

The Effect of Korean Drama Intensity and Exposure on Interest in Learning the Korean Language on the Millennials and Generation Z in Indonesia

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Abstract

During the COVID-19 pandemic, there was a reduction in community activities outside the home, and it is more advisable to carry out activities indoors. It is to reduce the spread of the COVID-19 virus in the community. That way, most people observe by watching Korean dramas. This study aims to determine how the intensity and exposure of Korean dramas influence the interest in learning Korean among Generation Z and millennials in South Jakarta City, Indonesia. The study used a mixed-method research approach by distributing questionnaires through Google Docs and Focus Group Discussions-FGD. The reference theory of this research is the uses and gratification theory and the Stimulus Organism Response-SOR theory. Determination of the sample size using the Slovin formula based on an error rate of 10% so that 100 respondents is obtained. Sampling using a probability sampling technique. The data analysis method in this study uses validity, reliability, classical assumptions, multiple regression analysis, hypothesis, T-test, F test, and correlation coefficient of determination. Based on the study results, it is a significant value on the effect of X1 and X2 simultaneous or together on Y of $0.000 < 0.05$, and the calculated F value is $22,598 > F$ Table 3.09 with the acquisition of the coefficient of determination (R²) 0.304. The triangulation shows that there is an impact of intensity and exposure to Korean dramas on interest in learning Korean in the millennial generation and generation Z. The response in the form of interest in learning Korean is due to various factors, including exciting storylines, short Korean drama series episodes, the compelling actor and actress factors, and stunning cinematography.

Keywords— Exposure, Learning, Korean, Millennial, Generation Z,

Introduction

Television is closely related to popular culture. Popular culture includes television films, soap operas, reality shows, music concerts, and talk shows (Storey, 2006). The beginning of the entry of the Korean Wave to Indonesia was through Korean dramas, often called K-Drama. Drama is a literary work that illustrates a life by conveying a problem through dialogue and describing life and character through behavior (acting) or staged dialogue (Welianto, 2020). Drama is a life story that is depicted in the form of movement. Surya Citra Media broadcasted the first Korean Drama in 2002 with the Drama entitled *Endless Love* and *Winter Sonata*. After that, many drama series began to appear and aired on Indonesian television stations, including *Winter Sonata*, *Princess Hours*, *Full House*, *Boys Over Flowers*, and many others that have aired on Indonesian screens (Nurkartikasari, 2018).

During the social distancing period, video streaming activities in Indonesia have also increased because since this pandemic occurred, people have been required to do activities indoors. This increase occurred in movie streaming services such as Netflix, Viu, Amazon Prime Video, and DrakorID, a streaming service specifically for Korean dramas (Agustini, F., & Nisa, K., 2021). Netflix has experienced an increase in the number of visitors, and the duration of the watch, originally recorded at 15.8 million paid members globally, is now expected to increase even higher by 22.8 percent year on year. It is because Netflix understands that viewers in Indonesia have a tremendous interest in Korean content; therefore, it presents the latest high-quality Korean shows, from reality shows to crime stories, romance, and other dramas (Evandio, 2020). The Indonesian Institute of Sciences (LIPI) presented the results of a survey which showed that around 842 out of 924

respondents, or equivalent to 91.1% of the population in Indonesia, watched Korean dramas during the COVID-19 virus pandemic. This number continues to increase to 3.3% from before the COVID-19 pandemic. Even 8% of respondents said that they are new viewers of Korean dramas. Of all respondents who watched Korean dramas, 92.6% of the viewers were female. It did not stop there; of all respondents who admitted to watching Korean dramas, around 41.3% of them said they had watched more than six times a week, with the duration of watching, which continued to increase per day from before the pandemic was only 2.7 hours to 4.6 hours per day (Pusparisa, 2020).

According to Ahad A. D. & Anshari M. (2017), media exposure concerns whether a person is physically close enough to the presence of mass media and whether someone is open to these media messages. Media exposure is an activity of listening, viewing, and reading mass media messages or having experience and attention to these messages, which can occur at the individual or group level.

