

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The Korean wave is Korean culture that has entered and influenced other countries in terms of food, clothing, music, and entertainment. One of the most popular aspects is Korean dramas. Korean dramas have been in Indonesia since 2002 and continue to this day. Fans of Korean dramas are not limited to teenagers but also include adults and students, as they provide entertainment during leisure time.<sup>1</sup> The spread of Korean dramas began after the Korea-Japan World Cup, which was broadcast by Indonesian television stations, thereby introducing Korean dramas or K-Dramas. It is recorded that 50 titles of Korean dramas are aired on television stations each year.<sup>2</sup>

Watching Korean dramas has become an activity or routine, so students will continue to watch Korean dramas, causing them to waste time and lose control of themselves. The intensity of watching Korean dramas keeps them busy watching and prevents them from paying attention to their surroundings.<sup>3</sup> Based on the results of a survey at Universitas Darussalam Gontor, 55.5% of female students frequently watch Korean dramas. Students are susceptible to the influence of Korean culture due to the intensity with which they watch Korean dramas compared to other age groups. Students and adults are among those who watch Korean dramas the most.<sup>4</sup>

According to the Indonesian Ministry of Health in 2021, adulthood is defined as the age range of 19-59 years. Adulthood is a productive age marked

---

<sup>1</sup> Gardiarini, P., Dianovita, C., & Farida, F. The effect of Korean drama watching frequency, eating habits, and education on diet quality and nutritional status of Balikpapan State Polytechnic students. 2024. *Journal of SAGO Nutrition and Health*, 5(2), 409-418.

<sup>2</sup> Widyaningrum, R., Hasan, M. N., & Haris, A. M. The Relationship between Korean Drama Watching Addiction and Sleep Quality of Drakor Id Community Adolescents on Facebook Social Media. 2022. *Journal of Madani Medika Health (JKMM)*, 13(2).

<sup>3</sup> Badriah, N. The Effect of Korean Drama Watching Intensity on Fardu Prayer Procrastination. 2022. In *Gunung Djati Conference Series* (Vol. 10, pp. 236-242).

<sup>4</sup> Gardiarini, P., Dianovita, C., & Farida, F. Relationship between Frequency of Watching Korean Drama and Food Choices of Adolescents in Balikpapan. 2023. *JSHP: Journal of Social Humanities and Education*, 7(1), 32-41.

by the ability to perform daily activities effectively and efficiently. Good physical health is also an important factor in supporting productivity and quality of life. Adults need to pay attention to healthy and nutritious food intake, as well as maintaining their weight and health by engaging in regular physical activity.<sup>5</sup>

The impact of Korean dramas has spread to various aspects, including health. The habit of watching Korean dramas can change a sedentary lifestyle, one of which is changing one's lifestyle to one with less physical activity. Forms of inactivity such as watching Korean dramas for hours on end can lead to a decrease in physical activity.<sup>6</sup> Low physical activity can lead to obesity because the calories burned are minimal, causing some energy to be stored as fat. A significant portion of the Indonesian population has low physical activity levels, with a prevalence of 33.5%. According to the Healthy Living Movement (GERMAS), physical activity should be performed for 30 minutes per day; however, in reality, many people do not engage in physical activities such as exercise for various reasons.<sup>7</sup>

Low physical activity can usually increase the risk of obesity.<sup>8</sup> Low physical activity also contributes to a person's nutritional status, which can lead to obesity, overweight, or underweight. Obesity and overweight are caused by excess energy stored in the body that is not burned through calorie consumption.<sup>9</sup>

---

<sup>5</sup> Ministry of Health of the Republic of Indonesia. 2021. <https://ayosehat.kemkes.go.id/kategori-usia/dewasa> Accessed november 26, 2024.

<sup>6</sup> Ayuningtyas, S. H., & Wirjatmadi, B. Correlation between Type and Frequency of Eating and Adequacy of Energy with the Incidence of Overnutrition in Female Students who Enjoy Korean Drama (Study of Undergraduate Nutrition Students at the Faculty of Public Health Universitas Airlangga). 2024. *Media Gizi Kesmas*, 13(1), 142-148.

