

Factors of watching Korean Drama Among Youth in Kuching City, Malaysia

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Abstract

This research to identify the factors of watching Korean Drama among youth in Kuching City, Malaysia. It was conducted by distributing 300 sets of questionnaires to the youth in Kuching City via online survey. Quantitative data analysis methods was used and analyzed through descriptive analysis and factor analysis. The factor analysis extracted two factors of youth watching Korean drama which were learning and sociability. It was found that these factors can be explained using the uses and gratifications theory.

Keywords: Learning, Sociability, Korean Drama, Youth, gratification theory

Introduction

The beginning of Korean Wave

It has now been more than a decade since Korean popular culture has broadly expanded into East Asia and subsequently, it has been penetrating to other Asian countries as well. Korean popular culture is cultural products which are mass produced such as K-pop music, Korean dramas and movies (Tuk 2012). It has been proved that Korean television series especially Korean drama series is the significant initiator of Korean Wave (Ko, Kim, No, & Simoes, 2014). The term Hallyu also refers to as Korean Wave in Korean language, was created by Beijing journalist since mid-1999 due to the remarkable rise in the popularity of Korean entertainment content in China. It is now commonly used to describe the phenomenon of significant increase in the proliferation of Korean popular culture around the world (Kim, 2007). To add on, Chung (2006) also suggested that