

The Effect of Addiction of Watching Korean Drama Series on Imitation Behavior of Adolescents

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ABSTRACT

Korean culture is one of the most popular cultures in Indonesia. This phenomenon is called the Korean Wave or Hallyu as a specific impact of Korean culture products, for example, Korean drama. Korean dramas' popularity raises a sense of addiction to Indonesian audiences, especially teenage Korean fans who still tend to have easily influenced characteristics and imitate their role models. This study aims to determine the effect of K-Drama viewing addiction on adolescent imitation behavior. In this study, there are two variables: the variable watching addiction and the variable imitation behavior using cultivation theory and social learning. The research approach is quantitative with the survey method. Respondent data processing tested valid, reliable, and normal. The data analysis technique used the analysis of the coefficient of determination (R^2), simple linear regression test, and T-test. The result on the watching addiction variable had the highest dimension, namely the attention dimension. This statement is strengthened based on the T-test results that viewing addiction (X) has a significant effect on imitation behavior (Y) so that H_0 is rejected and H_1 is accepted, meaning that the X variable affects the Y variable.

Keywords: *Addiction, Adolescence, Imitation Behavior, Cultivation Theory, Social Learning Theory*

1. INTRODUCTION

In the 2000s, Korean culture intensively demonstrated its existence throughout the world, including Indonesia. It is undeniable that Korean culture has become one of the cultures that are liked and accepted by many people; in other words, Korean culture is the current generation's popular culture. The phenomenon that occurs is a form of the Korean Wave, or in Korean, called Hallyu. The term Hallyu itself first emerged from a Beijing journalist's thoughts in 1999; this premise began when he felt that the existence of South Korean products was increasingly entering China. Then this phenomenon is referred to as the Korean Wave; according to Marinescu (2014), this phenomenon arises because of the specific impact of the products from the country of Ginseng in the form of films, music, food, fashion, or television media (Suryani, 2014) [1].

Based on researchers' observations, Indonesia is one of the countries in Southeast Asia that has received the impact of Korean Wave products such as K-Pop and K-Drama by offering a lifestyle from Korean culture. K-Drama itself is generally like Indonesian drama; however, both have differences in terms of episodes. Usually, Indonesian drama has thousands of episodes and the storyline that are different from the original theme. In that case, this contrasts to K-Drama itself, which has a consistent storyline and tends to only have episodes around 16-24. The difference between Korean drama and Indonesian drama made viewers who

were already bored with Indonesian drama eventually turned to K-Drama because the storyline was denser and not long-winded like Indonesian drama. Researchers observed that the increasing popularity of K-Drama shows in Indonesia made viewers addicted to stories in dramas. The actors or actresses who have beautiful faces with adequate acting skills add value to the drama's quality. So, it is not uncommon for the audience to be too carried away in the story and ignore the important activities that need to be done. Even to fulfill each episode's curiosity, the K-Drama audience will be willing to sacrifice sleep time and endure sleepiness to finish each episode.

The more often individuals watch shows, the faster they will affect the individual's behavior. Addiction to Korean culture such as K-Drama shows has a relationship with the emergence of imitation behavior of the audience, especially adolescents who have identification characteristics of their role models. According to Gerungan (2010), Imitation is an attitude of admiring someone as a role model. So, everything related to the role model will be followed in detail. This behavior will negatively or positively impact the fans' attitude (Marbun and Azmi, 2019) [2].

The National Population and Family Planning Board (BKKBN) Indonesia regulates that adolescent age is determined from a range of 10 to 24 years old. Adolescence is a period when individuals are looking for identity but tend to have unstable emotions. So, they are easily influenced by their surroundings. That way, adolescents' imitation behavior can be concluded, namely determining other

individuals to become their role models and becoming examples in behaving in society as a process of finding true identity.

