

The Influence of Knowledge about Korean Culture on Decision of Purchasing Korean Mobile phones

¹Arba'iyah Satriani, ²Rini Rinawati

Fakultas Ilmu Komunikasi, Universitas Islam Bandung, Jl. Tamansari No. 1, Bandung, Indonesia.

E-mail : ¹arbaiyhsatriani@unisba.ac.id, ²rini.rinawati@unisba.ac.id

Abstract. *Indonesian society is currently experiencing a wave of Korean culture (Hallyu) which has also hit various countries. The wave of Korean culture began from a decade ago and has been more intense until now. Korean cultures that are loved by many Indonesian are Korean drama, K-Pop and reality shows that feature Korean artists. Therefore, many business men to take advantage of this situation by utilizing the three types of Korean entertainment to market their products. One of the products is mobile phone namely Samsung and LG. This research seeks information about the relationship between knowledge about Hallyu with Samsung or LG cellphones purchasing decisions that is made by Korean culture fans. This research implements quantitative method with a total of 40 respondents. The results showed that the knowledge of Korean culture through drama and variety shows "Running Man" contributed substantially to respondents in deciding to buy Korean Samsung and LG mobile phones. On the contrary, knowledge about K-Pop music did not contribute much to respondents in deciding to buy Korean Samsung and LG mobile phones.*

Keywords: *buying decision, mobile phone Samsung/LG, Korean Wave*

INTRODUCTION

Data from Indonesian Ministry of Communication and Information (Kemeninfo) shows that Indonesia is a giant of digital technology of Asia that is sleeping. With the number of Indonesian citizen which is around 250 million, this country is becoming a big market. The user of smartphones in Indonesia is also growing. Based on the data from research institution, digital marketing Emarketer, in 2018, the number of smart phone users in Indonesia is more than 100 million people. It poses Indonesia as the fourth largest country with the active users of smart phone, after China, India and The US (Kemeninfo RI, 2015)

Indonesian are using smart phones for various purposes in their daily lives.

This is because smart phones is currently providing diverse facilities that can be used by its owners to access different things. The findings from the Indonesian Digital Association (IDA) Research, which is supported by Baidu Indonesia, and carried out by the global research institute GfK (Okezone, 2016) shows that Indonesian urban communities are fond of news consumption through smart phones. The percentage reached 96 percent which is the highest compared to other media such as television 91 percent, newspapers 31 percent and radio 15 percent.

Various smart phones that are popular in Indonesia are still dominated by smart phones from Korea, especially South Korea. According to Hamidah and Anita (2013) the use of Samsung brand

mobile phones with Android operating system in Indonesia continues to increase because it is not only a necessity of communication and lifestyle complement but also helps business activities or various activities in the office. On the other hand, the superiority use of Samsung smart phones in Indonesia is inseparable from the Korean government's assistance in promoting the mobile phone along with K-Pop culture which is currently being favored throughout the world. The wave of Korean culture which is known as the Hallyu phenomenon (Korean Wave) is being loved by many countries, especially in Asia including Indonesia. For the first time, the term Hallyu appeared in China. This term was introduced by journalist in Beijing as a form of shock at the rapid growth of Korean popularity and culture in China (Ardia, 2014).

Hallyu is a term that means the influence of modern Korean culture in other countries. According to Irwansyah (2011 in Raharja 2013) Korean fever in Indonesia has begun since the 2000s with the inclusion of Korean drama in the television in this nation. Audiences who are exposed to Korean culture according to Zakiah et. all (2019) are a group of adolescents with the range of age between 15 years and 25 years. They are generally living in big cities like Bandung, Jakarta, Solo and Surabaya (Zakiah et all, 2019).

Several factors that become criterion of development of Hallyu in many various countries are as follow., The first, the success of marketing of Asian values in a modern style or what Kim Song Hwan, a manager of a South Korean television broadcast syndicate, calls "Asian Values-Hollywood Style." The second, the work ethic of Koreans who are willing to meet their fans in many countries. This brings the artists closer to their fans (Kim, Y., 2007).

