

The Influence of Korean Drama on The Behavior of Housewife in Indonesia

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Abstract

Korean dramas nowadays never fail to appear on the social media homepages of women, from children, teenagers to young mothers and housewives. How drugged they are when they watch Korean dramas, both series and mini series. Drakor fever is often used as a nickname for its lovers. This study aims to describe the extent of the influence of Korean dramas on the behavior of housewives in Indonesia. The research method used is library research (Library Research) in which the author conducts a study and collects data sourced from the media of books, literature, notes, as well as relevant studies related to the research object to be studied. The results of this study are a discussion of what are the good and bad influences of the appearance of Korean dramas on the professionalism of a housewife. Abstract a maximum of 250—300 words. The abstract contains a depiction of the research you are running. The abstract contains a summary of the introduction, the problems studied, the methods you used, and explains the results and discussion of the research carried out.

Keywords: Korean drama, Behavior, Housewives

1. Introduction

Korea has received international attention due to its large entertainment industry which includes music, films and television dramas. Korean drama or also known as "K-drama" is one of the most popular and recognized entertainment products in the world. Korean drama is an art culture that refers to television dramas in Korea in the form of miniseries and uses Korean (Annisa F, 2019). Korean dramas are becoming more popular in other parts of the world such as Latin America, the Middle East and elsewhere (Tsaniyyata, 2015).

The development of Korean drama began in the late 1990s. At that time, many Korean dramas were only shown in the country and did not cause much attention. However, in the 2000s Korean dramas began to spread to various international markets, including in Indonesia and became a global phenomenon with the emergence of Drama Winter Sonata, Jewel In the Palace and Full House which achieved great success and became very popular throughout Asia (Syiffa A, 2023).

Korean drama or what we often call the abbreviation Drakor is a phenomenon of South Korean popular culture that has spread throughout the world, including Indonesia. Hallyu is an abbreviation of "Hanryu Wave" which means Korean wave. The term is used to refer to the South Korean fashion, drama and film music industry which is gaining popularity around the world. One of the biggest aspects of Hallyu is Korean drama which is enjoyed by many Indonesians. Korean dramas usually have an interesting storyline, heartwarming and funny scenes and extraordinary acting from South Korean actors and actresses (Putri. P, Rahayu & Ade IMD, 2020)

The Korean Wave, also known as Hallyu, is a cultural phenomenon that refers to the global popularity of South Korean culture, especially in East and Southeast Asia. It first appeared in the 1990s and since then its popularity has grown rapidly spreading to different parts of the world. The popularity of Korean culture is attributed to the quality of its entertainment products such as music television dramas and films which are known for their distinct aesthetic and storytelling style. The Korean wave has also spurred increased interest in fashion and beauty products for Korean-language cuisine. Korean pop or K-pop music has become a global sensation with bands like BTS and Blackpink gaining huge followings worldwide. Korean dramas have also become popular with many fans attracted by their unique plots and intense emotional themes (Fitri.A, Yodifa & D. Tranggono. 2022)

The Korean Wave has had a significant impact on the Korean economy with various industries benefiting from its popularity. The global success of K-pop has boosted the country's music industry and Korean dramas have helped promote Korean tourism. The success of the Korean Wave has also encouraged the Korean government to invest in the culture industry making it a core part of its national policy. Despite its widespread popularity, the Korean Wave has faced criticism for its sometimes problematic representation of Korean culture, placing too much emphasis on standards of physical beauty and the impact it has on the mental health of K-pop idols. Nevertheless, the Korean Wave has become a significant force in global popular culture that transcends national borders and reshapes the cultural landscape of the 21st century (Aikal F. 2022)

In recent years many Korean dramas have become global phenomena such as "Descendants of the Sun" Goblin and "Crash Landing on You". Not only that but many South Korean (K-pop) songs and music groups are also famous such as BTS Blackpink Twice and many more. Hallyu has had a positive impact on the economy of South Korea and also in Indonesia. Many tourists come to South Korea to visit K-pop drama shooting locations or concerts there. In Indonesia, Hallyu also has a lot of influence on youth culture and also increases interest in learning Korean (M. Alfi, 2023)

In Indonesia, Korean dramas began to enter in the early 2000s, Korean dramas are now never forgotten & always appear on the social media homepages of +62 residents, ranging from children, teenagers, adults, young mothers and housewives ladder. How intoxicated they are when watching Korean dramas, so the appearance of Korean dramas certainly has an impact/influence on Indonesian society, especially among housewives. Interesting storylines, strong characters, and high product quality have made Drakor very popular, in demand and loved by viewers in Indonesia. Many people in Indonesia have started learning Korean and are interested in visiting South Korea after watching these dramas.