The imitation behavior problem that arises from watching addiction, as described above, has a relationship with social learning theory, which reveals how mass media affects the audience or the ability to learn from others by observing the models presented in the mass media. So, it creates imitation behavior, namely by imitation exactly his role model as a result of learning. Hence, it is not surprising that K-Drama shows have a relationship with changes in adolescent behavior. This study aims to determine whether there is an effect of watching addiction on imitation behavior and the extent of this influence. Seeing this phenomenon, the researchers were interested in finding out the above questions as outlined in the study entitled "The Effect of Addiction to Watching Korean Drama Series on Imitation Behavior of Korean Fans of Adolescent (Study in Pontianak Korean Fans Community).

1.1. Related Work

The following is previous research on watching addiction and imitation behavior, which is used as a reference for the author in conducting this research as many as four references:

1.1.1. The Influence of Accessing Korean Wave on Imitation Behavior of Youth in Palu City

The research journal was written by Isnaini Nurul Lathifah, Achmad Herman, and Muh. Isa Yusaputra from Faculty of Social and Political Sciences, Tadulako University in March 2018. Volume 6 (2), ISSN: 2302-6790 (print), ISSN: 2541-2841 (online). This journal was about imitation behavior in Palu City adolescents due to the influence of accessing the Korean Wave with an explanatory quantitative research model. The theory used in this research is Uses and Effect theory and Social Learning Theory. There is a significant influence in the research results with a contribution value of 74% between Korean Wave access on imitation behavior. This study and the researcher's difference is that this research has differences in theory and research subjects. While the similarities with the author's research have similarities using social learning process theory, the research methods and research problems regarding imitation behavior are the same as the author [3].

1.1.2. The Influence of BlackPink Version of Shopee Ad Impression on Brand Loyalty of Jakarta Students

The research journal was written by Susilawati and Lusia Savitri Setyo Utami from the Faculty of Communication Sciences at Tarumanagara University in March 2020. Volume 4(1), EISSN: 2598-0777. This journal discusses exposure to Korean girl group advertisements, namely BlackPink at Shopee, on students' brand loyalty in Jakarta.

This study uses the concept of media exposure and brand loyalty with quantitative research methods. The research result shows that the variable of advertising exposure has an impact on consumers. The difference between this study and the author was in the object, subject, and selection of the Y variable. At the same time, the research equation lies in the concept used, namely media exposure, to measure the effect of variable X on variable Y. Last, the research method used is also the same [4].

1.1.3. K-Drama and the Spread of the Korean Wave in Indonesia

The research journal was written by Idola Perdini Putri, Farah Dhiba Putri Liany, and Reni Nuraeni from the Faculty of Communication Sciences, Telkom University Bandung, in 2019. Volume 3(1), ISSN: 2546-687X (print), ISSN: 2549-0087 (online). This study discusses the spread of the Korean Wave in the form of K-Drama in Indonesia. Other than that, that research uses a qualitative approach with historical methods, and the theory used is the theory of applying the historical method from Sjamsuddin. The Results in this study found that the role of K-Drama in the spread of the Korean Wave in Indonesia was significant. While this study has differences in terms of using a subject, object, and research method with the author and the similarities of this study, both examine the effect of K-Drama [5].

1.1.4. The Impact of Watching Korean Drama Dependence on the Behavior of Communication Science Students at Syiah Kuala University

The research journal was written by Herpina and Amsal Amri from the Faculty of Social and Political Sciences, Syiah Kuala University, in January 2017, Volume 2(2). this study discusses the impact of watching Korean dramas on communication science students' behavior at Kuala Syiah University. The theory used is the bandura social learning theory with explanative qualitative research methods. The study results impact students at the University of Syiah Kuala, such as changes in daily speech styles. However, not all students follow the style of dress like actresses or actors in dramas. This research has differences in the method and research subject with the author, while the similarities are having the same theory used, the object, and the research problem [6].