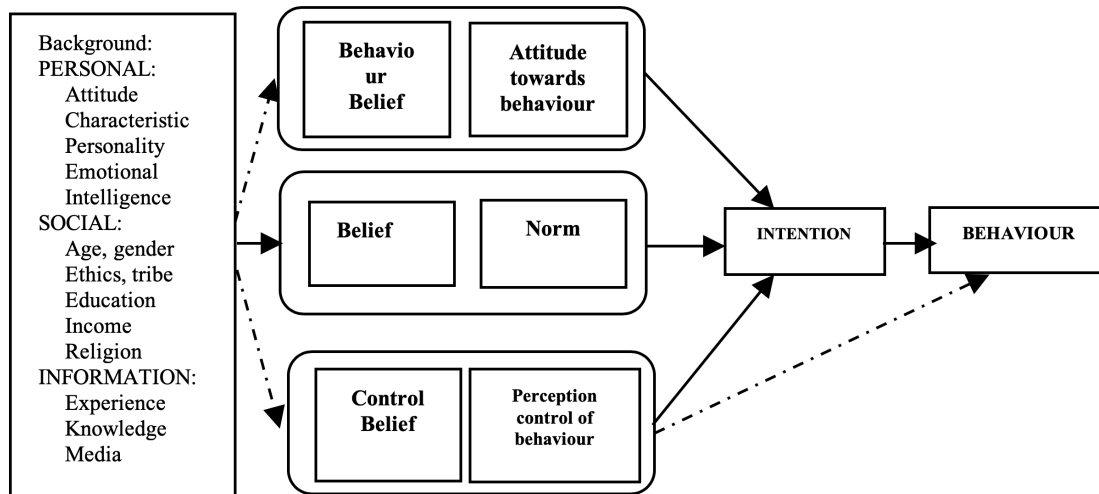
According to Yeon (2008) as quoted by Ariffin et al (2018) the advancement

of Korean culture that has invaded many countries today is due to several things. Among these are incorporating elements related to Confucianism into music and drama, image visualization supported by technological advancements, as well as producers who are actively airing dramas on South Korean television. This was also supported by the sudden economic downturn in several Asian companies which made the Asian market ready to accept new Asian products, including from Korea (Yeon, 2008 in Ariffin et al (2018)).

Since mobile phones are the main devices of communication in the modern society, it is necessary to find out what information people are looking for before they decide to buy a communication device, especially cellphones. Information that was explored was related to Korean culture which is currently happening. Knowledge about this will help stakeholders in deciding to market their products and the communication approach that can be conducted to reach the target market. The aim of this research is to find the relationship between knowledge about Korean culture and purchasing decisions of mobil phones from Korea (Samsung and LG).

METHOD

This research implements quantitative approach with a correlational approach, The method is used because it will explore a relationship between Korean cultural variables as an independent variable, and purchasing decisions as a dependent variable. The correlational method according to Rakhmat (in Dermawan dan Rinawati, 2014: 87) has several aims, namely (1) measuring relationship among several variables; (2) predicting dependent variables from our knowledge about independent variables; (3) paving the way to create experimental research designs.



Source : Ramdhani, 2009

FIGURE 1. Theory of Planned Behaviour (Ajzen, 2005)

The aim of a co-relational research is to investigate the relationship between Korean cultural knowledge through Korean movies, K-Pop and reality show and a purchasing decision of Korean cellphones, Samsung and LG. The theory that is used to analyse the result of the research is the theory of planned behaviour that is created by Ajzen and Fishbein (1980 in Mahyarni, 2013). This theory looks at the behavior displayed by individuals as a result of the influence of things from outside. This theory fits to the problem of this study because there is an assumption that an individual is usually quite rational and systematically uses provided information to consider the consequences of her/his action before decided whether or not to display a behavior.

In general, the model of Theory of Planned Behaviour can be seen at the FIGURE 1.

The population of this research is the users of Korean cellphones, especially the brand of Samsung and LG. The reason is because the users of Korean cellphones are very numerous in Indonesia. On the other hand, the motives behind the purchasing decision of those brands are not yet widely known.

The research population was obtained based on their voluntary willingness to involved in this research. The population was random since the researchers announced the need of respondents of the research through social media. The research target is the users of Korean and Samsung cellphones. In addition, the respondents are asked to inform their e-mail address so that researchers can send them the questionnaire. The number of respondents are 40 people which is similar to the number of population. Hence, the technique of sampling research is the total sampling.

The next step was researchers sent a set of research questions or questionnaire to be filled and sent it back to the researchers soon after it. The returned answer of questionnaires was 36. These 36 people, then, became the respondent of the research.

