

ABSTRACT

The Korean Wave phenomenon has grown rapidly in Indonesia, especially among female students who access it through social media. This study aims to analyze the influence of use and satisfaction on the dependence of female students in accessing Korean Wave through social media using the Uses and Gratifications, Expectancy Value, and Media Dependency theories. This research uses an explanatory quantitative method with survey techniques. The research respondents were regular C class students of Darussalam Gontor University totaling 1,747 students, with a research sample of 330 respondents determined using the Yamane formula and selected through purposive sampling technique. Data were analyzed using simple and multiple linear regression to determine the relationship between use, satisfaction, and dependence on social media. The results showed that the level of social media usage in accessing Korean Wave was in the very high category (77.9%), namely in the diversion indicator. For the level of satisfaction variables, it is also in a very high category, namely (78%) on the diversion indicator. And for the level of the mahasantriwati dependency variable in accessing Korean waves through social media is also at a very high category level with a percentage of (75.64%). This research confirms that social media plays an important role in shaping users' attachment to Korean Wave. The implications of this study can be used as a basis for understanding social media consumption patterns and encouraging awareness of wiser use.

Keywords: Korean Wave, Social Media, Female Student

