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THE INFLUENCE OF KOREANA DRAMA ON THE ETHICS OF STUDENTS AND STUDENTS DURING THE COVID-19 PANDEMIC

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ABSTRACT

Korean fever has recently hit Indonesia. Where various groups started talking about something from the country of ginseng. This can indicate that Korea has a good side as an entertainment medium. Korea has a lot of culture that has been exposed so that people around the world know what Korean culture is like. Nowadays Korean culture can be seen from various sources such as the Internet, Film, Drama and Music. Korea tends to have a culture that is able to attract Indonesian people because its culture is not too different from Indonesia. Korean culture has positive and negative values. Therefore, in this discussion, we will discuss "How Korean Dramas Influence Students During the Covid-19 Pandemic". This research aims to: 1). Knowing Student and Student Ethics during the Covid-19 pandemic. 2). How much is influenced by Korean culture.

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PRELIMINARY

In modern times like this, it is certainly the cause of the development of science and technology in the world. Science and technology can develop very well, so that it can make someone more insightful towards science and one's creativity. One example of the current development of science and technology is the increasingly rapid sophistication of technology. The technology in question can also be the Internet. Everyone can access the internet anywhere and anytime via Android or laptop. The internet can help someone access various information.

With the development of technology, we are able to get what we want without traveling far. Like watching a concert, in the past people could watch a concert by flocking to the concert venue, but this is different from now. Nowadays, watching concerts can be seen via live streaming. Apart from that, when they want to watch a film, they usually flock to the cinema, but with internet access and electronic media, we don't have to go to the cinema to watch a film, but we can stream or download the films we want. The very strong current of globalization will encourage the influx of culture and information without restrictions. One of them is Korean culture which is currently spreading in Indonesia or what is usually called the Korean Wave (Korean fever).

Korea is a peninsula country located in the east of the Asian continent which consists of many mountains. Korea is one of the countries experiencing rapid development and progress. Korea is even able to display its culture through entertainment which many other people don't realize, such as fashion. Korea is one of the fashion centers in the Asian region. This is also felt in Indonesia, namely that most Indonesian teenagers follow Korean trends.

Korean trends can not only be accepted by teenagers but can also be accepted by all groups. Such as music, films, dramas, make-up, and ethics which are starting to be imitated in Indonesia. One of those who are greatly affected by Korean fever are teenagers. Teenagers are targeted because they tend to like music and drama. Therefore, during the Covid-19 pandemic, there is a lot of interest from various groups in watching Korean dramas to fill their free time during the PSBB. Even now, local television stations are trying to broadcast K-Drama or variety shows.

One of the Korean dramas that was very popular with Indonesian people during Covid-19 was the drama "Crash Landing On You". This drama has both positive and negative impacts on the Indonesian people who watch it. Negative impacts arise such as students tending to use make-up at school. Apart from that, Korean dramas also have characters in scenes such as being brave towards older people. Apart from the negative impacts there are also positive impacts.

Such as teaching to always be enthusiastic about anything and think positively about various things, dare to accept risks in every behavior, etc.

Next is Ethics. Ethics comes from the Greek word *ethos*, which in the singular means something like: usual residence, pasture, habits, customs, morals, character, feelings, attitude, way of thinking. In the plural it means custom. Thus, Ethics is a science that discusses habits.

The ethics depicted in Korean dramas are not always negative. Many of the ethics that are exemplified have positive values, such as, Ethics when talking to older people, they respect older people more when they talk to them, they tend to lower their heads as a form of respect for older people. Apart from that, there is also etiquette when eating, if they eat with their parents they prefer the older person to eat first. Things like this can be learned via the Internet or by watching Korean dramas.

Students and students tend to learn more about ethics and practice it in life. Like students and university students who are starting to use foreign languages (Korean) in their conversations. Then, during a pandemic like this, pupils and students use their free time to watch Korean dramas. Korean dramas have become loved by various groups, especially students in this millennial era. This is because many of the stories taken are in accordance with real life, such as dramas with historical or student themes. From the real story taken, it will give the audience the impression of being carried away by the flow of the story.

Literature review

Korean dramas have many genres, one of which is action-adventure such as *Iris* and *Athena*. This is a drama that features lots of action scenes such as various explosion effects, gunfire and car chases. This shows technological advances in making this drama. In the current era, the outline of the story is not only related to royal stories, war, and life in the palace. But more varied and creative.

