

HS-16-OF

# *Korean Wave and Potential Impacts on Indonesian Adolescents and Other ASEAN Countries*

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**Abstract**—Korean Wave or Hallyu is a phenomenon of Korean pop culture spread throughout the world including Southeast Asia countries. The Korean Wave is carried by drama and music in television, DVD, magazine, newspaper or internet. According to **Bandura's Social Learning Theory and its successor Social Cognitive Theory**, media can affect audience's behavior by observational learning. The process are learning the behavior, observing the model and modeling via the media that facilitates the social diffusion of ideas, values and behaviors occurs. However, the behavior is not influenced by media only, they also have ability to consider and choose their own behavior. Consuming, look like behavior, learning the culture and getting closer to the stars are potential behaviors among Indonesian adolescents. However, there are limited literatures on impacts of Korean wave to dating/sexual behavior and drinking behavior among adolescents but we must also give concern on it and suggest for further research. Indonesia and Southeast Asia countries may realize the strength of drama and music to break the distance. Those ways could introduce culture each other among ASEAN countries and using social learning mechanism to **strengthen nation's values among adolescents** as well as deliver health messages. For instance healthy diet, reproductive health, alcoholism and plastic surgery effects, etc.

**Keywords:** *Korean wave; Indonesian adolescents; potential impacts; media*

## I. INTRODUCTION

Most of researches about Korean Wave focused on economic, international relation as well as film industry [9, 23, 31]. However, there is lack of concern on impacts to society behavior, especially among adolescents who are most vulnerable group to Korean Wave [33].

The spread of Korean pop culture known popularly as "Korean Wave" has started since the end of 1990s. The Korean Wave has been introduced through television drama. It has captured the heart of fans and releases a new trend for rising interest in Korean popular music throughout Pacific Asia and in Asian communities around the world [19]. The birth of Korean Wave was started by Korean drama such as Winter Sonata and the Neo Korean Wave was supported by Korean music band for instance Big Bang and SNSD [24]. The Korean Wave exploded in the media across the world brings the effects for its fans. The Korean government took

full advantage of this national phenomenon and began aiding Korean media industries in exporting Korean pop culture. This global expansion has contributed to enhance South Korea's national image and its economics [30].

The audiences of Korean drama were young people. The statistic from DramaFever.com showed that the percentage by age of Korean drama audiences, the largest percentage is by age 18-34 (39%), then followed by age 35-49 (25%) and the last is age 13-17 (17%) [24]. Moreover, most people in the United States who watch Korean drama in US are non-Asians. The percentage of Whites is 40%, as the largest percentage of all. Blacks followed at 18%, then 13% for Hispanics. The rest, 39% made by Asian. There is a surprise for ratio of audiences' gender. Between male and female audiences was roughly equal, 52% for female and 48% for male. However, data from 75 students in aged 12-20 in a city in Indonesia shows more than 60% of them fell in love with Korean dramas and most of them are females [33]. In addition, male and female teenage fandoms have the same general structure even though there are differences. This structure is characterized by the fact that there are not different types of fandom but different intensities. Fandom is regarded as a contribution to young people's self-socialization and identity construction, and as an active process in the social context of the fan group [34]. Moreover, according to Jung's respondent in a city in Indonesia, there were 29 women and 7 men in aged of 18 and 24 who stated that they spend their time to do K-pop fans activities online [20].

Korean wave is delivered by mass media. According to mass media theories, behavior can be influenced by media consumption. The scholars have examined media effects on sexuality aspects among adolescent, and unhealthy behavior such as alcohol consumption [4,40,41]. Bandura's Social Learning Theory predicted further that viewers, especially young people, will be more likely to assimilate and perhaps imitate behaviors they see frequently depicted by attractive models. It also predicts that imitation is more likely if the media consumer thinks that the portrayal is realistic and identifies with or desires to be like the character seen on media [6]. Moreover, children learn behavior by observing others, both directly in real life and vicariously through the media. Indeed, the most effective way to teach a child a certain

behavior is to demonstrate the behavior and have the child model it, precisely what television does. Cognitive processes such as attention and retention are also involved in such observational learning and can modify how a model's behavior is interpreted, stored, and recalled [42].