1.2. Our Contribution

This paper presents a discussion of the influence of addiction to watching Korean drama series among adolescents on the emergence of imitation behavior based on the problems that will be compiled by the researcher as well as the hypotheses used to complement the data or temporary answers to the researcher's questions. This question's hypothesis consists of watching addiction has a significant effect on imitation behavior or watching

addiction has no influence on imitation behavior. The research under study aims to determine whether viewing addiction impacts imitation behavior and to what extent is the significant influence of viewing addiction on adolescent imitation behavior. Thus, the study results are expected to increase insight and understanding of the effects of viewing addiction and help the surrounding audience recognize the impact of viewing addiction. Also, the research results are expected to contribute to the development of communication science in mass communication, and the study of the effects of mass communication or can be a source of information or a reference for readers to complete the same research as the author.

1.3. Paper Structure

The paper is structured in 5 sections as follows: Section 1 introduces the research problems and the preliminary research used by the author in this study. Section 2 author describes the theory used in the study. Section 3 explains the methods the study uses in determining, collecting, and processing research data. Section 4 is the findings and discussion based on processed data and is linked to the theory used in the research. In section 5, the author draws an overall conclusion regarding the study carried out then followed by acknowledging the author's origin of institution. Last was references included in this paper.

2. BACKGROUND

2.1. Cultivation Theory

George Gerbner (1969) argues that "cultivation theory is a theory about planting, or it can also be called enrichment" (Junaidi, 2018:43) [7]. Meanwhile, according to Miller (2002:270), cultivation theory is the effect of continuous television broadcasting to form a perception in individuals about how to see the world from their point of view through images displayed on a television (Surahman, 2016) [8]. Cultivation theory categorizes two types of television viewers with conflicting characteristics: (1) light viewers, namely ordinary viewers who only watch television for less than two hours. (2) heavy viewers, namely viewers who spend at least four hours watching time a day (Zuhrim et al. 2020) [9]. The concept of addiction assists this theory in watching, mass communication, and mass media.

Definition 1. (Addiction to watching) addiction, according to (Ayu and Saragih, 2016), is a person's feelings and behavior towards something she or he wants, which causes an action to use in a way to fulfill his wishes [10]. According to Rosengren (in Kurniawan, 2012:7), three factors of the relationship between media and audiences can be measure through (1) frequency, (2) duration, (3) attention (Aprillia and Listiani, 2019) [11].

Definition 2. (Mass communication) mass communication, according to Tambunan (2018), is communication that occurs through mass media intermediaries, both electronic

and printed, which can be shared with several people at once [12].

Definition 3. (Mass media) according to Bungin (2006:52), "mass media is defined as a medium of communication and information that disseminates information en masse and can be accessed by the public at large. In terms of meaning, mass media is a tool or means to disseminate news content, opinions, comments, entertainment, and so on" (Habibie, 2018:79) [13]. According to Hikmat (2018), mass media includes print media, electronic media, and social media [14].

2.2. Social Learning Theory

Social learning theory was put forward by Albert Bandura (1977) to explain how mass media influences the audience (Hikmat, 2018) [14]. Meanwhile, according to Laland and Rendell (2019), social learning theory is the ability to learn from others (Hikmat, 2018) [14]. Lesilolo (2018: 190) states that "the learning point from all of this is vicarious experiences. Although humans can and have learned a lot from direct experience, they learn more from observing the behavior of others" [15]. According to Bandura (in Kusuma, 2012), four processes influence the emergence of imitation behavior, namely: (1) the attention process, (2) retention, (3) the motor reproduction process, (4) the motivation process (reinforcement) [16]. This theory is assisted by the concept of imitation behavior and the concept of adolescence.

Definition 1. (Imitation behavior) imitation behavior, according to Sella (2013), is behavior that arises from the results of imitating an individual towards an idol by following entirely the same [17].

Definition 2. (adolescence) according to Gerungan (in Kusuma, 2012), aspects of the emergence of imitation behavior in adolescents, namely: (1) attention to something to be imitated, (2) admiration, (3) social appreciation [16].

