

IMPACT OF SOUTH ASIA CULTURE: A CASE STUDY OF KOREA DRAMA WAVE ON YOUTHS IN INDONESIA

¹Ibrahim T.I. Ukka,

¹School of Journalism and information Communication, Huazhong University of Science and Technology, Wuhan, China.

²Department of printed and electronic journalism, An- Najah National University, Nablus, Palestine

*Corresponding Author: Ibrahim T.I. Ukka

¹Corresponding Author Email: ibrahimokah@hust.edu.cn

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ABSTRACT

In recent years, Korean Wave can be even regarded as an international cultural trend not only across the Asian nations and also some others European countries and America. Every day we turn on the TV, there is always Korean drama series aired on TV. Wherever we go around the city, we can see many Korean restaurants, Korean style coffee shop, Korean fashion corners, Korean cosmetic centers and so on. Therefore, this research presents the popularity of Korean Wave in Indonesia especially among Indonesia youths based on the survey on 100 university students from three Universities in Surakarta, Indonesia. From the research, we will know what kind of impact and effect Korean Wave and culture can give to the young audiences in Indonesia.

Keywords: Korean Wave, drama series, television program, youths, Surakarta, Indonesia.

INTRODUCTION

Nowadays, when it is said about “television,” people always think about them as a storyteller of culture, transmitter of entertainment and so on. The most obvious reason for watching television is to enjoy the passive pleasure of being entertained. Most people want to escape from their real-life problems and from boredom by watching television and also children are enjoying television with virtual world and heroes, special people and so on and so forth. For example; for girls, they watched television programs to learn about their personal grooming

such as how to wear their hair, how to talk and walk and how to choose clothes. Apart from those kind of usages, television can be said that the main sharing medium for culture and its values and beliefs. Moreover, television become the key player in cultural forum in a pluralistic and democratized society. It does not mean that television does propaganda tasks, however, it supplies audiences to know, share and discuss about their culture and social agendas. Among the many reason for using television, nowadays, sharing and exporting popular culture and their own culture by countries become famous and useful tool in culture and communication sector.

When it is said about popular culture (pop culture in abbreviation), it is generally recognized as culture of the people that is a trend in the society at a point of time as it involves all aspects of social life, and is determined by the interactions among people's daily activities such as style of dress, use of language and slang, greeting rituals and the foods they consume and enjoy at the current time. (Brummett, 2004) Moreover, on the other hand, globalization has played an increasingly critical role in every single space of life, society and culture without exception. Due to the effect of globalization, hegemony by the powerful and strong countries in cultural, economic and political ideologies can be seen in many sectors. The most significant thing in the globalization era is the influence of Korean popular culture in the East and Southeast Asia region since the time of late 1990s.

No one can deny that the Korea popular culture trend (or) Korean Wave (or) "Hallyu" in Korean language become a very popular cultural phenomenon among Asian consumer these days. For example, Korean singer "PSY" and his song "GangNam Style" was a hit and the most watched Youtube video by 2012. (Lee, 2015) Moreover, at the current situation, Korean Wave has been receiving many recognitions in China, East Asia, Southeast Asian nations and Taiwan, Japan and Hong Kong. (Hong and Kim, 2013) Moreover, Korean Wave can also approach to the entrance in Latin America and America and also, Europe. Therefore, this article presents about the Korean Wave in global community and Asia region. Moreover, the article also shows the qualitative measurement of the popularity of the Korean Wave and discuss about what and why Korean Wave's influence become so big among youths in Indonesia.

Korean Wave in Global Community

When it is said about Korean Wave, it should also look at the cultural policy of the Korean government in the 1980s. During the 1980s, Korean met the significant economic development, however an authoritarian political system. Korea was developing its economy and people become more affluent. According to Tuk (2012), the average income per person in 1968 was only \$54, but it had increased to \$ 390 in 1978 and had risen from \$1770 to \$3120 between 1984 and 1986. This rise in income made it possible for ordinary Koreans to spend their money on leisure activities and it becomes the starting point to a Korean trend and Korean Wave in Asia and global community.