Literatures show potential impacts that may rise at any place where Korean Wave is perceived. We find major themes about its interconnection. First, Korean Wave spread in Indonesia and other Southeast Asia countries. Second, Korean Wave is brought by mass media such as television, newspaper, magazine and Internet. Third, media has effects for their audiences' behavior. Fourth, Korean Wave may give impacts on audience's behavior, which are adolescents as major consumer especially in Indonesia. This essay aims to describe potential impacts may rise as direct and indirect result of Korean Wave in media they use.

## II. DATA AND METHODS

For a critical analysis of how the Korean Wave has been depicted in the media and audience's behavior, we reviewed and compared scholarly studies, news, websites, books that relate to the topic. Field observation was also conducted. We analyzed the potential impacts or behaviors using Social Learning Theory by Bandura.

## III. LITERATURE REVIEW

### A. Korean Wave in Indonesia and Other ASEAN Countries

1) *Indonesia*: Korean Wave was begun from the spread of Korean drama throughout Asia then to the world. Korean dramas which initiated the beginning of Korean Wave in Indonesia are *Endless love* and *Winter Sonata*. Numerous numbers of Korean dramas entered to Indonesia at the beginning of 2000s after Japan and Taiwan dramas. Moreover, Indonesian has started to idolize boy bands, girl bands and solo singers from Korea until now [15]. The famous music bands among Indonesian adolescents are Super Junior, SHINee, 2 PM, Big Bang, 2AM, JYJ, and 2NE1. On the other hand, Korean drama for instance *Lie To Me*, *The Greatest Love*, *The Thorn Birds*, *Twinkle Twinkle* and *Boys Before Flowers*. Korean reality shows are also being loved such as *We Got Married*, *Running Man*, *Dream Team*, and *Happy Together*. Indonesian adolescents also admire girl/boy bands from Indonesia which have same concept with Korean girl/boy bands [47]. Recently live concert of SM Town singers was success in Jakarta, Indonesia and the tickets was sold a lot [14].

The influence of the stars' look and fashion taste of Korean singers are very significant in winning over teenage fans worldwide. Posters of K-pop stars are peppered throughout clothing shops in Japan, China, and Southeast Asia. Bookshops are full of magazines introducing the latest style trends in the K-pop world [24].

2) *Malaysia*: Korea and its culture were attracted for many of Malaysians. Those interests created by Korean film and TV drama, especially "*Winter Sonata*" and "*A Jewel in The Palace*". Consequently, a considerable number of Malaysians

have visited Korea for tourism purposes increase among Malaysians. This drama has captivated the hearts of Malaysians who are family centered and sensitive to emotions. Following *Winter Sonata* in 2002, *Autumn Fairly Tale* also contributed to maintaining popularity of South Korean dramas in Malaysia. A Malaysian pop song featuring a boy struggling to win back the heart of his girlfriend who has been fascinated by Song Seung-heun, the lead actor of "*Autumn Fairy Tale*," hit the headlines in Southeast Asia. This trend also led Southeast Asians to take interest in South Korean pop song. Korean foods are also loved by Malaysians since its broadcast in "*A Jewel in the Palace*" drama which broadcasted as a prime time program. This drama caused many Malaysians to take greater interest in Korean culture and foods. Naturally, many Malaysians visited Korean restaurants to taste "kimchi" and "bulgogi." Because of the social structure of Malaysians that relatively stable, they prefer South Korean films that comically deal with love stories rather than movies with serious themes of war or violence.

South Korean pop songs with singers or groups have consistently won popularity of South Korean drama and films such as Jang Nara, Rain, BoA, BabyVox, and T.V.X.Q, come into the spotlight in Malaysia. In a celebration to mark the 15th anniversary of South Korea joining the ASEAN as an observer nation on September 22, 2005, BabyVox gave a successful performance along with TV actor Kim Jae-won, the dance group WaWa, and the rock duo The Cloth [9].

3) *Singapore*: In Singapore, Korean drama is more popular than Japanese drama, with Channel U's "*Winter Sonata*" (a South Korean production) reached high score of rating. South Korea is now one of the most popular destinations for Singaporeans. Singapore followed the Korean Wave partly because of the trends in China and Taiwan. When Korean dramas first became popular, and even before then, retailers imported Korean drama box-sets from China and Taiwan to be sold in Singapore. These VCDs had Chinese dubs and subtitles, which made them easily accessible to the Chinese Singaporean populations. However, the fact that more and more people now want to watch the drama with the Korean soundtrack and see what the Korean names are for the characters and actors reflects a changing attitude and acceptance toward Korean popular culture in the audience's daily media consumption [8].

