

TABLE OF CONTENTS

ABSTRACT	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS	x
LIST OF IMAGE	xiv
LIST OF TABLE	xv
LIST OF ATTACHMENT	xvii
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background of The Probelm	1
1.2 Problem Statment.....	10
1.3 Research Objectives	10
1.4 Research Benefits.....	10
CHAPTER II	12
LITERATURE REVIEW	12
2.1 Previous Research	12
2.2 Conceptual Framework	17
2.2.1 New Media	17
2.2.2 South Korean Dramas	19
2.2.3 Korean Drama Shows.....	20
2.2.4 Female Students at the University of Darussalam Gontor	21

2.3 Theoretical Framework	23
2.3.1 Cultivation Theory	23
2.3.2 Social Learning Theory	26
2.3.3 Worldview Islam	29
2.4 Conceptual Framework	30
2.5 Thought Scheme.....	31
2.5.1 The Influence of Female Students in Watching Korean Drama Shows Through New Media	31
2.5.2 Communication Behavior of Female Students in Watching Korean Drama Shows Through New Media	32
2.6 Hypothesis.....	33
CHAPTER III	35
RESEARCH METHOD	35
3.1 Research Design.....	35
3.2 Research Variables	35
3.2.1 Independent Variable (X)	36
3.2.2 Dependent Variable (Y).....	37
3.3 Measurement Tools	38
3.3.1 Questionnaire	39
3.3.2 Measurement Scale	43
3.3.3 Data Sources.....	44
3.3.4 Validity Test.....	45
3.3.5 Reliability Test	47

3.4 Population and Sample.....	50
3.4.1 Population.....	50
3.4.2 Sample.....	51
3.5 Data Analysis Technique.....	54
3.5.1 Frequency Distribution.....	54
3.5.2 Correlation Analysis.....	55
3.5.3 Normality Test.....	56
3.5.4 Simple Linear Regression Analysis	56
3.5.5 Coefficient of Determination Analysis.....	57
3.5.6 Hypothesis Testing	58
3.5.7 Time and Location.....	59
CHAPTER IV	60
RESULTS AND DISCUSSION	60
4.1 Research Results.....	60
4.1.1 Description of the Research Object	60
4.1.2 Respondent Characteristics.....	60
4.1.3 Frequency Distribution of the Variable: Influence of Korean Drama Shows	65
4.1.4 Frequency Distribution of the Communication Behavior Variable....	72
4.1.5 Correlation Test Results	83
4.1.6 Normality Test Results	85
4.1.7 Results of Simple Linear Regression Test.....	86
4.1.8 Results of the Coefficient of Determination Test.....	88
4.1.9 Results of Hypothesis Testing	89

4.2 Discussion	90
4.2.1 The Influence of Korean Drama Shows on the Communication Behavior of Female Students at UNIDA Gontor	91
4.2.2 Level of Change in Communication Behavior of Female Students at the University of Darussalam Gontor	96
4.2.3 Correlation Test Between the Influence of Shows and Communication Behavior	102
4.2.4 Normality Test Between the Influence of Shows and Communication Behavior	103
4.2.5 Simple Linear Regression Test Between the Influence of Shows and Communication Behavior	104
4.2.6 Coefficient of Determination Test Between the Influence of Shows and Communication Behavior	106
4.2.7 Hypothesis Test Between the Influence of Shows and Communication Behavior	107
4.2.8 Woldview Islam Test Between the Influence of Shows and Communication Behavior	109
CHAPTER V	112
CONCLUSION AND SUGGESTIONS	112
5.1 Conclusion	112
5.2 Suggestion	113
REFERENCES.....	115
ATTACHMENT	126

UNIVERSITAS DARUSSALAM GONTOR