

Exposure to Korean dramas does not influence adolescent girls to consume alcoholic beverages: a case study in Medan city

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ABSTRACT

Background: Korean dramas are fictional stories whose scenes have a picture of the life of Korean society itself. So that teenagers are very enthusiastic about following the style and culture in the Korean drama such as: lifestyle, fashion, Korean food and drinks. One of them is soju which is an alcoholic drink so this can cause curiosity which results in teenagers consuming alcoholic drinks. **Purpose:** To determine whether there is an influence of exposure to Korean dramas on the behavior of consuming alcoholic beverages among high school students in Medan city. **Methods:** Data collection in this study used primary data, obtained from respondents by filling out questionnaires distributed to 4 high schools in Medan city. questionnaires containing questions related to the research title that have met the inclusion and exclusion criteria with a total sample of 28 students per school. Then statistical testing was carried out with univariate and bivariate analysis. **Result:** Based on the results of the study there was no relationship between exposure to Korean dramas and alcohol consumption behavior in 4 schools there were significant results SMA raksana Medan ($P=0.307$), SMAN 5 Medan ($P=0.326$), SMA Muhammadiyah 2 Medan ($P=0.618$). and finally MAN 2 Medan ($P = 0.576$). Based on gender characteristics, the sig. value of 0.000 was obtained, this value is <0.05 , so it can be decided that there is a relationship between gender and alcohol consumption behavior. It was found that Korean dramas watched by high school students in Medan City did not affect their behavior in consuming alcohol, this result is the result of research from 4 schools used as research samples.

Keywords: Behavior, Korean drama, Alcoholic beverages

ABSTRAK

Latar Belakang: Drama korea merupakan cerita fiksi yang adegan nya memiliki gambaran dari kehidupan masyarakat Korea itu sendiri. Sehingga para remaja sangat antusias mengikuti gaya dan budaya yang ada di drama Korea tersebut seperti: gaya hidup, fashion, makanan dan minuman khas korea. Salah satunya adalah soju yang merupakan minuman beralkohol sehingga hal ini dapat menyebabkan memiliki rasa penasaran yang mengakibatkan para remaja mengkonsumsi minuman beralkohol. **Tujuan:** Untuk mengetahui ada tidaknya pengaruh paparan drama korea terhadap perilaku mengkonsumsi minuman beralkohol pada pelajar SMA di kota Medan. **Metode:** Pengumpulan data dalam penelitian ini menggunakan data primer, diperoleh dari responden dengan cara mengisi kuesioner yang dibagi

kepada 4 sekolah SMA di kota Medan. kuesioner yang berisikan pertanyaan-pertanyaan yang terkait judul penelitian yang telah memenuhi kriteria inklusi dan eksklusi dengan total sampel sebanyak 28 siswa per sekolah. Kemudian dilakukan pengujian statistik dengan analisis univariat dan bivariat. **Hasil:** Berdasarkan hasil penelitian tidak terdapat hubungan antara paparan drama Korea dengan perilaku mengkonsumsi minuman beralkohol di 4 sekolah terdapat hasil yang signifikan SMA raksana Medan ($P=0.307$), SMAN 5 Medan ($P=0.326$), SMA Muhammadiyah 2 Medan ($P=0.618$) dan yang terakhir MAN 2 Medan ($P=0.576$). Berdasarkan karakteristik jenis kelamin, diperoleh nilai sig. sebesar 0.000, nilai tersebut < 0.05 maka dapat diputuskan bahwa terdapat hubungan antara jenis kelamin dengan perilaku mengkonsumsi minuman beralkohol. Didapatkan hasil bahwa drama Korea yang ditonton oleh pelajar SMA Kota Medan tidak mempengaruhi perilaku mereka dalam mengonsumsi alkohol, hasil ini merupakan hasil penelitian dari 4 sekolah yang digunakan sebagai sampel penelitian.