4) *Thailand*: The Korean wave in Thailand came firstly through media industry such as national TV broadcaster and a company who imported Korean movie and aired in local theater. Initially, it is because of local TV channel's strategy to differentiate itself from other channel and to attract the viewer. They have imported Korean and Japanese TV drama and aired in its channel. After the aired of Korean soap opera called "*Winter Sonata*", they aired "*Autumn in my heart*".

This strategy then became a big hit, which lead to the occurring of the Korean Wave in Thailand. The theme of Korean drama that impressed Thai people and similarity of both countries that emphasized the value of family and capture the middle class' living are the factors that make Thailand

could accept Korean culture. Korean cosmetics are one of the Korean products, which became popular in Thailand such as Missa, Laneige and Etude. Those brands have Korean stars as the presenter [32]. Thailand also exports TV dramas to other countries, especially Southeast Asia countries. However, comparing to Korea, Thailand has not been successful internationally with its entertainment business and its cultural entertainment [31].

5) *Philippines*: Korean drama which one of Asian drama has become hits in the 2000s. Top Korean drama series (locally called "Koreanovelas") were imported and dubbed in Filipino. They become hits instantly. The Philippines and many other Asian countries have replicated the success "Dae Jang Geum" (or "A Jewel in the Palace). Another Korean drama that also succeed in capturing audiences is "Boys Before Flowers". It became a phenomenal success since it is aired from May to August on ABS-CBN.

Top Philippine TV stations GMA Network and ABS-CBN are leading the way in importing Korean dramas. In past years, GMA Network aired many dramas, including Full House, All About Eve, My Name is Sam Soon, Stairway to Heaven, Jewel in the Palace, Endless Love (Autumn in My Heart). On the other hand, ABS-CBN has aired a number of Koreanovelas, including Marrying a Millionaire, 101st Proposal, Green Rose and Memories of Bali. Filipinos love Koreanovelas because they can relate to the stories [25].

6) *Vietnam*: In the past, Chinese culture had influenced Vietnam for a long time as they are neighboring countries and have a close relationship. But now the Chinese series and movies has faded and replaced by Korean soap opera since the Korean TV dramas boomed in Vietnam after Winter Sonata series aired nationwide. The Korean TV dramas became popular in Vietnam especially in young Vietnamese and influenced on their ways of living. They tried to imitate Korean style by buying shoes, hats, clothes, hairstyle and cosmetics to look like their favorite stars. Rising of Korean fever makes many girls, even married women, do plastic surgery to have Korean beauty, according to director of an aesthetic surgery clinic in Ho Chi Minh City. There are many foreign cosmetics companies that built their industries in Vietnam in order to take profits from the Korean Wave [32]. In the streets of Ho Chi Minh City and Hanoi, fashion of young Vietnamese consciously have adopted the darker makeup colors, thinly shaved eyebrows, body-hugging clothes, and square-toed shoes of Seoul fashion [12].

A high-level Vietnamese government official recently threatened to stop broadcasting South Korean television dramas unless the South Korea's TV networks introduce Vietnamese shows on a more equal basis [31].

7) *Brunei*: Surprisingly, the Korean Wave also expanded to Brunei. It has had significant impact on Bruneians due to Korean TV dramas, music and clothing, until recently Brunei had hosted the ninth Korea Forum in the Sultanate at the University Brunei Darussalam to study about the impact of Korean culture [32].

## B. Korean Wave and Media

1) *Magazine and Newspaper*: The look and fashion of Korean singers are also important in winning teenage fans' heart worldwide. There are many shops put posters of K-pop stars especially in the clothing shops in Japan, China, and Southeast Asia. Bookshops are full of magazines which introduce the latest style trends in the K-pop world [24]. One of example of teen's magazine about Korean boy/girl bands are Ceci Korea and Ceci China. In Indonesia, there are large numbers of magazines that always contain information about Korean stars such as Asian Look, Hai, etc.

On the other hand, the English newspaper that play major role to promote and discuss about Korean and Korean Wave in the world is *Korea Herald* [30,46].

