

ABSTRAK

**PENGARUH EFEK *COUNTRY OF ORIGIN* PADA SIKAP DAN MINAT
MEMBACA KOMIK JEPANG VS KOREA**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh efek *country of origin* pada sikap konsumen terhadap komik Jepang *versus* Korea, 2) pengaruh sikap konsumen terhadap komik Jepang *versus* Korea pada minat membaca, 3) perbedaan efek *country of origin*, sikap konsumen, dan minat membaca untuk komik Jepang *versus* Korea. Populasi penelitian ini adalah masyarakat umum yang membaca komik Jepang atau Korea di Kabupaten Sleman. Sampel dalam penelitian ini sebanyak 100 orang terdiri dari 50 orang pembaca komik Jepang dan 50 orang pembaca komik Korea. Pengambilan sampel menggunakan *purposive sampling*. Data yang dikumpulkan dengan cara membagikan kuesioner. Analisis data menggunakan teknik analisis regresi linear sederhana dan uji beda rata-rata *independent sample T-Test*. Hasil penelitian menunjukkan bahwa 1) efek *country of origin* berpengaruh positif pada sikap konsumen terhadap komik Jepang maupun Korea, 2) sikap konsumen terhadap komik Jepang maupun Korea berpengaruh positif pada minat membaca, 3) efek *country of origin*, sikap konsumen, dan minat membaca secara signifikan lebih tinggi untuk komik Jepang dibanding untuk komik Korea.

ABSTRACT

**THE INFLUENCE OF COUNTRY OF ORIGIN EFFECTS ON THE
ATTITUDE AND INTEREST IN READING JAPANESE VS KOREAN
COMIC BOOKS**

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This research aims to determine: 1) The influence of country of origin effects on consumer attitudes toward Japanese versus Korean comic books, 2) influence at consumer attitudes toward Japanese versus Korean comic books on interest in reading, 3) differences in country of origin effects, consumer attitudes, and interest in reading for Japanese versus Korean comic books. The research population was readers of Japanese or Korean comic books in Sleman. The sample of this research was 100 people consisted of 50 readers of Japanese and 50 readers of Korean comic books. Samples were taken using purposive sampling. Data were collected by distributing questionnaire. Analysis of data employed simple linear regression analysis technique and independent-sample T-Test. The result showed: 1) country of origin effects positively affected consumer attitudes toward Japanese and Korean comic books, 2) consumer attitudes toward Japanese and Korean comic books positively affected on interest in reading, 3) there were differences in country of origin effects, consumer attitudes, and interest in reading Japanese versus Korean comic books, in which the scores were higher for Japanese comic books compared to those of Korean.