Meanwhile, intensity is a series of individual activities related to feelings that are carried out repeatedly. Intensity can also be interpreted as a state of level or size. In everyday life, intensity can be defined as how often a person responds to a specific object (Rahmawati, 2019). According to the Big Indonesian Dictionary, intensity is a state of level or measure of intensity (Depdiknas, 2011).

There are several elements in the intensity of watching Korean dramas, such as how long it takes someone to watch Korean drama shows, how someone often watches Korean drama shows, and what type of genre is the most popular to watch repeatedly. From this, it can be seen that the intensity measurement involves attitudes or actions directed at the object. If an

attitude is carried out intensively, it can affect other attitudes. Such as the theory presented by Borgatus that the affective component will continue to be associated with the cognitive component, and then the relationship will operate in a consistent state. It means that if a person has a positive attitude towards an object, his cognitive index will also be high.

The following are indicators of intensity according to W.J.S Purwadarminta:

- **1. Attention**

A person's interest in the object is the target of the behavior. Next comes a response from the stimulus, then the resulting response is in the form of individual attention to the intended object. The attention to watching Korean drama shows is in the form of attention, time, and energy to access streaming services or other media.

- **2. Appreciation**

In the form of absorption and understanding of the expected information, the information is understood, enjoyed, and stored as new information for the concerned individual. The appreciation in watching Korean drama shows is in the form of absorption and understanding of the information or plot conveyed in the show so that the audience can feel the emotions conveyed by the cast.

- **3. Duration**

It is how long it takes someone to implement the behavior that is the target. The duration of watching Korean drama shows is in a day; how long does it take to watch Korean dramas so one can feel the emotions the players convey.

- **4. Frequency**

Frequency is the number of behaviors that are repeated so that they become targets. Of course, someone's viewing activity is not the same. It all depends on whether or not they often watch and access the streaming service (Rahmawati, 2019)

Rosengren divides exposure into three kinds of measuring instruments as follows:

- **1. Frequency**

Frequency is the routine or how often someone uses the media and understands a message conveyed.

- **2. Duration**

Duration is the time used in using the media or how long to use the media to understand and get messages from the media.

- **3. Attention**

Attention is a person's interest in using the media and consuming a message contained in the media (Febrida & Oktavianti, 2020).

Meanwhile, Slameto (2010: 180) states that there are several indicators of interest in learning, namely as follows:

- **1. Good Feeling**

If someone is interested in a lesson, there is no sense of coercion to learn and not feel bored.

- **2. Engagement**

3. A person's interest in the object can make the person happy and interested in carrying out the activities of the object. Interest is related to a person's encouragement of an interest in something such as a person, object, hobby, or activity in the form of an affective experience stimulated itself.

• 4. Attention

Interest and attention are continuous things in the individual's daily life. Attention is one's concentration on understanding and observation, to the exclusion of others, with interest in a person in an object which will automatically pay attention to the object.

In this study, researchers selected a sample of people in South Jakarta. It is because South Jakarta is one of the areas with the most significant number of Korean fans in Indonesia. This statement can be proven by the existence of a cafe and a meeting place for Korean idols who come to Indonesia. One of the actors who held the event at the Kota Kasablanka mall was actor Ji Chang Wook, while one of the idols who held the event at the Kota Kasablanka mall was the boyband EXO.

Meanwhile, data from the 2020 census shows that the composition of the Indonesian population is mainly from Generation Z (27.94%), namely the generation born between 1997 and 2012. Millennials make up 25.87% of the total population of Indonesia (BPS, 2012). It means that the existence of Gen Z and the Millennial Generation plays a vital role and influences the development of Indonesia today and in the future (Ester, 2016). According to predictions and analysis that Indonesia is in the demographic bonus period. According to a survey published by YPulse (2019), Gen Z uses smartphones more to access entertainment than millennials. The survey data revealed that as many as 78 percent of Gen Z listen to music through smartphones, while millennials, only 59 percent. The same goes for streaming videos. As many as 75 percent of Gen Z use smartphones to view videos. Meanwhile, only 54 percent of millennials do the same (YPulse, 2019). Based on the description of the background above, and the research question is "How is the Influence of Intensity and Exposure

