

Peran atribut affection, affinity, dan familism pada drama terhadap sikap konsumen, niat perilaku konsumen, dan citra negara = The role of affection, affinity, and familism attributes in drama towards consumer attitudes, consumer behavioral intentions, and perceived national image.

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Abstrak

Salah satu konten media visual Korea Selatan, yaitu drama, memiliki kepopuleran yang tinggi di Indonesia. Melalui penelitian ini, peneliti menguji atribut apa sajakah yang melekat pada drama Korea Selatan yang dapat mempengaruhi sikap konsumen, citra negara asing, dan niat perilaku konsumen diantaranya acceptance intention towards Korean visual media contents, intention to purchase drama-related products, dan intention to visit drama destinations. Hasilnya ditemukan bahwa hanya atribut affection dan affinity memiliki pengaruh yang positif terhadap sikap dan perilaku konsumen serta citra negara Korea Selatan yang positif. Namun, atribut familism tidak ditemukan memiliki pengaruh yang signifikan di dalam penelitian ini.

.....South Korea's visual media content, namely drama, has high popularity in Indonesia. Through this study, researchers examine what attributes of South Korean dramas that can affect consumer attitudes, perceived national image, and consumer behavioral intention such as acceptance of intentions towards Korean visual media contents, intention to purchase drama-related products, and intention to visit drama destinations. This study found that affection and affinity have a positive influence towards consumer attitudes and behavioral intention as well as a positive image of South Korea. However, the familism attribute was not found to have a significant effect in this study.