The Korean Wave is a trend which is widely accepted not only in Asia but also in Europe and America in recent years. When it is referred to Korean Wave, TV drama, pop music, movies, fashion, food and celebrities are all included under the term. Nowadays, Korean drama play important role in the hallyu (Korea Wave) phenomenon and also the number one export broadcasting system of Korea. Kim. J (2004) mentioned that Korean Wave become like a fever especially in China, Hong Kong, Taiwan, Japan and Vietnam and also it extends to

Indonesia and Southeast Asia regions. According to Visser (2002), the Associated Press reported in March 2002: “Call it “Kim Chic.” All things Korean from food and music to eyebrow-shaping and shoe styles – are the rage across Asia, where pop culture has long been dominated by Tokyo and Hollywood.

The Korean Wave has started its popularity in Asia in 1997 exactly when China’s national China Central TV (CCTV) broadcast a Korean television drama series called “What is Love all about?” The drama was a hit at that time and audiences asked for its re-broadcasting during prime time and also at the second time, the drama also achieved the second-highest ratings in the Chinese television history. (Heo, 2002) After that time, Korean drama series has become popular and has achieved a lot of Chinese audiences. When General Secretary of the Communist Party of China, Hu Jintao met with the leader of Korea’s Uri Party, he told the visiting guest, “It’s a pity that I cannot watch Daejanggeum every day because I’m too busy.” Vice President of China Zeng Qinghong also said that he had watched several episodes of this drama. (Cai, J., 2011) Daejanggeum (Jewel in the Palace) is the very famous Korean historical drama series in 2005 especially in Asia regions. Since after that time, Korean television dramas become a big trend across Asian countries and also Southeast Asia regions because Korean broadcasting programs are relatively cheaper than those from other countries but having good entertainment quality and the similar culture and social identity could also support Korean Wave as an influential trend in Asia.

Not only China, Hong Kong, Taiwan and Japan, most Southeast Asia regions have to accept the Korean Wave popularity. An official from Ministry of Culture of Korea mentioned that Indonesia currently shows more than 10 Korean programs per day which can account that more than 90 percent of TV shows in Indonesia broadcast Korean entertainment programs. Therefore, Korea Foundation for International Culture Exchange (KOFICE) chose Indonesia as its “pilot” for new programs and promoting the programs. Moreover, the Ministry of Culture of Korea and KOFICE is planning to continue their partnership and keep bringing free Korean content to new markets which are Fiji, Jamaica, Lesotho, Swaziland, Botswana, Kyrgyzstan and Bangladesh. The head of KOFICE mentioned that “By supporting the ‘excellent Korean Footage Distribution’ program, countries where access to Hallyu content is difficult or where cultural exchange with Korea was scarce can have the chance to see positive images of Korea through the diffusion of Hallyu.” (Jenna Gibson, “How Korea conquering Indonesia, one soap opera at a time,” The diplomat, 18 March, 2016)

In pointing out about Korean Wave in Indonesia, the first Korean TV drama that arrived in Indonesia to introduce the modern Korean pop culture was “Autumn in My heart” which was broadcasted in late 2000 in the original country and aired in Indonesia in subsequent years by state-run television. Like every Asian countries, the drama achieved the massive popularity in Indonesia and launched the Korea dram a mania there. After Autumn in My heart, the second instalment Winter Sonata was released in early 2002 in Korea and subsequently in other East and Southeast nations, followed by Summer Scent in 2003 and Spring Waltz in 2006. Those Korea drama series also attracted so many Indonesia audiences and among them, Autumn in My heart pioneered the Korean Wave and the rest three consolidated the phenomenon along with other trendsetting dramas during an early stage of the far-reaching spread of modern Korean culture, concurrently powered by K-pop music. Nowadays, the audiences of Korean Wave in Indonesia are from many societal level of the community, but youths are more

obsessed with not only Korean drama series, but also Korean fashion, food, culture and even K-pop music.

Research Questions

To understand the impact of Korean Wave and Korean culture on youths from Indonesia, the following research questions are formulated.

