

CHAPTER I

INTRODUCTION

1.1 Background of The Problem

The rapid development of technology in recent times has transformed nearly every aspect of life, including economics, politics, culture, and trends. This technological surge is largely driven by media companies that utilize various new communication technologies to shape society and identity. The media has become a dominant factor in accelerating the flow of information.¹

The current generation is growing amid rapid technological advancements and plays a significant role in creating trends on social media. The use of social media technology often reaches various layers of Indonesian society, from urban communities to rural communities in remote areas.²

One of the trends that is currently popular is the Korean culture trend. Over the past seven years, K-pop has significantly influenced trends in Indonesia. This phenomenon is often referred to as the *Hallyu* wave or Korean wave, which means the wave of Korea or the Korean fever. This Korean pop culture has developed with the support of mass media that actively introduces this culture. One of the media outlets that has been intensive in spreading Korean culture is television, which almost every day airs programs related to Korean pop culture. One form of spreading Korean culture that is currently expanding is the Korean drama series aired on television. Korean drama series (dramakor/K-drama) are programs that feature stories about conflicts, romance, or everyday life.³

¹ Inesia Aprilia Ginting, "Analisis Deskriptif Kualitatif Kultivasi Penggunaan Kosakata: Studi Kasus Penggunaan Kosakata Bahasa Korea Oleh Mahasiswa Fiskom UKSW" (PhD Thesis, Program Studi Komunikasi FISKOM-UKSW, 2017), <https://repository.uksw.edu/handle/123456789/14806>.

² Salma Laila Qodriyah, "Youtube Sebagai Media Dakwah Di Era Milenial (Channel Nussa Official)," *Jurnal Studi Islam Dan Kemuhimmadiyah (JASIKA)* 1, no. 2 (2021), <https://jasika.umsida.ac.id/index.php/jasika/article/view/14>.

³ Ginting, "Analisis Deskriptif Kualitatif Kultivasi Penggunaan Kosakata."

With various conflicts in it, these dramas are packaged in such a way that they are attractive and entertaining to the viewers. In addition to their interesting and entertaining storylines, the actors also have charming looks, which further attract the audience. The episodes in Korean dramas typically consist of only 16-25 episodes, and the airing time usually spans 3-4 months. Korea brings light entertainment, whereas Indonesian soap operas can have hundreds of episodes, making Korean dramas an alternative for Indonesians who are getting bored with local soap operas. This has led to many television stations in Indonesia now airing Korean drama series.⁴

According to a report by IDN Times, which gathered data in 2023 comparing the number of Indonesian viewers interested in watching Indonesian soap operas versus Korean dramas, IDN Times conducted a survey in several cities across Java, Sulawesi, and Kalimantan. The results of the survey showed that 96% of Indonesian viewers preferred Korean dramas, while only 4% preferred Indonesian soap operas. This proves that Korean dramas are more popular in Indonesia.⁵

Korean dramas first gained popularity in Indonesia when one TV station aired the Korean drama titled 'Mother Sea' in 2002. Since then, various Korean dramas have successfully captivated the public year after year. Korean dramas are still being aired on Indonesian television, although their time slots are not as frequent as before. Some examples of Korean dramas that have been very popular with viewers in Indonesia include *Winter Sonata* (2002), *Full House* (2005), *Boys Before Flowers* (2010), and *Dream High* (2012). In the past two years, Korean dramas have become an even bigger trend among Indonesian viewers. Some of the most popular Korean drama titles include *Vincenzo*, *Start Up*, *All of Us Are Dead*, *The Trauma Code: Heroes On Call*, *Queen of Tears*, *Lovely Runner*, *Moving*, *Squid Game Season 1 & 2*, and many more. Korean dramas are divided into various genres, such as comedy, romance, melodrama, fantasy

⁴ Sholehatin Arum Dayoma, "PENGARUH MENONTON DRAMA KOREA TERHADAP PERILAKU MAHASISWI KPI ANGKATAN 2020 FAKULTAS DAKWAH DAN ILMU KOMUNIKASI UIN RADEN INTAN LAMPUNG" (Lampung, Universitas Islam Negeri Raden Intan Lampung, 2022).