3. METHODS

In this study, as authors, we used quantitative and survey methods as data collection techniques. According to Siyanto and Solik (2015), the survey method is used to obtain data using a questionnaire [18]. The authors chose to use questionnaires that had been systematically compiled in the google form and distributed to respondents to be answered via the internet and social media. The population in this study was 130 members of the Korean Fans Community Pontianak. In determining the number of respondents required in this study, the author uses the Slovin formula with an error percentage of 10%; the result is 57 respondents as a sample representing the population. The author determined 57 respondents who had the right to be the sample through a nonprobability sampling technique with a purposive sampling approach. According to Sugiyono (2013), purposive sampling is a sampling

technique based on the consideration of particular criteria determined by researchers, namely members of the Pontinaka Korean Fans Community aged 10 to 24 years old as determined by the National Population and Family Planning Board (BKKBN) Indonesia [19].

The data processing technique uses the Statistical Product and Service Solutions (SPSS) program version 20. Before conducting data analysis, the researcher test the validity of the data that has been collected through validity, reliability, and normality testing. Then enter the stage of data analysis techniques used by researchers to answer research questions or prove the hypothesis, namely the Coefficient of Determination (R^2), Simple Linear Regression Test, and T-test.

4. FINDINGS AND DISCUSSIONS

There are two variables in this study: variable X (watching addiction) as an independent variable and variable Y (imitation behavior), which is the dependent variable. This study aimed to determine the effect of the independent variable on the dependent variable by distributing questionnaires via google form to 57 samples determined by the researcher following the established criteria. Then, the data processed with the help of SPSS version 20. This study has 30 statements consisting of 12 statements of variable X and variable Y of 18 statements. Before processing and analyzing the data, the researcher tested the data's validity by processing the respondent's data with data validity, reliability, and normality techniques.

Table 1. Validity test results

Variable	R-Count	R-Table	Explanation
X.1	0.677	0.266	Valid
X.2	0.619	0.266	Valid
X.3	0.378	0.266	Valid
X.4	0.466	0.266	Valid
X.5	0.672	0.266	Valid
X.6	0.653	0.266	Valid
X.7	0.650	0.266	Valid
X.8	0.625	0.266	Valid
X.9	0.513	0.266	Valid
X.10	0.299	0.266	Valid
X.11	0.371	0.266	Valid
X.12	0.271	0.266	Valid
Y.1	0.585	0.266	Valid
Y.2	0.398	0.266	Valid
Y.3	0.358	0.266	Valid
Y.4	0.426	0.266	Valid
Y.5	0.450	0.266	Valid
Y.6	0.433	0.266	Valid
Y.7	0.604	0.266	Valid

Y.8	0.772	0.266	Valid
Y.9	0.778	0.266	Valid
Y.10	0.512	0.266	Valid
Y.11	0.767	0.266	Valid
Y.12	0.625	0.266	Valid
Y.13	0.582	0.266	Valid
Y.14	0.721	0.266	Valid
Y.15	0.494	0.266	Valid
Y.16	0.748	0.266	Valid
Y.17	0.718	0.266	Valid
Y.18	0.323	0.266	Valid

Based on the results of the validity test in table 1, it can be concluded that as many as 12 items of statements of the watch addiction variable (X) and 18 items of statements of the imitation behavior (Y) variable have a value of $r\text{-count} > r\text{-table}$ which means a total of 30 statements of the two variables are declared valid.

Table 2. Reliability test results

Variable	Number of statements	Cronbach Alpha	Reliability
X	12	0.801	Reliability
Y	18	0.895	Reliability

Based on the calculations in Table 2, it can be concluded that all statements in the questionnaire are declared reliable because they have a Cronbach's Alpha Value > 0.6 .

Table 3. Normality test results

One-Sample Kolmogrov-Smirnov Test	
	Unstandardized Residual
Kolmogorov-Smirnov Z	1.136
Asymp. Sig. (2-tailed)	.151

Based on Table 3, normality testing is used to measure whether data is normal or not. If the significant value > 0.05 , then the data is normal and vice versa. The test results above show a significant value of 0.151; then, data is declared to be normally distributed because it is greater than 0.05.

