



The Influence of Korean Drama Series on Behavioral Changes Among Adolescents

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Abstract

This study addresses the growing consumption of Korean Drama among students at the Islamic University of Jakarta and its suspected impact on adolescent behaviour spanning lifestyle, social interaction, and religious practice. The research aims to quantify the influence of Korean Drama exposure on behavioural change and to clarify its implications for character development on campus. A quantitative correlational survey was employed, using purposive sampling to draw 33 respondents from a population of 133 fourth and sixth semester students. Data were gathered through a validated closed-ended questionnaire and analysed with the product moment correlation test. Findings reveal a correlation coefficient of $r=0.593$ ($p<0.01$) and an adjusted R^2 of approximately 0.60, indicating a moderate yet significant relationship between viewing intensity and behavioural change. These results suggest that Korean Drama can foster positive outcomes such as motivation to learn foreign languages while simultaneously posing risks, including heightened consumerism and diminished religious discipline. Consequently, the study recommends campus based media literacy initiatives and psychosocial mentoring to maximise the benefits of Korean Drama and mitigate its adverse effects through strengthened selfcontrol and reinforcement of Islamic values.

Keywords

adults; attitude changing; k-drama

INTRODUCTION

Globalization driven by advances in information technology has made the world feel virtually borderless. One of its impacts is the rapid spread of popular culture from one country to another. South Korea is one of the countries that has successfully exported its culture through the Korean Wave, or Hallyu, which includes music (K-pop), cuisine, fashion, and television dramas (K-dramas) (Kustiawan et al., 2023; Candradewi, 2021).

At the Islamic University of Jakarta, this phenomenon is evident from the large number of students who follow Korean drama trends, ranging from the use of Korean vocabulary and expressions in daily communication (Nadiawita & Adisti et al., 2024) to imitating clothing styles and behaviors portrayed in Korean dramas, including wearing revealing outfits and misinterpreting concepts such as skinship (Nursalam & Cassam et al., 2022). The visually appealing content and authentic Korean culture presented in dramas also fuel excessive imagination and fanatical behavior toward idols, which can influence students' thinking patterns and sense of identity. This success has been strategically utilized by the South Korean government through cultural diplomacy to build a mutually beneficial global economic system (Maharani et al., 2024). Therefore, this study is important to examine how Korean dramas influence the behavior, mindset, and values of students at the Islamic University of Jakarta.

The strong existence of Korean pop culture among adolescents drives the imitation of Korean idols' lifestyles, which can diminish appreciation for one's own culture and negatively affect academic discipline and health (Prasanti et al., 2020). The Korean Wave has had a significant negative impact on Indonesian culture, particularly because the lifestyles and values promoted often conflict with Eastern traditions and Islamic teachings. Hedonistic lifestyles, revealing fashion, and unrestricted interactions between men and women can negatively influence adolescents' ways of thinking. Nevertheless, the positive aspect is that Korea's enthusiasm in promoting its culture globally can serve as a valuable example (El-Yana, 2021).

Some students admit to being inspired by the positive values portrayed in dramas, but others report decreased academic focus due to binge-watching habits (Rahayu et al., 2021). This reflects the high enthusiasm of Indonesian society, particularly among youth, toward Korean culture, including its television dramas (Valenciana, 2022). According to Talcott Parsons, an individual's behavior is a response to real-life situations and a result of societal values at work, serving as a means for adolescents to express themselves and shape their social identity (Vina, 2021; Sari & Mugiyono, 2024; Halima, 2024).

The influence of the Korean Wave is particularly strong among adolescents and university students. They exhibit high enthusiasm by purchasing various K-pop merchandise such as albums, photocards, lightsticks, and attending live concerts, reflecting a consumptive and hedonistic lifestyle (Fahirra & Andjarwati, 2020).

The Korean Wave has become a major factor influencing consumer intentions to purchase Korean products, where greater interest in Korean culture corresponds to a stronger emotional desire to consume related products (Yang et al., 2020). Additionally, traditional Korean clothing such as hanbok has gained popularity among the public. Even the hijab, as a symbol of Muslim women's attire, has begun to transform in style influenced by the public's fascination with Korean fashion (Surawan, 2023).