Realizing that Korean dramas are able to introduce Korea, television stations produce dramas with various purposes. The funds required are also quite large. The station needs investors to be able to produce a film or drama work. Therefore, at every broadcast there must be a product on offer. This is able to make the product easy for consumers to see and buy. Therefore, this can make the audience want to buy the product. And this also includes the ethics of students, as well as other spectators. This ethic is included in consumption ethics, they will be interested in what is advertised in Korean dramas. But Indonesians in particular are not interested in their consumption of pork and soju drinks. In this way, people are able to choose the products they want to imitate using appropriate consumption ethics in Indonesia.

Apart from this, currently the level of consumption of Korean dramas is very high. How could it not be when the Covid-19 pandemic in Indonesia has been so high recently that it has caused several regions in Indonesia to implement PSBB. During PSBB, people reduced their outdoor activities. With boredom occurring, they finally filled their boredom by watching Korean dramas. Not only ordinary people, many artists are also starting to like Korean dramas, one of them is Melly Goeslow. From the news I have read, during the implementation of the PSBB in Jakarta, Indonesian artists began to feel bored. Because they are used to outdoor activities, and now have to stay at home with activities that don't always happen to them. They fill their time by watching Korean dramas, so they take photo challenges with Korean artists. One of them is Melly Goeslow who edited her photo with Hyun Bin as if he were in the drama. Next, Rossa also edited her photo with Kim Soo Hyun. This shows how the level of interest in watching Korean dramas is not only among teenagers, but adults also like it, even married mothers. Not all Korean dramas have a negative side for students, dramas in the school genre also teach how to compete healthily to get high grades, be fair, study diligently to enter your favorite PTN and show an attitude of optimism towards yourself. For this reason, this should be implemented in Indonesia.

RESEARCH METHODS

This research uses a qualitative method. The aim is to obtain more accurate data from the sources. The qualitative method used is interviews with sources via WhatsApp (WA) media. This research focuses on how students and students behave after watching Korean dramas and also how influenced they are by Korean culture. This research can help find out how influenced the ethics of students and students are from Korean dramas. This research was carried out at home using WhatsApp (WA) as an interview medium. And this research was carried out on September 20 2020. The first thing to do is look for targets who can be used as sources, then ask the sources for permission before conducting the interview, formulate the problem, write a list of questions, look for the right information, and then determine the time for the interview. Then the second stage is carrying out data collection in stages, interviewing sources, making observations, and collecting documents that can help with research results. The next stage is processing the data by describing each unit of answer from the source who can provide additional information. Next, provide conclusions from the data received from the sources. The next step that must be carried out is to make a report based on the results of the interview by describing the answers that have been received and providing conclusions.

RESULT AND DISCUSSION

History of Korean Drama

Hallyu is a term first introduced by journalists from China in mid-1999 as a form of popularity of the very rapid development of Korean entertainment and culture in China. Currently, K-Pop culture is very widespread in Asia. The entertainment industry, drama series, films and music have become a cultural force that can attract Korea, Asia and other regions.

Starting from China then the Middle East Asia, Europe, Africa and America, Hallyu has become the entry point for tourists to Korea. Southeast Asia has even become a regular Korean drama program on Thai and Myanmar television, Korean artists and actors have become national celebrities who are idolized in Vietnam. Korea has become the main holiday destination for Singaporeans, and Korean online games are exported to Indonesia, the Philippines and Malaysia and have become sensational games.

Then in recent times Korea has turned into a cultural center in Asia. The growth of Korean culture is in accordance with the Korean government's cultural policy, namely in the 1980s the aim was to advance the economy in an authoritarian political system. In the 1980s, Korea strictly restricted the film industry, which was one of the pillars of culture. Then in 1983 there was freedom of expression for filmmakers because of the increasingly urgent need for democracy.

The development of the Korean film industry shows that domestic films have sales value and have their own market by competing with other foreign films. Korean dramas are not only enjoyed regionally, but are also exported to various countries, and show the high export value of Korean films.

The impact of Korean films and dramas provides quite a lot of benefits. And making it the largest export sector in Korea. Initially the drama series broadcast were of the romantic and historical genre so they were accepted by all groups. The implication is that drama series have good selling power for export to other countries. Especially the Asian region which has cultural closeness to Korea. Apart from that, the audience is also interested in Korea's modern image. What can also be seen from the hairstyle and lifestyle depict Korea as a very advanced and modern country.