to Korean Drama on Interest in Learning Korean Language in Millennial Generation and Generation Z?" In this study, the authors provide a limitation of respondents by emphasizing the people who watch Korean dramas and are in the South Jakarta area who are 15 to 35 years old. Tito's research team has researched the vulnerable age of Indonesian people who watch and become fans of Korean dramas. Of the 263 respondents, the age range ranged from 15 to 35 years, with the majority of female respondents being 85.17 percent. 54.37% were aged 21-26 years. 4.18 percent were aged 15-17 years (Dhani, 2017). Generation Z is those born after 2001. Generation Z is also called iGeneration; the net generation or internet generation has similarities with generation Y. However, generation Z can apply all activities at once by using their cellphones, such as tweeting, browsing with a PC, and listening to music using a headset. Generation Z is more prominent in the use of information and communication technology than other generations because when the internet was born, it had become a global culture (Bencsik & Machova, 2016). Meanwhile, S-O-R or Stimulus-Organism-Response Theory comes from psychological studies (Buxbaum, O., 2016; Cao, X., & Sun, J., 2018). No wonder it is one of the theories of communication; this is due to the similarity of material objects from psychology and communication, namely humans whose souls include components in the form of attitudes, opinions, behavior, conation, and cognition (Prabawati, 2016). The emergence of this theory is supported by the influence of psychology in communication science. The cause of a behavior change depends on the stimuli that communicate with the organism (Rahmawati, 2019). Contrary to other theories that focus on media effects "Media behavior on audiences" and believe that media users are homogeneous, the Uses and

Gratification Theory pays more attention to "audience behavior towards media" as a form of personal behavior of active audiences. Katz and Gurevich first developed this theory from the "Mass Media Uses and Gratification Model," published in 1974 for the first time. This theory belongs to the socio-psychological tradition that understands communication as an interpersonal influence. The theoretical assumptions explain that the audience actively meets their needs and impulses (Karman, 2013). In addition, this theory also explains why consumers use certain media and what functions the media use for them. Ruggiero (2000) states that the Uses and Gratification theory has provided a "cutting approach" in the early stages of any new communication media such as newspapers, radio, and the internet. Blazer and Katz believe that the audience's way of using the media is not just one way; on the contrary, they believe that there are many reasons for audiences to use it. The main problem in this theory is not about how the media meet the personal and social needs of the audience. However, the point is that there are active audiences who deliberately use the media to achieve specific goals (Fajrie, 2015).

• Prior Research

Previous studies on the influence of Korean Drama on people's behavior and novelty values in this study are as follows:

1. The Influence of NCTzen Indonesia's Communication on the Behavior of Choosing NCT Dream. The test results show a strong relationship between Indonesian netizens' communication and behavioral voting. Referring to the results of the coefficient of determination test show that the magnitude of the effect produced by Indonesian NCTzen communication (x) on voting behavior (y) is 39.81%, and the remaining 60.19 is influenced by other factors outside this study (Sari, I. P., Irawatie, A., & Kusumastuti, R. D., 2020).
2. The Effect of Exposure to K-Pop on Youtube Behavior in the Soulmate Community in Samarinda. The study's results, exposure to k-pop on Youtube influences the behavior of the soulmate community. The simple regression results show the correlation coefficient value of 0.835 while the determinant coefficient $r^2 = 0.697$ means that the variable exposure to k-pop on YouTube affects behavior by 69.7%, and the rest is influenced by other variables outside the model used in this study (Allo, P. S. T., Hatuwe, M., & Wibowo, S. E., 2018).
3. The Effect of Exposure to Korean Drama Pinocchio on Students' Interests to Become Journalists. The results showed an influence between the variable exposure to impressions after watching the Korean Drama Pinocchio on the interest of the 2016 Untirta communication students to become journalists of 0.377, which means that the relationship between the two variables has a low influence. With a post-test result of 14.21%, only nine people are interested and are predicted to choose journalistic concentration after watching five times the Pinocchio drama while the remaining 85.79% are influenced by other factors (Izzatunihlah, I., 2017).
4. The Effect of Exposure to Korean Dramas on the Decision to Purchase Korean Culinary Products. This study's results show a positive and significant influence between exposure to Korean Drama shows on purchasing decisions for Korean culinary products where the r count is more significant than the r table ($0.588 > 0.163$). The results of the significance test using the Product Moment correlation show that if the hypothesis is accepted, there is a positive and significant influence between exposure to Korean drama