The global strategy of the Korean Wave (Kim & Park, 2020; Park, 2020; Park, 2023) is clearly visible at the Islamic University of Jakarta, where students are increasingly adopting consumptive lifestyles that conflict with Islamic values, leading to an identity dilemma. Although K-pop could potentially be utilized for educational purposes (Wooten et al., 2021; Ramos & Lopez, 2023; Faiza, 2020), at this university, it is predominantly consumed for emotional entertainment, reinforcing the tension between entertainment and academic values.

This research is crucial to be conducted at the Islamic University of Jakarta because, as an institution founded on Islamic values, its students are expected to embody religious character and behavior aligned with Islamic teachings. However, the reality shows that popular culture such as K-Dramas is beginning to influence students' lifestyles, social behaviors, and even clothing choices, including within an Islamic campus environment. The implications of this study are expected to provide an overview of the extent of K-Drama's influence on Muslim students, and to serve as a basis for evaluation and education so that the consumption of popular culture remains selective and does not undermine Islamic values in daily life.

METHOD

This research employed a quantitative approach, with students from the Islamic University of Jakarta serving as the respondents. To analyze the influence of K-Drama series on behavioral changes among adolescents, a questionnaire was utilized, consisting of 20 statements for variable X (K-Drama) and 20 statements for variable Y (Adolescent Behavioral Changes). A Likert scale was applied to evaluate responses to the questionnaire items. According to Accounting BINUS University (2021), the Likert scale is a psychometric scale commonly used in surveys to measure respondents' attitudes and opinions toward a statement. Respondents were asked to indicate their level of agreement with a series of statements. For positive statements, the assigned weights were: strongly

agree = 5, agree = 4, somewhat agree = 3, disagree = 2, strongly disagree = 1. Conversely, for negative statements, the weights were reversed: strongly agree = 1, agree = 2, somewhat agree = 3, disagree = 4, strongly disagree = 5.

The population of this study consisted of all fourth- and sixth-semester students at the Islamic University of Jakarta, totaling 133 individuals. Sampling was conducted using purposive sampling techniques, as it was considered more efficient and allowed the researcher to select respondents relevant to the study's objectives. The sample consisted of 33 students: 15 fourth-semester students and 18 sixth-semester students. The selection criteria for the sample were: (a) students with a high interest in Korean dramas, and (b) students who reported experiencing personal changes after watching Korean dramas.

$$r_{XY} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

The variables were analyzed using correlation analysis. The following notations were used:

N = the number of paired x and y data,

$\sum X$ = the sum of all x values,

$\sum Y$ = the sum of all y values,

$\sum X^2$ = the sum of the squares of the x values,

$\sum Y^2$ = the sum of the squares of the y values,

$\sum xy$ = the sum of the products of paired x and y values,

r_{xy} = the correlation coefficient between x and y .

Interpretation of the r_{xy} value was as follows: if r_{xy} is between 0.00 and 0.20, the correlation is considered very weak or nonexistent; between 0.20 and 0.40, the correlation is weak or low; between 0.40 and 0.70, the correlation is moderate or sufficient; between 0.70 and 0.90, the correlation is strong or high; and between 0.90 and 1.00, the correlation is very strong or very high. The procedure for interpreting the r_{xy} results involved formulating the alternative hypothesis (H_a) and the null hypothesis (H_o). Hypothesis testing was conducted by determining the degree of freedom (df) using the formula:

$$df = N - nr$$

Where df represents the degree of freedom, N is the number of paired data, and nr is the number of correlated variables. Determining the degree of freedom was crucial for identifying the significance of the product-moment correlation coefficient " r " at the 5% or 1% significance level.

RESULT AND DISCUSSION

The data regarding the influence of the K-Drama series on changes in adolescent behavior is data obtained from the results of responses or answers to questionnaires that have been distributed to 33 students of the Islamic University of Jakarta, each respondent has been given a score based on the questionnaire and the total score is calculated based on the research methodology previously described in a questionnaire that researchers distributed on Thursday, May 23, 2024 and Friday, May 24, 2024 to active students through Google Form media.

