

## **Analysis of The Psychological Impact on The High Intensity of Watching Korean Dramas on Responsibilities As A Student**

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### **Abstrak**

Korean fever (Korean wave) has now entered Indonesia. This is due to the spread and influence of Korean culture in Indonesia, especially from Korean dramas that appeared in 2002 which are much loved by teenagers. From watching Korean dramas, viewers know a lot about culture or fashion trends in that country. Apart from that, watching this drama is quite time-consuming because this drama has an average of 14 to 16 episodes in each title so that it can lead to neglect of other activities. The purpose of this study was to find out whether there is a relationship between responsibility as a student and high intensity watching Korean dramas. The object of this research is students each semester at the Syarif Hidayatullah State Islamic University Jakarta. This research is a quantitative research using data collection techniques using a questionnaire. The assessment of this study is divided into 4 categories, namely, strongly disagree, disagree, agree, strongly agree. The results of this study indicate that there is a relationship between responsibility as a student and high intensity watching Korean dramas.

Keywords: psychological impact, intensity of watching, responsibility

### **A. Preliminary**

Students are part of a group that often encounters stress or depression<sup>1</sup>, college assignments and organizations can be factors that cause students to experience stress. Therefore, it takes a moodbooster or encouragement for students to make the mood better, so that they are more enthusiastic in carrying out their responsibilities. Watching Korean dramas can make your heart and situation better. Students who often watch Korean dramas tend to put aside their assignments and other activities. Sleeping hours are not effective so that it

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<sup>1</sup> Eka Titi Andaryani, *Pengaruh Musik Dalam Meningkatkan Mood Booster Mahasiswa*, (Musikolastika: Jurnal Pertunjukan Dan Pendidikan Musik). 2019. Hal. 111

interferes with lecture activities in the morning. However, watching Korean dramas can create a better mood and make things fun, and can do positive things. This proves that the average Korean drama has a positive effect on the audience.<sup>2</sup>

Intensity is an activity carried out by individuals to carry out an activity (Azjen, 2005). There are several aspects related to intensity according to Azjen (2005), namely attention, appreciation, duration and frequency. A person has different intensities in doing an activity. Watching Korean dramas is an alternative for people who need entertainment when they are bored or tasks pile up. Watching Korean dramas that have a comedy storyline can bring the audience to the atmosphere.

Korean drama is one of the Korean trends that has globalized the world. This is one of the results of South Korean culture in the field of fictional art which depicts the life of South Korean people in the form of a drama series. Korean dramas generally have two genres, namely contemporary or contemporary drama. While the second genre is telling the history of Korea.

This South Korean culture has spread widely throughout the world, especially in the Asia Pacific region, this Korean culture spreads through music, fashion, and television shows which describe the daily culture of its people. South Korea is considered to be the center of fashion, music, and entertainment in the Asian region, and has even entered the global region. Korean Wave or Hallyu which in Indonesian is often referred to as "Korean Wave" is a term used for the spread of Korean culture globally throughout the world, including in Indonesia. Quoted in Zakiah (2019). The success of Korean dramas in winning the hearts of the Indonesian people is proven by the high audience interest in the Korean drama that was first aired at that time, namely *Endless love*. In fact, the players in these dramas have become new idols among the Indonesian people.

The term hallyu was first introduced by Beijing journalists in mid-1999 in China as a shock to the rapidly growing popularity of entertainment and culture in

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<sup>2</sup> Nerrisa Arviana Istanti, *Intensitas Menonton Tayangan Drama Korea dan Kebahagiaan Mahasiswa*, (Yogyakarta: Universitas Negeri Yogyakarta). 2020

China<sup>3</sup>. Pop culture, which is included in the entertainment industry, is a cultural force in Korea. Since the success of Korean dramas in China, South Korea has become very excited and continues to push to expand its popularity by presenting more television dramas, films and then creeping into the world of the music industry (K-Pop).