shows on purchasing decisions for Korean culinary products (HAQ, S. W., 2019).

5. Exposure to Korean Drama and Fashion Behavior Among Fikom Ubhara Jaya Students. The study's results found that the variable exposure to Korean Drama on private television did not affect the change or imitation of Korean fashion behavior in female students. The coefficient of determination obtained is 0.047, which can be interpreted that exposure to Korean Drama shows on television has a contributing effect of 0.047% on Korean fashion behavior, and 99.9% is influenced by other factors outside of exposure to Korean dramas (Sumartono, S., & Astuti, H., 2013).

The Influence of Intensity and Exposure to Korean Drama on Interest in Learning Korean can be described with the following framework:

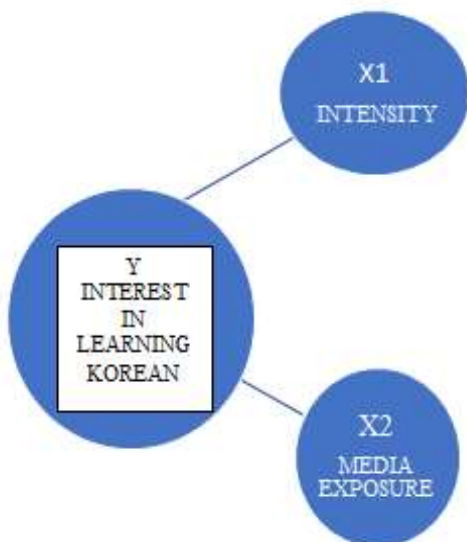


Figure 1 Theory Framework

It is what makes the writer want to study more deeply how the influence of intensity and exposure to Korean dramas on interest in learning Korean for generation Z and millennial generations,

• Hypothesis

Based on the description of the research background, the research proposes the following hypothesis:

• Ha :

1. There is an influence of the intensity of watching Korean dramas on interest in learning Korean.
2. The influence of exposure to Korean dramas on interest in learning Korean is significant.
3. There is an influence of intensity and exposure to Korean dramas on interest in learning Korean.

• Ho

1. There is no effect of the intensity of watching Korean dramas on interest in learning Korean.
2. Exposure to Korean dramas does not affect interest in learning Korean.
3. There is no effect of intensity and exposure to Korean Drama on interest in learning Korean.

The research was conducted from March to July 2021 using a positivistic paradigm quantitative approach. This approach aims to generalize to the population level (Kriyantono, 2016). Based on Slovin's formula, from a population of 2,185,711 people in South Jakarta and an error rate of 10%, the result is 99.995425, so the authors rounded off the total sample population to 100 people to represent the entire population. The respondent's criteria are Generation Z and the millennial generation who actively watch Korean Dramas.

