

ABSTRACT

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Title of research : The Effect Of Exposure Korean Television Series At The Image On
Celebrity Endroser 'Kim Go Eun' Toward Imitation Behavior And
Fashion Style (Analysis Study The Effect of Exposure and The Meaning
of Imitation Behavior and Fashion Style on Kdrama Lovers 1 Babelan
Senior High School WhatsApp Group)

Key Words : Effect of Exposure, Celebrity Endroser, Korean Series Drama
Impressions, Imitation Behavior, and Lifestyle.

(i-xv +142 pages +Attachment)

The purpose of this study is to find out the understanding the students of the WhatsApp Kdrama Lovers group on the thought process and Fashion Style through the ideology of Korean Drama series shows, facilitated by the exposure of Korean Drama Series Impressions on the Celebrity Image of Kim Go Eun to the Estimated Influence and Lifestyle of the Whatsapp Kdrama Lovers group students of SMAN 1 Babelan, and to find out what is meant by the Fashion Style created by the members of the Whatsapp Kdrama Lovers group of SMAN 1 Babelan. This type of research is Sequential Explanatory by using mixed research methods (mixed methods). The place of research was at SMAN 1 Babelan. The subjects of the study were 188 students of the WhatsApp Kdrama Lovers group and taking samples using an error of 5%, then if rounded up, 128 people would become respondents. And to take samples, the authors use the count technique with the Slovin formula. The analysis used includes quantitative and qualitative data analysis. Assumption tests are done using SPSS 16 output software for windows, while the qualitative analysis is carried out by collecting data through interviews with five students in the Kdrama Lovers group. It is probable that the influence that occurs from the influence of exposure to Korean drama series on celebrity impressions that support motivation in R Square is 29.2% while the influence of exposure to Korean drama series on celebrity images that supports Fashion Style is 32.8% with female sex higher than male. The results supported by refuted qualitative data are related to the lowest in relation to exposure to the Korean Guardian drama series: The Lonely and Great God on the image of celebrity endroser Kim Go Eun on the influence and Fashion Style trends of the female lead Kim Go Eun, interested in the cast others, and others.

Bibliography (2003-2018)