Housewives or those who usually have the title of a wife have a very important role in a family. Most of the husbands' desire for their wives is to take care of the house and their children, because if the wife works the husband feels that the responsibilities and decisions of a household will be taken over because the wife's income may be greater than the husband's (M, Telaumbanua. 2018). According to Izumi et al (2018) explained that in addition to the level of stress experienced by housewives, the role of both parents and marital harmony has a significant effect on children's behavior.

This thinking causes the wives to only act as housewives who spend their time only at home. The daily activities of housewives who are only concerned with wells, kitchens and children sometimes make housewives feel bored, bored and not infrequently even housewives feel stressed with the various burdens of their household problems. Now, to divert all feelings of disappointment and fatigue, they have simple entertainment without having to leave the house and spending money, one of which is watching Korean dramas, which they can watch on television, as well as social media networks, which are currently being intensively penetrated into the technology industry in Indonesia.

Korean drama is an artistic culture that originates from television dramas using the Korean language in the form of miniseries and the story raises a human life (R. Rahmat, et al., 2022) The presence of Korean dramas in Indonesia is increasingly popular and has a considerable influence on society, especially mothers household. Korean dramas are not only entertaining but also have an influence on the cultural lifestyle as well as the mindset and behavior of housewives in Indonesia. Therefore this research was conducted to find out more deeply about the influence of Korean dramas on the behavior of housewives in Indonesia.

According to Wijanarko in Marlina Telaumbauna (2018), the term character contains three main elements, namely life values, personality values and integrity which represent spiritual or religious intelligence. Character is a picture of behavior that adheres to the principles of right and wrong, good and bad. Either explicitly or implicitly. So character can be defined as behavior, character image, heart which is based on knowledge of goodness, loving goodness which is manifested explicitly and implicitly. From the definition of character mentioned above, it refers to a person's behavior where that behavior has two characteristics, good and bad, right and wrong in relation to housewives who are addicted to watching Korean dramas. Therefore, this study discusses the influence of Korean dramas on housewives in Indonesia, which has two influences, namely good and bad influences.

This research has relevance or similarities with several other articles including: first, the article belongs to Rahmad Ramadhan, et al. (2022) entitled "The Influence of Korean Drama on the Ethics and Lifestyle of Semester VI Students of the Communication Studies Program, Faculty of Social Sciences, UIN Sumatra Utara" This article has similarities with the author's research, namely they both discuss the influence of Korean dramas, only here it is more ethics and lifestyle while the research subjects are students. While this research is on the behavior of housewives. Second, the writings of Rahayu Putri.P and Ade Irma N.D (2020) entitled "The Impact of Korean Drama (Korean Wave) on Youth Education" here the author emphasizes more on its impact on youth education. The third is Diana Anisa Fitri's thesis (2019) entitled "The Influence of Korean Drama on the Characters of PAI Students" which has the same relevance as the author but the difference is in the research subjects. The three studies have some similarities to the author's research entitled "The Influence of Korean Drama on the Behavior of Housewives in Indonesia", namely both discussing the phenomenon of the rise of Korean dramas and their influence on society in Indonesia, which differs only in the research subjects.

2. Research Methods

This type of research is descriptive qualitative using a phenomenological approach. The data collection technique is library research (Library Research) through books, literature, notes, and relevant studies. The data analysis technique uses data reduction by collecting and grouping existing data, after the data is collected, the data is sorted and then presented in the form of a narrative. The final step is to verify the data according to the truth. conclusions related to the purpose of this study (Miles & Huberman, 2018). This study aims to describe things or terms related to Korean dramas and to discuss the good and bad influences of Korean dramas on the behavior of housewives.

3. Results and Discussion

3.1 Definitions and Terms in Korean Drama

Drama is a story/problematics of life that is depicted through movements regarding character and behavior through acting in dialogues that are staged. Various kinds of drama that often appear on Indonesian television screens are Indonesian, Indian and Korean dramas (R, Rahmat., et al. 2022). Drama is a form or way of a country in introducing their culture to the whole community. It is intended that the country's culture can continue to be seen and will be imitated and can be preserved so that the country can increasingly exist and be cultured. Drama is often shown or staged both offline through stage plays, as well as through broadcasts on television. Apart from television, other social media also often bring up a drama story. According to Mendi EP (2022) Social media has such an important and influential role in the development and expansion of something that will affect the development of people's lives.

