

Impact of Korean Drama in Indonesia through the Spread Moral Values for Young Generation

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Abstract—The swift of globalization in the lives of Indonesian people cause love of local culture increasingly degraded, and these have an impact on people's behavior changes on their daily life. Many of television programs offer foreign cultures through film / drama, especially the Korean drama, absolutely, they change our perspectives and habits because those programs unfiltered adopted by Indonesian people. Nowadays, Korean Drama is the most interesting shows by Indonesian people as a show that is entertaining as well as bringing the phenomenon of the growing interest in Korean culture products both from fashion and lifestyle, to the values of life which is increasingly varied. This phenomenon can be seen in the development of young people into adulthood, especially in women, both adolescents and as mothers. The enthusiasm of the Korean drama was able to lead the audience to learn everything about Korea (Korean wave), which is took remarkable effect for people's behavior. Therefore, it is necessary to review the success of Korean drama shows in Indonesia so that the nation of cultural values is not lost and eroded by foreign culture that developed in Indonesia. In addition, the results of this study could contribute television programs that educate Indonesian people significantly in order with the nation cultural values as the Indonesian people identity can be preserved and implemented in television programs.

Keywords— *cultural values, television programs, Korean drama*

I. INTRODUCTION

The swift currents of globalization on the lives of the people of Indonesia, causing love of local culture on the wane, and this impact is not good for the development of Indonesian society. Effects are felt terrible can erode our national culture is through the visual media impressions or television media. Various impressions can be an example for the community and enabling changes in behavior, style of personality, manner of dress, even a brutal example of which resulted in criminal acts. Therefore of course the expectations of quality television media impressions and can be used as examples of highly anticipated by the community Indonesia as a spectator. Today the Korean drama is a spectacle very interested in Indonesian society as a show that is entertaining as well as bringing the phenomenon of the growing interest in Korean cultural products are increasingly many. This phenomenon can be seen from youth to adulthood, especially in women, both adolescents and status as mothers. The enthusiasm of the Korean drama was able to lead the enthusiasts and the audience to learn everything about Korea (Korean wave), which then takes effect very unusual for people's behavior. On the other hand , Full of support from the government is very

important , by making a special organization KOFIC by South Korea 's Ministry of Culture . KOFIC has a goal to grow and spread hallyu more. That's why Hallyu growing so fast and takes effect for people behavior.

Drama from South Korea through a preliminary survey to fans of Korean dramas by the research team expressed always carry elements of culture in every film, such as fashion, food typical of the country, or the typical areas of the country South Korea. Things like this that can hypnotize the audience, thus indirectly the audience likes and loves what the characters in the drama are doing, then the cause of love and a desire to follow the culture of South Korea. The film industry provides a good impact on South Korea, as film / drama can reflect the state of the country indirectly, such as showing the South Korean technology advanced, friendly people, diverse culture, introduces the city and traditional village in Korea with a view Beautiful which will attract the viewer to better know the culture of South Korea. The South Korean government successfully spreading their culture through drama's.. Korean government also it can be neatly packed their impressions until their cuture can acceptable in Asia . As said by Rhoo (Sue Jin Lee, 2011) "..... That The Success of Korean Wave is closely related to the ability of the south Korean culture and media to translate western culture to fit American or Asian taste"

Dramaturgy theory, that life in a drama as well as social life are run by humans (Goffman). The core of the view that when humans interact with each other, then he will manage the message that he hoped to grow on others against (the actor). Developing the theory of dramaturgy is strongly influenced by Geoge Herbert Mead focused his gaze on the Self about self-awareness. And this dramaturgical theory by Goffman again reviving the role theory as a basis for the theory that takes the presupposition of life of individuals as a stage, complete with a stage setting and committed by individuals acting as "an actor's life".

