Research Paper

The Influence of Exposure to Bikin Laper Programme Trans TV on Culinary Entrepreneurship

Layung Paramesti Martha, Raefani Agnia Pratama
[1](*Pakuan University, Indonesia*)

ABSTRACT:
This study aims to determine how far the influence of exposure to culinary impressions on culinary entrepreneurship interest. The study used two independent variables (X) characteristics and exposure to impressions. One variable is tied (Y) to entrepreneurial interest. The indicators used to measure the characteristic independent variables (X1) are age, gender, education level and occupation. Exposure to impressions (X2) is duration, frequency, and attention. The dependent variable (Y) of entrepreneurial interest consists of cognitive and affective. This research was conducted from July 2021 to February 2022. The method uses quantitative description. The sample technique uses nonprobability sampling with purposive sampling. Retrieval techniques by means of questionnaires and literature studies. The data analysis techniques used are descriptive analysis and average score analysis. The questionnaire was distributed to followers of @bikinlapertranstv Instagram account as many as 100 respondents. This study used multiple linear regression. The results of the study showed an influence between the exposure of Bikin Laper show on Trans TV on the interest in watching culinary entrepreneurship by 46.9%, while the remaining 53.1% was influenced by other factors or other variables.
Keywords: *Entrepreneurship, Culinary, Influence, Interests, Bikin Laper Programme*

I. INTRODUCTION

The development of television is one of the social aspects in influencing each individual, the large number of stations in Indonesia causes competition that has an impact on ratings and shares, thus making the television industry more competitive in presenting superior programs. Culinary show programs can help promote culinary tourism to increase public attraction. This sets a positive example for the world of television in helping the people of Indonesia, especially for the economy in the culinary sector. In fact, television media is a very important medium in advertising and promotion. Television is the main source of information and entertainment for the community (Morissan, 2010: 235).

Trans TV has one of the culinary tour programs, Bikin Laper. The advantage of the Bikin Laper program is that it broadcasts more airtime than other programs such as Makan Enak, Pedes Eundes, and Food Story. Another advantage is that Bikin Laper has 1.6 M followers on his Instagram page, beating 66.7K followers. Bikin Laper Trans TV has another advantage, which is stated directly on the official Trans TV page, reported from transtv.co.id that, after the beginning of airing for 3 months, Bikin Laper managed to achieve success both in terms of ratings, shares and public response. This response made the restaurants that were used as shooting locations for Bikin Laper were often flooded with orders until under certain circumstances the restaurant had to be closed, so that the Bikin Laper program became one of the flagship programs on Trans TV3. The audience of Bikin Laper is quite a lot seen by family members aged 12 to 40 years.

Bikin Laper is a culinary tourism show that shows various types of food from within the country and abroad. Bikin Laper is an entertainment and information show for the public. The Bikin Laper event was hosted by exciting and expressive hosts, namely Dimas Beck and Ncess Nabati as the main hosts and other co-hosts such as Anwar Sanjaya, Angel Karamoy, Sonya Pandarmawan, Anrez Adelio, Amanda Caesa, Sarwendah, Mike Ethan, Nicho Bryant and Firhan Ashari. Bikin Laper has been present since July 29, 2019, with the number of episodes running until 2021, which is more than 861 episodes. The episode shows a variety of cooked foods from various culinary entrepreneurs. Both from restaurants to simple cooking businesses. Bikin Laper airs different culinary episodes every day including, culinary episodes from regions such as Bogor, Surabaya,

---

Manado, Sunda, Makassar, and Papua, culinary that is currently viral, legendary culinary, culinary from MSMEs, and culinary from foreign countries in Indonesia such as Korean cuisine.

The object of this study is to determine public participation for the level of Indonesia's economic progress due to television media exposure in the form of the culinary program Bikin Laper on Trans TV. Based on the reasons above, the researcher took the title "The Effect of Exposure to Shows Making Laper on Trans TV on Interest in Watching in Culinary Entrepreneurship." (Case Study of Instagram Account Followers @bikinlapertranstv). Based on the formulation of the problem above, the purpose that the author will examine is to find out the exposure of Bikin Laper shows on Trans TV; knowing the interest in watching in culinary entrepreneurship and knowing the influence of exposure to Bikin Laper shows on Trans TV on watching interest in culinary entrepreneurship.

II. RESEARCH METHODOLOGY

Ade Putra Riguna (2020) from the Communication Science study program of the University of North Sumatra in his research entitled "Shows Make Laper Trans TV and Family Communication Intensity". This research method uses quantitative with the presentation of communication through watching impressions. The similarity with this study is the program taken, namely Bikin Laper on Trans TV. The difference with this study is variable Y which is the sensitivity of family communication.

Suhardini, Nur Ramadani (2016) from the Communication Science study program, College of Communication Sciences, Alma Mater of Surabaya Journalists, in her research entitled "The Influence of Dunhill Cigarette Advertisements on Television on Public Interest in Entrepreneurship". Research methods using quantitative methods with the results of presenting information through television media and influencing public interest in entrepreneurship. The similarity with this study is that the title taken is about the influence on impressions, entrepreneurial interest as a variable Y and about the theory taken. The difference with this research is the program chosen and the object of research taken, namely the community.