⁵ Sarah Bonova Bere Sinaga and Dewi Kurniawati, "Studi Deskriptif Kuantitatif Fenomena Perilaku Penonton Drama Korea Di Kalangan Mahasiswi Universitas Sumatera Utara," *Jurnal Ilmiah Wahana Pendidikan* 9, no. 7 (2023): 381–89, <https://doi.org/10.5281/zenodo.7817771>.

or makjang (dramas with illogical and exaggerated plots), saeguk (historical dramas set in ancient Korea), thriller, horror, medical, action, and dramas depicting the everyday life of Koreans. Korean dramas present clear storylines, structured plots, and realistic sequences of scenes. These strengths captivate the audience with their stories, values, morals, and life lessons. Additionally, they feature interesting themes and relevant backgrounds.⁶

With the development of technology, the internet, and mass media, the spread of information has become much easier and more widespread. Previously, Korean dramas spread only through conventional media such as television, but since the advancements in technology and information, which ultimately led to changes in the form of media and the emergence of new media, the distribution of Korean dramas has also undergone changes. This cultural product is promoted, distributed, and consumed through new media by the entire entertainment industry and its fans.⁷ Currently, many websites and video-on-demand (VOD) platforms offer online streaming services with subtitles in various languages, including Indonesian. With the presence of these new media, viewers feel it is easier to watch the Korean dramas they desire.⁸

According to survey data obtained by tSurveyid, the Indonesian Internet Service Providers Association (APJII) recorded that 49.3% of internet access is used for video streaming. This indicates that most people now prefer subscribing to streaming services rather than watching regular television.⁹ As a result, Korean drama enthusiasts now prefer to watch through streaming services because, in addition to being more

⁶ Idola Perдини Putri, Farah Dhiba Putri Liany, and Reni Nuraeni, "K-Drama Dan Penyebaran Korean Wave Di Indonesia," *ProTVF* 3, no. 1 (2019): 68–80, <https://doi.org/10.24198/ptvf.v3i1.20940>.

⁷ Yasue Kuwahara, *The Korean Wave: Korean Popular Culture in Global Context* (Palgrave Macmillan, 2014), [https://books.google.com/books?hl=id&lr=&id=arM5AwAAQBAJ&oi=fnd&pg=PP1&dq=Kuwahara,+Y.+\(2014\).+The+Korean+Wave:+Korean+Popular+Culture+in+Global+Context+\(Y.+Kuwahara+\(ed.\).\)%3B+1st+ed.\).+Palgrave+Macmillan+US&ots=LBTJw14290&sig=6XNBjyIu3Jw52tJqaH2Ztuv1cxU](https://books.google.com/books?hl=id&lr=&id=arM5AwAAQBAJ&oi=fnd&pg=PP1&dq=Kuwahara,+Y.+(2014).+The+Korean+Wave:+Korean+Popular+Culture+in+Global+Context+(Y.+Kuwahara+(ed.).)%3B+1st+ed.).+Palgrave+Macmillan+US&ots=LBTJw14290&sig=6XNBjyIu3Jw52tJqaH2Ztuv1cxU).

⁸ Arango, "Like Newspapers, Cable TV Seeks to Profit on the Web - The New York Times," 2016, <https://www.nytimes.com/2009/06/24/business/media/24pay.html>.

⁹ Aditya, "Layanan Video Streaming OTT Paling Banyak Digunakan Di Indonesia," *Fastpay*, 2023, <https://www.fastpay.co.id/blog/layanan-video-streaming-ott-paling-banyak-digunakan-di-indonesia.html>.

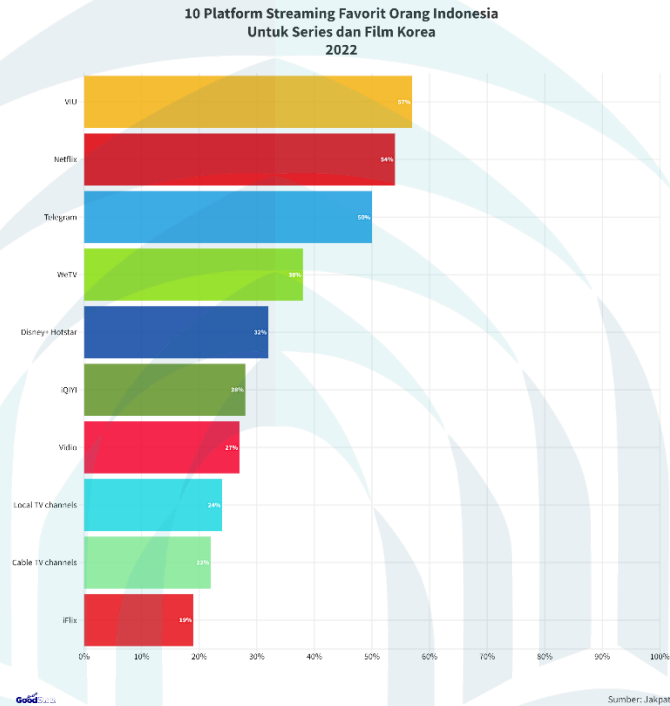
convenient, they know that the Korean dramas they want to watch can easily be accessed or downloaded through streaming services or websites available on Google search engines, such as *Drakor.Id*, *Kbs World Drama*, *Kordrama.Com*, *Drakorindo.Com*, *Indoxxi.Com*, and many other sites. Additionally, Korean drama fans are now even more pampered with the technological features available on smartphones, which are increasingly easy to access through streaming services such as Viu, Netflix, Iflix, Disney+ Hotstar, and Telegram.¹⁰