To be able to find out more clearly about the variables in this study, their respective sub-

variables, and indicators, they will be described in Table 1 as follows:

Table 1 Identification of Operational Variables

Variable	Indicator	Measuring Tool	Scale
Effect of Intensity Watching Korean Drama (X1 variable) (Source: Rahmawati, 2019)	Attention	Time Power	Likert
	Appreciation	Opt-in	Likert
	Duration	Long time watching Korean Drama	Likert
	Frequency	Watching intensity	Likert
Korean Drama Exposure (X2 Variable) (Source: Febrida & Oktavianti, 2020)	Frequency	How often does someone watch Korean dramas	Likert
	Duration	How long does it take to watch Korean dramas?	Likert
	Attention	Attention to impressions	Likert
Interested in learning Korean (Y variable) (Source: Slameto, 2010)	Feeling happy	Interest in something topic	Likert
	Involvement	Contribution in do activities	Likert
	Interest	Interest prompt someone to a stimulus	Likert
	Attention	One's concentration is on understanding to the exclusion of others.	Likert

The measurement scale used in this study uses a Likert scale with four categories of answers scored as follows: 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree). After collecting 100 respondents, the authors conducted data processing consisting of several tests, including validity, reliability, classical assumptions (normality test, autocorrelation, multicollinearity, and heteroscedasticity), multiple linear regression analysis, hypotheses,

T-test, F test, and Correlation and Coefficient of Determination.

After analyzing the effect of intensity and media exposure on interest in learning Korean, it is equipped with a qualitative method, namely Focus Group Discussion with millennials and generation Z, to interpret the results of a survey that has been conducted on respondents. After that, quantitative and qualitative data triangulation was conducted to conclude.

RESULTS

This research was conducted online through the Google Form web page, with the link <https://bit.ly/kuesionerminatsiswaKorean>.

Based on the results of Slovin's calculations with a 90% confidence level, 100 respondents were obtained, namely 23% male and 77% female. This means that there are more female Korean drama viewers than male viewers. Based on age, it is known that there are 13 respondents aged 15-20 years, 83 people aged 21-25 years, 26-30 years old, as many as four people, and there are no respondents aged 31-35 years. From these data, it can be seen that most Korean drama viewers are 21-25 years old. The data shows that respondents who use smartphone electronic devices are 68% and computers/laptops 32%. From the data above, it can be concluded that respondents use smartphones more when watching Korean dramas. Meanwhile, respondents who use Netflix streaming services are 58%, Viu 15%, Iflix 3%, and Drakor. Id 24%. It can be concluded that Netflix is a streaming service mainly used to watch Korean dramas. Survey data shows that respondents who have watched Korean dramas 1-5 times are 43%, 6-10 times are 24%, 11-15 times are 11%, and >16 times are 22%. From the data above, it can be concluded that most respondents watched as many as 1-5 Korean drama titles. Survey data shows that there are respondents who like the comedy romance drama genre as much as 56%, thriller dramas as much as 4%, horror dramas as much as 5%, action dramas as much as 10%, fantasy 3%, historical dramas 6% criminal dramas 9%, melodrama dramas as much as 7%. From the data above, it can be concluded that romantic comedy is more popular. Respondents admitted that they spent about 1 hour per day, as much as 33%. Another one spends about 2-6 hours per day and >7 hours per day. The data

above shows that most people spend 2-6 hours per day watching Korean dramas.

Survey data shows that respondents spend a month watching Korean dramas of Rp. 20,000-Rp.40,000 as much as 56%, Rp.41-60,000 as many as 32% and >60,000 people as much as 12%. From the data above, it can be concluded that most people spend as much as 20,000-40,000 watching Korean dramas every month.

This study analyzes the Influence of Intensity (X1) and Korean Drama Exposure (X2) on Interest in Learning Korean in Millennial Generation and Generation Z (Y). In this study, the researchers also used a Likert scale interval with an answer range worth 1 to 5. A value of 1 indicates that the respondent strongly disagrees, a value of 2 states that he does not agree, a value of 3 agrees, and a value of 4 strongly agrees with the statement stated on the questionnaire.

