

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Since the turn of the 21st century, Korean Pop Culture is usually called 'K-POP' (Siriuyvasak & Hyunjoon, 2007, p. 109). In this study, the word Korean refers to South Korea. Eun Me Kim and Jiwon Ryoo (2007) say that the "export of South Korean Popular Culture" such as clothes, hair-style, make-up, television-drama, music, book, video games, mobile phones, etc is called as *Halyu/Hanryu* (p.118).

Nowadays, it is easy to get information, including that of K-Pop. (June & Dukut, 2012) said "People can immediately get information about a kind of popular culture as much as possible easily from the internet and other mass media and then apply it" (p.194). Some examples of Korean Wave export products are dramas, music, film and food. In Indonesia, Korean pop culture is seen mostly in TV series, in fashion style, and in the makeup of young adults.

Korean wave or *halyu* is supported by Korean television channels, which popularize Korean popular culture by airing Korean dramas, songs, and variety of food. The television channels in Korea are TVN, SBS, KBS, MBC, OCN, JTBC, etc (Rebby, 2008). The television channels distribute their dramas or variety shows products to other countries including

Indonesia. One of the Korean wave products is Korean drama which is often found in television, for example Indonesian Television Station.

Korean dramas is often found in Indonesian television. The proof is “There was a Korean mini drama series, Winter Sonata which was very popular and aired on some Indonesian television stations. Some other television stations broadcasted others Korean drama on television: Dong Yi, Boys Before Flowers, Play full Kiss, The Heirs, and My Love from the Stars to attract Indonesian viewers” (Sandro, 2016, p.2). Because the popularity of Korean drama, from personal observation, there are many store which is sell Korean fashion style, and many saloon offer Korean make-up and hair-cut.

From a personal observation in fashion style, most Indonesian young adults which is Korean lovers tend to wear t-shirts, shirts, and shoes, which are worn by the Korean actress seen in the drama TV series, and having a hair style which is Korean style look. Then, in makeup, they are seen using Korean way of makeup, which often has natural color.

In this research, the writer proposes to interview some students studying in FLA (Faculty of language and arts) 2014 batch who are seen to follow the Korean fashion and make up style which is follow the style in some Korean drama TV series. Through the interview, the writer wants to find out if the students have been influenced by the Korean TV drama show they have been watching.

In FLA, there have been two theses about Korean Pop Culture. First, is Shierly June’s (2012) who finds that “many *peranakan* Chinese have minimum knowledge about Chinese culture, it make them easily apply another

culture, especially a popular culture like Korean culture” (p. x), this is why there are some students in Soegijapranata Catholic University wearing Korean clothing and watching Korean films.

Second is by Martha Mega (2016) who finds through her thesis “The Influence of Fashion Globalization of Korean Girl band *Girls’ Generation* on Indonesian’s *Cherrybelle*”, that the popularity is not only a result of their interesting theme song and easy-listening lyrics, but also their fashion style. Among those are the way the young girls would wear miniskirts and sleeveless T-shirts that use pale colors to go along with their natural makeup.

Because the writer wants to find out the reason for watching Korean drama and what do the students imitate from Korean drama, this thesis can be regarded as innovative. In addition to finding out the reasons of diehard fans in FLA watching Korean TV drama and the writer will also try to find what the students imitate from Korean drama to show their Korean style. Since Korean dramas are widely known and popular, therefore, the research will make use of popular culture theories.

1.2 FIELD OF STUDY

This research is related to the field of literature, especially pop culture, because the phenomena of Korean wave have spread out around the world, including Indonesia. This study will focus on the reasons of die-hard fans in FLA watching Korean TV drama and what do the students imitate from Korean drama.

1.3 SCOPE OF STUDY

The study of “The influence of Korean pop (K-Pop) drama on die-hard fans in FLA-SCU” is limited to the Korean drama only, not other types of Korean popular culture products.

1.4 PROBLEM FORMULATION

To help the writer analyzes the consumption of K-Pop drama, the writer has three questions:

1. How many titles of K-Drama do the students watch?
2. What are the reasons in watching Korean Dramas?
3. What do the students imitate from watching Korean drama?

1.5 OBJECTIVE OF THE STUDY

The objectives of this study are:

1. To show the number of Korea drama titles that students already watch
2. To explain the reason why students like to watch Korean Dramas
3. To explain what the students imitate from watching Korean drama

1.6 SIGNIFICANCE OF THE STUDY

This research is intended to explain the influence of Korean Dramas on die-hard fans on FLA (Faculty of Language and Arts) students in Soegi-japranata Catholic University, to prove the existence of Korean Wave especially Korean drama in the viewer’s daily lives, to describe the influence of

Korean Drama on the students who like to watch Korean drama, and to explain the reason for watching Korean drama.

1.7 DEFINITION OF TERMS

1. Die-Hard: “strongly or fanatically determined or devoted, *die-hard* fans; *especially* : strongly resisting change a *die-hard* conservative” (Webster, 1828)
2. *Hallyu*: “increasing amount of Korean popular cultural content – including television dramas, movies, pop songs and their associated celebrities – has gained immense popularity in China, Taiwan, Hong Kong and other East and Southeast Asian countries” (Shim, 2006, p.25)
3. “Korean Wave is etymologically build by two single words ‘Korean and Wave’ (Berger, 2000). Word ‘Korean’ in this study related to South Korean. According to *Oxford Advanced Learners’ Dictionary*, ‘wave’ is defined as a sudden increase and spread of a condition, emotion, or influence affected a person on a group” cited in (June, 2012, p.6). In Short, Korean Wave is a South Korean Culture that suddenly increases, influence and affect many people or group of people, and widely spread around the world
4. Influence is “the effect that something has on the way person thinks or behaves or on the way that something works / develops” (Hornby, 2010, p.769)