

The Reception Audience of the Woman's Beauty in Korean Drama

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Abstract—Standardization is conveyed through the media, which is often able to manipulate someone as a form that must be followed by the audience. Therefore, this research aims to explore the concepts of beauty in the minds of the Korean drama viewers. This study uses a qualitative method, with an audience reception approach. Data collection techniques are: in-depth interviews, field observations and literature studies. The result is that people choose to consume drama by considering the storyline, filling their free time, actors and cinematography. Most of the informants stated that their actors were beautiful and wanted to be like them. There are also people who are willing to save their money to buy makeup and clothes made in Korea so they can be like them. It can be said that they are in the category of dominant position and negotiate the position of hegemony.

Keywords—*beautiful women; Korean drama; audience reception*

I. INTRODUCTION

South Korea is one of the countries which has been successful in developing its culture compared to many countries. Korean Wave or Hallyu spreading to other countries in Asia and in the world started in the 1990s. This invasion of Korean culture began with the popularity of Korean dramas such as Winter Sonata (the drama which has a story about the young man who is talented in music but he lost his memories), Jang Geum (tells about palace chef's journeys and experiences who became a famous drug expert.) and other dramas. Until finally, Korean dramas began to spread throughout the world. It can't be denied; Korean dramas can control many people around the world. Not just only that, nowadays almost all of the entertainment produced by South Korea seems to be one of the world's cultural industries.

Talking about entertainment, actually it does not merely function as entertainment. But now, the entertainment is a commodity that becomes an ideological system that has its own values autonomously, including drama. The idea in the drama with everything added to it seems to be transformed into a prevailing ideology that goes into the minds of its audience. A

certain lifestyle is then born. The lifestyles portrayed by Korean dramas have been followed by teenagers. They imitate what they see, starting from the hairstyle to the clothes of Korean celebrities [1]. The same thing has happened in Indonesia.

Every day people see a lot of information from a variety of different media. With the development of technology, people easily consume a lot of media at once. Stanley Baran and Dennis Davis in West and Turner, argue that "the media has become a major tool in which we have all experienced or studied many aspects through the world around us" [2]. Whereas, many of us do not realize that the media is infiltrated by certain ideologies, including the ideology owned by the elite.

Stuart Hall states that the media is a powerful tool for the elite. The media functions to communicate dominant ways of thinking, regardless of the effectiveness of these thoughts. The elite or the rulers offer certain standards. Then we feel "tempted" to follow the standards conveyed by the media as well as the standards of beauty provided by the media for the public.

When this standard is accepted or followed, it is easier to persuade others to meet this standard. For example, women's persuasion to be beautiful. Women will be filled with the information from all directions that they are in an imperfect condition. For example, they are not tall enough, not pretty, their eyebrows are not thick enough, their eyelashes are not pliable, their hair is not good enough, and her stomach is too prominent and so on. Then it will be easy for women to be persuaded to follow these standards, even though the standard is not clearly indicated, as it is hidden in Korean drama stories.

The reference in this study is the first study conducted by Do Kyun Kim, et al. The title of this research is "Television Drama, Narrative Engagement, and Audience Buying Behavior: The Effects of Winter Sonata in Japan," [3]. This article investigates the Japanese audience's perception of the narrative Winter Sonata and how these perceptions affect their

purchased behavior of "their madness in" Winter Sonata, such as clothing, cosmetics, DVD / CD program, a trip to Korea, others. By using qualitative and quantitative methods, this study found that drama was popular by Japanese audiences especially in handling its narrative. Furthermore, the audience's perception of the quality of the narrative can be found to predict whether they will buy or not the product mentioned at Winter Sonata.

