



2.23% PLAGIARISM
APPROXIMATELY

Report #13369817

CHAPTER 1 INTRODUCTION Background of the Study Korean pop culture especially drama has been well-known in Indonesia since 1990s. Some Korean dramas that are famous in Indonesia, are Endless Love, Full House, All About Eve, Friends. Aside from drama, the Korean music has also interests Indonesian fans. Many boys and girls in Korea who can sing and dance with unique choreography get together to form a band, known as Hallyu (Korean Wave) which has become global (Jeong, Lee, & Lee, 2017). In addition to dramas and Hallyu, the South Korean variety show, such as Running Man has also received a big popularity in Asia (Yin, 2019), including Indonesia. In three years, from 2011 2013, Running Man became one of the most popular evening prime-time shows in many Asian territories among youths (Kim & Li, 2018). Running Man is a variety show from SBS (Seoul Broadcasting System). It first aired on July 11, 2010 (Kim & Li, 2018). The seven members of Running Man: Jae Suk, Suk Jin, Jong