The rise of Hallyu in Asian and European countries, including Indonesia, has become a separate phenomenon apart from the effects that can have further impacts. However, nowadays it can be said that the world is able to easily channel South Korean culture and show its influence in various parts of the world<sup>4</sup>. In Indonesia alone, Korean Wave much-loved by teenagers. Starting from the drama *Endless Love* in 2002, it was followed by other Korean dramas that aired on Indonesian television. Based on a survey conducted by Kompas Online on July 14 2002, AGB Nielsen Indonesia stated that the drama *Endless Love* which was broadcast on Indosiar television managed to get a rating of 10 where the audience touched 2.8 million people in five cities in Indonesia.<sup>5</sup>

Watching Korean dramas is considered bad by most people because it can make the audience have habits that result in becoming addicted, lazy to move and anti-social. However, every bad thing must also have good things depending on how to respond and use it. K-Drama is now a nutritional intake among teenagers to raise enthusiasm. A strong sense of attraction is the reason teenagers like this Korean drama.

Previous studies related to this title, among others, conducted by Ananda (2013) in his journal entitled *The Relationship of the Intensity of Watching Korean Drama Series on Television Against Hair Models Among Teenagers* stated that there was no relationship between the intensity of watching Korean dramas with lifestyle especially hairstyles for teenagers. Furthermore, the results of a research conducted by Putri (2013) entitled *the relationship of intensity of watching atching Korean Drama Series on television and motives for watching*

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<sup>3</sup> Velda Ardia, *Drama Korea dan Budaya Populer*, (Jurnal Komunikasi Vol 2). 2014. Hal.13

<sup>4</sup> Inayatul Mahmudah, *Dampak Budaya Korean Pop Terhadap Penggemar dalam Perspektif Keberfungsian Sosial*, (Yogyakarta: UIN Sunan Kalijaga Yogyakarta). 2015

<sup>5</sup> Idola Perdini Putri, Farah Dhiba Putri Liany, Reni Nuraeni, *K-Drama dan Penyebaran Korean Wave di Indonesia*, (ProTVF: Jurnal Kajian Televisi dan Film). 2019

Korean drama series on television with Teenager dressing behavior states that there is a relationship between the intensity of watching Korean dramas with lifestyle, especially in dressing behavior. Then, the results of research conducted by Yohanna (2019) stated that there was a positive relationship between the intensity of watching Korean dramas and modeling behavior. Furthermore, research conducted by Abdiati and Ayu (2020) entitled the relationship between intensity of watching korea drama with premarital sex behavior of student at university X Yogyakarta stated that there was no relationship between the intensity of watching Korean dramas and premarital sex behavior of female students at University X Yogyakarta. In addition, the factor of high levels of education and knowledge in Islamic campus life makes students at University X Yogyakarta avoid heavy premarital sexual behavior. Then, the results of research conducted by Baiti and Safitri (2021) entitled *The Relationship Between the Intensity of Watching Korean Dramas with Students' Moods* stated that there was a positive relationship between watching dramas and positive affect on students' moods. Furthermore, the results of research conducted by Fitri (2019), entitled *The Effect of Korean Drama on the Character of PAI Students*, Raden Intan Lampung, stated that there was a significant negative influence on the character of Pai students such as delaying prayers, ignoring lecturer assignments and leaving real activities in daily life. Research conducted by Putri (2019) states that there is a relationship between fanatical fans of the Korean wave and the lifestyle of generation z through several processes. Furthermore, research conducted by Abidin (2019). Korean drama shows and the behavior of teenagers towards Korean Fashion. Then, the results of Ginari's research (2011) entitled *The Relationship of Intensity Watching Korean Dramas and Fashion Styles for Young Women in Surakarta* stated that there was a significant relationship between the intensity of watching K-drama and student fashion at SMA Negeri 3 Surakarta. Furthermore, the results of research conducted by Nurrahmadani, et all (2020) with the title *The Effect of Korean Drama on Student Fashion at Al-Asyariah Mandar University* stated that there was an influence between watching Korean dramas on student fashion at Al-Asyariah Mandar University. The difference

between this journal and other journals previously there was only the focus of the discussion, namely we emphasized more on learning responsibilities.

