

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

In this chapter, the writer analyzed the data by interviewing some students from batch 2014 in FLA (Faculty of Language and Arts). The purpose of the interview is to find students who like watching Korean drama. The interviews were divided into three parts, the first part is the title of Korean drama that students watched to find out the popularity of those dramas for the students, the second part is the reason students like watching Korean Dramas, and the third part is what the students imitate from Korean drama. In this study, the writer wants to find out: how many Korean drama titles the students watched, the reason the students watched Korean Dramas, and what the students imitated from Korean drama.

4.1 Korean Drama that the Students Watched

To know how much Korean drama that the students watch, the writer asked questions about titles of Korea drama. The titles of Korean drama that the writer asked in the interview were: ‘The Heirs’, ‘Boys Over Flowers’, ‘Descendent of the Sun’, ‘Secret Garden’, ‘*Hwarang* (The Poet Warrior Youth)’, ‘Moon Lovers (Scarlet Heart *Ryeo*)’, ‘The Moon Embracing the Sun’, ‘Goblin’, ‘My Girlfriend is *Gumiho*’, ‘While You Were Sleeping’, ‘Legend of the Blue Sea’, ‘Black Knight’, ‘Revolutionary of Love’, ‘Strong Woman *Do Bong Sun*’, ‘Emergency Couple’, and ‘Full House’. There were 16 Korean dramas in total. These dramas were chosen by the writer because

the dramas were the popular dramas in 2018. As seen in the following table, some informants watched all the drama episodes (blue color) and some of it as shown with the white color.

4.1.1 Respondent “Y”

Drama Watched	Episodes Watched
The Heirs	20 out of 20
Boys Over Flowers	20 out of 20
Descendent of the Sun	16 out of 16
Secret Garden	20 out of 20
<i>Hwarang</i> (The Poet Warrior Youth)	8 out of 16
Moon Lovers (Scarlet Heart <i>Ryeo</i>)	20 out of 20
The Moon Embracing the Sun	20 out of 20
Goblin	16 out of 16
My Girlfriend is <i>Gumiho</i>	16 out of 16
While You Were Sleeping	24 out of 24
Legend of the Blue Sea	20 out of 20
Black Knight	5-6 out of 20
Revolutionary of Love	7 out of 16
Strong Woman <i>Do Bong Sun</i>	16 out of 16
Emergency Couple	2-3 out of 20
Full House	(1 st season 24 out of 24, 2 nd season 16 out of 16)

Based on the interview, from 16 Korean dramas that were asked, the writer found that: Y watched all of the Korean dramas. Y watched 12 dramas until the last episodes, one drama until eight episodes, one drama until seven episodes, one drama until 5-6 episodes, and one drama until 2-3 episodes.

When the writer asked why she did not watch some dramas until the end, Y said that: “*soalnya sibuk nugas, meh nyelesaiin ya gimana. Tugasaku lebih penting. Giliran mau nonton lagi udah lupa cerita apaan, terus udah ada yg baru. Jadi’e ya semakin terlupakan.* [I was busy with my task. I wanted to watch it, but my task was more important than that. When I wanted to watch the drama again, I forgot the story, and there were some new dramas. So it was forgotten]” (Y interviewed on May 24 2018).

4.1.2 Respondent “T”

Drama Watched	Episodes
Boys Over Flowers	20 out of 20
Descendent of the Sun	16 out of 16
Secret Garden	10 out of 20
<i>Hwarang</i> (The Poet Warrior Youth)	Some episodes from 16 episodes
Goblin	16 out of 16
Legend of the Blue Sea	3 out of 20
Full House	(1 st season 24 out of 24, 2 nd season 16 out of 16)

From 16 titles of Korean drama, T only watched seven dramas which were very famous drama, such as ‘Boys Over Flower’, ‘*Hwarang* (The Poet Warrior Youth)’, ‘Legend of The Blue Sea’, ‘Full House’, ‘Secret Garden’, ‘Goblin’, and ‘Descendent of the Sun’. From seven dramas that T has already watched, T watched four dramas until the last episodes and other dramas only until the middle of the drama or only the episodes when her favorite’s idol appeared in the drama.