### 2) Television and VCD/DVD

Most of all Southeast Asia countries have broadcasted Korean dramas on their television channels. In Indonesia, private channel television that initiated to broadcast *Endless Love* as primary starter of Korean Wave in Indonesia is RCTI However, Indosiar is channel which has broadcasted Korean dramas in numerous numbers since 2000s until recent days [25]. In addition, television is a primary media for Indonesian adolescents to get information including sexuality information [21].

On the other hand, DVD provides functionality learning language similar to TV, was familiar and was valued for its flexibility, its extra material, such as subtitles and extra audio channels, and the user control it affords [13]. Some people watching Korean dramas, films or reality shows through DVD/VCD. Singaporean are familiar with this type especially VCD since it cheaper than DVD and contains Chinese subtitle [8]. In Indonesia, teenager and young adults usually buy DVD by online or DVD shop at malls. It is more than 30% from students (from 75 students in a city in Indonesia) who said they watched Korean dramas used DVD or file as their media rather than television [33]. Moreover, DVD serves complete scenes of Korean Dramas but television did a censorship first.

3) *Internet*: Internet plays important role in spreading and maintaining Korean Wave in the world. Despite the existence of online news, newspaper and magazines which sell in hardcopy now can be accessed by internet. Moreover, DVD and other Korean things like clothes and cosmetics can be ordered also by internet [13]. Some parts of Korean music and film/drama can be downloaded from the internet. In Yahoo Indonesia, they have special page for K-wave and K-stars catalogue, big bang (one of popular Korean boy band in Indonesia) as well as chart for 30 popular Korean music artists in Indonesia [28]. Furthermore, Indonesian youth are main driver of social media phenomenon of K-pop. Mostly, they use facebook and twitter to consume and share K-pop content and some of them spend time to be online in hours [9].

## C. Social Learning Theory and Media

According to Bandura's postulation, individuals acquire responses using the same mechanism that they do for other

complex forms of social behavior: direct experience or the observation modeling of others or vicarious learning. Social Learning theory is built on several assumptions: firstly the behavior must be learned; secondly via observing a model the learning of actions transpires; and thirdly symbolic modeling via the media facilitates the social diffusion of ideas, values and behaviors occurs. Thus, it also highlights the importance of the family, subculture and mass media as sources of social learning in the absence of objectively quantifiable rewards. Eyal & Rubin (2003) have identified three features that are essential for vicarious learning to occur under Bandura's Social Learning theory. They are the need for *homophily* (similarity between the actor and observer), *identification* (the observer being able to engage in perspective taking and share in the actor's experience), and *parasocial interaction* (a friendship/bond with the actor). However the strongest correlate to aggressive behaviors continues to be previous exposure [16].

According to Bandura's theory of observational learning, there are four components in the process of modeling. Each of these components has a role to play in the acquisition of information about events and in the decision to put the information to use in guiding behavior. First, the observer must have attention to events (live or symbolic) that are modeled. Attention is determined by a variety of variables, including the power and attractiveness of the model as well as the conditions under which behavior is viewed for instance television that is medium for capturing and holding attention. Second, the material must be retained, with the observed behavior represented in memory through either an imagination or a verbal representation. Third, symbolic representation must be converted into appropriate actions similar to the originally modeled behavior and complex behavior is less successful rather than simple actions. Finally, the process involves motivational variables for example sufficient incentive to motivate the actual performance of modeled actions [14].

In the Social Learning theory, which is now known as social cognitive theory, acknowledges the interrelationship between individual, the environment and behavior. In his formalization of triadic reciprocal determinism, Bandura argues that behavior, the environment, and cognition as well as other personal factors operate as interacting determinants that have influence each other. Environmental events in the form of modeling, instruction, and social persuasion affect the person, and the person in turn evokes different reactions from the environment depending on his or her personality and physical features. Finally, behavior determines aspects of the environment to which the individual is exposed, and behavior is, in turn modified by that environment. Bandura argues that people contribute to their own life course by selecting, influencing, and constructing their own circumstances: competencies, self-efficacy beliefs, and self-regulatory capacities are acquired through experience, but they in turn determine the individual's experience in such a way that they are maintained [22].