Kata kunci: Perilaku, drama Korea, Minuman alkohol

INTRODUCTION

Westernization and globalization have dominated the world's products and cultures, but now the Korean Wave is a form of Asian cultural globalization that replaces Western domination. The spread of the Korean Wave is seen through various media such as Korean dramas, pop music, fashion, language, and food. Korean dramas showcase the lives of Korean people with every scene reflecting Korean lifestyle, fashion, food, and drinks. A typical Korean alcoholic drink called soju has become popular among teenagers who enthusiastically follow Korean dramas (Larasati, 2018). Korean dramas are fictional stories whose every scene has a picture of the life of Korean society itself. Teenagers are very enthusiastic about following what is in the Korean drama, such as lifestyle, fashion, Korean food and drinks. It is not uncommon for the audience to forget the time in watching this Korean drama so that they miss their bedtime, while having good quality sleep is important for health because several toxin clearance mechanisms occur during this period, which are very important for immunity, cardiovascular, reproductive function, endocrine and to control pain (Firda Seftiana Krismiatl, 2021). In addition, by imitating westernization in Indonesia, the prevalence of adolescents who have premarital sex is increasing from year to year (Impact & Westernization, 2022). The effects of alcohol can also lead to promiscuity which can lead to promiscuous sex which results in HIV/AIDS. HIV/AIDS is the first contributor to death in the world (Boy, E., 2015).

Soju is a Korean alcoholic beverage made from rice or can use substitutes such as yam, wheat, barley, and tapioca. The alcohol content of Soju ranges from 20-40%. Soju can also be classified by its alcohol content, with fruit flavors having an alcohol content of around 16%, bottled Soju without flavors reaching 22%, and traditional Soju can reach 40% alcohol content. In Malaysia, the Korean cultural trend has been received quickly and aggressively. Surveys show that most Malaysians have watched Korean dramas and movies, and listened to Korean pop songs. Satisfaction with Korean dramas, movies and songs is also high among Malaysian respondents (Baharum et al., 2020). Every scene in Korean dramas, be it weddings, birthdays or grieving, they will consume a typical Korean alcoholic drink called soju (Lingarwati et al., 2021). Soju, sul, munbaeju, gyeongju and gwasilju are traditional Korean alcoholic drinks that have been proclaimed as intangible cultural heritage. Institute of "Cultural Heritage Administration" in South Korea (Serfiyani et al., 2020).

Malaysia has picked up the trend faster and more aggressively. The Korean Foundation for Asian Cultural Exchange has conducted a survey of 1,543 people living in Malaysia, Singapore and Thailand from September 26 to October 14, 2015. About 44.3% of Malaysian respondents had watched "Korean tv dramas", 19.2% had seen "Korean movies", and 4.7% had listened to "Korean pop songs" (Ho, 2010). Alcoholic beverages are drinks produced through distillation and contain ethanol derived from the fermentation of grains, fruits, or vegetables. Examples include wine, vodka, gin, rum, whiskey, and soju. These drinks have opiate properties and can cause dependence, both physical and psychological (Salim Utina Lecturer in Psychology IAIN Sultan Amai Gorontalo Sitriah, n.d.). In the Ministry of Health Regulation No.86/Men.Kes/Per/IV/1977 dated April 29, 1977 which regulates the production and circulation of liquor, what is meant by liquor is all types of alcoholic beverages but not drugs and includes three groups, namely Group A (ethanol content 1-5%), B (ethanol content 5-20%), C (ethanol content 20-55%) (Research et al., 2016).