The results of the observation stated that there were many students who left assignments because they watched Korean dramas. The results of the previous survey stated that students are a group that is often found to be stressed because of college assignments so they feel the need for refreshment so that the mood becomes better, one of which is watching Korean dramas. This refers to the theory of Taylor et al (2009) that is, students who have a positive mood can affect the enthusiasm of students in doing something and affect the responsibility of a behavior.

Based on the explanation above, the results in this study are how influential the relationship between the intensity of watching Korean dramas is with responsibility as a student. The more students watch dramas with high intensity, it will affect their responsibilities as students, either in the form of ignoring lectures or not focusing on lectures.

## **B. Research Methods**

In this study, we used a descriptive quantitative method. With this method we try to raise the problems that exist among teenagers, especially students. The type of quantitative research used is the correlation between the intensity of watching Korean dramas and student responsibilities which aims to explain whether or not there is a relationship between the two variables.

The data collection technique used is distributing questionnaires. Dissemination was carried out through a g-form containing questions related to this research. The data obtained in this study was based on the results of a questionnaire with 19 respondents. Our research targets are students every semester at any institution. In the questionnaire, we used on a Likert scale with 4 choices, namely strongly agree, agree, disagree and strongly disagree. From the results of the data we obtained, we connected the responsibility variable with the intensity variable so that the results of the relationship between the two could be seen.

**C. Results And Discussion**

The respondents used in this study are active students in institutions everywhere who are fond of this Korean drama. They are students who enjoy Korean dramas, even 36.9% of respondents admit that they often watch Korean dramas late into the night and this can clearly damage the quality of their sleep.

Based on research from 19 respondents, the results of the correlation between the intensity of watching Korean dramas and student responsibility are shown in the table below:

**CORRELATIONS**

		<b>Intensity</b>	<b>Responsibility</b>
<b>INTENSITY</b>	Pearson Correlation	1	.812**
	Sig. (2-tailed)		.000
	N	19	19
<b>RESPONSIBILITY</b>	Pearson Correlation	.812**	1
	Sig. (2-tailed)	.000	
	N	19	19

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table. 1**

<b>Coefficient Interval</b>	<b>Relationship Level</b>
0,00 - 0,200	No Correlation
0,21 - 0,400	Weak Correlation
0,41 - 0,600	Moderate Correlation
0,61 - 0,800	Strong Correlation
0,81 – 1,000	Perfect Correlation

**Table. 2 Correlation Categories**

Based on the correlation test that has been done, this study aims to determine whether there is a relationship between the intensity of watching Korean dramas and student responsibility. Based on the hypothesis test, the intensity of watching Korean dramas with a negative effect shows that there is no negative relationship between the intensity of watching Korean dramas and student responsibility.

Korean dramas which are now busy among students are used as spectacle to fill spare time. The tight schedule of lectures and the number of lectures can make students' moods become saturated and lonely, in order to minimize this, students fill their spare time to watch various shows. The stories raised in Korean dramas are related to daily life, culture, and love stories that are not long-winded, attracting almost all of Asia and even the world loves Korean dramas. Korean drama presents various genres that make people interested in watching.<sup>6</sup>

As shown in table 1, the correlation value between watching intensity and responsibility is 0.812, which is shown in table 2 as a guideline for correlation values, the correlation value between watching intensity and responsibility is at a perfect correlation level. However, this does not mean that the perfect correlation is negative. On the contrary, it gives positive results. With these results, the intensity of watching has no effect on responsibility as a student.