The role of the actor in managing impressions and messages on a Korean drama course got the attention of the audience that can bring success to the Korean film industry by itself affect the offer values of Korean culture. It is then that the attention of researchers to conduct a review of the developments in the Korean drama presenting the cultural values of Korea so that hypnotize the audience. So many fans are willing to tighten their belts to save money to buy Korean products (fashion, cosmetics, etc.) as well as the more remarkable by the willingness to save the Korean fans to be

able to visit Korea in order to see the towns and traditions directly. It is raised in the initial survey seen some groups, especially women (girls and women) are already making plans to visit Korea for 1 year ahead with the first buy a plane ticket for departure next year.

Animo is of course a positive impact on the development of South Korean tourism. This then raises the interest of researchers to make research on Indonesian television soap operas in particular in order to learn from the film industry (Korean drama). The title of this research is: "Reviewing the success of Korean drama shows in Indonesia in the dissemination of cultural values of society as a Soft Power for Social Change Society".

II. THE ROLE OF MASS MEDIA

The mass media is one tool in the process of mass communication, because the media able to reach a wider audience and relatively more, heterogeneous, anonymous, the message is abstract and scattered. The mass media themselves in the study of mass communication is often understood as the devices are organized to communicate openly and in a situation which is to a large audience in a relatively short time (McQuail, 2006: 17). The position of the media in society are as follows:

1. Building Human Civilization (Dennis Mc Quail, 1987: 1).
2. Effect of Global
3. The Role of Mass Media in Society
4. Functions of Mass Media for Society

Not only the media that is used by the government of South Korean as a propaganda tool to disseminate their culture , but the participation of profesionalis as well as actors and actresses who can make another people like and love him or her directly , businesses and individuals are also needed in more moving the deployment area of their own culture.

A. Development Of Korean Drama

Early to mid 90s, although conditions began to improve for the film industry but Korean films still hosted in their own country. 80% more films screened in cinemas are films of Hollywood and Hong Kong origin. One important moment in this decade was in 1992 through the film Marriage Story of sponsorship from a leading electronics company, Samsung. When proven successful, other major companies to follow the same trail. The films being produced with a budget and a greater promotion and production studio equipment is more adequate. Slowly but surely, Korean films started competing with outdoor movies, such as *The Gingko Bed* (1996) directed Kang Je-gyu, to a peak in 1999, when Samsung finance film production action thriller, *Shiri* (1999) directed Kang solve Korea's record as the best-selling film of its time. This film was also sold outside Korea so that local producers began to look at the international market.

Shiri phenomenon turned out to be just the beginning of everything. Domestic films alternated positions box office standings. The film about the friendship of four children, *Friend* claim Kwak Kyung-taek *Shiri* break records in 2001. Continues film by Park Chan-wook called *Joint Security Area* (JSA, 2000), then *Silmido* (2003) claim Kang Woo-suk,

followed again by Korean war movie filmed Je-gyu Kang, *Tae Guk Gi* (2004), until the last unique monster movie, *The Host* (2006) became the best-selling movie of all time (so far) with a record 13 million viewers more! Some films, such as the teen comedy drama, *My Sassy Girl* (2001) in addition to domestic success is Korea's most successful films in the international market. Korean films even begin to be released in America, like *Chunhyang* (2000) and *Chihwaseon* (*Painted Fire*, 2002) both claim the veteran filmmaker, Im Kwon-taek.

Successes are apparently also attracted the attention of Hollywood. Some popular films began to be purchased (remake rights) major Hollywood studios to make his American version. Korean films such as *Il Mare* (*The Lake House / USA*) and *My Sassy Girl* some time ago his remake has been released. Other recent films that have purchased its remake rights by Hollwood among others, *JSA*, *My Wife is a Gangster*, *Oldboy*, until the psychological horror film, *A Tale of Two Sister* who allegedly bought DreamWorks for \$ 2 million. Drama Korea can make Indonesian's people interested to it, especially for women's in era 2002 with the screening of one of the phenomenal drama, the named is *Endless Love* . Film screening and Drama Korea in Indonesia occurred continuously in 2010-2012 at which time it was too diplomatic relations between Indonesia and the South Korean government are more closely.