Teenagers are the successors of the nation who need to be saved from alcohol consumption behavior. Many adolescents are not fully aware of the adverse effects that this habit has on their health. The population of adolescents

aged 15-19 years in 2022 until February reached 22,176,543 people, while the level of alcohol consumption habits in North Sumatra at that age reached 3.18% of the North Sumatra population based on 2018 Riskesdes data (Firdaus et al., 2022). With a young age, teenagers are required to forge education at school with the aim of becoming a human being who is knowledgeable, skilled, experienced, has a personality, has a noble character, and is independent (Education, 2018). In addition, Islam prohibits Muslims from consuming alcoholic beverages, which is emphasized in the Quran and the traditions of the Prophet Muhammad S.A.W. This prohibition is explained in surah An-Nisa verse 43 and surah Al-Maidah verse 90. Therefore, it is very important to educate adolescents about the negative effects of alcoholic beverages and the importance of avoiding them in accordance with religious values and to protect their future (Baharum et al., 2020). The Prophet said: "I was sent with a sword until Allah alone is worshipped, there is no partner for Him; made my sustenance under the shadow of my spear; and made humiliation and lowliness for anyone who deviates from my cause. Whoever imitates a people, then he is among them (H.R. Ahmad) (Matondang, 2018).

Korean drama is a culture / art that refers to television dramas in Korea in a miniseries format and uses Korean where Korean dramas tell stories of human life that are presented using Korean as the language of instruction (Linggarwati et al., 2021). Behavior is a person's response or reaction to an external stimulus (stimulus). Behavior can be grouped into two, namely covered behavior and overt behavior (Apsari et al., 2016). Due to the development of the Korean drama industry in Indonesia and every scene contains elements of consuming alcoholic beverages, it is necessary to conduct research related to the influence of exposure to Korean dramas on the behavior of consuming alcoholic beverages in high school students in Medan city.

METHOD

This research is an analytic descriptive study with a cross-sectional study design. In cross sectional research the cause or risk and effect variables or cases that occur in the object of research are measured or collected at the same time (M Sopiudin Dahlan, 2014). This research will be conducted at: SMAN 5, SMA Muhammadiyah 2, MAN 2, SMA Raksana. The population of this study is Senior High School Students in Medan City in 2022. The samples of this study were Class XII High School Students in Medan City in 2022 who met the inclusion and exclusion criteria. The data used is primary data obtained from filling out questionnaires filled out by respondents. The first step taken was for the researcher to give informed consent to the respondents. After being checked for completeness, data processing was then carried out.

The minimum sample size was calculated using the sample size formula using hypothesis testing for unpaired categorical comparative analytic research. With a total sample of 112 adolescents or 28 students per school. Primary data in this study is data obtained directly from data sources, namely by filling out questionnaires by respondents conducted directly by researchers on research samples. The questionnaire from this study is a valid and reliable questionnaire. Data analysis for this study uses statistical tests. The data collected will then be processed using computer equipment, namely SPSS. The data were analyzed descriptively analytically and then the results were presented in the form of a frequency distribution table to determine the average difference between the two ordinal variables. The data analysis used is univariate and bivariate analysis.

RESULT AND DISCUSSION

Table 1. Description of Respondents in terms of characteristics

Description	SMA Raksana Medan		SMAN 5 Medan		SMA Muhammadiyah Medan		MAN 2 Medan	
	F	%	F	%	F	%	F	%
Gender								
Male	10	32,3%	13	52,0%	7	28,0%	10	32,3%
Female	21	67,7%	12	48,0%	18	72,0%	21	67,7%
Total	31	100%	25	100%	25	100%	31	100%
Korean dramas exposure								
Low	17	54,8%	21	84,0%	13	52,0%	15	48,4%

Medium	9	29,0%	1	4,0%	10	40,0%	14	45,2%
High	5	16,1%	3	12,0%	2	8,0%	2	6,5%
Total	31	100%	25	100%	25	100%	31	100%
Alcohol consumption behavior								
Low	18	58,1%	17	68,0%	24	96,0%	30	96,8%
Medium	9	29,0%	8	32,0%	1	4,0%	1	3,2%
High	4	12,9%	0	0%	0	0%	0	0%
Totally	31	100%	25	100%	25	100%	31	100%

Based on table 1, it was found that women were more respondents (64.3%) than men 35.7%.

