

## **ABSTRACT**

### **THE INFLUENCE OF KOREAN DRAMA SHOWS ON COMMUNICATION BEHAVIOR OF FEMALE STUDENTS AT UNIVERSITY OF DARUSSALAM GONTOR**

This study aims to examine the influence of Korean drama shows on the communication behavior of female students at the University of Darussalam Gontor (UNIDA Gontor). Media exposure, particularly Korean dramas, has become an important part of daily life for many students, influencing the way they interact, speak, and even respond to social situations around them. The background of this issue is based on the fact that Korean dramas are very popular among young people, especially female students, which raises the question of how these shows influence their communication behavior. The purpose of this study is to determine whether there is an influence of Korean drama shows on the communication behavior of female students and to measure the extent of this influence. This research uses a quantitative approach with cultivation theory and social learning theory as the theoretical foundations, involving 330 female students as the research sample. Data was collected through a questionnaire focusing on four main indicators of communication behavior: attention, retention, reproduction of behavior, and motivation. The results of the study show that the more frequently female students watch Korean dramas, the greater the likelihood that they will imitate the communication behaviors displayed in these shows, both in social interactions and on social media. This study is expected to contribute to understanding the dynamics of the influence of media exposure, particularly Korean dramas, on the communication behavior of students in an educational environment based on Islamic values.

**Keyword :** Korean Drama Shows, Communication Behavior, UNIDA Gontor.