T watched ‘Legend of The Blue Sea’ and ‘Secret Garden’ until in the middle of the drama because she was not interested in continuing to watch the dramas. She said: “*males ehehe. “Ku nonton cuma kalau mood doang soalnya wkwk* [I am too lazy to watch the drama ehehe. I only watch it when I am in the mood to watch wkwk]” (T interviewed on 9 May 2018). T only watched some episodes of ‘*Hwarang* (The Poet Warrior Youth)’ when her idol, *Taehyung* BTS, appeared (T interviewed on 9 May 2018).

4.1.3 Respondent “D”

Respondent	Drama Watched	Episodes
D	The Heirs	All (20)
	Boys Over Flowers	All (20)
	Descendent of the Sun	All (16)
	Secret Garden	All (20)
	Moon Lovers (Scarlet Heart	All (20)

<i>Ryeo</i>)	
The Moon Embracing the Sun	All (20)
Goblin	All (16)
My Girlfriend is <i>Gumiho</i>	All (16)
While You Were Sleeping	12 out of (24)
Legend of the Blue Sea	All (20)
Black Knight	10 out of (20)
Strong Woman <i>Do Bong Sun</i>	8 out of (16)
Emergency couple	2-3 episodes out of (20)
Full House	All (1 st season 24, 2 nd season 16)

Through the interviews, the writer found out that D watched 10 dramas until the last episode and four dramas until the middle of the drama. She did not watch one drama entitled “Revolutionary of Love” because D did not watch a drama if the actor or actress was not her favorite idol. The writer interpreted from D’s statement that: “*Ra seneng Siwon og* [I do not like Siwon] (D interviewed on May 15 2018)”. Siwon is a Korean idol who played as the main character in that drama. D did not watch the drama because D did not like Siwon. D also did not watch some dramas until the end if she was not interested in the story of the drama. It could be interpreted

from statement: “aku ngga suka ceritane [I do not like the story] (D interviewed on July 18 2018).

4.1.4 Respondent “W”

Respondent	Drama Watched	Episodes
W	The Heirs	All (20)
	Boys Over Flowers	All (20)
	Descendent of the Sun	All (16)
	Secret Garden	All (20)
	<i>Hwarang</i> (The Poet Warrior Youth)	All (16)
	Moon Lovers (Scarlet Heart <i>Ryeo</i>)	All (20)
	The Moon Embracing the Sun	All (20)
	Goblin	All (16)
	My Girlfriend is <i>Gumiho</i>	All (16)
	While You Were Sleeping	12 out of (24)
	Legend of the Blue Sea	All (20)
	Black Knight	10 (20)
	Revolutionary of Love	All (16)
	Strong Woman <i>Do Bong Sun</i>	8 out of (16)
	Full House	All (1 st season 24, 2 nd season

		16)
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Out of 16 titles of Korean dramas the writer asked, W watched 12 dramas until the last episode. She watched three dramas until in the middle of the drama but she did not watch one drama. She did that since the plot of the drama was a flashback that makes it complicated so she did not like it (W interviewed on July 17 2018).

In general, based on interviews with the respondents, dramas like as ‘Full House’, ‘Boys Over Flowers’, ‘Descendent of the Sun’, and ‘Goblin’ were watched by the students until the last episode of the drama. It was because the dramas were very popular. When the drama was popular, it attracted many viewers to watch so it gave intensive for the students to watch it until the end.

Through the interviews, the writer discovered that the students who mostly watched Korean Drama is Y, because she watched all dramas. The second place was D in that she watched 15 dramas, the third place was D in that she watched 14 dramas, and the last place was T in that she watched 7 dramas.

According to (Rebby, 2008) Korean wave or *halyu* is supported by Korean television channels, which popularize Korean popular culture by airing Korean dramas, songs, and variety of food. That quotes are supported by Dukut (2018) who said “From the moment a Generation Z students wakes up, the first thing she

would get her hands on is the mobile phone”. She shows that Korean drama got a place in digital media such as internet and cable television channel.

In Indonesia, almost every house has a minimum of one television. For example, the writer has three televisions at home. Because of this, it becomes possible that almost every television viewers would watch a Korean drama. For Indonesians, watching a Korean drama is not expensive. Almost any TV Channel will air some kinds of Korean drama series. Just like popular culture’s characteristic, the Korean drama is popular and easy to obtain.

