

A STUDY TO ASSESS THE INFLUENCE OF KOREAN DRAMA ON ATTITUDE AMONG NURSING STUDENTS AT SELECTED COLLEGE IN CHENNAI

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***Index Terms*—Korean Dramas, Attitudes, Nursing Students, Media Influence, Cultural Perceptions, K-Drama Impact, Demographic Variables**

I. A STUDY TO ASSESS THE INFLUENCE OF KOREAN DRAMA ON ATTITUDE AMONG NURSING STUDENTS

Objective: To assess the influence of Korean dramas on the attitude of nursing students and explore the relationship between their demographic variables and attitudes toward K-drama consumption.

Methodology: In this study a quantitative approach was used to assess the influence of Korean drama on attitude among nursing students. The research design selected for the study is non experimental descriptive research design. The demographic variables of the study were like gender , age, duration of watching k-drama per day, year of study, place of living, religion, family type, hobbies, information gained about Korean drama, hours of sleep, academic performance, first Korean wave content came across, duration of watching k-drama. The study was conducted at selected college in Chennai. The sample of the study comprised students who fulfill the inclusion criteria and the sample size was 55. A non probability purposive sampling technique was used to select the samples. A self administered attitude assessment inventory was used to assess the level of attitude among nursing students of selected college.

Results: The findings revealed that among the nursing students, 20(36.4%) had significant feeling of adequacy and negative self – image, 10(18.1%) had acceptable self-image and 5(9.1%) had complete feeling of inadequacy. The findings revealed that the demographic variables duration of watching K-drama in a month ($\chi^2=18.061$, $p=16.92$) had statistically significant association with level of attitude among nursing students watching K-drama at $p<0.05$ level.

Conclusion: Korean dramas significantly influence nursing students' perceptions and attitudes, especially regarding beauty standards and cultural perceptions. These insights underscore the need for awareness programs on media influence and its implications in nursing education.

Keywords: Korean Dramas, Attitudes, Nursing Students, Media Influence, Cultural Perceptions, K-Drama Impact, Demographic Variables

Main points:

- The research assessed the impact of Korean dramas on nursing students' attitudes towards cultural perceptions, beauty standards, and behavioral influences.
- A total of 50 nursing students participated, with data collected through pre- and post-intervention questionnaires to evaluate attitude changes.
- The findings showed a significant positive shift in students' attitudes towards cultural and social perceptions after engaging with Korean dramas.
- Demographic factors such as gender and year of study were significantly associated with variations in attitudes toward Korean dramas.

II. BACK GROUND

Korean drama began in May 1956 with the film *Death Row Prisoner*, directed by Choi Chang Bong. The genre rose in popularity through the 1960s and 70s with the growth of Korean broadcasting companies, and began showing on color television in 1981-**Quora lives**.

A study published in the *International Journal of Communication* explored the influence of Korean dramas on romantic relationship beliefs and expectations among students in the United States. The result revealed that exposure to Korean dramas was associated with more idealized and unrealistic expectations of romantic relationships, which could potentially impact their attitudes and behaviors in real-life relationships.

According to a survey conducted in India in 2019, 24.4 percent of respondents considered K-dramas to be very popular in India. However, the largest share of respondents considered K-dramas to be either quite popular (33.6 percent) or only popular with some people- **Economic times**. An official from Korean Cultural Centre India says, “Boys Over Flowers and Descendants Of The Sun were the two very first K-dramas that were introduced to Indians, and from there the fascination for it never stopped –**India times**

The viewing for K-dramas on Netflix in India increased more than 370 per cent in 2020 over 2019, a spokesperson for the OTT platform said-**Transcontinental times**. According to a survey conducted in 2022 across 26 countries around the world, about 36 percent of respondents stated that Korean dramas were very popular in their countries that year. In total, around 66 percent of respondents felt that K-dramas were generally popular even outside of dedicated fan circles- **India TV news**. 16 Sep, 2017, Channel VH1 launched a show called K-popped. This show helped spread the K-pop craze in India. The craze that many academicians call the Hallyu or the 'wave'- **India times**. Ten years ago, people in Chennai knew nothing about Korea beyond what they read in books and news.

