
| RESEARCH ARTICLE

The Filipino Millennial and the Korean Drama Fad

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| ABSTRACT

This quantitative-qualitative study ascertained the extent of influence of the Korean Drama Fad on the Filipino Millennials' cultural practices and beliefs. A researcher-made Self-Assessment Checklist was used to gather the quantitative data among 356 randomly selected respondents, while the qualitative data were drawn from an Interview among 8 participants. Results revealed that overall, the Korean drama fad was moderately influential. However, this was very influential, moderately influential, and slightly influential when respondents were categorized according to sex, college, campus, and degree of exposure, respectively. Significant differences existed in the extent of influence of the Korean drama fad when respondents were categorized according to sex, campus, and degree of exposure, but no significant differences were noted when classified according to college. Reasons for watching K-dramas include relaxation and entertainment, stress reliever, a form of escape from their problems, exciting stories, and unpredictable plot, characters are easy to relate and identify with, and the presence of fascinating actors and actresses. Further, the K-dramas was appealing because the stories are true-to-life with the varying genre--love story, modern romance, comedy, historical fiction, and action-drama. Insights and lessons cited were being prepared to face the future; being strong and more positive in facing life's challenges; loving unconditionally; learning to be more careful before totally trusting others; having knowledge and awareness of what is trending when it comes to fashion styles, beauty standards, verbal and non-verbal expressions, behavior, and lifestyle of Koreans in general.

| KEYWORDS

Korean drama, fad, millennial, cultural practices and beliefs, fashion styles, verbal and non-verbal expressions, lifestyle

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1. Introduction

In this modern world of interconnectedness, where communication technologies and platforms continue to advance and evolve, the mass media is increasingly becoming an influential factor. It is a powerful tool that has a strong impact on the population as a whole, particularly on the younger generation, who are often touted as the leaders of tomorrow. In reality, however, they are already leading important change today. They have renewed and refreshed the current status of the society, including leadership, innovations, skills, etc. They have contributed to the advancement of the current technology, education, politics, and peace of the country (Maharaj, 2015).

Indeed, in modern society, mass media has the ability to shape both the opinions and positions of the younger generation, who are more curious and can easily be influenced. This not only can create new cultures but also can change the lifestyle to some degree by shaping opinions and positions. In fact, television, computers, videos, and social networking sites have a great impact on all aspects of a teen's life. It could even be said that the perceptions and lifestyles of the younger generation are mostly influenced by the information provided by the many forms of media, mostly provided by the internet (Cheung, 2016).

One example is the explosion of Korean drama episodes on Netflix and YouTube, which bring young people to a new fashion culture that they tend to copy. The new fashion trends are often seen and modeled through superstars in the different episodes of Korean drama videos or Korean TV dramas that have rapidly gained popularity among viewers in several countries around the world. Over the past few years, Korean dramas have been at the forefront of the Korean Wave pop culture phenomenon, becoming

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one of the most far-reaching cultural influences in the Asian region. Many young men and women go gaga over Korean dramas because of the interesting stories to which audiences, not only in the Philippines but also in the entire world, can relate with. Moreover, Korean actors and actresses have become household names in most Filipino homes, and teenagers are hooked on watching these shows (Tobing, 2015).

The sudden rise in popularity of Korean tele-novelas caused, however, concerns in some sectors that, eventually, the younger generations of Filipinos may lose their own Filipino identities and values, neglect their own culture, and become critical of the locally produced versions of tele-novelas.

The 'K-Virus' is infecting the world, and it is necessary that people monitor and assess its effects on young people who are easily swayed. Thus, this investigation is particularly aimed toward that end. As a Social Science teacher, this researcher has observed how this K-Virus has become a cause of concern since the influence of Korean dramas now seem to be far-reaching and may adversely affect the values and behavior of the new generation of young Filipinos.

Figure 1 illustrates the conceptual framework of the study.