<sup>7</sup> Khoerunnisa, S., & Rizki, L. The Effect of Leaflet Media on Physical Activity Factors and Impact with the Incidence of Obesity in Adolescents at SMAN 1 PEDES. 2024. *Innovative: Journal Of Social Science Research*, 4(5), 969-975.

<sup>8</sup> Utami, D. T., Hatijah, N., & Shofiya, D. The effect of physical activity on the nutritional status of adolescents at SMP Muhammadiyah 5 Surabaya. 2016. *Gizikes Journal*, 2(1).

<sup>9</sup> Serly, V., Sofian, A., & Ernalina, Y. The relationship between body image, energy intake and physical activity with nutritional status in 2014 students of Faculty of Medicine, Riau University (Doctoral dissertation, Riau University). 2015.

Ministry of Health of the Republic of Indonesia (2018) in the study by Ayuningtyas & Wirjatmadi (2024). In Indonesia, 13.5% of individuals aged over 18 year experience overweight conditions, with 28.7% suffering from obesity ( $\text{BMI} \geq 25 \text{ kg/m}^2$ ). According to the National Medium-Term Development Plan (RPJMN) 2015-2019, 15.4% of the population is obese ( $\text{BMI} \geq 27 \text{ kg/m}^2$ ). Recent data indicates that the prevalence of overweight and obesity remains uncontrolled. This is further supported by data showing that the prevalence of overweight with a  $\text{BMI} \geq 25 \text{ kg/m}^2$  has increased to 33.5%, and obesity with a  $\text{BMI} \geq 27 \text{ kg/m}^2$  has risen to 20.7%.<sup>10</sup>

Based on this background, the author was interested in conducting research related to the relationship between the duration of time spent watching Korean dramas, which has become a habit among students today who usually watch and do not engage in regular physical activity, thereby affecting the nutritional status of students at Universitas Darussalam Gontor.

## **1.2 Research Problem**

Is there a relationship between the duration of watching Korean dramas with physical activity and nutritional status in Universitas Darussalam Gontor students?

## **1.3 Research Obejctives**

### **a. General Objectives**

To analyzed the relationship between the duration of time spent watching Korean dramas and physical activity and nutritional status among students at Universitas Darussalam Gontor.

### **b. Specific Objectives**

1. To analyzed the relationship between the amount of time spent watching Korean dramas and physical activity among students at Universitas Darussalam Gontor.
2. To analyzed the relationship between the length of time spent watching Korean dramas and the nutritional status of students Universitas Darussalam Gontor.

---

<sup>10</sup> Ibid. p. 06.

## 1.4 Research Benefits

### a. Theoretical Benefits

The results of this study can be used as a source of information and learning, especially in the field of health for daily needs. The results of this study can be used as reference material for further research on similar topics.

### b. Practical benefits

#### 1. For respondents

This study can be used as a reference for implementing good physical activity and proper nutrition to maintain nutritional status.

#### 2. For other researchers

This study can provide information or additional data for researchers who will conduct similar research, as well as serve as a basis for comparison for future researchers.

## 1.5 Originality of Research

**Tabel 1. Research Authenticity**

Research Title	Research Design	Variable	Research Results	Research Differences
1. Influence of Korean drama watching frequency, eating habits, and education on diet quality and nutritional status of Balikpapan polytechnic students. <sup>11</sup>	This study used observational research with a cross-sectional design, with a total of 81 respondents who were taken with consecutive sampling technique.	The independent variables are: Korean drama viewing frequency, eating habits, and education. The dependent variables are: diet quality and nutritional status.	In this study, eating habits have a significant effect on dietary quality, this is indicated by a p value of 0.03 with a constant of 4.94. However, this study only obtained one variable that had an effect on dietary quality, namely the variable of eating habits, the rest was not found to have a significant effect between watching Korean dramas, eating habits, education on dietary quality and nutritional status.	This study did not measure physical activity, and the study took place at Balikpapan polytechnic.
2. The relationship between the type	This research uses a case	The independent	Results of the study This is that there is	This study did not