Koreans give their own touch to their culture by mixing their original nature with foreign style in an innovative and unique way. The values contained in Korean drama series include familiarity, respect for parents, protecting children, and obeying customs. Values like these encourage hallyu to develop throughout Asia. In Indonesia, Korean dramas started broadcasting in 2002. At that time, one of the local stations broadcast Korean dramas. Indonesia

is used to Asian series, therefore they are very receptive. One of the local stations that broadcasts Korean dramas is Indosiar. Indosiar started broadcasting a Korean drama entitled "Endless Love". This drama was the beginning of the development of Korean dramas in Indonesia, especially from the Indosiar station. The Indosiar station was chosen as a television station because it is a television station that has consistently broadcast Korean dramas since 2002. Even during the Covid-19 pandemic, three months ago Indosiar was still broadcasting Korean dramas.

The impact of watching Korean Dramas

Regarding the impact of dependence on Korean Dramas on a person's character, there are several impacts that occur after watching or watching Korean Dramas. First, the emotional impact that makes us always carried away when watching dramas, emotional feelings such as sadness, joy, annoyance. This emotional impact is expressed when they are seriously watching Korean dramas which tell a lot about everyday life. The second impact is related to intention, determination, effort and effort which tends to become an activity or action. This impact is able to provide changes in a person's behavior. One of these behaviors is consumer behavior such as buying Korean goods. Apart from that, there are also negative and positive impacts, namely:

a. Negative impact

- Forbid drinking and getting drunk.

Every series that is broadcast, almost many scenes show scenes of drinking alcohol, even drinking until drunk. And sometimes the person doing this scene is the main character. It is feared that teenagers who watch scenes like this will change their mindset and view drunkenness as a normal thing.

- The assumption that adultery is normal.

Adultery is promiscuity, not a Korean culture. Native Korean culture highly values politeness and decency. But this happened in Korea because Korea experienced the influence of Westernization.

- Leaving real activities behind.

When you watch a Korean drama until you get lost in the story, it's as if the audience is in the story and thinks it's part of their life. So that many real activities are abandoned.

- Willing to stay up late.

If someone watches a drama on television they can still restrain themselves. But it's different from people who watch on a laptop or cellphone. They tend to have complete files of episodes that are very difficult to stop the audience. Because the end of each episode always

makes the audience curious and they continue to the next episode. And this is what makes the audience willing to stay up late to find out the continuation of the story.

- Get lost in an emotionally draining story.

This can cause emotional instability, because the audience is too immersed in the fictional story.

- Wanting to commit suicide

This happens because in Korean dramas there are people who tell stories about their difficult times, making it difficult to accept reality and ultimately committing suicide. This is the most feared because it can make people feel hopeless and want to end their life.

b. Positive impact

- Rich in information and knowledge

Korean dramas have unique themes so that the endis theme will show types of diseases, how to treat them, and organ structures. This is able to increase the audience's knowledge about human organs, types of disease, and hypotheses.

- Learn life values and morals

Korean people always teach us how to communicate well with older people.

- Have a high sense of empathy

A study found that people who watched Korean films and dramas had much higher levels of empathy and socialization.

- Opens up new ideas and perspectives

Opening up ideas can happen because watching Korean dramas is a challenge because you think outside the general perspective. This indirectly makes the brain process the storyline and every unexpected scene into a new perspective.

Ethics

Ethics for pupils and students are reflected as follows

- Respect your elders.
- Speak politely to older people.
- Have neat hair.
- Try to be yourself.

Watch

According to the Big Indonesian Dictionary "Watching is seeing good performances, live pictures, and so on". According to Sardji, watching is a conscious or unconscious process where

watching is placed in a dim realm faced with light and helps produce illusions on the screen which will give rise to emotions, thoughts and human attention which are influenced by the shows being watched. Watching is also verbal communication, namely using symbols in the form of words.

CONCLUSION

The ethics that pupils and students have in their daily lives show a good attitude, being obedient, being obedient, respecting older people and always having a positive attitude towards what they will get. Then it depends on how much influence a student has on Korean culture. That is, reaching 40% of each individual. Those who are influenced tend to show the positive side of Korean culture, as they begin to spread regional culture to make it better known among students and students. They follow the Korean diet which looks meager. Apart from that, students are starting to use chopsticks as a tool for eating, even if it's just instant noodles. Furthermore, in dressing, today's teenagers tend to be more fashionable in dressing than before the arrival of other countries' cultures. This time it looks more like following a developing trend too.

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