1. Have you ever watched Korean drama?
2. After watching Korea drama, would you like to understand Korea tradition and culture more?
3. What kind of products will you buy after watching Korean drama?

METHODOLOGY

This study is based on a survey. Convenient sampling method has been applied to collect data from University students. Totally three universities' students from Surakarta, Indonesia were surveyed. Data collected from participants was analysed using SPSS and results were drawn from the data. Survey was used as method because it is the most suitable method to understand the preferences of media use among students and also to gauge the impact of such preferences of watching Korean dramas.

Participants

About seventy university students from Indonesia participated in the research and answered the survey questions. The students are from second year and third year class of the universities in Surakarta region which is the business capital city and the old capital city of Indonesia. The students are used for survey because the purpose of the research is to measure the impact of Korean Wave on youths from Indonesia and how much and how far it has influenced in their daily lives and activities.

Questionnaires

In the survey question, there are totally 14 questions for participants. Among the survey questions, some are just "Yes" or "No" questions and others are multiple questions that students can choose whatever they would like to answer.

Result and Discussion

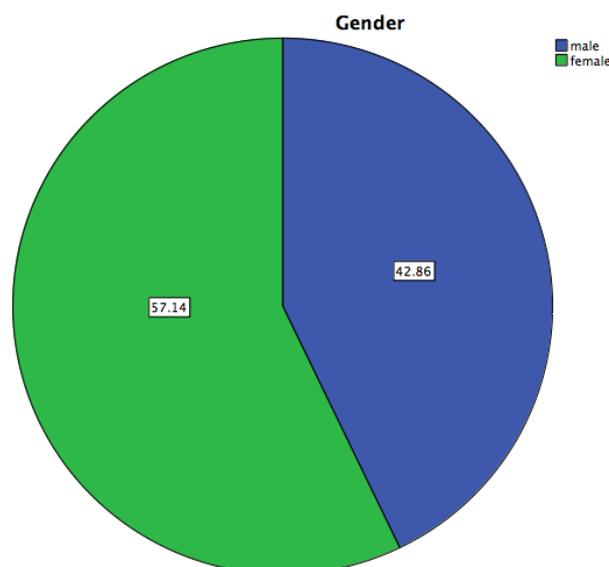


Figure 1

When we look at the the ratio of participants in survey, the percentage of male participants are 42.86 percentages (total number of 42.86 people) and the female members participated 57.34 percentages (the total number of 57.34 people) in the survey.

