *Product Moment* diperoleh adanya hubungan yang kuat antara hubungan terpaan video klip K Pop dengan sikap pada budaya Korea pada komunitas *dance cover* Yogyakarta. Hasil analisis menggunakan regresi linear sederhana didapatkan variabel sikap pada budaya Korea dapat dijelaskan oleh terpaan video Klip K Pop sebesar 46,4%.

Kata kunci : Terpaan Media, Sikap, Budaya, K Pop

ABSTRACT

The popularity of Korean culture in Indonesia, leaving impacts on its fans, which is the result of the role of the media that is able to produce a popular mass culture, has influenced people's thinking, especially the Korean community in Yogyakarta. Korean Wave continues to hypnotize Korean lovers with Kpop so that it influences attitudes towards Korean culture. The purpose of this study was to find out whether there was any influence on the exposure of K-Pop video clips to the Dance Cover community attitude about Korean Pop culture. The method of this research is survey research method, the population in this study is the Jogja Dance Cover community with a total sample of 87 people. Data analysis techniques using product moment correlation analysis and simple linear regression analysis. The hypothesis in this study is that there is the influence of exposure to K-Pop video clips on the Dance Cover community attitude about Korean pop culture. The results obtained from the exposure of K Pop video clips in the Dance Cover Yogyakarta community, the results of the majority of respondents in the high category were obtained, the attitudes in Korean culture were obtained in the high category. Product Moment correlation results obtained a strong relationship between exposure to the K Pop video clip with an attitude to Korean culture in the Yogyakarta dance cover community. The results of the analysis using simple linear regression found that the attitude variable in Korean culture can be explained by exposure to the K Pop Clip video by 46.4%.

Keywords: Media exposure, attitude, culture, pop