This approach in K-dramas keeps it fresh with the audience. The resolution of this study might be useful for finding out the reason behind the popularity of such K-dramas among Chennai audience, the background of the study focuses on the increasing popularity of Korean TV series, specifically K-dramas, among students in Chennai, India. K-dramas have gained a significant following worldwide is no expectations to this trend. The influence of these foreign TV series on the attitudes and behaviors of Indian youth, particularly in students.

The impact of media, including television shows, on individuals' attitudes and beliefs has been widely studied. Television programs have the potential to shape perceptions of relationships, cultural values, and body image, among other aspects, with the growing popularity of K-dramas among Indian students, it is crucial to understand the potential influence these shows may have on their attitudes. Chennai, the capital city of the Indian state of Tamil Nadu, is home to numerous colleges and a diverse population of students.

Travel and Tourism: Around 40% of Chennai residents who watch Korean dramas have expressed an interest in visiting South Korea, citing the dramas as a major factor in their desire to explore the country.

Emotional Impact: A survey revealed that 75% of Chennai viewers reported experiencing various emotions while watching Korean dramas, including happiness, sadness, excitement, and empathy.

Cultural Awareness: Over 60% of Chennai residents who watch Korean dramas stated that these shows have increased their awareness and understanding of Korean culture and traditions.

Impact on Food Choices: Approximately 50% of Korean drama viewers in Chennai have shown an inclination towards trying Korean cuisine, leading to an increase in the popularity of Korean restaurants and food stalls in the city.

Academic Interest: Korean dramas have sparked an academic interest among Chennai residents, with around 30% expressing a desire to study Korean culture, history, or media as part of their educational pursuits.

Popularity: According to a recent survey, approximately 70% of Chennai residents have watched at least one Korean drama series.

Age demographics: The majority of Korean drama viewers in Chennai fall within the age range of 18 to 35, indicating a strong appeal among young adults.

Impact on language learning: Around 45% of Chennai residents who watch Korean dramas have shown an interest in learning the Korean language, with many enrolling in language courses or using language learning apps.

III. METHODOLOGY

Research Design and Methods

Research Design and Methods

In this study a quantitative approach was used to assess the influence of Korean drama on attitude among nursing students. The research design selected for the study is non experimental descriptive research design. The demographic variables of the study were like gender , age, duration of watching k-drama per day, year of study, place of living, religion, family type, hobbies, information gained about Korean drama,

hours of sleep, academic performance, first Korean wave content came across, duration of watching k-drama. The study was conducted at selected college in Chennai. The sample of the study comprised students who fulfill the inclusion criteria and the sample size was 55. A non probability purposive sampling technique was used to select the samples. A self administered attitude assessment inventory was used to assess the level of attitude among nursing students of selected college. Extensive review of literature investigators professional experiences and expert guidance from the field of mental health nursing lead the investigator to develop the tool for data collection and tools for validated by experts in the field of mental health nursing.

In the end of the test the findings revealed that among the nursing students, 20(36.4%) had significant feeling of adequacy and negative self – image, 10(18.1%) had acceptable self-image and 5(9.1%) had complete feeling of inadequacy.

Data Collection

The data collection tool was developed based on the study objectives and a comprehensive review of relevant literature. It comprised three sections:

- **Part I: Demographic Variables** – This section captured background details such as age, gender, year of study, and previous exposure to Korean dramas.
- **Part II: Attitude Toward Korean Dramas** – This section included a Likert-scale based questionnaire with statements related to emotional impact, interest in Korean culture/language, behavioral changes, and lifestyle influences. Participants responded on a 5-point scale ranging from “Strongly Disagree” to “Strongly Agree.”
- **Part III: Influence of Korean Dramas on Attitudes** – This section assessed perceived changes in attitudes and behaviors, including interest in learning Korean, changes in social interactions, and behavioral modifications inspired by Korean dramas. Responses were scored to quantify attitude shifts.

