

ABSTRACT

THE INFLUENCE OF VIEWING HABITS IMPRESSIONS KOREAN POP (*K-POP*) AGAINST A JUVENILE APPEARANCE

(Study In College Students and A Collegian At The Faculty Of Economics University Of Baturaja Force 2012)

By

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The aim of this research is to find out the influence of viewing habits impressions *Korean pop (K-pop)* against a juvenile appearance at the Faculty of Economics University of Baturaja Force 2012. A sample in this research is 76 person and college students and a collegian at the faculty of economics University of Baturaja force 2012. In this research methods used, is a method of surveying that is a method of research that in doing data gathering using a questionnaire. After the data collected then the result of this experiment in described through exposure to various information from the results of the survey that has been done. The result of this research selanjutnya data to be processed by the use of program SPSS version 16.00. Of data processing by using formulas correlation product moment found the result of 0,735. These results show that the presence of a strong impact between viewing habits impressions *K-pop* on television against a juvenile appearance (students and a collegian) at the Faculty of Economics University of Baturaja Force 2012. Where it can be said viewing habits impressions korean pop (*k-pop*), cannot be separated from the desire of respondents were to find reference our own fashion looks. More often watch impressions korean pop (*k-pop*) the more strong of the influence exerted against a juvenile appearance. After determinasi found in the percentage of the relation between viewing habits impressions *k-pop* on television against a juvenile appearance (students and a collegian) at the Faculty of Economics University of Baturaja Force 2012 is at 54 % and the rest of 46 % influenced by other variables that is not discussed in this research. The result of the test t_{test} in caught the result of 9,324. So $t_{hitung} = 9,324$ larger than $t_{tabel} = 2,000$. Thus it can be said hypothesis accepted. Which is there are influence between viewing habits impressions korean pop (*k-pop*) against a juvenile appearance (study in college students and a collegian at the Faculty of Economics University of Baturaja force 2012)

Keywords : Viewing habits, impressions *K-pop*, a juvenile appearance