According to data from a Jakpat survey, the most-watched films and series by Indonesians are largely from South Korea. In the survey with 1,109 respondents, it was recorded that 72%, or about 798 people from all respondents, watched shows from South Korea on their favorite streaming platforms. Still based on Jakpat's data, the most widely used streaming platform by Indonesians for watching Korean content is Viu, with 57% of 1,205 respondents. It is followed by the giant streaming application Netflix, with 54% in 2022. Interestingly, half of the respondents also reported having enjoyed Korean content through the Telegram app. It is important to note that streaming via Telegram channels is generally categorized as watching pirated content. Below Telegram, WeTV, Disney+ Hotstar, and iQiyi are the preferred streaming platforms for Indonesians, ranking 4th, 5th, and 6th. These three platforms each garnered 38, 32, and 28 percent in 2022.¹¹

¹⁰ Arum Dayoma, "PENGARUH MENONTON DRAMA KOREA TERHADAP PERILAKU MAHASISWI KPI ANGKATAN 2020 FAKULTAS DAKWAH DAN ILMU KOMUNIKASI UIN RADEN INTAN LAMPUNG."

¹¹ Puja Pratama Ridwan, "Viu Jadi Aplikasi Nonton Drakor Favorit Orang Indonesia," *Goodstats.Id*, 2023, <https://goodstats.id/article/viu-jadi-aplikasi-nonton-drakor-favorit-orang-indonesia-uVUFh>.

Figure 1. Favorite Streaming Platforms for Korean Dramas in Indonesia 2022



(Source: Jakpat, 2022)

In addition to streaming platforms, Korean drama enthusiasts often share the dramas or films they own through website links or Telegram links from one person to another. This sharing of Korean dramas makes it easier for K-drama fans to spread among female students themselves.¹²

University of Darussalam Gontor (Unida Gontor) is a pesantren-based university, and the languages used by the female students at Unida Gontor are English and Arabic. Additionally, the female students being studied by the researcher primarily use laptops as their main communication tool and are prohibited from using smartphones.

¹² Arum Dayoma, "PENGARUH MENONTON DRAMA KOREA TERHADAP PERILAKU MAHASISWA KPI ANGKATAN 2020 FAKULTAS DAKWAH DAN ILMU KOMUNIKASI UIN RADEN INTAN LAMPUNG."

As an educational institution that instills Islamic values and local culture, Unida Gontor faces its own challenges in maintaining the cultural identity of its female students. Since Korean dramas are widely consumed in Indonesia, The impact on viewers, who are Indonesian students, including female students of UNIDA Gontor as the primary consumers of Korean dramas, must be seriously considered. With the growing consumption of Korean dramas among female students, it is important to understand the extent to which these shows influence their communication behaviors.¹³

The majority of female students initially watch Korean dramas just to fill their free time and for entertainment. The busy routines of female students often make them feel bored and tired due to their class schedules, piles of assignments, organizational activities, or other engagements. One of the common ways female students cope with this is by watching Korean dramas. However, in reality, most of them have turned watching Korean dramas into a daily necessity. Their excessive interest in Korean dramas can, of course, impact their daily activities and behavior.¹⁴

The presence of Korean dramas in the lives of female students has had a significant impact, particularly for the female students at University of Darussalam Gontor. One clear effect of watching Korean dramas is the emergence of a tendency to imitate the communication behaviors displayed in these shows, whether it be in terms of speech patterns, vocabulary usage, gestures, or intonation. Additionally, some female students have started using Korean as one of the preferred languages in their daily conversations, alongside Arabic and English. This phenomenon can be explained through the cultivation theory, which explains how repeated media exposure can shape individuals' perspectives and behaviors toward social reality.¹⁵

¹³ M. Ichsan Nawawi et al., "Pengaruh Tayangan K-Drama (Korean Drama) Terhadap Motivasi Belajar," *Edukatif: Jurnal Ilmu Pendidikan* 3, no. 6 (2021): 4439–47.

