

ABSTRAK

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Judul Laporan Skripsi : Pengaruh Tayangan Mv K-Pop Di Youtube Terhadap Minat *Dance Cover* UKM Korean Klub Di Universitas Mercu Buana Jakarta
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Maraknya fenomena *korean wave* merupakan tujuan dari penelitian yang sangat diminati warga dunia saat ini. Masuknya budaya dari negeri korea meliputi 4 aspek terkuat diantaranya lewat musik K-Pop, Kedua lewat K-Drama, ketiga lewat masakan dan terakhir lewat mode Korea (berpakaian, gaya, perawatan kulit). Perkembangan zaman dan dampak dari globalisasi dapat membantu mendapatkan sumber informasi dan menjadi dampak positif bagi masyarakat, terutama anak muda menggunakan Youtube yang dimanfaatkan untuk yang belajar salah satu nya dapat mempelajari Dance lewat tayangan video Youtube. Teori S-O-R menjelaskan efek merupakan reaksi khusus terhadap stimulus khusus sehingga seorang dapat menghamparkan dan memperkirakan kesesuaian antara pesan dan reaksi komunikasi. Tipe penelitian ini menggunakan kuantitatif eksplanatif. Paradigma dalam penelitian ini menggunakan paradigma positivis metode survey. Sampel dipilih dengan purposive sampling dimana peneliti menyebarkan kuesioner kepada 63 responden kepada anggota UKM Korean Klub Di Universitas Mercu Buana Jakarta. Berdasarkan rumusan masalah hasil diketahui H_0 diterima dan H_a ditolak, yang berarti adanya pengaruh tayangan Mv K-Pop di youtube terhadap minat dance cover UKM Korean Klub di Universitas Mercu Buana Jakarta. Hasil koefisien regresi X yaitu 0.615 yang bernilai positif sehingga diartikan bahwa arah pengaruh variabel X terhadap Y bernilai positif. Nilai koefisien determinasi menunjukkan angka sebesar 15.2% dapat diartikan bahwa minat dance cover dari UKM Korean Klub Universitas Mercu Buana Jakarta yaitu sebesar 15.2%. sisanya sebesar 84.8% dipengaruhi oleh faktor lain diluar tayangan Mv K-Pop (variabel X).

Kata Kunci: K-Pop, Tayangan Youtube, Dance Cover.

ABSTRACT

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Title Of Thesis Report : The Influence of K-Pop Mv Views on Youtube on Dance Cover Interests at UKM Korean Club at Mercu Buana University, Jakarta
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The rise of the Korean wave phenomenon is the goal of research that is of great interest to citizens of the world today. The entry of culture from Korea includes 4 of the strongest aspects including through K-Pop music, Second through K-Drama, third through cooking and finally through Korean fashion (dress, style, skin care). The development of the times and the impact of globalization can help get sources of information and have a positive impact on society, especially young people using Youtube which is used for those who study, one of which can learn Dance through watching Youtube videos. The S-O-R theory explains that the effect is a special reaction to a special stimulus so that one can spread and estimate the suitability between the message and the communicant's reaction. This type of research uses explanatory quantitative. The paradigm in this study uses the positivist paradigm of the survey method. The sample was selected by purposive sampling where the researcher distributed questionnaires to 63 respondents to Korean Club UKM members at Mercu Buana University, Jakarta. Based on the problem formulation, it was found that H_a was accepted and H_o was rejected, which means that there was an influence of K-Pop Mv shows on YouTube on interest in dance cover for UKM Korean Club at Mercu Buana University, Jakarta. The result of the regression coefficient X is 0.615 which is positive so that it means that the direction of the influence of variable X on Y is positive. The coefficient of determination shows a figure of 15.2% which means that the interest in dance cover from UKM Korean Club Mercu Buana University Jakarta is 15.2%. the remaining 84.8% is influenced by other factors outside of K-Pop Mv shows (variable X).

Keywords: *K-Pop, Youtube Views, Dance Cover.*