The tool was validated by a panel of experts in nursing education and media studies to ensure content validity. Reliability was assessed through a pilot test with 20 students, yielding Cronbach’s alpha coefficients of 0.82 for attitude-related items and 0.85 for influence-related items, indicating good internal consistency.

Ethical consideration

Approval for the study was obtained from the research committee of MMM College of Nursing, Chennai, and necessary permissions were secured from the college authorities. Informed consent was obtained from all participants after providing them with clear information about the study’s purpose, procedures, and their rights, including the option to withdraw at any stage without any negative consequences. Participant

confidentiality was strictly maintained throughout the research process. Ethical guidelines were followed at every stage to safeguard the rights, dignity, and well-being of all participants.

Data collection process

The data collection was conducted after obtaining permission from MMM College Of Nursing. The researcher did a screening test to identify the influence of K-Drama. A detailed explanation about the study was given and confidentiality was maintained. The investigator collected the data using a modified attitude inventory. Total 55 students from MMM College Of Nursing who fulfilled the sample selection criteria were selected. Participants took 15 minutes to complete the questionnaire. The collected data was organized and tabulated for analysis.

Statistical Analysis:

Data analysis was performed using both descriptive and inferential statistical methods. Descriptive statistics, such as frequency and percentage distribution, were used to summarize the demographic characteristics of respondents and their perceptions of Korean dramas. Mean and standard deviation were calculated to assess the influence of Korean dramas on various aspects of students' attitudes and behaviors.

Inferential statistical methods included:

- **t-test** to compare the influence of Korean dramas on students' attitudes between different demographic groups.
- **Pearson's correlation coefficient** to explore the relationship between the degree of Korean drama viewership and positive or negative behavioral influences.
- **Chi-square test** to examine associations between demographic variables and the level of Korean drama influence on students' attitudes and behaviors.

IV. Results and Discussion

SECTION A: DESCRIPTION OF THE DEMOGRAPHIC VARIABLES OF NURSING STUDENTS

Table 1: Frequency and percentage distribution of demographic variables of Nursing students

N=55

S.No.	Demographic Variables	F	(%)
1.	Gender		
	A) Male	0	0.0
	B) Female	55	100

S.No.	Demographic Variables	F	(%)
2.	Age A) 17 – 18 years B) 19 – 20 years C) 21 – 22 years D) 22 – 24 years	9 33 13 -	16.4 60.0 23.6 -
3.	Duration of watching K-drama per day A) 1 – 2 hrs B) 2 -3 hrs C) 3 – 4 hrs D) More than 4 hrs	31 10 6 8	56.4 18.2 10.9 14.5
4.	Year of study A) 1 st year B) 2 nd year C) 3 rd year D) 4 th year	7 28 17 3	12.7 50.9 30.9 5.5
5	Place of living A) Urban B) Rural	48 7	87.3 12.7
6	Religion 1. Christian 2. Hindu 3. Muslim	26 27 2	47.3 49.1 3.6
7	Family type A) Nuclear family B) Joint family	43 12	78.2 21.8
8	Hobbies A) Reading newspaper B) Watching TV or series C) Gardening D) Others	1 32 3 19	1.8 58.2 5.5 34.5
9	Where did you get information about Korean drama? A) Friends B) Social media C) Mass media	 15 32	 27.3 58.2