Based on table 1, the results obtained on exposure to Korean dramas in the low category are (66%) with moderate (22%) and high (12%) categories. Based on table 1, the results obtained on the behavior of consuming alcoholic beverages in the low category were 89 respondents (79.4%) with moderate (20.3%) and high (0.3%) categories.

Table 2. Frequency Distribution of the frequency of consuming soju after watching Korean drama

Soju	Frequency	Presentage (%)
Strongly Disagree	54	48.2%
Disagree	37	33%
Agree	19	17%
Strongly Agree	2	1.8%
Totally	112	100%

Based on the table above, it is obtained that out of 112 respondents, 54 respondents answered strongly disagree with a percentage of 48.2%, 37 respondents answered disagree with a percentage of 33%, 19 respondents answered agree with a percentage of 17%, and 2 respondents answered strongly agree with a percentage of 1.8%.

Table 3 Distribution of Gender with Exposure to Korean dramas

Gender	Drama Korean Exposure			Total	P-Value
	Low	Medium	High		
Female	N	31	29	12	0.000
	%	27.7%	25.9%	10.7%	
Male	N	35	5	0	
	%	31.3%	5%	0.0%	
Totally	N	66	34	12	
	%	58.9%	30.4%	10.7%	

Based on table 3, it is obtained that respondents with female gender are 12 people with details of 31 respondents having low exposure to Korean dramas with a percentage of 27.7%, 29 respondents have moderate exposure to Korean dramas with a percentage of 25.9%, and 12 respondents have high exposure to Korean dramas with a percentage of 10.7%. In the male gender, there were 40 respondents with details of 35 respondents having low Korean drama exposure with a percentage of 31.3%, 5 respondents had moderate Korean drama exposure with a percentage of 5%, and 0 respondents had high Korean drama exposure with a percentage of 0%. In addition, a sig. value of 0.000 was obtained, this value is <0.05, so it can be decided that there is a relationship between gender and exposure to Korean dramas.

Table 4 Distribution of Gender with Alcohol Consumption Behavior

Gender	Alcohol Consumption Behavior			Total	P-Value
	Low	Medium	High		
Female	n	66	5	1	0.000
	%	58.9%	5%	0.9%	
Male	n	23	14	3	
	%	20.5%	12.5%	2.7%	
Totally	n	89	19	4	
	%	79.5%	17.0%	3.6%	

Based on the table above, it is obtained that 72 respondents with female gender with details of 66 respondents have the behavior of consuming low alcoholic beverages with a percentage of 58.9%, 5 respondents have the behavior of consuming moderate alcoholic beverages with a percentage of 5%, and 1 respondent has the behavior of consuming

high alcoholic beverages with a percentage of 0.9%. In the male gender, there were 40 respondents with details of 23 respondents having low high alcoholic beverage consumption behavior with a percentage of 20.5%, 14 respondents had moderate high alcoholic beverage consumption behavior with a percentage of 12.5%, and 3 respondents had high alcoholic beverage consumption behavior with a percentage of 2.7%. In addition, a sig. value of 0.000 was obtained, this value <0.05 , so it can be decided that there is a relationship between gender and the behavior of consuming alcoholic beverages.

This study was conducted to examine the effect of Korean drama exposure on alcohol consumption behavior among high school students in Medan city. The analysis showed that Korean dramas watched by high school students in Medan did not influence their alcohol consumption behavior. Factors such as gender, curiosity, mood, stress relief, family, friends, and tradition play a greater role in adolescent alcohol consumption behavior (Maeng et al., 2021). Korean dramas can influence adolescents' interest in visiting South Korea and learning about Korean culture, language and fashion styles (Titania & Haryanto, 2022). Family, friends, and tradition also play a role in adolescent alcohol consumption behavior. Families with dysfunctional relationships, such as conflict, neglect, inconsistent communication, may encourage adolescents to use alcohol as an escape (Ilmiah et al., 2017). Peer pressure can also influence adolescent alcohol consumption behavior. Although Korean dramas have no effect on alcohol consumption behavior, they can influence adolescents' interest in visiting South Korea, learning Korean, and adopting Korean-style fashion (Prasanti, 2020).