The data validity test is shown in Tables 1, 2, and 3. In the next stage, the researcher carried out data processing and analysis techniques to answer research questions and prove the hypothesis. Data processing and analysis techniques start with the Coefficient of Determination (R^2), Simple Linear Regression, and the t-test as follows:

Table 4. Test of the Coefficient of Determination (R²)

Model Summary		
Model	R	R square
1	.842 ^a	.710

a. Predictors: (Constant), Watching Addiction

Based on Table 4, the coefficient of determination (R square or R²) is 0.710; this means that the influence of the independent variable (watching addiction) on the dependent variable (imitation behavior) is 71%. Meanwhile, the remaining 29% showed that other factors influenced imitation behavior.

Table 5. Simple Linear Regression Test

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	5.272	5.964
	Watching Addiction	1.353	.117

a. Dependent Variable: Imitation Behavior

According to Sugiyono (2015), a simple linear regression test is used to determine the relationship between the independent variable (X) and the dependent variable (Y) [20]. The simple linear regression equation is formulated as $Y = a + bX$. So, based on Table 5 above, it is known that the constant (a) value is 5,272 while the value of variable X (watching addiction) is 1.353. Thus, the regression equation is $Y = 5.272 + 2.353 X$.

Table 6. t-Test

Coefficients ^a			
Model		Unstandardized Coefficients	
		t	Sig.
1	(Constant)	.884	.381
	Watching Addiction	11.595	.000

a. Dependent Variable: Imitation Behavior

According to Sugiyono (2013), the partial test (t-test) is a technique to test the effect of a significant relationship between the independent variable on the dependent variable [19]. To find the t table, could use formula $df = n$ (many respondents) -k (many variables). The results on the t-table obtained are: $t(0.05 / 2 : 57-2) = t(0.025 / 55) = 2.004$ (seen in t table). Based on Table 6 above, it is known that the results of t count are 11,595 and t table is 2,004, so that t count > t table, then the value of sig is 0.000 (< 0.05). In the t-test results, H₀ is rejected, and H₁ is accepted, meaning that the X variable (watching addiction) affects the Y variable (imitation behavior).

The study results show that there is an influence between the independent variable (watching addiction) on the

dependent variable (imitation behavior). This is indicated by the t-test results in table 6, which has t-count > t-table and sig-value < 0.05. So, H₀ is rejected, and H₁ is accepted, namely, "watching addiction has a significant effect on imitation behavior." This means that imitation behavior in adolescents Korean fans is significantly influenced by addiction to watching Korean drama series. This is in line with the interconnected concept of mass communication and mass media. According to Brittner (1980), mass communication is the process of delivering communication messages through the media as support (Halik, 2013) [21]. The mass media device used is electronic media in television, which has the most influence on human life (Hikmat, 2018) [14].

Table 7. Respondents Watch More Than 4 Hours a Day

Number	Scale	Frequency	Percent
1	Strongly Disagree (1)	7	12.3%
2	Disagree (2)	3	5.3%
3	Neutral (3)	9	15.8%
4	Agree (4)	9	15.8%
5	Strongly Agree (5)	29	50.9%
Total		57	100%

Referring to the respondents' answers in Table 7, 29 respondents strongly agree, and 9 agree that they watched Korean drama for more than 4 hours. So, that cultivation theory is categorized as heavy viewers (Zuhrim et al. 2020) [9], meaning that individuals who have been in the heavy viewer category have been classified as addicted to watching. Based on that data, it can be seen that 38 of the 57 respondents are classified as addicted to watching. According to Aprillia and Listiani (2019), public behavior in using media is related [11]. Therefore, to measure the relationship between media and audiences in explaining watching addiction, it can be measured and described through the concept of viewing addiction. Individuals who experience watching addiction have three levels as defined by Rosengren (in Kurniawan, 2012:7), which is seen through frequency (routine), duration (time-consuming media content), and attention (level of attention when using media) (Aprillia and Listiani, 2019) [11].

