

ABSTRAK

Korean Wave telah memberikan beberapa perubahan dalam industri hiburan di beberapa negara Asia, termasuk Indonesia. Acara musik di Indonesia sudah banyak menampilkan musik-musik Korea (K-pop). Saat ini sudah banyak bermunculan *boyband* dan *girlband* Indonesia yang terinspirasi dari *boyband* dan *girlband* Korea yang sedang digandrungi oleh anak muda. Kesukaan terhadap artis Korea membuat anak muda ingin mengetahui lebih banyak tentang artis tersebut dengan mencari di internet atau membaca di tabloid yang khusus membahas artis-artis Asia, termasuk Korea. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh terpaan artikel tentang artis Korea di internet terhadap sikap dan keputusan pembelian tabloid AsianPlus di kalangan siswa Sekolah Menengah Atas (SMA) Stella Duce 1 Yogyakarta. Penelitian ini menggunakan teori S-O-R. Teori lain yang digunakan adalah Teori Informasi, Teori Sikap mengenai *Hedonic Experiential Model* dan Teori Keputusan Pembelian. Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner dan observasi di lokasi penelitian sebagai data pendukung penelitian. Penelitian dilakukan di Asrama Stella Duce 1 Yogyakarta. Populasi penelitian berjumlah 120 siswa. Sampel berjumlah 120 siswa dengan menggunakan teknik sampling jenuh. Hasil dari penelitian ini menunjukkan bahwa korelasi antara terpaan artikel tentang artis Korea di Internet terhadap keputusan pembelian tabloid AsianPlus di kalangan siswi SMA Stella Duce 1 Yogyakarta sebesar 74,6%. Setelah dipengaruhi oleh sikap *hedonic* maka korelasi antara terpaan artikel tentang artis Korea di internet terhadap keputusan pembelian tabloid AsianPlus menurun menjadi 44,7%. Pengaruh terpaan artikel tentang artis Korea di internet terhadap sikap dan keputusan pembelian tabloid AsianPlus sebesar 62,5%

ABSTRACT

Korean wave has given some changes in entertainment industry in several countries South East Asian countries, including Indonesia. Music shows in Indonesia have showing Korean music (k-pop). Nowadays there are a lot of pop boyband and girlband Indonesia inspired by Korean boyband and girlband that are liked by many young children. Liking for the young Korean artists make want to know more about the artist by searching on the internet or read in the tabloids devoted to artists of Asia, including Korea. The purpose of this research is determining the effect of exposure to an article about Korean artist in the internet of the attitude and purchase decision of AsianPlus Tabloid among Stella Duce 1 high school students in Yogyakarta. This research uses the theory of S-O-R as the main theory. Another theory used are Information Theory, Theory of Hedonic Experiential Model and the Theory of Purchasing Decision. Type of research of this research is quantitative research. Collection data techniques used in this research are questionnaire and observation at the research site as the supporting data. This research has done at the dormitory of Stella Duce 1 Yogyakarta. Size of population was 120 students. Size of sample was 120 students by using saturated sampling technique. The result of this research shows that the correlation between the effects of exposure to an article about Korean artist on the internet and purchasing decision of AsianPlus tabloid are 74,6%. After the influence of hedonic attitude towards the correlation between the effects of exposure to an article about Korean artist on the internet and purchasing decision of AsianPlus tabloid has decrease to 44,7%. The effects of exposure to an article about Korean artist on the internet to hedonic attitude and purchasing decision of AsianPlud tabloid at 62,5%.