This research uses a quantitative approach that aims to manage data in the form of numbers or quantitative data raised. The quantitative approach is the search for data or information from the reality of existing problems by referring to the proof of concept or theory used (Sugiyono, 2012: 5). This study uses samples in the nonprobability sampling category, namely each member in the population does not have the same opportunity to be part of the research sample (Suryadi, 2019: 164). The sampling technique taken by researchers is purposive sampling. Purposive sampling is a sampling technique by prioritizing population traits in determining the sample of researchers (Sugiyono, 2014: 85). The sample criteria that researchers need are respondents who have watched Bikin Laper shows on Trans TV through TV media and the age category of early adolescents to late adulthood.

III. RESULT AND DISCUSSION
The Influence of Making Laper on Trans TV on Watching Interest in Culinary Entrepreneurship

The study wanted to find out how influential impression exposure was on entrepreneurial interest, using multiple linear regression. Based on this test, the results of the t test on the variable X1 characteristics produce a significant value of 0.891. This means 0.891 > 0.05 and 0.138 < t table 1.984, so it can be said that H1 is rejected and there is no effect. The conclusion is that the characteristic-independent variable has no effect on the dependent variable, namely the interest in watching in culinary entrepreneurship. The result of the variable X2, namely the impression exposure indicator, has a significant value of 0.000. This means 0.000 < 0.05 and 9.196 > t table 1.984, so it can be said that H2 is accepted and there is an influence. The conclusion is that the independent variable of exposure to impressions affects the dependent variable, namely an indicator of interest in watching in culinary entrepreneurship.

The results of the f test produce a sig of 0.000, of which 0.000 < 0.05 and an f value of 42.862 > f table 3.09 can be concluded that there is an influence between characteristics (X1), exposure to impressions (X2) together on culinary entrepreneurial interest. The results of the R-Square value in the determination test resulted in 0.469, it can be concluded that there is an influence on followers of @bikinlapertranstv Instagram account by 46.9%. The magnitude of the influence of Bikin Laper on Trans TV on interest in watching culinary entrepreneurship was influenced by 46.9%, while the remaining 53.1% was influenced by other research or other variables.

Partial Coefficient Test (T Test)

According to (Ghozali, 2013: 98), basically shows how far the influence of one independent variable individually explains the variation of the dependent variable. The results of the T test were used to determine the influence of Bikin Laper on Trans TV on the interest in watching culinary entrepreneurship by followers of Trans TV's Bikin Laper Instagram account. The result of the calculated t is stated to be significant, if the calculated t value is less than 0.05, it can be stated that the independent variable has a significant effect on the

dependent variable, on the other hand if the calculated t value is greater than 0.05 it can be stated that the independent variable has no significant effect on the dependent variable. Testing to find a t test, can also be seen by looking at the results of the t table. If t count is greater than t in the table, it is said that the independent variable has an effect on the dependent variable.

As for finding the table t test as follows:

T table = (a/2 ; n − k − 1 or df resudal)

a = Research confidence level, in this case (0.05)

n = Number of samples used

k = Number of independent variables

df residual = Degrees of freedom of residual value

T table = (0.05/2 ; 100 − 2 − 1)

= (0.025 ; 97)

The above calculation is known, the value of t calculate with df residual is 97, then t table = 0.025 ; 97, then searched on the t-value distribution of statistical tables. The table t value was found to be 1.984. The result of the variable X2, namely the impression exposure indicator, has a significant value of 0.000. This means 0.000 < 0.05 and 9.196 > t table 1.984, so it can be said that H2 is accepted and there is an influence. The conclusion is that the independent variable of exposure to impressions affects the dependent variable, namely an indicator of interest in watching in culinary entrepreneurship.

Stimultan Test (F Test)

The f test test was conducted to determine the effect of exposure to the show "Bikin Laper" on Trans TV on the interest in watching culinary entrepreneurship by followers of @bikinlapertranstv Instagram account. Influence and level of significance are used to show the significance of the relationship that occurs. This relationship may apply to the study population as well.

IV. CONCLUSION

Exposure to Bikin Laper on Trans TV with a frequency level, the majority stated very rarely (1 time per week), but had a fairly high duration level. The majority stated watching for more than 30 minutes, and the level of attention (attention) of respondents as a high category. Based on 100 respondents conducted regarding entrepreneurial interest, it was divided into 2 indicators, namely cognitive and affective. The results obtained that as many indicators of cognitive average score 3.34 with the description "Very high", and indicators of affective average score 3.21 with the description "High". The audience's statement regarding the Bikin Laper show on Trans TV is that the majority agree that the Bikin Laper show can know the knowledge of culinary entrepreneurship and has an influence on the feeling of culinary entrepreneurship. The impression exposure variable (X2) has a significant value of 0.000. This means 0.000 < 0.05 and 9.196 > t table 1.984, so it can be said that H2 is accepted and there is an influence. The node of the independent variable exposed to impressions has an influence on the dependent variable. The results of the influence test between the variables of exposure to Bikin Laper shows on Trans TV (X2) with the variable of interest in culinary entrepreneurship using the R-Square test obtained 46.9 percent, while the remaining 53.1% was influenced by other studies.

REFERENCES

[1]. Alma, Buchari. (2013). Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabeta.
[2]. Baran, Stanley J. (2010). Pengantar Komunikasi Massa: Literasi Media dan Budaya. Jakarta: Salemba Humanika.
[3]. Bimo, W. (2010). Pengantar Psikologi Umum. Yogyakarta: Andi Offset Dahlan, U.A.
[4]. Cangara, H. (2010). Pengantar Ilmu Komunikasi. Jakarta: Rajawali Pers.