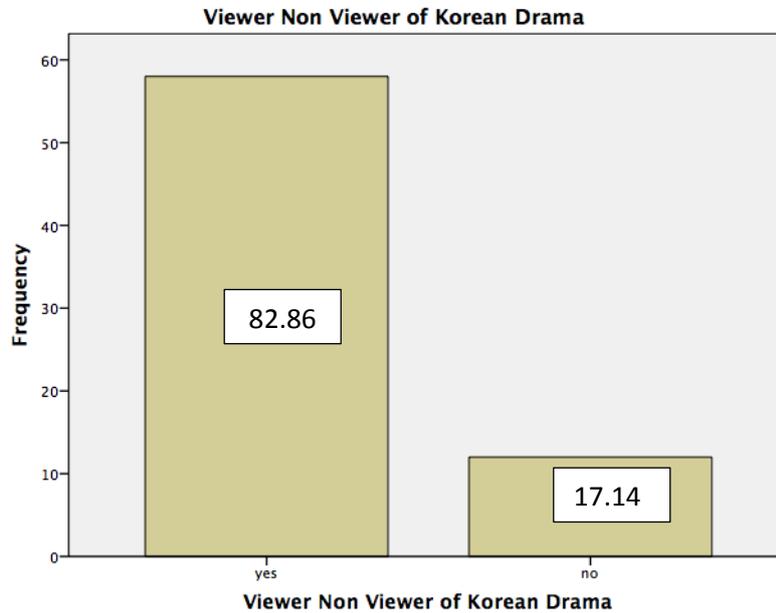


Figure 2

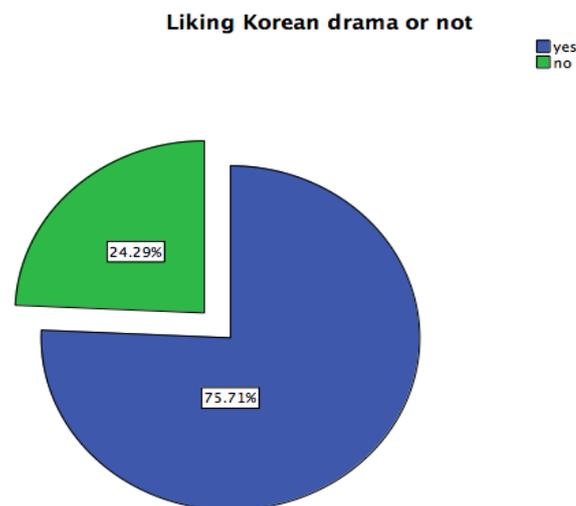


Figure 3

Among the 100 participants, 17.14 people just answered they do not watch Korean drama for many reasons and the other 82.86 people watch Korean drama. Moreover, 75.71% of the total population in the sample mentioned that they like Korean drama and the other 24.3% of the youths answered they do not like Korea drama.

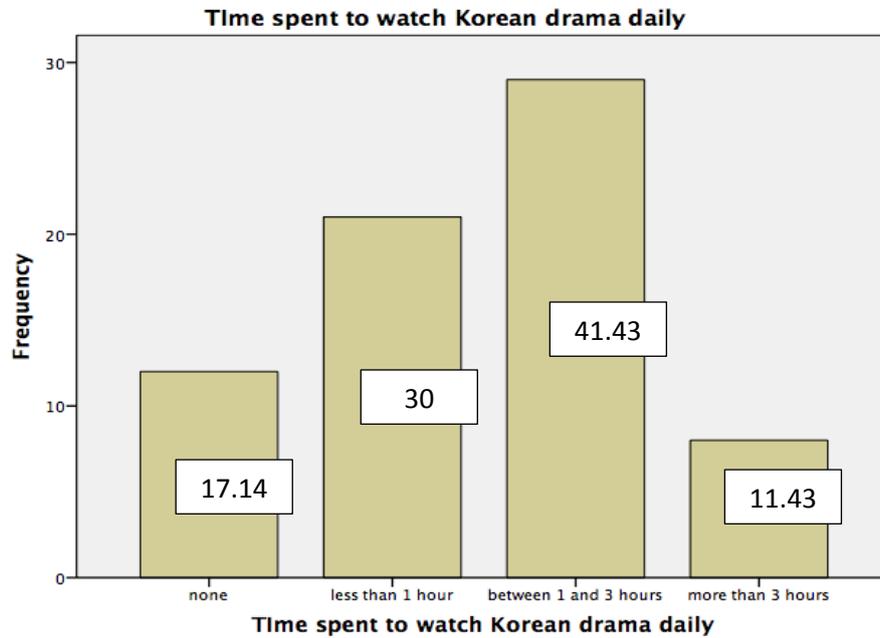


Figure 4

According to the statistics, out of 100 participants, the total number of 75.71 people do not have any reason for not liking Korea drama and they like watching Korea drama. For the question of the spending time to watch Korea drama, most of the people (41.43 people) watch Korea drama between 1 hour and 3 hours daily and only 11.43 people watch more than 3 hours in a day.