Social modeling operates at the collective level as well as individually. Modeling is a major social mechanism through

which behavioral patterns, social roles and socio-structural arrangements get replicated across generations. But modeling contributes to cultural evolution as well as to cultural transfer. When exposed to models that differ in their styles of thinking and behavior, observers rarely pattern their behavior exclusively after a single source, nor do they adopt all the attributes even of preferred models. Rather, observers typically combine various aspects of different models into new amalgams that differ from the individual sources. Because observers vary in what they adopt from the social diversity they observe, different observers create new blends of characteristics [7].

The Social Learning theory has since evolved to focus on the cognitive activities of the observer while processing the message. In particular, vicarious learning from media forms (e. g. television, computers, video games, music videos, internet sites, print, radio, commercials, etc.) is inexorably dependent on a series of mental processes including attention, retention, motor reproduction and motivation [16].

#### IV. FINDINGS

According to three major mass media that have used Korean Wave to transfer messages around the world especially in Indonesia, there are also many scholars who have examined similar media to young people behaviors. We are not say that is happen in adolescents when they watched Korean dramas/music but the way of three media above give impacts to their audience depend on the messages or contents.

##### A. Consuming Behavior

Media gives influence to the level of youth consumerism. One study finds that today children are less dependent to parents to learn about consumer values. They are in the younger age are vulnerable to advertising because they still lack the cognitive skills to defend themselves against the attractive and cleverly produced advertising messages. Studies about behavioral effects have shown that television advertising is a major source of children's product request and those children who watch more television are more likely to ask for advertised products [48]. Moreover, the findings are applicable for adolescents. We find Korean style clothes and shoes in many shops and online shops in Indonesia. Despite the advertising, Korean dramas and most famous drama "Dae Jang Geum" often depict Korean foods which are potential to give stimulus for audience to try in reality by buying at Korea restaurant or food court [9, 24, 39]. Currently, the preference of Korean culture has expanded from merely popular culture to Korean lifestyles in general, including food, fashion, tourism (to film locations) and sports [31]. In Indonesia, we can find advertising about Korean fashion easily on facebook, yahoo and other websites as well as offline shops at malls.

##### B. Look-like Behavior

Research findings indicate older preadolescent girls (11–12 years old) showed greater body dissatisfaction after watching the thin ideal focused television clip than after watching the neutral television clip. They watched three movie clips in

random order that were either focused explicitly (thin ideal program) or indirectly (soap opera) on the thin ideal or were neutral in content. After watching thin ideal focused television, they desired a thinner body figure than after watching neutral television. The findings imply that watching (adult) thin ideal television directly affects the ideal body figure in older preadolescent girls [2]. In addition, more girls reported making at least some efforts to look like figures in the media (television, movie and magazine). Wanting to look like figures in the media was associated with higher physical activity levels among older children and adolescents [44].

One study established a relationship between media exposure and body dissatisfaction, the idealization of certain body type characteristics, and dieting and exercise. To impress the opposite sex or for other reasons, dissatisfied adolescents may become preoccupied with attaining a body type that is largely unachievable. In extreme cases, they may develop eating disorders. However, given the potentially negative outcomes of body dissatisfaction, it is also important to investigate whether certain factors may counter the harmful effects of exposure to the ideal body stereotypes which portrayed in the media. Such analyses may encourage society to take a more active role in helping teens develop positive body images [5].

Plastic surgery and performing Korean style/fashion are also efforts to be look like Korean [12, 32]. Furthermore, Korean dramas often perform in same characteristics: they are good looking, stylish and have ideal body [31]. In addition, Korean pop stars have images: handsome/beautiful, sweet, wear uniform costume with the concept of “bubblegum pop” (boy/girl band) [43].

### C. Learning the Culture

Mass media could be powerful source for learning process among adolescents [4, 6, 38]. Study shows that video is more effective tool to get student’s attention and empathy rather than text only [50]. Foreign language television was seen as a valuable medium. Although speech might be perceived as fast, with background noise sometimes obscuring the speech soundtrack, people liked the context provided by the visual information, especially through soap operas, there is so much gesture. This success in understanding also makes the experience rewarding even if the language is hard to unravel [13]. Subtitle on video can enhance learning foreign language effort among students [51].