In the subject of this study, it was found that women were more respondents than men. In the control group results, the percentage of female respondents was 64.3% and women are more interested in watching Korean dramas because women tend to use emotions and feelings (Anwar et al., 2019). Korean drama watchers who tend to be women will want to visit South Korea because of the experiences they see in the drama (Haq, 2019). Based on the results of this study, it was found that women tended to be more interested in watching this Korean drama with a high category of 12 respondents (10.7%) while men were 0 respondents (0%). This is in line with previous research which explains that women like Korean dramas more than men (Lugas & Furrie, 2021). In this Korean drama exposure, the audience will focus on this spectacle which will trigger a stimulus to activate the five human senses which will trigger more attention so that they will follow what they see (Adelia et al., n.d.).

This study concluded that Korean drama does not have a significant influence on alcohol consumption behavior among high school students in Medan. The majority of respondents had a low level of exposure to Korean dramas and low alcohol consumption behavior as 58.9% of women in the low category and 20.5% in the low category (Allen Rose et al., 2020). Gender factors play an important role, where males tend to have a higher chance of consuming alcohol than females (Zumaroh & Risna, 2015). In addition, internal factors such as curiosity, elevated mood, stress relief and to look macho also influence alcohol consumption behavior in adolescents (Maula & Yuniastuti, 2017). For females who consume alcohol, a possible factor is that females are more likely to internalize the problem of using alcohol to relieve their stress or depression rather than as a means of maturing, whereas males are more likely to externalize such negative feelings outwardly as antisocial behavior (Kang et al., 2020). Alcohol consumption is one of the main factors that cause a person to suffer from cancer of the upper aerodigestive tract (oral cavity, esophagus, pharynx and larynx) (Hidayat, 2020).

Based on the results of research on interest in consuming soju after watching Korean dramas, it was found that 54 respondents (48.2%) chose strongly disagree, which means that there is no effect of Korean dramas on interest in consuming soju or Korean special drinks. Soju is distilled using various types of raw materials such as glutinous rice, barley, non-glutinous rice, wheat, sorghum, and corn (Research et al., 2016). This Korean habit is often found when watching Korean dramas. The habit of Koreans who like to drink soju in almost every activity must be drinking soju, such as at a celebration of something, at a funeral, even when sad, Koreans vent it by drinking soju (Atira & Hasmira, 2022). Although soju is an alcoholic drink, there is also non-alcoholic soju. According to the results of previous research Interest, Muslim consumers in the use of non-alcoholic soju products from the results of interviews that researchers conducted with informants collected showed that their interest was so high. Soju, which is a typical Korean alcoholic drink that often appears in Korean drama series, was then innovated by creative entrepreneurs from Bandung into non-alcoholic soju drinks so that many wanted to taste the drink. Although it actually tastes the same as a mojito drink, the only difference is the way the packaging is poured into a green bottle and labeled like Korean alcoholic soju. And this drink does not contain any alcohol (Rahmayosa et al., 2022).

Overall, this study shows that Korean dramas have no direct influence on alcohol consumption behavior among high school students in Medan. Other factors such as gender, curiosity, mood, stress relief, family, friends, and tradition have a more dominant role in adolescent alcohol consumption behavior. However, Korean dramas can have a positive influence in terms of interest in Korean culture, language, and fashion style.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research that has been done, several conclusions can be drawn y The results showed that Korean dramas watched by Medan City high school students did not affect their behavior in consuming alcohol, this result is the result of research from 4 schools used as research samples namely MAN 2 Medan, SMA Raksana, SMAN 5 Medan and SMA Muhammadiyah 2 Medan. Suggestions for future research are that the location and respondents of the research be expanded. Also, suggestions that can be given to schools are the need for counseling guidance to students who consume alcohol in order to reduce adverse effects in the future.

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