RESULT

Research about knowledge of Korean movies especially the title of While You Were Sleeping shows as in TABLE 2. The result shows that respondents has a good knowledge about Korean movies both While You Were

TABLE 2. Knowledge of Respondents about Korean Movies

No	Type of Knowledge	Percentage
1	Knowledge of While You Were Sleeping	77,7%
2	Bae Suzy is the main actress in While You Were Sleeping	88,8 %
3	Knowledge of Winter Sonata Love Story	55,5 %
4	Rain is the main actor in Winter Sonata Love Story	88,89%
Average knowledge about Korean movies		77,72%

Source : data from research

Sleeping and Winter Sonata Love Story. It can be seen from Figure 1. that the average of their knowledge about Korean movies is over 75 per cent. This finding illustrates that as part of Hallyu Korean movies are one of cultures that are loved by Indonesian. This is not surprising because most of respondents are over 26 years old which means they have been following the progress of Hallyu for a long time.

From the result of knowledge about K-Pop, it can be seen from TABLE 3.

TABLE 3. Respondents knowledge about K-Pop

No	Type of Knowledge	Percentage
1	Knowledge about song of Make Me Love You	66,7%
2	Knowledge related to the number of member of SNSD	77,7 %
3	Knowledge about song of When Night Falls	55,5 %
Average knowledge about K-Pop		66,6%

Source : data from research

Finding of the research about K-Pop shows that respondents cognize many Korean songs that are distributed in Indonesia. This means that Korean music as part of Hallyu is loved by Indonesian. Several respondents even stated that they could listen to Korean music many times in a day.

In regards to respondents knowledge about Korean variety show that is broadcasting in Indonesian television, it can be seen from TABLE 4.

TABLE 4. Knowledge about Korean variety show

No	Type of knowledge	Percentage
1	Knowledge about variety show "Running Man" that involves Korean actress and actor Kang Ji Young	88,8%
2	(KARA) has appear in the Running Man variety show	80,5 %
Average knowledge about Korean variety show		84,6%

Source : data from research

Finding of the research elaborates that most of respondents has an adequate knowledge from variety show that is broadcasted in Indonesia television. One of the variety shows that attract many audiences is 'Running Man'.

In addition, the result of research about purchasing decision of K-Orean cellphones (Samsung dan LG) can be seen from FIGURE 5.

The result of research suggested that majority of respondents who bought Samsung or LG cellphones knew about the products. Information about Korean cellphones is provided through various Korean cultures. This is recognized by majority of respondents that acknowledge that information about Samsung and LG are conveyed through K-Pop music and

TABLE 5. Purchasing decision of Korean cellphones (Samsung dan LG)

No	Statement	Percentage
1	Very familiar with Samsung brand cellphones	55,55 %
2	Very familiar with LG brand cellphones	72,30 %
3	The quality of Samsung/LG mobile phones is popular	38,8 %
4	Korean cellphones are stronger than cellphones from other countries	30,5%
5	Korean cellphones are more attractive and trendy than other brands	38,8%.
6	K-Pop provides information related to new product of Samsung cellphones	27,7%
7	Variety show Running Man provides news information related to new product of LG cellphones	30,5%
8	Purchase a Samsung or LG cellphones because his/her family has it	38,8%
9	The decision to purchase a Samsung/LG cellphones is also influenced by other factors such as easy to find the service centre when the gadget is damaged or has problems.	41,6%
10	There is an interesting bonus when purchasing a Samsung/LG cellphones	27,7%

Source : data from research

variety show.

The finding of the research also illustrates that the purchasing decision of Samsung or LG cellphones are made not entirely because of information that they got from the event of K-Pop music and variety show. The cellphones purchasing decision that is done by the respondents is caused by several things, such as easy to get service centre when the gadget is damaged or broken. This is recognized by most respondents. In addition, when a member of their families has already had Samsung or LG cellphones then respondents tend to follow their family decisions. It is because they thought their family members have already had experience with the brands. Another reason for purchasing Samsung or LG cellphones, according to the research respondents, is the presence of various fascinating bonuses in purchasing the

gadgets.

DISCUSSION

Findings of the research shows that purchasing decision of Korean cellphones, especially Samsung and LG, is based on respondents knowledge about Korean cultures. It can be understood because the government of Korea is utilizing Hallyu phenomenon that is happening today in many countries, especially in Asia, including in Indonesia. The government of Korea takes advantages of this phenomenon to promote various of its products including cellphones.