¹⁴ Arum Dayoma, "PENGARUH MENONTON DRAMA KOREA TERHADAP PERILAKU MAHASISWA KPI ANGKATAN 2020 FAKULTAS DAKWAH DAN ILMU KOMUNIKASI UIN RADEN INTAN LAMPUNG."

¹⁵ Asep Saefudin and Antar Venus, "Cultivation Theory," *Mediator: Jurnal Komunikasi* 8, no. 1 (2007): 83–90.

Cultivation Theory, developed by George Gerbner, posits that continuous exposure to media can influence an individual's perception of the world around them. Viewers who frequently watch certain content tend to internalize the values and behavioral patterns presented in those shows. In the context of female students at Universitas Darussalam Gontor, those who regularly watch Korean dramas have the potential to adopt the communication behaviors portrayed in these dramas, whether consciously or unconsciously.¹⁶

A study conducted by Nurliya Ni'matul and Rohmah (2020), titled *Adolescent Social Behavior and Television Shows (An Analysis of Cultivation Theory)*, found that television programs have a significant influence on adolescent social behavior. Based on statistical analysis and correlation testing, a correlation value of 0.796 indicates that the higher the intensity of television viewing, the greater its influence on social behavior. These findings align with Cultivation Theory, which emphasizes that long-term media exposure can shape an individual's mindset and behavior. Therefore, the phenomenon of changes in students' communication behavior due to Korean dramas can be understood within the framework of Cultivation Theory.¹⁷

Behavior, by nature, is a response to stimuli, where these stimuli can influence an individual's actions. The organism's intervention in the stimulus-response process may take the form of social cognition, perception, values, or concepts. Behavior itself is the result of a natural learning process, in which external environmental factors play a more dominant role than an individual's internal factors.¹⁸

In relation to this study, Social Learning Theory, developed by Albert Bandura, is utilized because of its relevance in explaining how behavior is formed and altered due

¹⁶ Allana Haura Redhita et al., "Kultivasi Dan Budaya K-POP (Studi Analisis Kultivasi Drama Korea Pada Gaya Komunikasi Mahasiswi Universitas Muhammadiyah Jakarta)," *Jurnal Bincang Komunikasi* 1, no. 2 (2023): 20–30.

¹⁷ Rohmah and Nurliya Ni'matul, "Perilaku Sosial Remaja Dan Tayangan Televisi (Analisis Teori Kultivasi)," *Al-I'lam: Jurnal Komunikasi Dan Penyiaran Islam* 3, no. 2 (2020): 17–40.

¹⁸ "Perilaku Manusia," *Wikipedia*, accessed February 4, 2025, http://id.wikipedia.org/wiki/Perilaku_manusia.

to media exposure.¹⁹ This theory posits that an individual's environment not only influences their behavior but can also be modified and selected by the individual through their responses.²⁰ In the context of this research, social learning theory is used to analyze whether Korean drama content influences the communication behavior of female students at University of Darussalam Gontor and to what extent it alters their communication patterns. This theory helps examine how students may adopt behaviors, speech styles, or social interactions from the dramas they watch, either consciously or subconsciously, and how significant these influences are in shaping their daily communication.²¹

According to Bandura, there are four key factors that influence behavioral change in Social Learning Theory: retention (the ability to remember information), attention (focus on stimuli), reproduction (the ability to imitate observed behavior), and motivation (the drive to imitate based on external or internal factors). Changes in the communication behavior of female students who frequently watch Korean dramas can be explained through these four factors. They not only observe and remember communication patterns in dramas but are also motivated to imitate them because they perceive them as interesting, effective, or aligned with current trends.²² For instance, they begin to incorporate Korean words such as "*annyeong*," "*eonnie*," "*jinjja*," "*kiyowo*," or "*gomawo*" into their daily conversations. This transformation in communication behavior due to exposure to Korean dramas demonstrates that media

¹⁹ Fitriana Lizaro and Tri Adi Sarwoko, "PENGARUH TERPAAN TAYANGAN DRAMA KOREA TERHADAP PERILAKU IMITASI REMAJA KELURAHAN CEMPAKA BARU DI JAKARTA PUSAT," *MADHANGI: Jurnal Ilmu Komunikasi* 1, no. 01 (2022), <https://ojsfikom.mputantular.ac.id/index.php/fikom/article/view/5>.