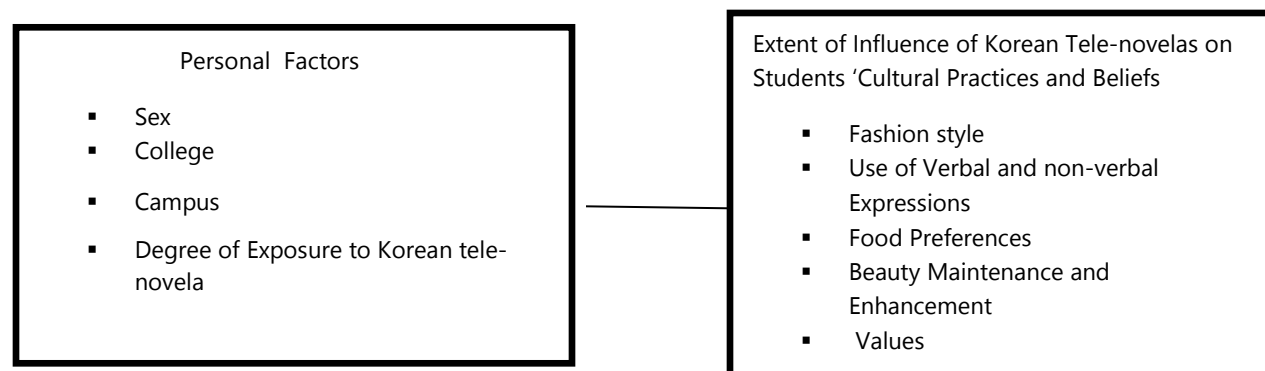


Figure 1. The research paradigm.

1.1 Statement of the Problem and Hypotheses

This study aimed to assess the extent of influence of Korean tele-novelas among the students of the WVSU system enrolled during the Academic Year 2018 – 2019.

Specifically, it aimed to answer the following questions:

1. What is the extent of influence of the Korean tele-novelas when student-participants are taken as a whole and when classified as to a) sex, b) college, c) campus and d) degree of exposure?
2. Are there significant differences in the extent of influence of the Korean tele-novelas when student-participants are classified according to a) sex, b) college, c) campus, and d) degree of exposure?
3. Are there significant differences in the extent of influence of the Korean tele-novelas on student-participants in the area of cultural practices and beliefs categorized in terms of a) fashion style, b) verbal and non-verbal expression, c) food preferences, d) beauty enhancement and maintenance, and e) values and when classified according to a) sex, b) college, c) campus and d) degree of exposure?
4. What are the reasons why student participants prefer to watch Korean tele-novelas?
5. What makes the Korean tele-novelas appealing to the student participants?
6. What Korean cultural practices and beliefs influence student participants?
7. What experiences and insights have the students learned in watching Korean tele-novelas?

2. Literature Review

2.1 The Halyu Wave,

In recent years, the popularity of Korean pop culture in Asian nations has been increasing, and the Korean Wave has become a new cultural trend. Globalization has played a major role in its development.

The Korean Wave (or 'Halyu' in Korean) is a very popular cultural phenomenon among Asian consumers today. It refers to the cultural phenomenon in which people in the world are willing to adopt and consume Korean popular culture (Jung, 2006). The term was coined by the Chinese media for the first time to describe the sudden surge in the popularity of Korean culture in China in 2002 (Hogarth, 2013).

According to Yu et al. (2012), the Korean Wave has played an important role in the steady increase in foreign tourism in Korea. To understand the Korean Wave's popularity, it is important to know that Asian people are looking for their self-identity today. Among many nations, especially in China, people have begun to turn their attention towards Asia for cultural inspiration, and Korean drama has satisfied those Chinese consumers very successfully until now (Park, 2010). Also, the Korean Wave's success can be found in the quality of the contents of the movies.

The Korean Wave consists of various elements, and the impact of Korean Dramas is the most obvious. There are two dramas playing significant roles in the history of Korean Dramas. The *Jewel in the Palace* made the record average ratings of fifty percent, and more than ninety countries in the world air this drama. According to Cheng Yi Shou, President of the Korea Tourism Organization, and Taipei Office, the drama *You Who Came From the Stars*, created the clicks of two billion on the Net and drew over six hundred forty thousand Taiwanese tourists to go to Korea in 2014 (AJU Business 2012, shs.edu.tw., 2015).

Korean novelas or K-Drama has been a trend, and a lot of students, majorly most of the millennial population, were immensely captivated by it. Due to its influence, a lot of business establishments were inspired by its concept. And this has greatly affected the young people in their lifestyle.

