

## The Impact Of The K-Drama Series On Adolescent Behavioral Changes

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### ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh signifikan yang di timbulkan oleh menonton serial k-drama. Penelitian ini menggunakan metoda kuantitatif deskriptif, dimana populasi penelitian adalah semester 4 dan 6 Prodi PAI Universitas Islam Jakarta. Sample yang diambil adalah 33 mahasiswa. Hasil yang didapatkan dari penelitian ini adalah terdapat Pengaruh Serial K-Drama Terhadap yang sedang atau cukup, hasil analisis sebesar 0,593 atau 60%. Pada Tabel Nilai "r" Product Moment, maka dapat diketahui bahwa df sebesar 32, diperoleh dari nilai "r" Product Moment, pada taraf signifikansi 5% = 0.349 dan taraf signifikansi 1% = 0.449 membandingkan besarnya "ro" dengan "rt" seperti yang diketahui "ro" yang peneliti peroleh adalah 0.593 sedangkan rt masing-masing adalah 0.349 dan 0.449. Dengan demikian bahwa  $ro > rt$  baik pada taraf signifikansi 5% atau 1%, maka dapat dikatakan bahwa terdapat Pengaruh Serial K-Drama Terhadap Perubahan Perilaku Remaja Pada Mahasiswa Universitas Islam Jakarta. Berdasarkan hasil penelitian ini diharapkan akan menjadi bahan informasi dan masukan bagi pembaca dikalangan remaja untuk lebih bijak lagi memilah tayangan.

**Kata Kunci:** K-Drama, Perubahan Perilaku, Remaja.

### ABSTRACT

*The purpose of this study is to find out the significant influence caused by watching k-drama series. This study uses a descriptive quantitative method, where the research population is semesters 4 and 6 of the PAI Study Program, Islamic University of Jakarta. The sample taken was 33 students. The results obtained from this study are that there is an Influence of K-Drama Series on moderate or moderate, the analysis result is 0.593 or 60%. In the Table of "r" Values of Product Moment, it can be seen that df of 32, obtained from the "r" value of Product Moment, at a significance level of 5% = 0.349 and a significance level of 1% = 0.449 comparing the magnitude of "ro" with "rt" as is known that the "ro" obtained by the researcher is 0.593 while the rt is 0.349 and 0.449 respectively. Thus, that  $ro > rt$  is either at the level of significance of 5% or 1%, it can be said that there is an Influence of K-Drama Series on Changes in Adolescent Behavior in Students of the Islamic University of Jakarta. Based on the results of this research, it is hoped that it will be a source of information and input for readers among teenagers to be wiser in sorting out the shows.*

**Keyword:** K-Drama, Attitude Changing, Adults.

### INTRODUCTION

Korea is one of the countries in Asia whose development and progress is very rapid and broad, one that supports the progress in this country is from the entertainment world, especially film and music. In many opportunities that can attract profits as well as popularity, they display many of its culture through the world of entertainment that has unwittingly spread to all corners of the world.

News out there thousands or even millions of kilometers away can easily be learned in a short time without having to go to the place. Thus, there is a saying among the people: "Whoever possesses technology, he will possess the world." In modern life, the need for technology is a basic need besides the need of food, stockpiles and boards. One of them is the internet handphonedan which is two things among hundreds of other things related to the development of technology. (Hutapea, E., & Yuli Marlina.2022).

Indonesia, which is currently the fourth-largest country in the world, is home to millions of K-popers or K-Pop lovers. In 2019, Twitter announced a list of the countries that tweeted most about Kpop artists throughout 2019 and Indonesia was ranked 3rd after Thailand and South Korea. When it comes to the number of K-pop videos on YouTube by country, Indonesia ranks second with 9.9% (Won So, 2020). Meanwhile, South Korea ranks first with a percentage not far different from Indonesia, which is 10.1%.

Korean drama is one of the art cultures that refers to Korean television drama in a mini-series format and uses Korean language. Human abilities are increasingly sophisticated, nowadays drama is being shown in the form of movies, and can be on television screens. Many of these plays have become popular throughout Asia and have contributed to the common phenomenon of the Korean wave, known as "*Hallyu*" (in Korean), and also drama fever in some countries. (Sabilasari, 2023)

*Hallyu* is a term first introduced by Beijing-based journalists in the middle of 1999 in China as the rapid growth in entertainment and cultural popularity in China. Nowadays Korean pop culture is increasing to reach a stage of active penetration in some parts of Asia. Pop culture in the entertainment industry, drama series, music and also film has become a cultural force whose role is crucial for Korea, Asia and some surrounding regions. (Haile G, 2023)

According to Rizki (2016) Korean dramas are fictional stories produced by South Koreans and showcasing Korean lives broadcast on South Korean television. This Korean drama is a series that usually consists of 16 episodes or more. One culture that is capable of influencing different parts of the world is popular culture or better known as pop culture (Ri'aeni, 2019)

The Korean Wave phenomenon is beginning to show an impact on adolescent behavior. Especially teenagers in Indonesia who show a great interest in Korean culture. This can be seen through the Indonesian youth's tendency to enjoy Korean-smelling entertainment content, such as watching Korean music group performances, dramas and films. This proves Korea's success in using the Korean Wave as one of their soft power diplomatic tools. (Rachma, 2021)

As far as this production is concerned, it is not surprising that the desire to watch until the end of the episode is negatively affected. Many teenagers who are lazy and lack social interaction outside the house, prefer to watch instead of doing homework or helping parents. However, the positive impact of this Korean drama is to give them knowledge of particular science and the history of the country. (Putri et al., 2019).