This questionnaire was distributed to residents who live in South Jakarta. The data obtained from the respondents were then analyzed based on the calculation of frequency and percentage. In order to determine the reliability of each statement item from the questionnaire, validity and reliability tests were carried out. This was done to look at the relationship between Intensity, Exposure, and Interest in Learning Korean in Millennial Generation and Generation Z. For the validity test section, 9 of 9 statements of the variable X1 (Intensity), 9 of 9 statements of the variable X2 (Exposure to Korean Movies). Furthermore, 7 of the seven statements of the Y variable (Interest in Learning Korean) were declared valid with the r count > r table (0.361). The X1 variable statement instrument used as a questionnaire was declared reliable with a Cronbach Alpha value of 0.854. The X2 variable statement instrument used as a questionnaire was declared reliable with a Cronbach Alpha value of 0.910.

Likewise, the Y variable had a Cronbach Alpha value of 0.899. The classical assumption test consists of normality, autocorrelation, multicollinearity, and heteroscedasticity. It is known that the normality test gets a significant value in the Kolmogorov Smirnov table of $0.167 > 0.05$, and the data in the P-Plot table are known to plot (dots), which describes the data follow the line so that it can conclude that the data tested is typically distributed.

The multicollinearity test explains that the tolerance value for intensity (X1) and exposure (X2) is 0.347, which means it is more significant than 0.100. while the VIF value for intensity (X1) and exposure (X2) is 2.882, which means it is smaller than 10.00. It can be concluded that the data of this study did not occur symptoms of multicollinearity.

The Heteroscedasticity Coefficients test shows that all variables have a significance value of 0.576, which means it is more significant than 0.05. it can be concluded that this study does not occur heteroscedasticity in the regression model.

The results of the autocorrelation test value it is known. Based on the Durbin Watson table 5% (1,604) and the data in the autocorrelation table, it is known that $1,722 < 4-du < 2,396$, which means that there is no autocorrelation. Meanwhile, for the multicollinearity test, it is known that the Tolerance value, namely X1 and X2, is $0.663 > 0.10$, and the VIF value from the results of the Intensity and Exposure multicollinearity test, which is $= 2.882 < 10.00$, then there is no multicollinearity. Based on the results of multiple linear regression analysis, it can be seen that an increase in each variable can increase the influence on interest in learning Korean for generation Z and millennials, namely the X1 Intensity variable, which is 0.077 per unit, and the X2 Korean Film Exposure variable is 0.514 per unit. In addition,

the following regression equation is obtained: $Y = 4.757 + 0.077 X1 + 0.514 X2$. It is necessary to test the linearity relationship between variables X1 and X2 on variable Y. This t-test is used to determine whether or not there is a difference in the average between two groups of samples that do not have a relationship. If, in the test, the significance value is less than 0.05, it can be concluded that the independent variable partially has a significant effect on the dependent variable. The following are the results of the t-test: H1 = known value of Sig. on the effect of X1 on Y, which is $0.572 > 0.05$, and the t value is $0.567 < t$ table 1.984, so it can be concluded that H1 is rejected, which means that there is no effect of X1 on Y, which means that the intensity does not affect interest in learning Korean. H2 = known value of Sig. the effect of X2 on Y is $0.001 < 0.05$, and the t value is $3.488 > t$ table 1.984, so it can be concluded that H2 is accepted, which means that there is an effect of X2 on Y, which means that exposure affects an interest in learning Korean. It can be concluded that the known significance value for the effect of X1 and X2 simultaneously on Y is $0.000 < 0.05$. The calculated F value is $22,598 > F$ table 3.09 with the acquisition of the coefficient of determination (R²) 0.304. from these results, it can be concluded that there is an effect of X1 and X2 simultaneously on Y. So it can be concluded that the Intensity (X1) and Korean Film Exposure (X2) have a positive and significant effect on Korean Language Learning Interest (Y).

• Focus Group Discussions

Another method used in this research is Focus Group Discussions-FGD to explore more deeply "how and why" Korean films influence generation Z and millennials so that they are interested in learning Korean. The FGD was conducted for three hours, involving 17 informants from Generation Z and the

millennial generation in South Jakarta City. Most of them are students and academics in the field of communication. The FGD was conducted in a hybrid manner, some attended in person, and some attended online using zoom meetings.