The second study was used as a reference for research on the construction of beautiful cross-cultural meanings in advertisements in American, Singapore and Taiwan women's magazines. Research conducted by Katherine T. Frith et al. took the title of "The Construction of Beauty: A Cross-Cultural Analysis of Women's Magazine Advertising" [4]. As part of the media, advertising has a unique opportunity to learn how beautiful is ideal for culture. In this study analyzing ad content in women's clothing magazines and beauty magazines in Singapore, Taiwan and the United States. To compare how beautiful, it is depicted and find the real differences in the description of women in the United States and from 2 other Southeast Asian countries. In addition, Asian ads are predominantly dominated by cosmetics advertisements and beauty equipment advertisements, while America is dominated by clothing advertisements. These findings indicate that beauty in the US can be built more in terms of "body", while in Singapore and Taiwan the determining factor is more related to beautiful faces.

The 3rd research reference is "The Effectiveness of Brand Placements in Movies: Levels of Placements, Explicit and Implicit Memory, and Brand-Choice Behavior," written by Moonhee Yang (Munwa Broadcasting Corporation, Seoul, Korea) and David R. Roskos-Ewoldsen (Department of Psychology, University of Alabama, Tuscaloosa) the results of his research Product placements within a movie are often treated as a binary variable: either they are present or absent [5]. However, placements can occur at many different levels ranging from a simple background prop to the product being an instrumental part of the story. The influence of 3 different levels of brand placements on explicit and implicit memory for the brand, implicit choice behavior, and attitudes toward the brand were examined. The results confirmed that levels of brand placements influence recognition of the target brand and attitudes toward the brand. On the other hand, simple placement of the brand within the movie influenced implicit memory and the implicit choice task. The implications of the current study's findings were discussed.

The fourth research reference relates to cultural values in advertisements entitled "Conveyed through celebrity endorsers Cultural values: a content analysis of chinese television commercials" [6]. The researcher is Zhen Sun from Macau University of Science and Technology. This study conducts content analysis to ascertain the main value of the use of artist stars and non-artists on television commercials as well as their artist character and cultural values. The results show that advertisements using Chinese artists are dominated by artists from Greater China Region (Mainland China) and mainly promote modern and utilitarian values. there is a pattern that shows the relationship between celebrity endorser and local

cultural values and this has implications for advertising in China.

The fifth research reference is "Fair and Lovely: Standards of Beauty, Globalization, and the Modern Indian Woman", written by Rebecca Gelles [7]. With the expansion of globalization in the modern era, ideas from individual cultures are more easily able to spread to other parts of the world. One set of cultural standards that may be spreading to India is that of beauty, where a media with an increasingly Western style shares television space with advertisements from corporations that are often foreign in origin. This study seeks to examine exactly what influence this globalized media has on its viewers, and, in particular, on their perspectives on beauty. In addition, since the ability to conform to cultural standards affects how people view themselves, this study will scrutinize exactly what effects these standards of beauty have on the women being measured against them. Most of the data gathered in this study was collected from residents of the city of Delhi, with supplemental information collected from residents of Jaipur, from previous studies on related issues, and from the media itself. The findings of this study are that cultural standards of beauty in India are narrowing and conforming to more international standards, and that these changes are causing new physical and psychological problems to be introduced into Indian society.

II. METHOD

This paper is based on qualitative research, using the audience analysis reception method. Reception analysis is not just what the media do to the audience, or even what the audience does to the media. But, on how media and audiences interact with each other as agents. When carrying out this interaction process there is mastery from the first party to the second party without realizing it. But there will be no mastery of other parties without the ability of the audience to receive messages and compare them to the meanings that have been stored in their minds. When we receive messages from others, we encode these messages based on our perceptions, thoughts, and past experiences. For example, when we interpret the beautiful message of this woman, it depends on some behaviors in her mind, her experiences, and the thoughts of the recipient of the messages that can be obtained from anywhere including the media she usually consumes the datasets used in these studies are used: deep interview, focus group discussions and literature studies.