The results of hallyu culture which are very popular and loved by the world community, especially in Indonesia, one of which is Korean drama. Drama is a literary work designed to be staged by actors and actresses (Rohmanto, 2014). The term Hallyu is a term often used to describe the global spread of South Korean culture to various countries around the world around the early 1990s. Hallyu comes from the word Hanryu which means the Korean wave. Hallyu itself has some cultural content including K-Pop or pop music, television dramas or what we often know are Drakor, films, culinary, beauty, fashion, literature, language and other local cultures (Putri, P, Rahayu & Ade IMD, 2020).

Korean drama / K-Drama is a drama that tells the life of Korean people, both fiction and non-fiction, in Indonesia, abbreviated as Drakor. Through the development of communication and mass media, South Korean culture can be presented and enjoyed wherever we are and created a Korean wave or what is often known as the Korean wave (Khaerunnisa, 2019). Korean wave / Korean wave is a term used for the spread of Korean culture in various countries or how Korean culture influences culture in other countries. While Hallyu is a term used to describe the popularity of Korean culture from music, films, television dramas, cosmetics, and food throughout the world. Actually Korean Wave and Hallyu have the same meaning because both refer to the phenomenon of South Korean popular culture which has spread throughout the world. The difference lies only in its use. Korean wave is used domestically while hallyu is used in an international context.

Media in Indonesia, which is now being intensively penetrated by all levels of society in Indonesia, has a strong contribution to the entry of Korean culture or the Korean wave. One of the biggest influences on the influx of Korean culture is through Korean dramas which feature many of the characteristics of their culture. Febrianti, (2021) explained that there are several forms of Korean culture that are currently popular which have penetrated the social life of the Indonesian people, including first, K-pop Music (Boy Band & Girl Band) the fame of music and bands from Korea which are the largest contributor to the economy in South Korea, music and the songs

sound easy to absorb and more trendy. The country of Indonesia has favorite K-Pop Music Idols around the world including K-Pop from South Korea and has the most fans. According to F.A, Yodiva & T, Didik (2022) K-Pop stands for Korean Pop (Korean Pop Music) which is a type of popular music originating from Korea and is an integral part of the Korean fever (Korean-Wave).

Both culinary origins are Korean, there are many Korean foods that are trending in Indonesia because they often appear in Korean dramas and on the tiktok homepage of the Indonesian community, including Kimchi, Tteokbokki, Korean Garlic Bread, Dalgona Coffe, Kimbap, BBQ and some others (Nine Fridayani, 2020). And several other instant products such as Toppoki, Samyang, Corn Dog which are even sold around by street vendors.

Third, Korean fashion, Korean fashion is increasingly popular in Indonesia because it is much loved by young people who look like Korean artists. The appearance of a modern and free style makes Korean fashion more and more popular every year in Indonesia and even all over the world. The four popular languages and symbols from Korea, popular languages and symbols that are rife and viral in Indonesia at the moment are the expression of love "Sarangheyo" which is also signaled with fingers don't form love, expressions of greeting to someone "annyeong haseyo" these words sound light so that it is easily absorbed by the public.

At the beginning of the development of Korean culture in Indonesia, when Drakor lovers began to be curious about the actors and actresses, they eagerly sought information about their idols so that they also knew and idolized Korean singers, boy bands and girl bands. The fans began to imitate wearing Korean clothes, namely hanbok, learning to cook kimchi, and learning their language and in the end they were very proud of this and their curiosity about Korean culture increased (M Alimuddin., et al. Untan Pontianak)

Korean dramas are very popular in Indonesia and even around the world because Korean dramas have interesting storylines and sometimes provide moral messages that can be applied in everyday life. Drakor also displays a sweet and emotional romance so that most women are very interested. The characters shown are very strong and dramatic, making the audience get carried away as if they are part of the story.

3.2 The Positive Impact of Drakor on Housewives

For some people who don't really like Korean dramas, they will argue that Korean dramas only feature a romantic story and romance or romance genre, but in reality many Korean drama films are interesting because they discuss a job such as a doctor, legal specialist, CEO or there are even many Korean dramas that tell stories like our daily lives or slices of life (Putri A, 2021). From various searches by Korean drama researchers who are emerging and developing in Indonesia, especially for housewives who incidentally are so preoccupied with daily household chores, they get dizzy thinking about this, so watching Korean dramas will have a positive impact or influence on housewives. among them

First, to increase knowledge of Korean culture, Korean drama is a way or alternative media for learning as well as entertainment. Through Korean dramas, housewives can learn and gain some knowledge about language, culture, and the information presented in the drama (Rahayu P.P. 2020). such as: language, customs, food and traditions.

Both affect lifestyles such as make up and fashion, the appearance of actors and actresses who play Korean dramas is very popular with their fans. Apart from the good looks and beauty of the cast of Korean dramas, the appearance of make-up, style, style and fashion often becomes a trend and will be imitated by fans. This means that Drakor admirers have a better appearance than usual, especially among housewives who usually tend to style it as it is, messy and untidy. With Drakor, they gradually changed their appearance to make it more beautiful and classy, so that it was pleasing to the eye and the husbands were happy.