S.No.	Demographic Variables	F	(%)
	D) Others	5	9.1
		3	5.5
10	Hours of sleep		
	A) Less than 2 hrs	-	-
	B) 2 – 4 hrs	14	25.4
	C) 4 -6 hrs	21	38.2
	D) 6 hrs and above	20	35.4
11	Academic performance		
	A) Very good	15	27.3
	B) Good	21	38.2
	C) Average	18	32.7
	D) Poor	1	1.8
12	What was the first Korean wave content you came across?		
	A) K-drama	23	41.8
	B) K-pop	8	14.6
	C) Movies	18	32.7
	D) Games	6	10.9
	E) Others	-	-
13	Duration of watching K-Drama in a months		
	A) 1 – 2 times		
	B) 5 – 10 times	23	41.8
	C) 15 times	10	18.2
	D) Everyday	8	14.5
	E) Never	14	25.5
		-	-

The Demographic Variables findings presented that, all of the nursing students, 55(100%) were female, 33(60%) were aged between 19 – 20 years, 31(56.4%) had watched K-drama 1 – 2 hrs per day, 28(50.9%) were studying 2nd year, 48(87.3%) were living in urban area, 27(49.1%) were Hindus, 43(78.2%) belonged to nuclear family, 32(58.2%) had the hobby of watching TV or series, 32(58.2%) received information about Korean drama through social media, 21(38.2%) had slept for 4 – 6 hrs, 21(38.2%) had good academic performance, 23(41.8%) had come across K-drama as first Korean wave content and 23(41.8%) had watched 1 – 2 times K-drama in a month.