In addition, Korean dramas and music are mostly available in video (VCD/DVD). Interestingly, literatures show Korean Wave give impact to audience for learning Korea language and culture [15, 17]. However, the fact that more and more people now want to watch the drama with the Korean soundtrack and see what the Korean names are for the characters and actors reflects a changing attitude and acceptance toward Korean popular culture in the audience's daily media consumption [8]. Korean dramas provide Indonesia and other countries language on subtitle menu (some DVDs provide Chinese dubbing option). Audience is able to learn language and body language of Korean drama characters since it has subtitle on screen. Moreover, we find

many Indonesian adolescent can sing Korean songs using Korea language. There are many Indonesian adolescents who are Korean singers’ fans want to be like the star and try to learn sing and dance [20]. However, there are many countries feel “afraid” this phenomenon can decrease adolescent’s intention to learn about their own culture as well as their nationality [8, 31, 36].

### D. Getting Closer to the Stars

Media is stimuli to some behaviors by depicting pictures that makes people want to experience it. There is relationship between Korean drama and audience’s purchasing behavior including trip to Korea among Japanese [10, 23]. Chinese are major tourists who visit Korea. Interestingly, Jeju Island and Nami Island are the most favorite tourism sites to visit among foreign travelers because they are portrayed on famous dramas like Winter Sonata and Boys Before Flowers [3]. Government of Indonesia added number of flight to South Korea from 10 times per week to 23 times per week. This is because of society demand to have flight to South Korea [22]. There are many information sites for Korea Tourisms Organizations in Indonesia [27].

On the other hand, Korean fans are often trying to be closer with Korean stars by attending live concert, which has relatively expensive ticket price. In Indonesia, Super Junior’s concert in April 2012 was success and sold out and SM.Town concert in September 2012 provided 40 thousands tickets [29, 45]. There were 6000 teenagers who attended 2PM Hands Up concert in Jakarta last year [36].

### E. Dating and Sexual Behavior

Talking outside of pornography, television and DVD influence adolescent to their sexual behavior. It is widely believed that television has become an important source of information for today’s youth about sexuality, dating, and sexual relationships. From daytime soap operas to prime-time situation comedies, television exposes the viewers with many verbal and visual examples of how dating, intimacy, sex, and romantic relationships are handled [49].

One study examined undergraduates’ perceptions of a sample of romantic and sexual content drawn from prime-time television program. Females generally perceived the clips as more realistic than males did. It is likely that among younger viewers with less well-formed attitudes, the stronger personal connections to TV characters and see these portrayals as realistic may be especially open to accept the accompanying messages. Although participants saw these clips as realistic, they did place some distance between these images and their own lives, maybe they see it as realistic for and likely to happen to other people, but not to themselves. Similarly, both gender and existing sexual attitudes were consistent influences on their perceptions, regardless of the specific content or judgment. It is likely that such high levels of identification and perceived realism enhance the power of the media to shape students’ sexual attitudes and assumptions [49]. Furthermore, two Korean dramas: Playful Kiss and Protect The Boss which broadcasted in a channel in Indonesia got warning letter from

Indonesian Film Commission because they portrayed sex scene implicitly [18].

Another research finding indicates the existence of a relationship between watching “romantic” television programming and having more traditional gender role attitudes in dating situations. However, watching non-romantic television dramas and thinking television was realistic, was related to having less traditional role attitudes in dating. In addition, watching soap operas was related to a younger age of dating initiation and a greater number of dating partners. These results suggest that along with their own experiences in dating peers, adolescents may be learning from television programs which showed that dating is a gendered process with prescribed roles for males and females, an attitude connected with greater sexual risk for young women [35]. Korean dramas have similar characteristic which romantic is being the most common story [31].

In addition, one research finds that earlier maturing girls reported have more interest than later maturing girls in seeing sexual content in movies, television, and magazines, and in listening to sexual content in music, regardless of age or race. Earlier maturing girls were also more likely to be listening to music and reading magazines with sexual content, more likely to see R-rated movies, and to interpret the messages they saw in the media as approving of teens having sexual intercourse [5].

Korean dramas lovers are not different much in gender of audience [24]. However, in Indonesia Korean dramas fans were more female students than male [33]. Moreover, additional information that indicates there are more young females who are impacted by Korean Wave rather than male are Korean cosmetics and surgery demand among females in Southeast Asia countries [32].