Unlike other country, like America the people may have to buy television cable channel service every month to watch television, which air Korean drama. Indonesian only needs to pay electricity every month to watch television at home. This is why, finding students watching Korean drama, is easy enough.

After the writer analyzed the drama, the writer also wanted to know about the reason students choose to watch Korean dramas. The reasons will be explain in the next sub-chapter.

4.2 The Reason Students Like to Watch Korean Drama

The writer asked some questions to know the reason students like to watch Korean drama. The answers were shown in the discussion below:

4.2.1 The Plot

Based on the interviews, the writer found out that students liked to watch Korean drama because of the plot of the story. The proofs were provided by student Y, T, and W.

Y said that she liked to watch Korean drama because of the plot of the story (Y interviewed on May 3 2018). Student T said that “*Kalau jalan ceritanya mayan bagus, ya aku juga nggak nolak buat non-ton gitu lho* [if the plot is good enough, I won’t refuse to watch the drama]” (T interviewed on 9 may 2018)”. Similarly, W stated that she liked to watch Korean drama because of the plot of the story, “*ceritanya bagus, ngehits* [the story is good, it is a hit] (W interviewed on May 15 2018)”.

4.2.2 The Actor or Actress

Beside the first reason, another reason was the good looking actor or beautiful actress. The proof was supported by students Y’s statement. Y said that she was not only liked to watch Korean drama because of the plot, but also because of the actor (Y interviewed on May 3 2018).

It was also supported by student T’s opinion. T said that “*biasanya siiih, mungkin aktornya, aktor atau artisnya yg ganteng apa cantik ya* [usually, may be because of the actors, because of the handsome actor and beautiful actress] (T interviewed on 9 may 2018)”.

Similar with students Y and T, student D also liked to watch Korean drama because of the actor appearance. But she added another point that she watched the handsome actor since she could imagine that she was the main woman character who became the main actor’s lover. It could be interpreted from T statement: “*Aktornya ganteng,*

berimajinasi” [the actor is handsome, I can imagine myself as the main female character in the drama] (D interviewed on May 15 2018).

The statements from Y, T, and D showed that the appearance of the actor and actress attracted students to watch Korean drama.

4.2.3 The Idol

The next reason was the idol. When the writer asked what if the drama was not good even though the favorite idol took a role in the drama. Y said that she would watch the drama even though the story was not as good as Y’s expectation. It was because she only wanted to watch her idol in the drama. It could be interpreted by her statement that said “*Kalau misalnya idol ya pasti ditonton hahaha. Kan soalnya akting juga dianya jarang. Jadinya kaya mau lihat, gitu. Ehe* [If my idol appears in the drama I will watch it hahaha. Because he rarely takes a role in the drama, so I want to watch it]” (Y interviewed on May 3 2018). Y’s statement shows that she wanted to watch her idol act.

4.2.4 The Act

The next reason students liked to watch Korean drama was because of the act. According to Y, *Kalau aktingnya bagus ya ditonton, kalau nggak ya nggak* [If the act of the actor and actress are good, I will watch the drama. If it is not good, I will not watch it]” (Y interviewed on May 3 2018). Y’s statement shows the students were not only blinded by the actors’/actress’s appearance but they also regarded their quality of acting.

Even though the story was great, but if the students did not get the feeling from the actor's or actress's act, they did not enjoy the drama.

To sum up, based on the interviews, the writer found that the reason students liked to watch Korean drama were because of the plot, the actor or the actress, the idol, and the act.

4.3 What the Students Imitate from Korean Drama

In this part, writer would be looking for what students imitate from Korean drama. Do the students imitate Korean styles? Do the students imitate Korean haircut styles? Do the students use Korean brand makeup? Do the students imitate Korean actress or actor clothing style? The result of the interviews will be explained in the discussion.