That is in accordance with the findings of Nurhayati (2017) who said that promotion has significant impact to the purchasing decisions. The promotion includes utilizing dramas, K-Pop, and variety show "Running Man". Therefore, cellphones made in Korea, especially

Samsung, has become one of cellular phones with the highest market shares in Indonesia which reached 32.2 per cent (data of December 2016)

The findings of this research are in accordance with the understanding of Tull and Kahle about marketing strategy. In the words of Tull and Kahle (in Irmanto and Tjiptono, 2013), marketing strategy is a fundamental tool that is designed to reach the aim of the company by developing sustainable competitive advantage through targeted market and marketing program that is used to serve the targeted market.

From that definition, it can be concluded that the purchasing decision that is done by someone is based on certain consideration. These considerations according to Ajzen and Fishbein (1980) in the Theory of Planned Behaviour is done as a form of attitude and subjective norms towards Samsung and LG cellphones. The implementation of the Theory of Planned Behaviour is very strong in the phenomenon of purchasing Samsung and LG cellphones because the purchasing decision is influenced by behavioral beliefs (Ramdhani, 2009). They are things that were believed by person in regards to a behaviour both negative and positive, attitude towards behaviour or tendencies to react affectionately in the form of like or dislike to the behaviour.

Marketing strategy that is undertaken by the Korean government, based on this research, shows that there is "Collaboration of Marketing Strategy" between entrepreneurs and the government which gives a full support. This is become a strength that currently done by utilizing the behaviour of the consumers who are fond of Korean dramas, K-Pop and variety show "Running Man". The aggressiveness of the Korean Government in market expanding has caused the selling Korean products faster (Ariffin, 2018). It is in the

words of Kim (2011) in Ariffin (2018) is proactively supporting the culture industry in the country. In addition, the Korean government also realizes the ripple effect of its vibrant culture in the culture industry such as Korean dramas, movies, games, animation and music (Ariffin, 2018). The impact of ripple effect, according to Kwon and Kim (2013) in Ariffin (2018) not only happen in the cultural industry but also in the electronic industries and information technology.

The result of this research also shows that what is done by the Korean government is accordingly with the idea of Kotler (in Sawitri, Hidayat, and Nurseto, 2013) who explained that in purchasing something the consumers influence by many factors. The factors that influence the behaviour of consumers are culture, social, personal, and psychology.

In addition, the findings of this research suggested that other than knowledge about Korean culture which become a basic for the consumer in purchasing decision of Korean cellphones (Samsung and LG), there are several factors that also contributed to the act. One of the factor, based on this research, is social factor namely family. The habits of family that usually using Korean cellphones become a basis of the respondents to also use Korean mobile phones. Family is a closest human group with the respondents so that they have a strong influence to the person's intention about behaviour or decision he/she made. This is in accordance with the idea of Ajzen (in Ramdhani, 2009) who said that social factor especially people who influence someone's lives can also influence his/her decision. This factor, according to Ajzen, is called as normative belief of someone to take a certain actions, in this case is purchasing decision.

The finding of the research shows that what is assumed by the Theory of Planned Behaviour is proven. It is when

someone's behaviour is assumed as the impact of many factors both internal and external such as information from the media and knowledge about something. The evidence can be seen from the result of this research that showing there is correlation between respondents' knowledge and Korean culture namely dramas, movies, K-Pop and variety show "Running Man" with the respondents' belief. This belief is about the products that are promoted by the Korean government, in this case is cellphones, so that they purchase the gadget.

Furthermore, the belief that has been formed at the end will give respondents the basis of intention to know and find out deeply about the Korean products, especially cellphones. The process of knowledge which become a belief and give rise a consumers intention apparently in accordance with the idea of Peter & Olson about behaviour that is revealed by the consumers. According to Peter & Olson in Irmanto and Tjiptono (2013), consumers behaviour is including thoughts and feelings that are experienced by someone and actions that he/she takes in the consumption process.

Intention or motive in the Theory of Planned Behaviour is a form of someone's tendency to choose to do or not do a job, in this case is purchasing Korean cellphones. This intention is determined by looking at someone's positive action in certain behaviour and how big support from their circles (people who are important for their daily lives) when he/she doing certain behaviour.

