

TV home shopping pengaruh dalam pembelajaran orang Indonesia = TV home shopping the change in Indonesians habit to consume

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Abstrak

TV home shopping sebagai alat pertama dalam on-line shopping sudah mempengaruhi kebiasaan orang Indonesia dalam pembelajaran. Banyak orang Indonesia berbelanja sesuatu lewat TV home shopping program. Cara ini jauh berbeda dengan cara yang kemarain dalam pembelajaran. zaman dulu, orang Indonesia harus keluar dari rumah mereka untuk membeli sesuatu. Akan tetapi, orang Indonesia pada zaman sekarang sudah dapat membeli kebutuhan mereka lewat TV Home Shopping. Itu berarti bahwa kebiasaan orang Indonesia dalam pembelajaran sudah berubah menjadi on-line shopping. Karya ini akan menggunakan banyak sumber seperti hasil wawancara karyawan dari stasiun penyiaran seperti O-Channel dan Jak TV.

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TV home shopping as the first way of on-line shopping has influenced Indonesian habit to consume. Many Indonesians purchase objects via TV home shopping program. The way of buying things nowadays is very different from the way of the buying in the past. Indonesian in the past should go out from their home to buy their needs. However, Indonesian in the present is able to buy their needs at home by the means of TV home shopping, which is considered as the first way of on-line shopping. This paper examines how TV home shopping has changed Indonesians' habit to consume from off-line to on-line. The research relies on many kinds of sources such as the result of the interview with employees in television station such as O-Channel and Jak TV.