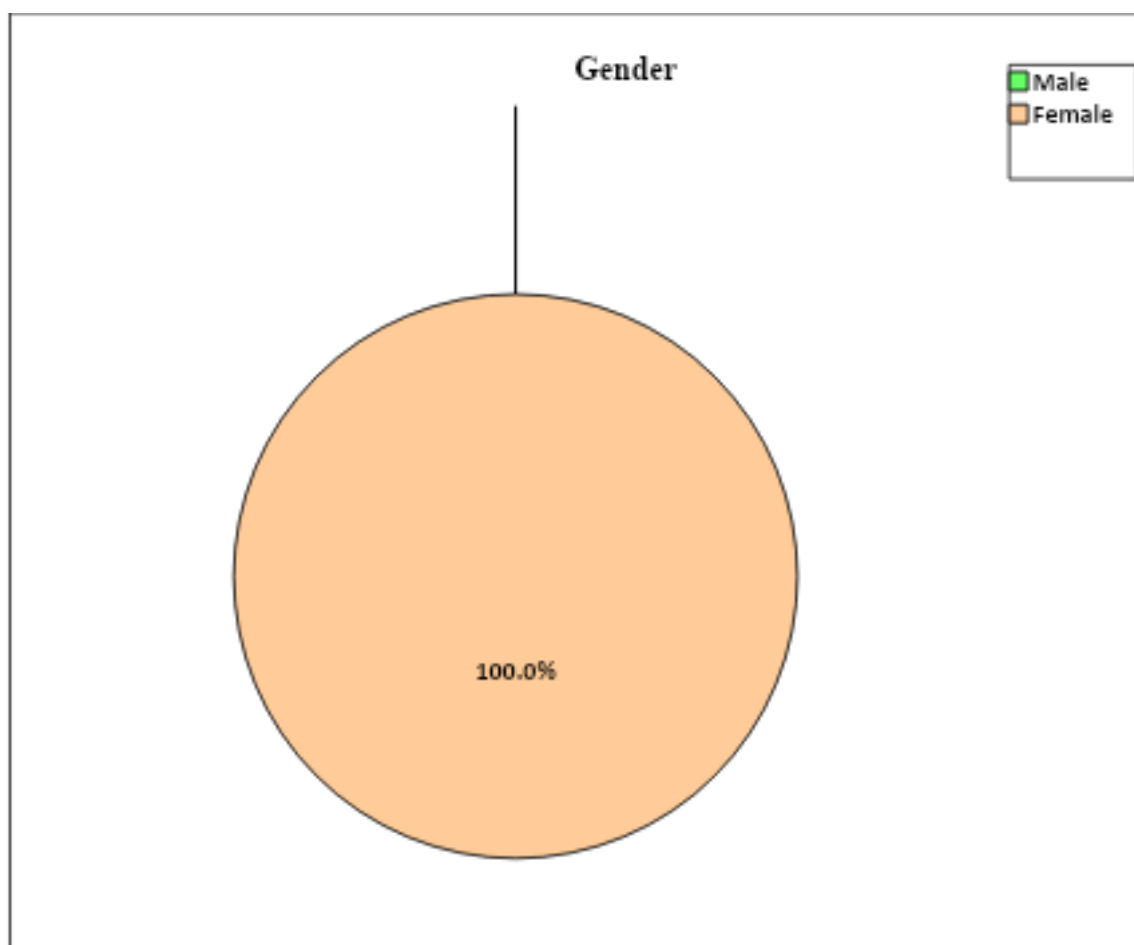


Fig 1:Percentage distribution of gender of the nursing students

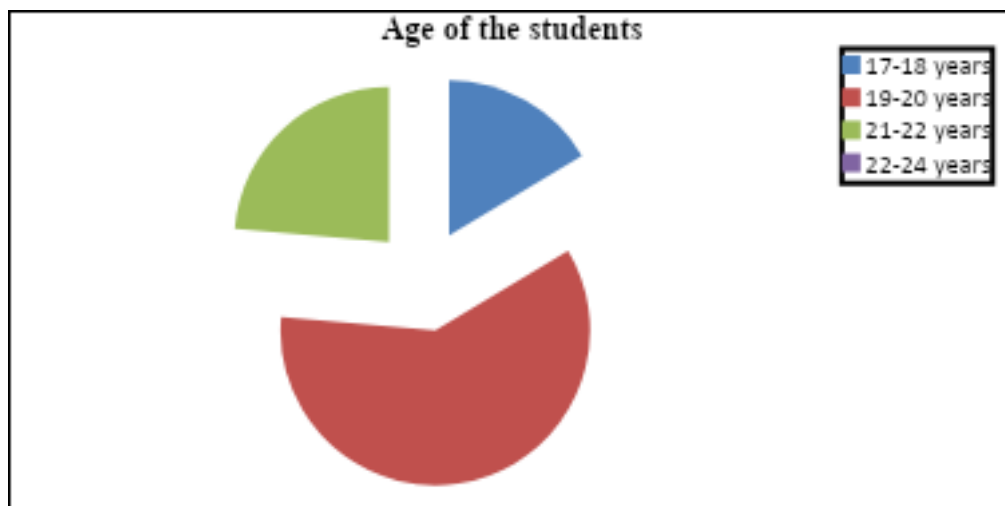


Fig 2:Percentage distribution of age of the nursing students

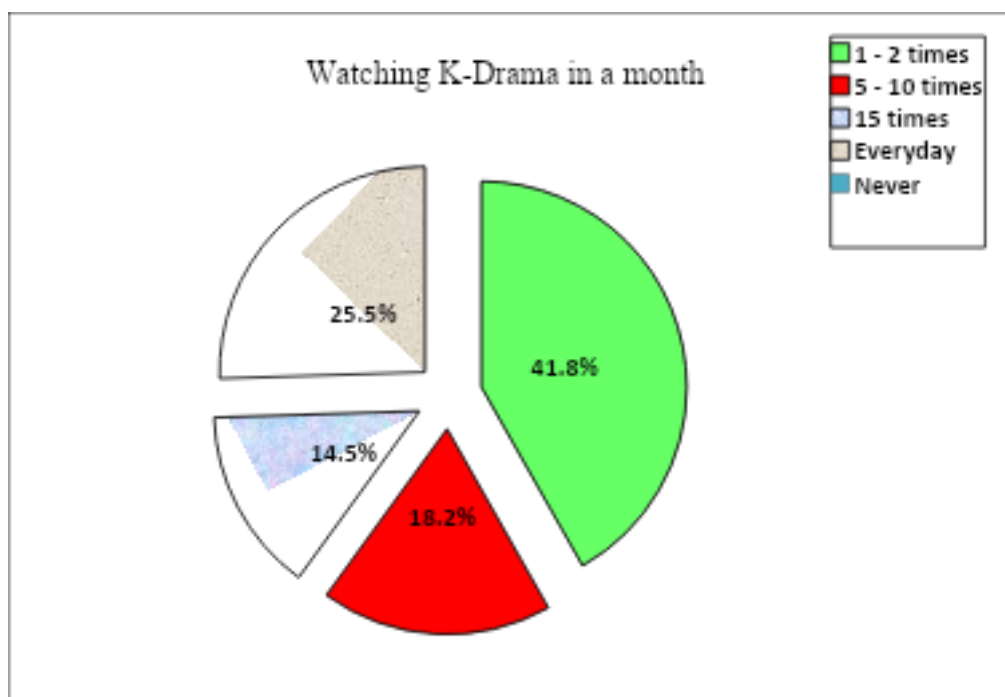


Fig 3:Percentage distribution of Duration of watching K-Drama in a month by the nursing students

SECTION B: ASSESSMENT OF INFLUENCE OF K-DRAMA ON THE ATTITUDES OF NURSING STUDENTS.

Table 2: Frequency and percentage distribution of influence of K-drama on the attitudes of the nursing students.

N=55

Level of Attitude	Frequency	%
A complete feeling of inadequacy (0 – 9)	5	9.1
A significant feeling of inadequacy (10–18)	20	36.4
A negative self-image (19 – 27)	20	36.4
An acceptable self-image (28 – 36)	10	18.1