4.3.1 Hair Cut, hair Styles, and Hair Color

From the interview, the writer found that Y imitated Korean hair color and hair-cut. About her hair color, Y said,

Sebenarnya sih ngikutin, ngikutin dari situ. Kaya dari rambut nih, rambutnya dicat. Dulu tuh nggak boleh ngecat sebenarnya, cuma gara-garanya lihatnya kok bagus, terus kan aku sebenarnya kalau rambut item kan kelihatnya pucet, makanya aku cat. [I actually imitate, imitate it from there (Korean drama). Just like the hair, the hair is painted. I was actually not allowed to paint my hair, but I saw that it looks good. My hair is black, I think it looks pale, so I paint it.] (Y interviewed on May 3 2018).

The interview shows that Y colored her hair because of what she saw in Korean drama that her idol, actress, or actor in Korea, have cute hair color. Not only coloring her hair but Y also cut her hair in a hairdresser whose owner loves to watch Korean drama.

Terus kalau potong ya nunjukin apa, foto kaya idol atau kaya apa sih, pemeran-pemeran, pemeran apa, pemeran di drama Korea. Tapi biasanya sih aku potongnya di salon yg pasti, apa, yg omnya juga suka drama korea gitu, jadi potongannya mesti diikutin Korea-Korea [So, when I cut my hair I show what, a picture of an idol or what ... the actress, what actress, the actress of Korean drama. But I usually cut my hair in a hairdresser whose male owner also likes Korean drama so the cut will be in Korean style] (Y interviewed on May 3 2018).

The interview shows Y admitted that she imitated the hair cut of her idol who played in Korean drama. She would show the picture of how the actress hair cut to the hairdresser. She even chose to have her hair cut in a hairdresser owned by a fan of Korean drama to make sure the result of the hair cut to look like Korean's.

Besides Y, student T is also interested in Korean hair style, but student T only imitated the hair color. Student T said that she did not cut her hair in Korean style. She wanted to cut her hair in Korean styles, but she was afraid that the style was not suitable for her (T interviewed on May 9 2018). For the hair color, T said that she wanted

coloring her hair in purple color or red color. She thought it would look cool. She wanted her hair colored similar with Kim Jisoo black pink, her hair color was purple (T interviewed on May 9, 2018). Kim Jisoo is a member of Black pink, a Korean girl group name.

Different from students Y and T, the writer found that students D and W did not put attention whether they had Korean style and hair cut or not. It could be interpreted from D and W's statements. D said that "*pengen nyoba. aku. Yang penting aku syanteek. ehehehe, entah apa potonganya* [I want to try. Although for me the most important things is I look beautiful, no matter the hair cut style is]" (D interviewed on May 15 2018). Meanwhile, W said that: "*nggak ngikutin sih, penasaran saja. saya nentuin musim og. Musim panas ya pendek, musim dingin ya dipanjangin hahaha* [I do not imitate the style, I am just curious about it. I cut my hair according to the season. In the dry season I will cut my hair short and in the rainy season I won't cut my hair]" (W interviewed on May 15 2018).

In the writer's personal observation, Y had once colored her hair red and T colored her hair burgundy, whereas both D and W never color their hair. Based on the interviews, the writer concluded that only one student who imitated Korean hair-cut and hair-style. One student imitated hair color. Two other students did not imitate Korean hair-cut and hair color.

4.3.2 Fashion (Clothes)

Based on the interview, the writer discovered that student Y imitated Korean fashion (clothes) style. It is shown by Y's statement that said,

Kalau misalnya baju ya tergantung, tergantung baju buat apa dulu. Kalau buat ke kampus, apa kuliah, atau itu mesti bajunya ya biasa. Kalau buat hang out ya, agak-agak niru yg Korea-Korea gitu. Yg bajunya depannya dimasukin terus belakangnya dikeluarin [About the clothes, it depends on what the function is. If I wear it to go to the college or to a lecture, I will wear casual clothes. If I wear it to hang out, I wear a look-a-like Korean style where the front side is tucked inside and the back side is outside]" (Y interviewed on May 3 2018).

The result of the interview shows that Y only imitated the fashion (clothes) style that was suitable to wear in certain settings. Y also chose clothes only when it is suitable for her own style. Y said that,

Misal yg kaya dimana ya, di drama apa gitu, yg, oh "She Was Pretty", yg bajunya gembel gitu. itu aku nggak ngikutin, soalnya nggak cocok. Tapi kalau bagus juga kalau juga kaya yg di "You Are My Destiny" yang ceweknya pakai dress gitu, itu nggak, soalnya nggak cocok juga [For example the one in where is it, oh in (the drama) 'She Was Pretty', where the clothes look shabby, I am not wearing it because it does not fit.