#### F. Drinking Behavior

Study shows relation between media and alcohol use among adolescent. Data from prospective cohort studies suggest there is an association between exposure to alcohol advertising or promotional activity and subsequent alcohol consumption in young people. They are exposed to alcohol advertising on television, in print media and on radio [40]. Increased television and music video viewing are risk factors for the onset of alcohol use in adolescents. Attempts to prevent alcohol use in adolescent should address the adverse influences of alcohol use in the media [37].

There are many Korean dramas depict drinking activity [1, 26]. Some of main character who drunk accidentally are adolescent/senior high school student for instance in Sassy Girl Chun Hyang and Playful Kiss. In the drinking culture of South Korea often did within a group, drinking games are played. A variety of games can be played within the group and can be changed in every coming round. The type of alcohol *soju*, common Korean liquor, is used when the games are being played [11].

## V. DISCUSSION AND CONCLUSION

Korean Wave is delivered by media gives influence to their consumer, fan or audience (mostly adolescents). Media

researches about the impact for adolescent have supported findings about potential impacts that may rise by watching and admiring Korean drama/music. Literatures about Korean Wave found some of those behaviors have risen among their audience. Analyzing literatures, these findings are likely to be real by observational learning process of Bandura’s Social Learning Theory. The process are learning the behavior, observing the model and modeling via the media that facilitates the social diffusion of ideas, values and behaviors occurs. Thus, it may create values such as Korean foods are delicious, Korean stars are beautiful and sexy, speaking and singing in Korea language is interesting; drinking alcohol and kissing are permissive among adolescents, and attending concert and going to Korea can make fan-star relationship closer. These values may be followed by behavior such as buying, wearing and dating like the model after involved in cognitive process to believe similarity between them and the actor (*homophily*), then the adolescents will able to engage in perspective taking and share in the actor’s experience (*identification*), and they will build a friendship/bond with the actor (*parasocial interaction*).

According to Bandura, children learn behavior by observing others, both directly in real life and vicariously through the media. Indeed, the most effective way to teach a child a certain behavior is to demonstrate the behavior and have the child model it, like what television does. Cognitive processes such as attention and retention are also involved in such observational learning and can modify how a model’s behavior is interpreted, stored, and recalled [41]. Moreover, adolescent are them on process to be adult that learn from other people who regard as model for them.

Bandura’s Social Learning Theory and its successor, Social Cognitive Theory, predicted further that viewers will be more likely to assimilate and perhaps imitate behaviors they see frequently depicted by attractive models that are rewarded and/or not punished. Social Learning Theory also predicts that imitation is more likely if the media consumer thinks the portrayal is realistic and identifies with or desires to be like the media character [6]. According to Korean wave, many adolescents desire to be look like and behave like Korean stars by following them as model.

However, potential impacts of rising values and behaviors towards Korean Wave not occur independently. Those behaviors are influenced by two other factors of reciprocal determinism of Bandura’s Social Learning Theory: person and environment [14]. Person or a young girl has cognitive mechanism to think and choose her behavior as well as her personality that influence her interaction with others. Then, the behaviors are not only influenced by environment, which is carried by Korean Wave through media. For instance a girl may fear or unable to pay plastic surgery; and dating style and drinking behavior in K-Drama may not appropriate with the individual’s personality and their experience. Moreover, in Indonesia, soju or other alcohol product is not easy to get like in the Korean drama depicted.

Other countries have been impacted by Korean Wave may also experience similar pattern. We emphasize learning

aspects from these findings. First, the true behavioral effects on adolescent are needed to be examined in further research. Second, all parties need to increase their awareness on media effects and Korean Wave effects especially in adolescents. Third, despite Korean products, Indonesia and Southeast Asia countries may realize the strength of drama and music to break the distance. Thus, those two media could be innovative way to introduce culture each other among ASEAN countries and using social learning mechanism to strengthen nation's values among adolescents as well as deliver health messages. For instance healthy diet, reproductive health, alcoholism and plastic surgery effects, etc.

#### ACKNOWLEDGEMENT

We have criticized phenomena of adolescents' potential impacts. Findings are not the real behavior of adolescents but it is not impossible to happen. The real behavior also needed to be examined by advance research, for instance longitudinal study.

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