A positive self-image (37 – 45)	-	-
A rather inflated self-image (46 – 56)	-	-

The findings revealed that among the nursing students, 20(36.4%) had significant feeling of adequacy and negative self – image, 10(18.1%) had acceptable self-image and 5(9.1%) had complete feeling of inadequacy.

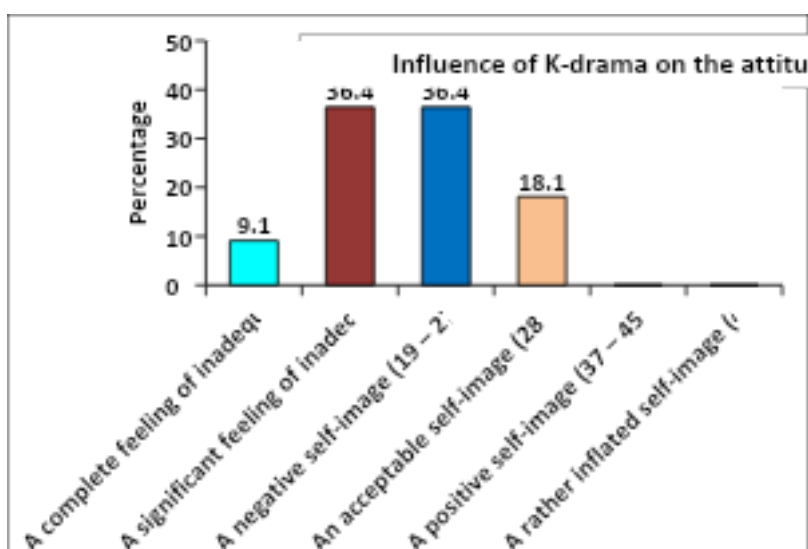


Fig 4:Percentage distribution of influence of K-drama on the attitudes of the nursing students

Table 3: Assessment of influence of K-drama on the attitudes of the nursing students

N=55

Attitude	Score
Minimum	0.0

Maximum	33.0
Median	20.0
Mean	19.14
Standard Deviation (S.D)	7.45

N.S – Not Significant

The mean attitude score of nursing students was 19.14 ± 7.45 . The median was 20.0 with minimum score of 0 and maximum score of 33.0.