Based on the researcher's data, attention is the highest dimension in the watching addiction variable. This explains that with the attention dimension, the level of individual attention in using media affects imitation behavior among Korean fans who like Korean drama series. According to Gerungan (in Kusuma, 2012), this has continuity with the concept of adolescence, that the aspect of imitation behavior emerges in adolescents, namely attention to something to be imitated, admiration, and social respect [16]. According to Nielson's survey data, Korean drama is a popular spectacle now, including teenagers because the story's theme is light, unique, and varied. It can be used as a daily spectacle for

Martiana (in Syahputri, 2016) [22]. The results of the Nielson Survey are in line with the respondent's statement data in Table 8, namely that 22 respondents agreed and 31 strongly agreed that watching Korean drama because of the exciting and unique storylines, as follows:

Table 8. Respondents Watch Due to Interesting and Unique Storylines

Number	Scale	Frequency	Percent
1	Strongly Disagree (1)	0	0%
2	Disagree (2)	0	0%
3	Neutral (3)	4	7%
4	Agree (4)	22	38.6%
5	Strongly Agree (5)	31	54.4%
Total		57	100%

Furthermore, the step to find out the emergence of imitation behavior can be through Social Learning Theory, which explains that the initiation process occurs through vicarious experiences (unexpected experiences) that come from observing people's behavior as described by Lesilolo (2018). Humans can and have learned a lot from direct experience, but they learn more from observing their peer models' behavior. This observation is carried out through impressions in the mass media. So, it affects the behavior that appears in their audiences [15]. This observation is carried out through appearances in the mass media. So, that it affects the behavior that appears in their imaginations, such as the date in Table 9 as many as 20 respondents feel agree and strongly agree that they often follow dress styles of actors or actress in Korean drama as follows:

Table 9. Respondents Often Follow Dress Style of Actors or Actress in Korean Drama

Number	Scale	Frequency	Percent
1	Strongly Disagree (1)	0	0%
2	Disagree (2)	0	0%
3	Neutral (3)	4	7%
4	Agree (4)	22	38.6%
5	Strongly Agree (5)	31	54.4%
Total		57	100%

According to Bandura (in Kusuma, 2012), the process of observing his role model can be followed through the attention process, the retention process, the motor reproduction process, and the motivation process [16]. This is under the description of the concept of imitation behavior according to Sella (2013), namely behavior that arises from the results of imitating individuals against idols by

following them completely the same [17]. Analysis of the answer of respondents that have been collected, most respondents agree and strongly agree that the attention process, retention process, motor reproduction process, and motivation process will give rise to imitation behavior influenced by watching addiction. This is following with Parwadi's statement (in Syahputri, 2016) that the audience's modeling or imitation behavior is a result that is influenced by Korean drama shows [22]. Last, based on gender in the study, there were 19 male respondents and 38 female respondents. Thus, researchers can assume that addiction to Korean drama tends to occur in women. This is also reinforced by a survey conducted by the Korean Tourism Organization in 2011 that 90% of Hallyu fans are women (Syafriana, Permatasari, and Dara, 2016) [23]. As well as research results from the National Institute of Education Singapore by Brenda Chan and Wang Xueli in 2011, Korean drama became a means of reflexivity for women in their daily lives (Islamiyati, 2017) [24].

5. CONCLUSIONS

Based on the research results obtained to know the effect of viewing addiction on imitation behavior of Korean fans. So, the researchers concluded that there was an effect of watching addiction on imitation behavior. The T-test proves the hypothesis on the research question is accepted; namely, H0 is rejected and H1 is accepted, meaning that viewing addiction significantly affects adolescents. For future researchers who will discuss topics similar to this research, the author provides suggestions to explore further what factors influence imitation behavior or expand research variables and research object to obtain more accurate and better results.

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