Most of the participants expressed their interest in watching Korean films because the storyline was exciting and made them curious and carried away by the feel of the film. The theme raised is not only about love stories but also about social issues, friendship, and family. In addition, the Korean drama series episode factor, which is not long, only about 17 episodes, makes the viewers faithfully wait. Unlike drama series in Indonesia, which can have hundreds to thousands of episodes, it bored the audience because the story's ending is unclear.

"Besides the good storyline, the cinematography is cool, the camera movement and special effects, and the star acting are perfect..." (FGD, March 3, 2021)."

The factor that causes generation Z and millennial Korean film fans to be interested in learning Korean is the attractive faces and clothing styles of the actors and actresses that become the allure of understanding what their idols are saying.

So with various stimuli in the form of K-pop, namely lifestyle, culture, and even music from Korea, the Z generation and the millennial generation (Organism) have their response, namely being interested in learning Korean.

DISCUSSIONS

The COVID-19 pandemic condition requires everyone to reduce activities outside the home. It impacts community activities that require carrying out activities such as work, college, school, and other activities from home to keep ourselves and those around us safe and avoid

exposure to the COVID-19 virus. To fill their spare time at home, some South Jakarta residents watch Korean dramas. With an exciting storyline and many choices of genres that we can watch, it makes someone feel at home to linger watching Korean dramas, which have many episodes in each title.

It can be seen from the results of the screening data filled in by the respondents that most of the respondents have watched for 2-6 hours per day. From the characteristic data, we can also conclude that this is in line with the Uses and Gratification theory of communication, where this theory has the basic assumption that respondents play an active role in using the media to meet their needs. In the results of the characteristic data, it can be seen that the respondents are free to choose what streaming service to use, how long to use the streaming service, what electronic devices are used, and the costs they are willing to spend to use the media.

As revealed in the FGD, the influence of intensity, exposure, and interest in learning Korean indicates that it is in line with the S-O-R theory (stimulus, organism, response). According to the S-O-R theory model, the organism creates a specific behavior with a particular stimulus. The effect is in the form of a remarkable reaction to a unique stimulus, so one can expect and estimate the suitability between the message and the communicant's reaction.

In the S-O-R theory, the response or change in attitude depends on the individual process. The stimulus in the form of a message delivered to the communicant or respondent can be accepted or rejected, and the process will run if the communicant pays attention to the stimulus presented to him. So that the communicant can think about it so that understanding and acceptance appear or vice versa. The response

can be in the form of attitude changes such as cognitive, affective, or behavioral changes. That is, the response or change in attitude towards interest in learning Korean depends on the Korean Drama they watch. The response can be in the form of acceptance or rejection or the reason someone learns Korean.

It is known that the significance value for the effect of X1 and X2 simultaneously on Y is $0.000 < 0.05$. The calculated F value is $22,598 > F$ table 3.09. It can be concluded that there is an effect of X1 and X2 simultaneously on Y, So it can be concluded that there is a significant effect of intensity and exposure to Korean Drama on interest in learning Korean in the millennial generation and generation Z.

CONCLUSIONS

Based on the results of the analysis and discussion above regarding the effect of intensity and exposure to Korean drama films on interest in learning the Korean language in generation Z and the millennial generation, it can be concluded that the effect of intensity (X1) and Korean drama film exposure (X2) simultaneously affect interest in learning a language. Korea among Generation Z and Millennials. It was also reinforced by the results of the FGD, which explored how the stimulus in the form of K-pop packaged in Korean Drama films was able to change behavior and dress styles and even develop an interest in learning Korean among Generation Z and the millennial generation.

This research still has many shortcomings because it is only a single case study in the city of South Jakarta, DKI Jakarta, Indonesia. Future research needs to conduct a national survey related to the impact of exposure to K-Pop on Indonesia's young generation nationally so that it can be evaluated whether it has more positive or negative impacts on the existence of

Indonesian national identity, which has a different national culture from various films that enter Indonesia, especially films Korean Drama.

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