B. Life Style

According to Chaney (2004: 40), lifestyle is characteristic of a modern world. That is, anyone living in modern society will use the idea of the lifestyle to describe his own actions and others. Lifestyle is a pattern of action that distinguish one person to another. So lifestyle is a way of giving meaning to human behavior in the form of action or behavior is the result of thinking.

Lifestyle of Indonesian society today has been endemic of the various foreign cultural influences. One of the cultural influences on Indonesian society lifestyle are from Korea. The entry of Korean culture better known by the word 'Hallyu' make the Indonesian people, especially teenagers imitate the lifestyle of Korean actors and actresses of the drama they see. Lifestyle emulated such as how to dress, like dramas, movies, and music of Korea, Korean food and beverages, as well as those studying the Korean language so that they can 'show off' to the people around him.

C. Theory Dramaturgy

South Korea as one of the countries in Asia have been able to move faster than other countries in Asia to introduce its culture to the world wide. If observed, Korea has a major project mengkoreakan world through cultural products they have. One charge of Korean culture spread through Korean movies or dramas. Product entertain South Korea managed to anesthetize the people almost all over the world at the beginning of the drama series launched, and for the next South Korean entertainment products has been the consumption of many countries whether it be movies, dramas, pop music, and so on.

Korea started successfully demonstrate these differences through serial drama and film. Through drama series, which generally berepisode and aired continuously, Korea was able to bring the wider community in the world to follow the Korean life step by step, entering the corners of Korea, introduced the language, writing, automotive products, music, song, behavior, and other etc.

D. *Korean Wave And Soft Power*

Currently the Korean wave is able to suck the public's attention throughout Asia and then have an impact on the increase in South Korean tourism and of course this will have an impact on the economy of South Korea are increasingly advanced.

Under Lee Presidency, the Korean government has placed "complex diplomacy" and "value diplomacy" the main policy objectives to improve cultural and public diplomacy along with enhancing national image and national brand. In particular, the Ministry of Foreign Affairs and Trade and the Presidential Council on Nation Branding have been seeking to take advantage of the popularity of the Korean Wave to promote Korean national interest and to enhance Korean images in the world. (Gunjoo Jang, Won K Paik : 2012).

On the otherhands, the media's role in introducing and establishing the Korean Wave or Hallyu well known. Hallyu, or Korean Wave is essentially a phenomenon that is propagated through the Korean fever Korean Pop Culture to the world through Korean dramas and K-Pop were presented in the mass media, and the largest network through the Internet and television. The success of South Korea's entertainment industry who packed the values, culture and entertainment in a Korean drama film was able to suck up the attention of fans of Korean dramas in Indonesia. The success of the Korean drama called Soft Power for social change, it was revealed that the Korean wave was able to hypnotize fans to attempt to get closer to the Korean culture, the values of life, manners, fashion as well as the shooting of the Korean drama. The ability to attract others called Soft Power by Nye in Mangowal (2010: 9). However, it should be understood that the Soft power is not the same as the influence (influence). Influence can be obtained from threats and payments. Soft power is not only in the form of the ability to argue that others agree with us, but also the ability to draw (to Attract). Interest can make a person imitating others. If we influence other people without any threat or exchange terms in it, so we're using soft power. Soft power rooted in the culture, values, and policies. That's been booked in the Korean drama shows that this craze implemented in encouraging fans to go to South Korea to increase the impact of foreign exchange ginseng.

