ABSTRAK

Penelitian ini dilatarbelakangi oleh semakin meningkatnya konsumsi drama Korea, khususnya *Start-Up* yang tidak hanya menjadi sarana hiburan semata-mata. Namun, drama Korea ini memuat representasi nilai-nilai sosial dam budaya sehingga berpotensi membentuk persepsi mahasiswa tentang *hustle culture*. Penelitian ini bertujuan untuk mengetahui dan mengukur seberapa besar pengaruh terpaan tayangan drama Korea *Start-Up* terhadap persepsi mahasiswa tentang *hustle culture*. Landasan teoritis yang digunakan dalam penelitian ini adalah Teori *Uses and Effects* dari Sven Windahl, yang mengukur variabel Terpaan Tayangan (X) melalui indikator frekuensi, durasi, dan atensi, serta variabel Persepsi (Y) melalui komponen kognitif, afektif, dan konatif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 69 mahasiswa aktif Ilmu Komunikasi Universitas Malikussaleh angkatan 2022 yang dipilih menggunakan teknik *purposive sampling* menggunakan rumus Slovin. Data dikumpulkan melalui kuesioner secara *online* via *Google Form.* Data dianalisis menggunakan uji instrumen, uji normalitas, regresi linier sederhana, uji hipotesis (uji t), serta uji koefisien determinasi (R^2) menggunakan SPSS versi 27. Hasil penelitian menunjukkan bahwa data berdistribusi normal dengan nilai *Asymp. Sig.* sebesar 0,082 (> 0,05). Hasil uji hipotesis menunjukkan nilai t_{hitung} sebesar 10,772 lebih besar daripada t_{tabel} sebesar 1,996 dengan nilai signifikansi 0,001 (< 0,05), sehingga terdapat pengaruh positif dan signifikan terpaan tayangan drama Korea *Start-Up* terhadap persepsi mahasiswa tentang *hustle culture*. Nilai koefisien determinasi (R^2) sebesar 0,634 menunjukkan bahwa terpaan tayangan drama Korea *Start-Up* memberikan kontribusi sebesar 63,4% terhadap persepsi mahasiswa tentang *hustle culture*, sedangkan 36,6% dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil penelitian, dapat disimpulkan bahwa terpaan tayangan drama Korea *Start-Up* berpengaruh positif dan signifikan terhadap persepsi mahasiswa tentang *hustle culture*.

Kata Kunci: Terpaan Media, Drama Korea *Start-Up,* Persepsi, *Hustle Culture*, Teori *Uses and Effects*

ABSTRACT

This study was motivated by the increasing consumption of Korean dramas, particularly Start-Up, which serves as more than just a form of entertainment. Rather, this Korean drama portrays social and cultural values, thereby potentially shaping students' perceptions of hustle culture. This study aims to identify and measure the extent to which exposure to the Korean drama Start-Up influences students' perceptions of hustle culture. The theoretical framework used in this study is Sven Windahl's Uses and Effects Theory, which measures the exposure variable (X) through the indicators of frequency, duration, and attention, and the perception variable (Y) through cognitive, affective, and conative components. This study employs a quantitative approach using a survey method. The sample consisted of 69 active Communication Science students at Malikussaleh University from the class of 2022, selected using purposive sampling based on the Slovin formula. Data were collected via an online questionnaire using Google Forms. The data were analyzed using instrument validation, normality tests, simple linear regression, hypothesis testing (t-test), and the coefficient of determination (R^2) test using SPSS version 27. The results of the study indicate that the data are normally distributed, with an Asymp. Sig. value of 0.082 (> 0.05). The results of the hypothesis test show that the t-calculated value of 10.772 is greater than the t-table value of 1.996 with a significance level of 0.001 (< 0.05), indicating that exposure to the Korean drama Start-Up has a positive and significant effect on students' perceptions of hustle culture. The coefficient of determination (R^2) of 0.634 indicates that exposure to the Korean drama Start-Up contributes 63.4% to students' perceptions of hustle culture, while 36.6% is influenced by other factors outside the scope of this study. Based on the research results, it can be concluded that exposure to the Korean drama Start-Up has a positive and significant effect on students' perceptions of hustle culture.

Keywords: *Media Exposure, Korean Drama Start-Up, Perception, Hustle Culture, Uses and Effects Theory*