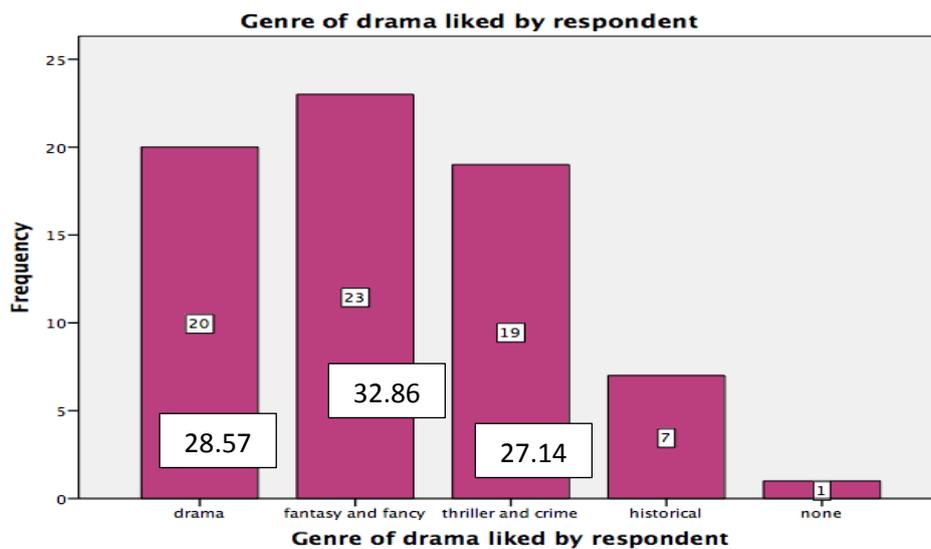
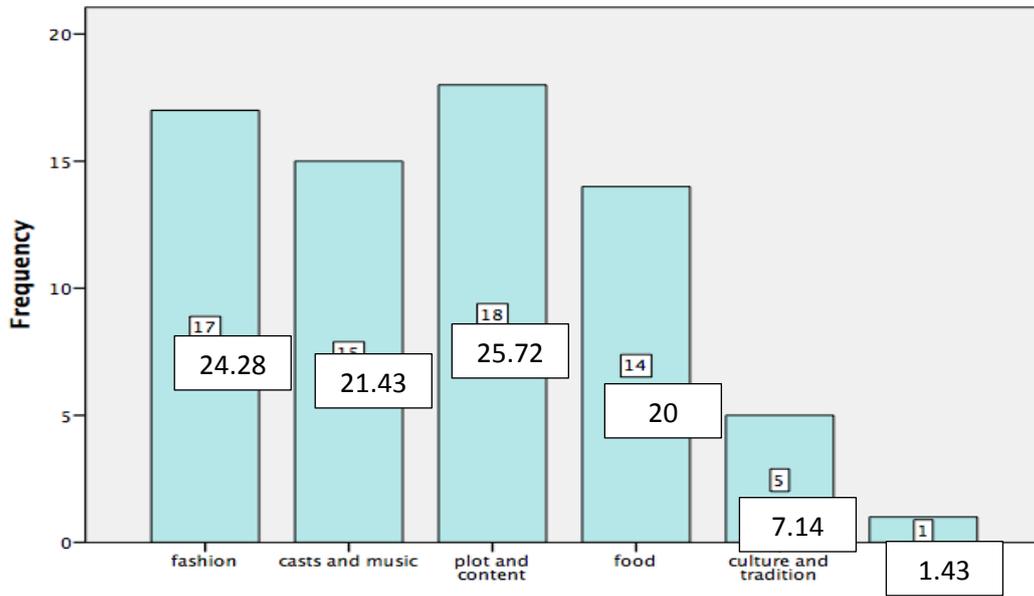


Figure 5

Out of 1.43 person among 100 participants like none of Korean drama genre. Although Korean historical drama series are very popular in Asia countries, fantasy and fancy genre of

Korean drama series are more popular among the youths of Indonesia and the second highest number mentioned that they like pure drama thing such as love and family.



What kind of things from Korean drama influence on the population?

Figure 6

When we ask about the things why the participants like to watch Korean drama series, most of the respondents point out that they like Korean fashion and plot and content of the drama series. However, some other respondents mentioned that they like casts and music and different types of food what are shown in Korean drama such as Korean Kimchi soup, Kimbap, Tobuki, noodle soup and so on. On the other hand, there are only few people (exactly 7.14 persons) are interested in Korean culture and tradition.