SECTION C: ASSOCIATION OF LEVEL OF ATTITUDE AMONG NURSING STUDENTS WATCHING K-DRAMA WITH THEIR SELECTED DEMOGRAPHIC VARIABLES.

Table 4: Association of level of attitude among nursing students watching K-drama with their selected demographic variables.

N=55												
S.No.	Demographic Variables	A complete feeling of inadequacy (0 – 9)		A significant feeling of inadequacy (10–18)		A negative self-image (19–27)		An acceptable self-image (28 – 36)		A positive self-image (37 – 45)	A rather inflated self-image (46 – 56)	Chi-Square Value
		F	%	F	%	F	%	F	%			
1.	Gender											$\chi^2=0.0$ d.f=3 p=7.82 N.S
	A) Male	0	0.0	0	0.0	0	0.0	0	0.0	-	-	
	B) Female	5	9.1	20	36.3	20	36.4	10	18.2			
2.	Age											$\chi^2=5.521$ d.f=6 p=12.59 N S
	A) 17 – 18 years	1	1.8	2	3.6	3	5.5	3	5.5	-	-	
	B) 19 – 20 years	4	7.3	13	23.6	10	18.2	6	10.9			
	C) 21 – 22 years	0	0	5	9.1	7	12.7	1	1.8			
	D) 22 years and above	-	-	-	-	-	-	-	-			
3.	Duration of watching K-drama per day											$\chi^2=14.627$ d.f=9 p=16.92 N S
	A) 1 – 2 hrs	4	7.3	12	21.8	12	21.8	3	5.5	-	-	
	B) 2 -3 hrs	1	1.8	1	1.8	4	7.3	4	7.3			
	C) 3 – 4 hrs	0	0	2	3.6	1	1.8	3	5.5			
	D) > 4 hrs	0	0	5	9.1	3	5.5	0	0			

S.No.	Demographic Variables	A complete feeling of inadequacy (0 – 9)		A significant feeling of inadequacy (10–18)		A negative self-image (19–27)		An acceptable self-image (28 – 36)		A positive self-image (37 – 45)	A rather inflated self-image (46 – 56)	Chi-Square Value
		F	%	F	%	F	%	F	%			
4.	Year of study											$\chi^2=12.791$ d.f=9 p=16.92 N.S
	A) 1 st year	1	1.8	0	0	4	7.3	2	3.6	-	-	
	B) 2 nd year	3	5.5	14	25.5	6	10.9	5	9.1			
	C) 3 rd year	1	1.8	6	10.9	7	12.7	3	5.5			
	D) 4 th year	0	0	0	0	3	5.5	0	0			
6	Religion											$\chi^2=2.726$ d.f=6 p=12.59 N S
	A) Christian	3	5.5	10	18.2	10	18.2	3	5.5	-	-	
	B) Hindu	2	3.6	9	16.4	9	16.4	7	12.7			
	C) Muslim	0	0	1	1.8	1	1.8	0	0			
7	Family type											$\chi^2=3.411$ d.f=3 p=7.82 N S
	A) Nuclear family	4	7.3	17	30.9	13	23.6	9	16.4	-	-	
	B) Joint family	1	1.8	3	5.5	7	12.7	1	1.8			
8	Hobbies											$\chi^2=8.609$ d.f=9 p=16.92 N S
	A) Reading newspaper	0	0	0	0	1	1.8	0	0	-	-	
		3	5.5	10	18.2	14	25.5	5	9.1			
	B) Watching TV or series	1	1.8	2	3.6	0	0	0	0			
	C) Gardening	1	1.8	8	14.5	5	9.1	5	9.1			
	D) Others											
9	Where did you get information about K-drama?											$\chi^2=7.385$ d.f=9 p=16.92 N S
	A) Friends	1	1.8	7	12.7	5	9.1	2	3.6	-	-	