III. RESULTS AND DISCUSSION

Hallyu or Korean Wave is the term for the spread of popular products from South Korea that are growing globally in many countries. It could be films, songs, and dramas. One of the variants is drama which is the most watched spectacle in Indonesia. Even more surprising, not a few spectators scattered throughout the world were so interested that they could not wait to be faithful to wait for the next episode to be uploaded on the site. Many of them fell in love watching Korean dramas for various reasons. One of them could be because of the beauty and good looks of the players or actors in Korean drama. Moreover, the meaning was created because of watching or reading and processing media texts.

From this research, Korean drama, Romance or Romance Comedy, are the most popular genres. These genres are very popular among teenagers to adults as well as informants interviewed. While the most recommended Korean dramas by informants (during this research period, beginning in 2018 to near the end of 2018) include:

- What's wrong with Secretary Kim
- Reply 1988
- Goblin
- Evil Detective
- I'm not robot,
- While Where You Sleeping
- Hwayugi

From the research results, the reasons why people watch Korean dramas are:

- They want to see the players (actor / artist) that are beautiful and handsome
- The flow of the story is interesting and unpredictable
- Filling in leisure time
- Good cinematography

Because of the reasons above, the informants can spend hours in front of their laptop or smartphone to access Korean dramas. They have the habit of watching different dramas. One informant, Liya, could spend up to more than 12 hours when on weekends. They were able to watch a drama with a long duration because the story was interesting; it made them curious, and because the story was almost done.

The beauty of women in Korean dramas studied was seen in 2 dramas namely "Oh my Venus" and "What's wrong with Secretary Kim".

The first drama to be discussed was the drama "Oh My Venus". The drama series aired on KBS2 (Korean Broadcasting System). These 16 episodes began on November 16, 2015 to January 5, 2016. Drama Oh My Venus (OMY) was played by male lead So Ji Sub (as Kim Young Ho / John Kim) and the female lead is Shin Min Ah (as Kang Joo Eun / KJE). The drama, directed by Kim Hyung-suk, revolves around a woman who works as a lawyer whose self-confidence begins to fall after a change in body shape gets fatter and loses her lover. Then met with a personal trainer artist who was believed to be able to help him lose weight and be as beautiful as before school. The reason for liking the drama "Oh My Venus" are:

- Love the players,
- Motivating,
- Funny,
- The story is interesting and not monotonous,
- The drama makes a smile and fantasizes about the many scenes depicted in the drama.

In the drama "Oh My Venus", there are two main characters Kang Joo-Eun (KJE) and Oh Soo-jin. Kang Joo Eun (KJE) is a lawyer, she is portrayed as a fat woman, white skin, and bespectacled woman. She tried to be beautiful again by trying to manage her body, because after being a fat person she became insecure. While the second actor Oh Soo Jin is a woman who in college was fat but later turned very slim. After being slim she felt beautiful and her confidence increased. Oh Soo Jin also happened to be a friend of KJE. Now she is her boss and her new boyfriend of KJE's ex-lover. The description of beautiful women in this drama is white skin, tapered face, dimpled, pointed nose, straight haired and slim body (thin body).

Whereas the second drama is "What's wrong with Secretary Kim" (김비서 가 왜 그럴까 or Kimbiseoga wae geureolkka) is a Korean drama series that airs on TVN Korea from June 6 to July 26, 2018. The main cast is Park Seo Joon and Park Min Young. This is based on a web novel of the same name by Jung Kyung-yoon which was first published in 2013, which was serialized into a comic in 2015. The series was later made a television drama titled What's wrong with Secretary Kim.

"What's wrong with Secretary Kim" managed to get a high rating. According to Nielsen Korea as reported by Soompi, this drama managed to get an average rating of 7.7% for the national territory [8]. The drama is a romantic comedy genre that revolves around the narcissistic vice chairman of a large company, Lee Young-joon, and his very capable secretary, Kim Mi-So. A misunderstanding arose when Secretary Kim announced she would resign from her position, after working for Lee Young-joon for nine years. Her resignation which was felt suddenly caused a big question mark for the vice chairman and tried to find out what really happened.