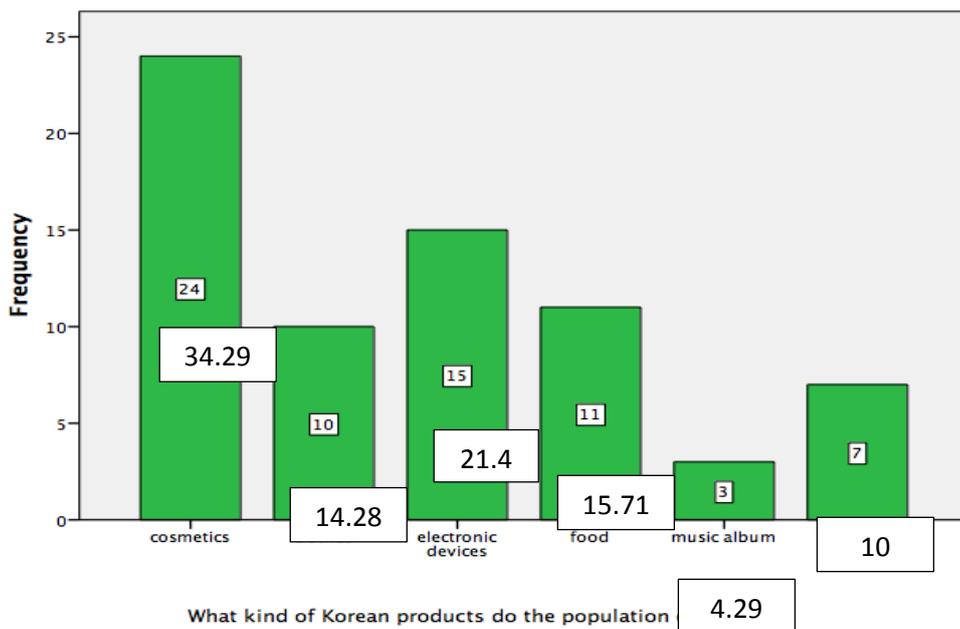
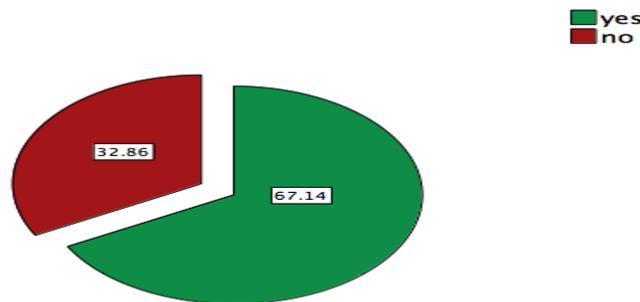


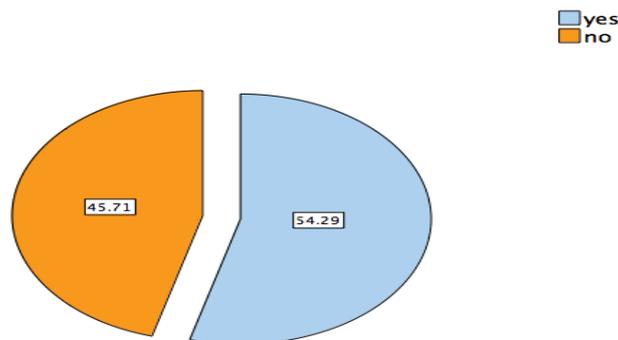
Figure 7

In measuring how much Korean products influence on the sample population after watching Korean drama based on the question whether they would like to buy and use Korean products or not, most of the people exactly over 71.43 people out of 100 persons answered they have will to buy and use Korean products after watching Korean drama series. The products they are willing to buy and use is Korean cosmetics products (see figure). Practically, cosmetics products made by Korea become popular these days in Indonesia especially The Face Shop, Nature Republic, Innisfree, Laneige, and so on because of their good advertising skills and their models with perfect beauty and skin which can attract to Indonesia audiences.