The interesting findings from this research is that there is a connection between family support and ease to find a service centre. Those are the incentive for someone who has an intention to buy Korean cellphones with the cellphones purchasing decision. This is in accordance with the statement of Peter J Paul and Olson, Jerry C (2005) in Yuniarti (2015)

about the role of family in the purchasing decisions. They are (1) Influencers : giving information to family member about a product or service; (2) Gatekeepers : Control the information flow that comes to the family; (3) Deciders : having a power to influence the purchasing process of product or service; (4) BUyers : people who will buy the product or service; (5) Users : consuming or using the product or service; (6) Disposers : will throw away the product or stop using s certain service.

The model of purchasing decision of Korean cellphones based on this research can be seen from the beginning of information about Korean cellphones that used by actors or actresses in the dramas, K-Pop, and variety show. This is in accordance with the findings of research that has been done by Wan Mat, Kim, Abdul Manaf, Phang & Abdul Adis (2019). It said that celebrity in the television such as Korean drama and variety show can influence their audiences to buy the product offered.

On the other hand, information about cellphones in line with the policy of the Korean Government that conduct promotion together with all entrepreneurs who produce Korean cellphones. They utilize the Hallyu phenomenon. Those activities at the end make people aware about Korean products especially mobil phones. Moreover, the Korean government's support to the marketing product of the cellphones and other creative industries is very serious. It can be seen from the decision of the Korean government to create the Korean Creative Content Agency (KOCCA). The institution is under the ministry of culture, sports and tourism. The government equips the institution with a number of funds that can be used to help the development of their business, especially to promote their product overseas (Ariffin, 2018).

The knowledge obtained will further increase consumer's belief and

intention. Before buying, they also evaluated the products. The consumers intention and belief, at the end, become the basis of purchasing decision in using Korean cellphones (Samsung and LG). Information seeking is obtained through communication. According to Irwan (2008) in Pratiwi and Lubis (2017), from the consumer side, communication is very helpful in making a purchasing decision because information that is obtained is very important for making an important decision.

The research also find that there are other variables that contribute in purchasing decision that is done by the consumers in purchasing Korean cellphones. Those variable are family who also using Korean cellphones, attractive bonuses, ease to find service centres, and information about the good quality of Korean cellphones. This is in accordance with the findings of Hamidah and Anita (2013) that suggested the brand image has a positive impact and significant towards purchasing decision of Sambung mobile phones.

It can be seen from the research that illustrated 38.8 per cent of the respondents or 14 people said that they are strongly agree to buy Korean mobile phones (Samsung or LG) because their family has the gadgets. In can be happened because a good communication among family members. They are inform each other about certian products and the primacy. This is corresponds to the research findings of Yuniarti (2015) that suggested the influence of family is ample for purchasing decision in buying certain products.

In the idea of Andespa (2017), decision making in the family is very complex so that the decision making will not be the same among family members. This is possible when we look at the definition of family according to Duvall and Logan (1995) in Andespa (2017) who

said that a family is a group of people which ties by marriage, childbirth, child development and adoption that aims to create and maintain culture as well as to improve the physical, mental, emotional and social development from every family member.

In addition, there is another definition from Kotler and Armstrong (2011) who suggested that a family is the most important consumer purchasing organization in the society so that the family member can be a primer reference group that is most influential. If it looked at the definition above, it makes sense when the role of the family is very influential in purchasing decision of a product, including the purchasing decision of Korean cellphones. The research that was conducted by Rompas and Tumewu (2014) strengthen this by saying that purchasing decision that generally needs a long process as an impact of the social influential, through a persuasion of family members or friends. This is supported by Haryono (2017) who said that before purchasing decision is done, consumers collect information from their closes people such as family, neighbour, friends etc.

CONCLUSION

From this study, it can be concluded that (1) knowledge about Korean culture through drama gives a significant contribution for respondents in purchasing decision of Korean cellphones, Samsung and LG; (2) Knowledge about K-Pop gives less contribution for respondents in purchasing decision of Korean cellphones, Samsung and LG; (3) Variety show “Running Man” gives a significant contribution for respondents in purchasing decision of Korean cellphones, Samsung and LG.

From the research findings, it can seen that television shows (both Korean dramas and variety shows) provides a

large contribution in purchasing decision of Korean cellphones. This finding can be a reference for marketers who want to promote their product. The effective way is to promote the products inside the television program. It can influence audience in deciding to buy something that promoted by the figure in the program. In addition, it also known that family has a big impact in purchasing decision. Therefore, to target family members to buy something can be done by inserting the products in the television shows that is viewing by all the family members. To narrow the family members who has a big power in the family is also a strategic effort in marketing a product.

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