According to the informants, the fondness for Korean drama is due to the following:

- The story is funny,
- The story is light, romantic and not long-winded,
- Unique characters are played.

The two prominent female casts in the Korean drama "What's wrong with Secretary Kim" are the main cast Kim min so and the supporting actor Bo se ra. The informant likes the female cast in this drama because her acting is good and the characters are beautiful. The Main Female Actor was played by Park Min-Young, who acted as Secretary Kim Min So who had worked for 9 years as deputy secretary to the head of a large company. Kim Min So has a pretty face, beautiful smile, pointed nose, slim body, beautiful legs, mature, calm, graceful and elegant appearance. When something happened he moved quickly but still looked calm and graceful. The Maid Role played by Hwang Bo-ra who plays Bong as an employee, the flirtatious, nosy Yoomyung Group wants to stand out from among her friends and look attractive to attract the attention of many male employees including their bosses.

From this drama we can draw conclusions from beautiful characters portrayed in the secretary. Beautifully depicted with

a white face, sharp nose, slim body (thin), natural makeup, long straight hair, but the impression of beauty is more prominent in her horsetail hair that gives a graceful impression. Besides that, the beauty of women in this drama is also shown by a slim body, beautiful legs, being graceful, calm, deft, mature, elegant and modestly dressed. Natural makeup is also a matter of concern to describe the beauty. Because it was the informant's concern for Bong Se-ra's make-up, which looked excessive make up because she chose to use sharp and striking makeup colors. According to the informant, that made her not beautiful (unpretty) in this drama.

This research uses audience reception analysis which focuses on how audiences understand the media. Referring to the results of the study, there are several categories of interpretations of audience reception, including [9]:

A. Dominant Hegemonic position

The standard categorization of Korean beauty seems to have been agreed upon and followed by audiences, namely having the form of a Tapered face, white skin, pointed nose, and a slim body shape and beautiful legs. The figure of the woman in the drama was considered to have succeeded in representing the standard of beauty coveted by women, especially for Korean women.

- Fair skin
- A small body that tends to be thin (slim)
- Pointed nose
- The face of Tire
- Diligently take care of yourself with exercise and a diet

The Audience who enter the dominant hegemonic position are loving natural Korean style treatments. They even use Korean products to take care of their beauty and skin care. They chose Korean products in the hope that they have the beauty like the Korean women who appeared in the dramas they watched. This means that what was done by the elites (who controlled the media) managed to offer the "standard" to the less powerful. Thus this "standard" becomes a reference for audiences to choose and consume certain products to realize their hopes of becoming women as described in Korean dramas.

B. Negotiated Position

Informants who watched Korean drama also experienced a process of negotiating meaning. Some things are accepted but there are other things that are not accepted. As stated by a number of informants who agreed to be beautiful, they were described but using self-care. They reject some concepts carried out by some Korean women to get beautiful through plastic surgery or other actions that change the body.

The informant, who was in a negotiated position, is only a connoisseur and admirer of beautiful women in the drama. Without feeling the need too many treat their bodies to get Korean women face as they watch. For example, they do sports and diet as a form of self-care.

This grouping is as conveyed by Hall that an audience encodes the message through 3 points of view or position, namely dominant-hegemonic, and negotiated and opposition [2].

IV. CONCLUSION

Korean dramas that present beautiful artists, with all their lifestyles make Indonesian women also enchanted by their behaviors. It is not surprising if later they have a reflection of the ideal beautiful female figure they want is like they found in Korean dramas. The success of Korean dramas cannot be separated from creativity and imagination, which is supported by beautiful actors and artists. The beauty of Korean artists supports the culture in their daily activities. The story was delivered smartly, lightly and not verbally which came out of the theme that was built. So it makes the Indonesian people liked it.

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