Even when the clothes are good like the ones in “You Are My Destiny” where the actress wear such a beautiful dress; I won’t wear it either since it does not suit me]” (Y interviewed on May 3 2018).

Not only Y, students T, D, and W also imitated Korean fashion (clothes) style. The proofs were T’s, D’s, and W’s statement. T said that “*aku punya beberapa. Cuma aku nyesuain senyamanku juga. Yg bikin aku pede juga. Kan kadang ada yg agak terbuka, ada yg terlalu show off gitu* [I have some Korean clothing styles. But I only wear the clothes comfortable to wear. The one which makes me confident as well. Sometimes the style is a bit open, a bit too show off]” (T interviewed on May 9 2018). D said, “*nggak terlalu. tergantung tempat ya.* [not really. It depends on the place where I will go.]” (D interviewed on May 15 2018), while student W said “*nggak terlalu* [not really]” (W interviewed on May 15 2018).

According to the interview the writer could conclude that all students imitated Korean fashion (clothes) style to a certain extent, even though they rarely show it.

4.3.3 Fashion (Shoes)

Through the interviews, the writer found out that students Y and T imitated fashion (shoes) style. Both of them like to wear sneakers. The proofs could be seen from their statement. Y said that “*Pakainya bukan sneakers, sneaker yg buat cowok, tapi sneaker yg cewe*

[I am not wear sneakers, sneakers for man, but sneaker for woman]” (Y interviewed on May 3 2018). Meanwhile, student T said that “*Kalau boot nggak, kalau sneakers iya pasti jelas, I love sneakers [I do not wear boots, but I wear sneakers for sure, I love sneakers]*” T interviewed on May 9 2018).

However, student D did not imitated the shoe fashion style since there was no Korean style shoe that fit her size, “*saya nggak ada ukuranya dong. [I do not find Korean shoe style which fits my size]*” (D interviewed on May 15 2018). With regard with student W, even though student W owned Korean shoes style but she never used it. She said “*oh ya punya dong, cuma jadi pajangan aja. Eman-eman meh nganggo [yes, I surely have that, but I only put them on at home, and never use it. I try to save it.]*” (W interviewed on May 15 2018).

4.3.4 Make up and Skin Care

There are many shops that sell Korean make up and skin care brand. Nowadays, there are also online shops by making use of a mobile phone application. So, just like the characteristic of popular culture, Korean branded make-up or cosmetics are easy to find. Because of the easiness of mass production, the make-up is also sold at an affordable cost. Therefore, many Indonesians tend to be influenced in buying the make-up.

From the interviews, the writer found that students Y, T, and D used Korean make up and skin care. The writer interpreted it from

their statement. Y said “*Iya. Laneige. Aku pakainya laneige sama Etude. Cocoknya ya itu* [Yes, I use Laneige and Etude. They suit me]” (Y interviewed on May 3 2018). Y mentioned that she used Laneige and Etude.

From the writer’s personal observation, Y never wears thick make up in the college because Y only puts on make-up when she hangouts or goes somewhere. Y only used skin care when she was in the college. T, similarly, said that, “*Pake, pake Etude, 3CE, Nature Republic, Peripera, Beauty Korea. Tapi lebih banyak pake Etude sih* [Yes, I use Etude, 3CE, Nature Republic, Peripera, Beauty Korea]” (T interviewed on May 9 2018). Additionally, D said that “*pakai Laneige* [I use Laneige]” (D interviewee on May 15 2018).

Only student W did not wear Korean skin care or make up. She said “*ndak dong. Wardah. Kalau make up Indonesia aku pakai* [Of course not. I use Indonesia make-up brand, Wardah]” (W interviewed on May 15 2018).

According to the interview on this part, the writer concluded that three out of four students interviewed wear Korean make-up and skin care brand. Only one student used local make-up and skin care brand.

4.3.5 Bag and Smart Phone

Through personal observation, the writer found out that students Y, T, and D had Korean style bag. The writer also found