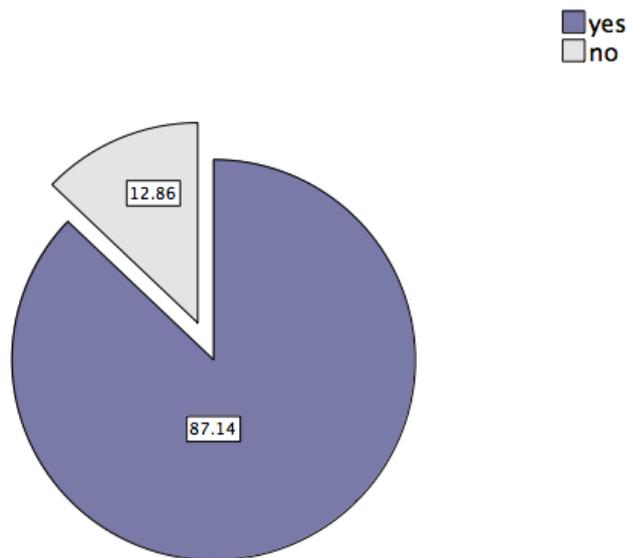
How many percentage of participants wish to visit Korea after watching Korea drama?

Figure 8



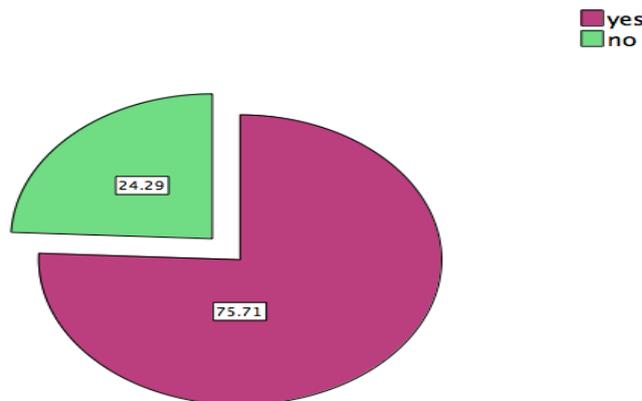
How many percentage of the participants have desire to learn Korean Language after Korean drama?

Figure 9



How many percentage of the population would like to try and enjoy Korean food after watching Korean drama?

Figure 10



How many percentage of the participants would like to understand Korea Culture after watching Korean drama?

Figure 11

When it measures the impact of Korean drama on youths from Indonesia, it is also based on 4 factors which they are willing to do after they watch Korean drama series. They are (1) visiting to Korea, (2) learning Korean language, (3) understanding Korea culture and tradition and (4) trying and enjoying Korean food after watching Korean drama series. The data in figure 8 mentions how many participants would like to visit to Korea after they watch Korean drama series. Over 67 percentages of the sample population answered that they would like to visit to Korea and would like to know about the country. According to data shown in figure 9, there is no significant difference between numbers of the ones who want to learn Korea

language and the ones who do not want to learn Korea language. Around 54 percentage of the population would like to learn Korea language while over 45 percentages do not have any intention to learn Korea language after they watch Korea drama series. However, over 75 percentages of the population would like to know and understand Korea culture and tradition (shown in figure 10). It can be said that Korea food is one of the most popular Korea product in our country among the youths because over 87 percentages of the total participants answered that they would like to try and enjoy Korea food after they watch Korea drama series (data shown in figure 11).

