# *ABSTRACT*

*Regita Leonardi / 65150186/ 2019 / Effect of Korean Pinocchio's Drama on Increasing Journalistic Interest in Communication Science College Students at North Jakarta / 2015-2019 Force of Communication Studies / Advisors: Deavvy MRY Johassan, S. Sos., M.si.*

*Korean culture is currently influencing daily life in Indonesian society. Korean drama makes many people interested to watch it, including Korean drama Pinocchio which until now has become a drama that has been enjoyed by various groups. Pinocchio drama opposes the interest of becoming a journalist in communication science college students in North Jakarta.*

*This study uses Social cognitive theory. According to Albert Bandura, this social cognitive theory discusses attention, retention, motor reproduction, and interests. Attention in the form of full and careful attention to the actions to be imitated, memories by storing information received in his memory, reproduction of memory by learning to think of all the steps that must be done, and motivation to have positive results through direct action.*

*This research uses quantitative methods with a kind of explanatory survey. The sampling technique uses purposive sampling and data collection techniques through questionnaires. The reason the researcher uses this technique is because the researcher establishes special traits in accordance with the purpose of the study so that it can answer the researcher's problem.*

*In collecting data, which was distributed to 281 respondents, who were active and had watched the Korean drama Pinocchio. The results of the study, found that the attractiveness of Korean drama Pinocchio has a significant influence on the interest in the world of journalism in communication science students (responsive). This can be seen from the t test which has an alpha value (for example 0.004 <0.05) so that it gives a result where H0 is rejected, meaning that there is a significant influence between the Korean drama variable Pinnochio on the variable of journalistic interest in Communication science students.*

*The conclusion of this research is the influence of watching Korean drama Pinocchio on increasing journalistic interest in communication science students in North Jakarta by 0.485 or 48.5% means the influence of watching Korean drama Pinocchio while the remaining 51.5% is influenced by factors outside this study, lack of sense interest in journalism, not liking Korean dramas. And the correlation correlation of determination at a moderate level.*

***Keywords:*** *social cognitive theory, Attention, Retention, Motor Reproduction, Motivation*