This goes straight with the results of the questionnaire in which 94.7% of respondents stated that they strongly disagreed that the intensity of watching Korean dramas had an effect on delays in submitting assignments. Then, 100% of respondents stated that they disagreed if the intensity of watching could make them neglect the assignments given by the lecturer. 94.7% of them also admitted that they had never violated campus rules due to the high intensity of watching Korean dramas. So with these results, the correlation between the high intensity of watching Korean dramas and student responsibilities does not have a negative impact because students can continue to carry out their responsibilities as students who must complete the tasks that have been given.

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<sup>6</sup> Rahayu Putri Prasanti & Ade Irma Nurmala Dewi, *Dampak Drama Korea (Korean Wave) Terhadap Pendidikan Remaja*. 2020. Hal. 258

This positive result is also seen not only in terms of responsibility as a student. However, positive results are also found in their daily life. For example, 89.4% of respondents admitted that watching Korean dramas at high intensity did not make them ignore the surrounding environment, such as being indifferent to those closest to them, isolating themselves and ignoring their parents' calls. In addition, 63.2% strongly disagree and 36.8% disagree that watching Korean dramas costs them a lot of money. Because some Korean dramas can be accessed offline and don't require a lot of money. 47.4% of them disagree and 36.8% of them strongly disagree if high intensity watching can make them leave other activities. However, 10.5% of them agree and 5.3% of them strongly agree that the high intensity of watching Korean dramas can make them leave other activities because the interesting storyline makes them want to keep watching it. Besides that, watching Korean dramas also makes them know more about the language itself because they often hear it. 50% of respondents admitted that after watching Korean dramas they like to follow the Korean words in dramas that are often spoken, such as *Seranganhae*, *Gwaenchana*, *Eotteoke*, *Mianhae*, *Jinjja*, *Gomawo* and many more.

Watching Korean dramas can also improve the mood of students who have busy class schedules and piling up assignments, therefore watching Korean dramas is an alternative to refreshing their mind or mood. Improving mood can also make it easier when doing college assignments. From the data we obtained from 19 respondents, 52.6% of them agreed and 36.8% of them strongly agreed if they felt entertained while watching Korean dramas and increased their mood in doing other activities.

Even though positive values are generated, as much as possible to consume Korean dramas in an appropriate amount or not in excess because if it is excessive, it might have a negative effect on some people. Besides discussing the positive correlation results in this study, researchers will also discuss the negative side that can arise when watching Korean dramas too often. The negative impacts of high intensity watching Korean dramas are as follows:



1. Forget Time

If you watch Korean dramas too often, it will make someone forget the time. Not only Korean dramas, but this also applies if you watch movies or play games too often. Someone who is addicted will find it difficult to stop and forget to pay attention to their own needs, such as eating, studying and bathing. It's not uncommon for someone who is addicted to Korean dramas to be willing to sleep at night or stay up all night just to finish the episode of the drama.

2. Unqualified sleep time

As previously explained, someone who is addicted to Korean dramas is willing to sleep at night or stay up late just to finish watching it. In fact, this habit has an adverse effect on the health of the body and can lower the body's resistance and the risk of contracting diseases such as anxiety disorders, lack of focus and excessive headaches.

3. Everyday Being Not Ideal

Still in touch with someone who is willing to stay up late to finish drama episodes. If he sleeps too late and doesn't even sleep, chances are that in the morning he will use his time to rest as a substitute for the time spent watching last night's sleep. In fact, the quality of sleep at night with sleep in the morning is clearly different. And if he sleeps in in the morning, it will automatically neglect his duties for the day and change his sleep schedule irregularly.

4. Less Moving

Watching Korean dramas with high intensity causes a person to become less mobile. Watching too long in various positions can cause back pain and circulatory disorders due to sitting or lying down for too long.

5. Not Focusing on What's Being Done

Watching Korean dramas too much can change our focus. For example, when we are talking or reading something, we cannot focus on what we are doing because in our minds images of unfinished drama.