IV. RESULT

From the results of field data through the charging instrument, that sanya excess Korean drama is not just mere entertainment, a lot of storylines that contains a good moral message. From some Korean drama through data search and FGD, it can be some conclusions about the cultural values of interesting or meaningful very useful for society, namely:

1. Habit: values that exist in the lives of ordinary South Koreans are working hard, the attitude of the spirit, cherish the time, tenacious, diligent, unyielding, another interesting habit is a habit bowed their heads when meeting new people or older , Although there is a habit that in the eyes of Indonesia is a negative thing that soju drink to get drunk.
2. Ethics / manners: generally the impression that appear in Korean dramas, Korean people are very instill manners, either in attitude, designations, and languages, either by older, as well as with younger ones. The attitude of always respecting the parents are always displayed even very grumpy, or not in line with his son, while respecting the decision of the parents, although contrary to their wishes. Reference patterns of everyday behavior is inseparable from culture espoused values, and displays the attitude of upholding decency.
3. Art: some drama always shown how music, dance, be it modern or tardisional, then in contemporary Korean art blends typical match with art introduced by western society (United States). Both of these art seem mutually complementary Contemporary Korean art form.\
4. Mode: attractive shirt designs. Sometimes blends traditional design with modern, and the results are good, the clothes simple and suitable, polite and many are closed, pleasing to the eye.
5. Value ancestral culture: The Koreans have always adhered to the ancestral culture. Do not leave it even though the country has developed, for example in terms of ethics, some films showing behind the screen that is before syuuting themed kingdom, staff, crew, and artist pilgrimage prior to the tombs of the kings, appreciate the messages ancestor, although there is disagreement between generation, but the value of Korean culture is still maintained, and became grip to remain raised in the Korean drama.
6. Culture Patriarchy: although South Korea is very modern, but still it was shown that women as well as possible the work is taking care of the household. Influence the lifestyle of individuals after watching a Korean drama.
7. Language : Interest For fans of drama to better understand the Korean language with a unique accent and writing that is not too complicated, to make some Korean Language class in some cities is still a lot to be devotees. As in Bandung in one private university that always opens the special registration for the fans of Korean language still exist and there is interest in the Korean language because too many come to learn the language . In 2005 was recorded Korean language book sales in Indonesia increased by 40 %.

Korean Wave as a new phenomenon in Asia actually cause anxiety for the erosion of the values of the original life of our nation. Because the teens or the wider community often watch the show without the filter, so as to influence the lifestyle and way of thinking of society. And This is what the Korean government realized that with the outbreak of the

Korean Wave, will open the way for economic progress of Korea. Then do not miss all the group calling itself "Korean Lovers" who thinks he has the identity of Korea's high collects his friends formed fandom Korean artist otherwise known as Lovers Korea. When viewed from a number of indicators on effects of the lifestyle of the individual as a result of watching Korean dramas, namely:

1. How to dress: quite influential because of fashions in Korean drama is very interesting, and if we look at some of he clothing store clothes Korean model has been very prevalent traded and popular because the model is casual.
2. Manners / customs: at the application level is still no impact on the occurrence of impersonation in the community, but actually manners respecting each community has a habit each. From traditional oriental we can still see that the similarity of the ethics of children respect their parents.
3. Mindset: more rational, and has a view to continually developed and developing, and not only contemplate the past.
4. Work Ethics: the discipline and appreciate the time may be an example for society, because many produce something more useful.
5. Lazy and lulled wonderful story: this can happen when a Korean drama film makes the audience curious, so some of them buy his DVDs. The impact on all day and did not leave the house because of constant watching Korean drama.
6. Fanaticism and consumptive lifestyle patterns because they want have to the same goods as seen as in a Korean drama.
7. Dellusional / The emergence of symptoms of mental disorder in Social Media , Lulled by the way the story is sometimes a lot of fans who fantasize make the actor / actress that as their partner. Some fans make her favorite actor/actress look like their fate (husband/wife).
8. War Drama fellow fans . In the Korean drama fan camps usually there are 2 main male character and a second man , or so-called second lead . Not a bit of drama that sometimes apply like the husband hunting story, and then at ending episode usually can not be accepted by one of the parties of the two camps , which resulted in war fellow fans (usually occur within the social media war).

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