ABSTRACT

The influence of Hell's Kitchen Program Towards Student Study Motives
(Study to Student SMK 3 Bandar Lampung Majoring in Culinary
Force 2014/2015 Class XI)

by

Cahya Wulan

Hell's Kitchen is a reality competition show that first comes in various countries such as America, Britain, Germany, and Russia. For the first time program Hell's Kitchen is present in Asia, Indonesia. Chef Juna present as Head Chef, the jury at the same host. This event was first started in 2015. It contains events related to cooking and for 90 minutes. The aim of the research is based on the formulation of the problem is to knowing the influence of Hell Kitchen culinary impressions of the students' motives culinary department 3 SMK Bandar Lampung force 2014/2015 class XI. The theory is Usses and Gratification theory and social learning theory.

The type of research used in this research is explanatory with a quantitative approach that uses research methods survey with a sample of 80 respondents. Data collection techniques used questionnaires and literature study. Data processing techniques in this study through the stages of editing, coding and tabulating the data analysis techniques using simple linear regression formula because there are only two variables involved. Based on this research, it is known there are significant student learning motive culinary department SMK 3 Bandar Lampung. Correlation value Hell Kitchen Culinary impressions influence on student learning motive is 0.416 which is in the range of influence being. While the greatest effect was 17.3%.

Keywords: impressions, culinary, motive