6. Addiction

Addiction is a feeling that likes something excessively and can have a bad effect on the physical or mental. If someone is addicted to watching Korean dramas, then he will continue to look for watching Korean dramas so that his desires are fulfilled. If his wish is not fulfilled, then it is possible that he will feel anxious and confused because he is not watching the drama as he usually does.

#### 7. Vision Impaired

Watching Korean dramas with high time intensity can cause visual disturbances because the eyes are constantly looking at the screen and are not given a rest break. The most likely thing to happen is that the eyes become tired and result in a minus because you stare at the screen too much.

With the negative effects of addiction to watching Korean dramas that have been described above, it is hoped that anyone who likes Korean dramas will remain aware of these negative effects so that they can continue to consume Korean dramas without getting negative effects. However, these negative effects can be prevented if you feel that you have almost touched the negative side, namely by taking the following preventive steps:

##### 1. Recognize the Effect and Intend to Change

Realizing if you have a sense of addiction to Korean dramas is the first thing that must be realized so that you can calculate good future steps for yourself. Then, make up your mind to try to slowly reduce the duration of watching Korean dramas in a day. So that later a pattern of watching Korean dramas will be created that is better and does not have an adverse effect on the body.

##### 2. Divert Focus On Other Positive Activities

By keeping oneself busy, the desire to constantly watch dramas will be forgotten. If you don't have anything to do, you tend to choose watching dramas to fill your time. However, try from now on to use free time with positive activities that are useful. There are many interesting things that you can explore that have never been tried before.

3. Provide Viewing Time Limits

Giving a viewing time limit is intended to have a limit when you feel that you have watched a drama for a very long time. However, this must be accompanied by a strong commitment to oneself so as not to break the deadline. For example, only 3 episodes a day and you can't add as much time as you want.

4. Stop looking for information about Korean dramas

By trying not to care about Korean dramas, it will be able to help control so you don't keep watching dramas. Starting to limit yourself to following the development of dramas that can be accessed on social media or any platform.

5. Selection of Dramas to Watch

Selecting dramas before watching can be a reason to reduce the duration of watching. Because, that way someone will only have one title and will gradually watch it so that they still have the show. It's different if someone already has a list to watch next, surely he will be addicted and feel chased to finish all the dramas on his list.

6. Consultation

If the methods above are not effective, then you can immediately consult a therapist to get the right treatment. Because if allowed to drag on, it will have a bad impact on daily life.

The explanation above are several ways to prevent and overcome addiction to Korean dramas. If you already feel the symptoms of addiction, then immediately introspect yourself and make a determination to change so you don't continue to stay in that zone. Motivation is very necessary to control yourself from addiction. Without motivation and self-awareness, it will be difficult to get out of the Korean drama addiction zone. Motivation is characterized by a change in energy within a person or not.<sup>7</sup>

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<sup>7</sup> M. Ihsan Nawawi. dkk, *Pengaruh Tayangan K-Drama terhadap Motivasi Belajar*, Edukatif: Jurnal Ilmu pendidikan Vol.3, 2021, hal. 4

#### **D. Conclusion**

Based on the results of the study it can be concluded that there is a positive relationship between the intensity of watching Korean dramas and student responsibility. The high intensity of watching Korean dramas does not make them neglect their responsibilities as students. They only watch Korean dramas on the sidelines of their busy lives to simply refresh their minds which are already filled with assignments. From watching Korean dramas, they also gain knowledge regarding language and descriptions of daily life in Korea, although they are not 100% the same. Even though watching Korean dramas does not carry negative values and is considered a mood booster, if consumed excessively with high intensity it will result in neglect of one's own responsibilities. So, consume something according to the level of need and don't overdo it because even too much will bring disuse.

Watching dramas with a duration that is too long and often can lead to addiction. If you are already addicted, it will be difficult to get out of that zone unless you have a strong determination to change by implementing prevention tips such as limiting viewing time, sorting and choosing dramas to watch and doing other activities so you don't focus only on watching dramas.

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