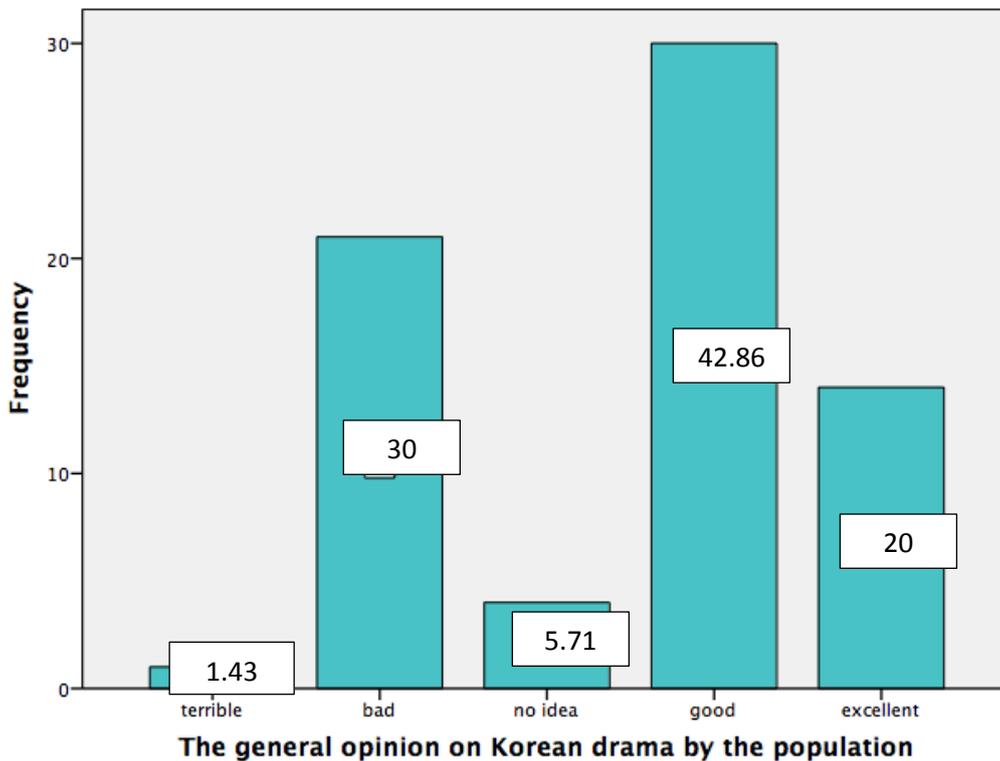


Figure 12

The survey also collects and measures the general opinion on Korea drama by the population. It can be seen that there is only 1.43 person who think Korea drama series are “terrible” while 42.86 people think that they are good. Therefore, it can also be said that most of the youths among the respondents think that Korea drama series are good and excellent for them and they are willing to support them and stand as their fan. (data shown in figure 12)

CONCLUSION

Right after the serious 1997 financial crisis in Asia, the Korean government started a new economic initiative targeting the export of Korean popular culture as the rebirth of the economic and business for the country. Therefore, President Kim Dae Jung, who informally called himself the “president of culture” implemented the Basic Law for Cultural Industry Promotion in 1999 by allocating \$148.5 million to the project to improve and export Korea popular culture. (Cai, J., 2011) In 2013, the export of Korean cultural products had reached the total amount of \$5.09 billion with an annual growth rate of 10.6 percentage. According to Youna Kim (2013), she points out that the Korea government sees the Korea wave as a way

to sell a dynamic image of the nation through soft power and in such way of cultural communication among the international countries.

Not only in powerful East Asia countries, but also in most Southeast Asia countries, Korean popular culture is a big trend these days. According to survey analyzed on university students from 3 universities in Surakarta, Indonesia, it can be seen that Korean drama series have big impact on their daily activities and lives. Among the 70 respondents in the survey, 40 female members and 30 male members actively participated in answering question for data collection. The survey significantly shows that not only female members but also male members also like Korean drama series a lot. For the male members, Korea fashion, food, Korean electronic products and etc. have more impacts on them while Korea cosmetics can influence on most female members. As the research illustrates, almost every people in sample population like Korean drama series and they watch daily even using online.

The research also mentions that the popularity of Korean Wave become a trend among the youths in Indonesia and it could also bring economic benefit such as exporting Korean cosmetic products, franchising Korean restaurants, establishing Korean fashion corners and so on. That is also the benefit resulted from the effect of media program from a country. According to the dataset in survey, it can be undeniable that impact of Korean Wave has become stronger and deeper on youths from Indonesia since over two decades ago and the trend has also been processing on their way of popularity in Indonesia.

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