The third is for entertainment and relaxation, releasing fatigue, relieving stress, reducing anxiety, reducing psychological problems, and building self-confidence. Of course, all of these things are also an important part of psychological health. Korean dramas also help reduce the problems we are facing by watching the drama. their clothing, education and worship. So that even a full day sometimes is never enough time for them to spend taking care of the house and their children. Not to mention taking care of the husband which is the wife's obligation, even if you don't want to be tired, you have to be ready if you need it. Mothers are used to doing these things, but there are still times when a mother feels bored, bored, tired, not to mention there are problems in her family. It must make the housewives want to run around looking for entertainment here and there, but this will also reduce their time, energy, mind and finances. It's easy but really makes housewives feel happy, one of which is by watching this Korean drama.

The four life lessons such as, exemplifying good character, forgiving, caring for family and so on. The influence of the Korean drama this time has also had a positive impact on housewives apart from looking better, the characters and characteristics of mothers also tend to be better because they can imitate the life stories they watch in Korean dramas. After watching Korean dramas, mothers understand and can distinguish between good and bad things in life according to the characters in the drama so they can take lessons from what they see.

The five Communities (Shared Interests & Hobbies) will increase friendship between mothers, usually in their free time housewives often hold gatherings such as social gathering, picnics, shopping or just eating with their friends. When they are together, of course, mothers who like watching Korean dramas will be more intense in holding meetings, just to share Drakor stories, and even try to make Korean-style food that they often see or buy merchandise related to actors/ their favorite artist. Sixth, try new/creative things, such as: making Korean-style food and so on.

3.3 Drakor's Negative Impact on Housewives

The impact of IT advances and the need for it makes mothers never let go of small things called gadgets to communicate, make schedules, shop online, or just have fun in one of the applications. Meanwhile, fragments of Korean drama stories nowadays are never missed and always appear on social media homepages. This of course makes womenfolk, especially a young mother who has the title of housewife, curious about the continuation of the story. So that every free time they have time to watch the Drakor through TV, as well as cellphones that are milling about on social media homepages. In fact, not only in their free time, sometimes while doing homework, they can still watch the Drakor. This causes ineffectiveness in their homework, thus causing work to sometimes be neglected. Not only that, their attention is also inseparable from gadgets and TV so that their attention to their husband's family and their children is divided.

Some of the negative effects of Korean dramas on housewives in Indonesia are as follows: First, addiction. Housewives who have seen and enjoyed Korean dramas will usually be influenced and hypnotized by the story because they feel they are in the story, making them even more curious about the continuation continuation of the story. Apart from feeling that you are in the story, sometimes Korean dramas have their own charm because the stories have characters, contain unique stories that make you curious so that it makes mothers always want to watch continuously and the effects of watching Korean dramas for a long time are what make them drama addiction. So that in the end it makes them not focus on work and household matters because time is spent watching movies and the family gets less attention.

Both health, Often sitting in front of the TV screen, causes disturbances in the body's health such as eye muscle fatigue, red eyes, insomnia, and high expectations. Third, financial problems, with his addiction to Drakor causing a lot of expenses to buy concert tickets, merchandise. Copying style, fashion make up and excessive lifestyle will also affect finances

The bad influence caused by housewives who are addicted to Korean dramas also has an impact on the mother's professionalism in doing housework. In which almost all homework is messy, untidy and neglected due to not being focused and spending a lot of time watching Korean dramas. In addition to the condition of the house that is not taken care of, a housewife who is addicted to Korean dramas will gradually ignore the interests and rights of their children. Leaving children engrossed in their world without special monitoring which will lead to misuse of social media use and children's behavior is also irregular. This of course makes the household condition not warm because there are often conflicts between mother and child, especially here a husband also feels very neglected by his wife so that the household becomes less harmonious.

4. Conclusion

From the research above, it can be concluded that the inclusion of Korean culture, in this case K-Drama, has good and bad impacts for housewives in Indonesia, therefore we as parents must be wise to watch and consume Korean dramas so that we can also set a good example for our children. Thinking wisely in this case can receive the positive impact of the story and characters that are displayed, but remain realistic and not be swayed by negative influences that cause us to neglect taking care of housework, partners, children and family which causes household disharmony. This research focuses on describing the meaning of drama, the good and bad influences in watching Korean dramas based on the experience of the author and previous articles, it would be even better if further research focused on the real or real results of the influences of the Korean drama through interviews and others. Etc.

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