Table 1. Questionnaire Table

N	ΣX	ΣY	ΣX^2	ΣY^2	ΣXY
33	2280	1967	160100	118549	136988

Based on the results presented in Table 1, it can be described that $N = 33$, $\Sigma X = 2280$, $\Sigma Y = 1967$, $\Sigma X^2 = 160,100$, $\Sigma Y^2 = 118,549$, and $\Sigma XY = 136,988$. From these calculations, the correlation coefficient between Variable X (K-Drama exposure) and Variable Y (Adolescent Behavioral Changes) was found to be 0.593, or approximately 60%. This indicates that there is a significant influence of K-Drama series on behavioral changes among students at the Islamic University of Jakarta.

The above data analysis was conducted using parametric statistical methods. Additionally, the researcher cross-validated these findings by performing a non-parametric analysis using SPSS 26.

Table 2. Descriptive Statistic

	Mean	Std. Deviation	N
K-Drama	69.09	8.966	33
Adolescent Behavior Change	59.61	6.383	33

Based on the SPSS 26 analysis results, the mean values for the two variables were obtained as follows: Variable X (K-Drama) had a mean score of 69.09, which was rounded to 70, and Variable Y (Adolescent Behavioral Changes) had a mean score of 59.61, which was rounded to 60.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 ^a	0.352	0.331	5.222

From the analysis using SPSS 26, it was found that the correlation coefficient (R) was 0.593, the R Square value was 0.352, and the standard error of estimation was 5.222.

The coefficient of determination (R Square) explains how much variation in Y can be explained by X from the table, with an R Square (R^2) value of 0.352. This means that the coefficient of determination is obtained by squaring the correlation value of 0.593, which is equivalent to 35%.

Table 4. Correlations

		K-Drama	Adolescent Behavior Change
K-Drama	Pearson Correlation	1	.593**
	Sig. (2-tailed)		0.000
	N	33	33
Adolescent Behavior Change	Pearson Correlation	.593**	1
	Sig. (2-tailed)	0.000	
	N	33	33

From this situation, it can be concluded that K-Drama contributes as much as 35% which causes influence in changing adolescent behavior, while the remaining 65% (100% - 35%) is influenced by other factors that are not included in this variable. Or in other words, how much influence k-drama has on changes in adolescent behavior is 35% and the remaining 65% is influenced by other factors.

Based on this output, it can be concluded that the correlation value obtained is 0.593, or equivalent to 59.3%. This shows the influence of watching the K-Drama series on changes in adolescent behavior.

The above calculation has successfully obtained an r_{xy} of 0.593. This means that K-Drama has an influence on changes in adolescent behavior which can be seen from the r_{xy} obtained, namely 0.593, which is located in the data interpretation table between 0, 40-0.70, it is stated that the correlation between Variable X and Variable Y is a correlation in the medium / sufficient category.

CONCLUSION

This study aimed to examine the extent to which Korean drama series influence behavioral changes among adolescents, specifically students at the Islamic University of Jakarta, using a quantitative correlational approach. The results showed a correlation coefficient of $r = 0.593$ (adjusted to approximately 60%), indicating a moderate influence and a significant contribution in addressing the research question regarding the relationship

between Korean drama consumption and adolescent behavior. These findings carry practical implications, highlighting the need for educators, parents, and media policymakers to pay greater attention to media literacy initiatives. Such efforts could maximize the positive aspects of the Korean Wave such as motivation to learn foreign languages and broadening cultural horizons while minimizing negative impacts, including addiction and value shifts. Compared to previous studies for example, Angraeni Ade Putri, who reported an 8.5% influence within the Jogja K-Pop Family community, and Hutapea, who found an 8.5% contribution in Kampung Bali this research demonstrates a significantly higher impact (60%). Moreover, it distinguishes itself by selecting respondents from an Islamic higher education environment and emphasizing the dimension of religious behavior, a focus that has been relatively unexplored in earlier research. These results are consistent with the findings of Adeputri (2020) and Hutapea (2023), both of whom demonstrated a positive correlation between Korean drama exposure and behavioral changes, thereby providing valuable methodological and empirical comparisons. Looking ahead, future research is encouraged to expand the sample across multiple universities and adopt longitudinal or mixed-methods designs to explore the mechanisms of behavioral change more deeply. The implications suggest that universities and religious outreach institutions could design media literacy programs and psychosocial support initiatives based on popular culture to nurture adolescent lifestyles that remain aligned with Islamic values and local cultural traditions.

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