S.No.	Demographic Variables	A complete feeling of inadequacy (0 – 9)		A significant feeling of inadequacy (10–18)		A negative self-image (19–27)		An acceptable self-image (28 – 36)		A positive self-image (37 – 45)	A rather inflated self-image (46 – 56)	Chi-Square Value
		F	%	F	%	F	%	F	%			
	B) Social media	4	7.3	9	16.4	14	25.5	5	9.1			
	C) Mass media	0	0	3	5.5	0	0	2	3.6			
	D) Others	0	0	1	1.8	1	1.8	1	1.8			
10	Hours of sleep											$\chi^2=5.893$ d.f=6 p=12.59 N S
	A) <2 hrs	-	-	-	-	-	-	-	-	-	-	
	B) 2 – 4 hrs	1	1.8	3	5.5	6	10.9	4	7.3			
	C) 4 -6 hrs	2	3.6	6	10.9	9	16.4	4	7.3			
	D) ≥6 hrs	2	3.6	11	20.0	5	9.1	2	3.6			
11	Academic performance									-	-	$\chi^2=15.247$ d.f=9 p=16.92 N.S
	A) Very good	3	5.5	6	10.9	5	9.1	1	1.8			
	B) Good	1	1.8	11	20.0	7	12.7	2	3.6			
	C) Average	1	1.8	3	5.5	8	14.5	6	10.9			
	D) Poor	0	0	0	0	0	0	1	1.8			
12	What was the first Korean wave content you came across?									-	-	$\chi^2=12.249$ d.f=9 p=16.92 N S
		3	5.5	13	23.6	6	10.9	1	1.8			
	A) K-drama	0	0	2	3.6	4	7.3	2	3.6			
	B) K-pop	2	3.6	3	5.5	8	14.5	5	9.1			
	C) Movies	0	0	2	3.6	2	3.6	2	3.6			
	D) Games	-	-	-	-	-	-	-	-			
	E) Others											

S.No.	Demographic Variables	A complete feeling of inadequacy (0 – 9)		A significant feeling of inadequacy (10–18)		A negative self-image (19–27)		An acceptable self-image (28 – 36)		A positive self-image (37 – 45)	A rather inflated self-image (46 – 56)	Chi-Square Value
		F	%	F	%	F	%	F	%			
13	Duration of watching K-Drama in a months	2	3.6	10	18.2	10	18.2	1	1.8	-	-	$\chi^2=18.061$ d.f=9 p=16.92 S*
	A) 1 – 2 times	1	1.8	5	9.1	4	7.3	0	0			
	B) 5 – 10 times	0	0	1	1.8	2	3.6	5	9.1			
	C) 15 times	2	3.6	4	7.3	4	7.3	4	7.3			
	D) Everyday	-	-	-	-	-	-	-	-			
	E) Never											

*p<0.05, S – Significant, N.S – Not Significant

Table 5 shows the association of level of attitude among nursing students watching K-drama with their selected demographic variables.

The findings revealed that the demographic variables duration of watching K-drama in a month ($\chi^2=18.061$, $p=16.92$) had statistically significant association with level of attitude among nursing students watching K-drama at $p<0.05$ level and the other demographic variables did not show statistically significant association with level of attitude among nursing students watching K-drama.

V. CONCLUSION

The present study concluded that perceived level of attitude among nursing students who are watching Korean drama and who are not watching Korean drama. The level of significant is at the $p<0.05$ level. It showed that “there is a significant association of the level of attitude among the student’s watching K drama in MMM College with their selected demographic variable of students”

VI. Acknowledgments

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Ethics Committee Approval: Ethical approval was obtained from the Ethics Committee of the MMM College of Nursing.

Informed Consent: Informed consent was obtained.

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