## **RESEARCH METHOD**

This research method uses quantitative methods performed on students of Islamic University of Jakarta as respondents determined by sampling methods. In analyzing the data on the impact of the K-Drama series on adolescent behavior changes in students of the Islamic University of Jakarta, the investigator submitted a questionnaire (lift) to 33 of 20 variable X statements (*K-drama*) and 20 variables Y declarations. (Adolescent Behavior Changes)

Weighing values on questionnaire statement items, analyzers using likert scale measurements (Wu, H., & Leung, 2017). For the statement on the weight of the positive item very much agree = 5, agree = 4, less agree = 3, disagree = 2, very disagreed = 1. whereas for the statement of the negative item. (Sugiyono, 2019).

In this study, the population was 68 students in the 4th semester and 65 students at the 6th semester at the Islamic University of Jakarta, totaling 133 students.

The sampling technique of the student/s was carried out using Purposive Sampling. The total sample in this study was 33 students of semester 4 and 6. With various considerations: a) students who like and have a sense of passion for Korean drama, b) students feel the pattern of change in themselves over the influence of watching Korean Drama.

## RESULTS AND DISCUSSION

The data on the impact of the K-drama series on adolescent behavior changes are data taken from the questionnaire answers (angket) that have been distributed to 33 students of the Islamic University of Jakarta, each of whom has been given a score and summarized each weight based on the research listed above, in a survey that the researchers distributed on Thursday, May 23, 2024 and Friday, May 24, 2024 on Active Students through the media Google Forms.

Data Processing

N	=	33
$\sum X$	=	2280
$\sum Y$	=	1967
$\sum X^2$	=	160100
$\sum Y^2$	=	118549
$\sum XY$	=	136988

Based on the results of the variable X and variable Y questionnaire table above, then it can be known that  $N=33$ ,  $\sum X = 2280$ ,  $\sum Y = 1967$ ,  $\sum X^2 = 160100$ ,  $\sum Y^2 = 118549$ ,  $\sum XY = 136988$ . From the above calculations, the result of the correlation between Variable X (*K-Drama*) and Variable Y (Adolescent Behavior Changes) of 0.593, or 60% means that there is an impact of the K-drama series on adolescent behavior changes in students of Islamic University of Jakarta. Calculation of data analysis data above the researcher using the type dtatistic paramerican.

The survey will compare the results of the above calculations, using the non-paramerican calculations of SPSS 26 as follows:

Deskriptive Statistic

Descriptive Statistics			
	Mean	Std. Deviation	N
K-Drama	69.09	8.966	33
Adoledcent Behavior Changes	59.61	6.383	33

Based on calculations using SPSS 26 can be known the mean value of the two variables above namely, Variable X with an average value of 69.09 rounded to 70 and Variable Y of 59.61 rounded into 60.

### Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 <sup>a</sup>	0.352	0.331	5.222

a. Predictors: (Constant), K-Drama

Based on the results of calculations using SPSS 26, it is known that R is called with a correlation coefficient of 0.593 then R Square is 0.352 and std Error of the Estimate 5.222. R Square determination describes how much variation Y caused by X of the table can be read square value (R2) of 0.352.

### Correlation

Correlations			
		K-Drama	Adolescent Behavior Changes
K-Drama	Pearson Correlation	1	.593 <sup>**</sup>
	Sig. (2-tailed)		0.000
	N	33	33
Adolescent Behavior Changes	Pearson Correlation	.593 <sup>**</sup>	1
	Sig. (2-tailed)	0.000	
	N	33	33

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From this situation it can be concluded that K-Drama contributes as much as 35% that causes influence in adolescent behavioral change, while the remainder is 65% (100%-65%) influenced by other variables that do not contain this variable.

Based on the output above, it is known that the resulting correlation value is 0.593 or 59.3 which determines that there is an impact of watching a K-drama series on adolescent behavioral change. This is reinforced by a correlations coefficient value of 60% which means there is a impact of seeing a k-dramatic series on teenage behavior change.

The above calculations have been successfully obtained rxy of 0.593. This means that K-Drama has an influence on the behavioral changes of adolescents that can be seen from the rxy that is acquired 0.593 is placed in the data interpretation table between 0.40-0.70, stated that the correlation between the variable X and variable Y is a correspondence of medium/sufficient category.

### CONCLUSION

In essence, loving something is a natural thing for all mankind, but when it has crossed the limit it will have an impact on everyone concerned. The influence of watching Korean drama can give rise to some portraits of lifestyle change. Like how the actors and actresses are dressed, and the style that the fans will imitate.

It's not uncommon for teenagers who are so fanatical of him that they forget the time and duty to perform, because watching Korean drama can also result in a prolonged obsession so bold to leave the sholat, or just postpone it, even sleeping clock messed up because of the frequent turmoil.

From the educational point of view, much of the knowledge gained from Korean drama, as is the case with Korean dramas on the subject of medicine, indirectly we will be told how the world of health behaves and how the medical science is accurate in the drama, because it is rare that Korean dramatics with origin present themes without the appropriate science.

For the sake of the fans what should be done is to manage the time spent, to be more conducive and organized, so that the impact of frequently watching Korean drama does

not only cause the negative

There's an impact of the K-drama series on adolescent behavior changes. Based on the results of the analysis, it turns out that there is an influence of variable X on variable Y that belongs to medium and sufficient 0.593.

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