²⁰ Alo Liliweri, *Komunikasi Serba Ada Serba Makna* (Kencana, 2010).

²¹ Syahnidar Rahma Dwiani and Edy Prihantoro, "PENGARUH PENGGUNAAN MEDIA INSTAGRAM@ Najwashihab DAN TERPAAN INFORMASI TERHADAP PEMBENTUKAN SIKAP FOLLOWERS DALAM MENGHADAPI COVID19.," *Jurnal Riset Mahasiswi Dakwah Dan Komunikasi* 2, no. 3 (2020): 127–33.

²² Ega Divya, "Perilaku Komunikasi Fanboy Girlband Korea," *Journal Of Social And Political Science* 1, no. 1 (2024): 54–64.

consumption can go beyond entertainment functions and significantly influence an individual's communication style.²³

A study conducted by Wirdatul Aini, Evawani Elysa Lubis, and Ringgo Eldapi Yozani (2023), titled *"The Influence of Korean Drama Watching Intensity on the Interest in Learning Korean Language in the Korean Culture Club Community in Pekanbaru,"* found that the intensity of watching Korean dramas influences the interest in learning the Korean language. The analysis results indicate a significant relationship between exposure to Korean dramas and an individual's interest in learning the Korean language and culture. Although this study primarily focuses on language learning interest, its findings reinforce the idea that Korean dramas can influence individual.²⁴

Based on the explanations above, it can be concluded that the impact of watching Korean drama shows is an intriguing topic for research due to its sensitive influence on the communication behavior of female students at Universitas Darussalam Gontor. Through Cultivation Theory and Social Learning Theory, this phenomenon can be analyzed more deeply to understand how media plays a role in shaping students' communication patterns in this era of globalization.²⁵

From the various explanations above, it can be concluded that the impact of watching Korean drama shows is an interesting topic to study due to its sensitivity in influencing communication behavior among female students at Darussalam Gontor University. With the presence of cultivation theory and social learning theory, this phenomenon can be analyzed more deeply to understand how media plays a role in shaping communication behavior of female students in this era of globalization.

²³ Batoul Touhami and F. A. Al-Haq, "The Influence of the Korean Wave on the Language of International Fans: Case Study of Algerian Fans," *Sino-US English Teaching* 14, no. 10 (2017): 598–626.

²⁴ Wirdatul Aini, Evawani Elysa Lubis, and Ringgo Eldapi Yozani, "Pengaruh Intensitas Menonton Drama Korea Terhadap Minat Belajar Bahasa Korea Pada Komunitas Korean Culture Club Pekanbaru," *Pendas: Jurnal Ilmiah Pendidikan Dasar* 8, no. 2 (2023): 736–45.

²⁵ Aini, Lubis, and Yozani.

Referring to female students who are affected by the cultivation of Korean dramas and influenced in their communication behavior, which influence their communication behavior, this study aims to examine the **Influence of Korean Drama Shows on the Communication Behavior of Female Students at University of Darussalam Gontor** using a quantitative approach with cultivation theory and social learning theory. This research is expected to contribute to understanding how media can shape the communication dynamics of the younger generation, particularly in an educational environment based on Islamic values.

1.2 Problem Statment

- 1.2.1 Is there an influence of Korean drama shows on the communication behavior of female students at University of Darussalam Gontor?
- 1.2.2 How significant is the influence of Korean drama shows on the communication behavior of female students at University of Darussalam Gontor?"

1.3 Research Objectives

- 1.3.1 To determine the influence of Korean drama shows on the communication behavior of female students at the University of Darussalam Gontor.
- 1.3.2 To determine the extent of the influence of Korean drama shows on the communication behavior of female students at the University of Darussalam Gontor.

1.4 Research Benefits

- 1.4.1 Academic Benefits:
 - a) To add literature and scientific knowledge regarding the relationship between media content (Korean dramas) and psychosocial aspects, especially communication behavior.
 - b) To provide references for other researchers or academics interested in studying the influence of popular media on the social behavior of female students.
- 1.4.2 Practical Benefits:

- a) To provide information for universities and lecturers on how media content influences the communication behavior of female students, which can be used to understand social dynamics on campus.
- b) To provide insights for female students to better understand the influence of media content on their communication behavior and social interactions.

