

**ANALYZING ON KOREAN DRAMA, KOREAN POPULAR MUSIC, AND
KOREAN BEAUTY IN INFLUENCING JAKARTA'S YOUTH TRAVEL
MOTIVATION TO VISIT SOUTH KOREA**

By

Monica Agustine Jong

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SWISS GERMAN UNIVERSITY

The Prominence Tower

Jalan Jalur Sutera Barat No. 15, Alam Sutera

Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Monica Agustine Jong

Student

Approved by:

Date

Vishnuvardhana S. Soeprapto, BA, MA

Thesis Advisor

Date

Dr. Nila K. Hidayar SE., MM

Dean

Date

Monica Agustine Jong

ABSTRACT

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Monica Agustine Jong

Vishnuvardhana S. Soeprapto, BA, MA, Advisor

SWISS GERMAN UNIVERSITY

The purpose of this research is to find if Korean drama, Korean Popular Music, and Korean Beauty influence Youth's travel motivation to visit South Korea. This research is quantitative research. 127 data collected through electronic questionnaire, and calculated using SPSS 23.

The result is Korean drama influence youth to visit South Korea, the t_{value} of Korean drama is higher than t_{table} $4.849 > 1.979$. Korean popular music is not influence youth to visit South Korea, $1.097 < 1.979$. The Korean beauty do influence youth to visit South Korea $2.694 > 1.979$.

Keywords: Korean Drama, Korean Popular Music, Korean Beauty, Travel Motivation, Youth Travel Motivation, Tourism



DEDICATION

I dedicate this work for my parent, my idol TXVQ and JYJ, and for myself.



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