<sup>11</sup> Gardiarini, P., Dianovita, C., & Farida, F. The effect of Korean drama watching frequency, eating habits, and education on diet quality and nutritional status of Balikpapan State Polytechnic students. 2024. Journal of SAGO Nutrition and Health, 5(2), 409-418.

and frequency of food and energy adequacy and the incidence of overnutrition in female students who enjoy Korean dramas (a study of undergraduate nutrition students of the faculty of public health, airlangga university).<sup>12</sup>

- |   |  |   |  |  |
|---|--|---|--|--|
| <p>3. Relationship between Frequency of Watching Korean Drama and Food Choices of Teenagers in Balikpapan.<sup>13</sup></p> | <p>This research uses a correlational quantitative research design using a quota sampling technique with 79 respondents.</p> | <p>The independent variables are: frequency of watching Korean dramas dependent variable: food selection.</p> | <p>a relationship between energy adequacy and the incidence of overnutrition in female Korean drama lovers in the Undergraduate Nutrition Study Program, while the relationship between the type and frequency of eating with the incidence of overnutrition in female Korean drama lovers in the Undergraduate Nutrition Study Program has no relationship.</p> | <p>measure physical activity and nutritional status and sleep patterns, the study was conducted at Airlangga University.</p> <p>this study did not measure physical activity and nutritional status, and this study took place in Balikpapan city.</p> |
|---|--|---|--|--|

<sup>12</sup> Ayuningtyas, S. H., & Wirjatmadi, B. Correlation between Type and Frequency of Eating and Adequacy of Energy with the Incidence of Overnutrition in Female Students who Enjoy Korean Drama (Study of Undergraduate Nutrition Students at the Faculty of Public Health Universitas Airlangga). 2024. Media Gizi Kesmas, 13(1), 142-148.

<sup>13</sup> Gardiarini, P., Dianovita, C., & Farida, F. Relationship between Frequency of Watching Korean Drama and Food Choices of Adolescents in Balikpapan. 2023. JSHP: Journal of Social Humanities and Education, 7(1), 32-41.

4. The Relationship of Korean Drama Watching Addiction with Sleep Quality of Drakor Id Community Teens on Facebook social media. <sup>14</sup>	This study used a correlational analytic quantitative research design using consecutive sampling technique with 384 respondents.	The independent variable is: addiction to watching Korean dramas dependent variable is: sleep quality.	The results of this study indicate a relationship between Korean drama addiction and adolescent sleep quality (p-value 0.000). On average, teenagers spend 3.91 hours per day watching Korean dramas. The average teenager has poor sleep quality with an average sleep quality score of 14.51.	This study did not measure nutritional status and was conducted in the drakor id community on Facebook social media.
5. The effect of Korean drama viewing intensity on fard prayer procrastination. <sup>15</sup>	This research uses a quantitative research design with a correlation method with a random sampling technique of 48 students.	The independent variable is: the intensity of watching Korean dramas the dependent variable is: fard prayer procrastination.	The results showed that the effect of the intensity of watching Korean dramas on procrastination of fard prayers on students of UIN Sunan Gunung Djati Bandung is negatively correlated. As for the results of the influence test, the hypothesis shows that the t-count < t-table, namely -1.69 < 1.68. So that there is no level of influence of the variable Intensity of watching Korean dramas on procrastination of obligatory prayers on students.	This study did not measure physical activity and nutritional status and was conducted at UIN Sunan Gunung Djati Bandung.

<sup>14</sup> Widyaningrum, R., Hasan, M. N., & Haris, A. M. The Relationship of Korean Drama Watching Addiction with Sleep Quality of Drakor Id Community Adolescents on Facebook Social Media. 2022.

<sup>15</sup> Badriah, N. The Effect of Korean Drama Watching Intensity on Fardu Prayer Procrastination. 2022. In Gunung Djati Conference Series (Vol. 10, pp. 236-242).