Touhami and Al-Haq (2017) state that the linguistic influence of the Korean Wave (Hallyu, which refers to the Korean pop and drama) on the language of International fans is a salient but not linguistically examined phenomenon. Their study investigated the major aspects of this influence and the linguistic reasons behind its global prevalence. The practical part of this study is conducted on Algerian Hallyu fans from which a sample of 139 participants responded to the questionnaire used as a research instrument for achieving the goal of the study. Findings reveal that Hallyu influence is widely spread in Algeria, whereby 98.5% of the participants declared the existence of this influence. This impact on participants' language starts from using Korean words in their daily discourse to using.

English words with an adapted Halyu meaning and naming phone contacts with the accurate Korean terms of kinship and endearment. Then, they start using linguistically odd inside jokes taken from Korean idols' and K-dramas' speech, employing Korean proverbs in their conversations, and gradually adopting a different pronunciation of some English sounds. Moreover, their language stands as a sample of Corpus Planning with two types: Modernization and Graphization. Some words are modernized in order to bridge the gap through Halyu pals' communication with more precise words, while other words are graphitized for the sake of developing new terms or new meanings or to shorten long ones. This thesis contributes to the study off and on language, generally, and to the Halyu language, specifically, as an aspect of Conversation Analysis (CA).

2.2 Korean Cultural Practices and Beliefs

Korean culture is steeped in Confucianism, which emphasizes respect for education, authority, and age. Although modern Koreans may not adhere to Confucian principles as rigidly as previous generations, these principles continue to underpin many customs and business practices (Tarun, 2015).

In fact, culture appears to be a significant factor in the competitiveness of a country, as a unique cultural heritage can function as a differentiation tool that can never be emulated by others (Kim, 2009). More and more countries are making great efforts to recognize their own values and to develop cultural content. Korea, however, lacks a distinctive national image or cultural identity compared to neighboring countries, such as Japan and China. In particular, the Korean lifestyle and traditional values are not being introduced to the world. A cultural prototype can be utilized to render the image of a certain nation more appealing. Living in a highly diversified world, it is necessary to rediscover and properly understand the true value of one's traditional culture.

2.2.1 Korean fashion.

The young generation has a strong tendency to imitate and follow anything which appears 'hip' or 'in'. They are quick to relate and follow what appears fashionable. Fashion is something that teens wish to fit into, and this has become a struggle in their everyday life.

Teenagers seek to define themselves through their clothing, experiences, hairstyles, and, most of all, group associations. In all, this experimentation suggests that the adolescent attempts to discover himself/herself through external—rather than intrinsic—stimuli. Accordingly, images from a popular culture often provide the external basis from which teenagers will benchmark their thoughts, opinions, and associations. Celebrities have one thing in common, other than their successful careers, they all have the ability to influence individuals, especially teenagers, into buying a particular product. These celebrities are a few just who holds the power to structurally impact social groups, which places them among a group of highly influential persons in society. Celebrities are more like salespersons. Though they may not explicitly try to persuade their audiences, they are subconsciously altering the thoughts of the public. This is noticeable through celebrity endorsements, press interviews, apparel worn during public events, items favored

by celebrities, celebrity-branded products, and celebrities' overall brand image, all of which create epidemics of societal acceptance among various social groups.

2.2.1.1 The Kikay fix.

When it comes to Korean fashion, one can also find stores like Forever 21 that sell Korean outfits in Manila and some other parts of the Philippines. Beauty shops and salons (Park Jun's Beauty Lab, Lee Chul Hair Kerker, and Etude House, to name a few) offering K-pop looks can also be found. In an episode of a magazine show which featured Korean hairstylists in the Philippines, a fan had her hair cut like Tiffany's (of the K-pop girl group Girls Generation or Sso Nyuh Shi Dae), her idol. On the social networking site *Multiply*, there is a growing population of online shops which sell Korean clothes. This, of course, would not have grown if not for the product demand. This type of consumerism is a clear indication of how Korean stars have had a big impact on Philippine consumer culture, affecting the Filipino's preferences when it comes to the consumption of cultural goods (Wee, 2010, in Cari, Dequina, Ecuiben, Hilarbo & Piodena).

On the other hand, Camarillo (2013) says that Filipino youth have become more concerned about how they look, and they want to be "in trend". Filipino fashion designers also became more creative in designing clothes to match the trend that Korean fashion had started (Korean Wave, 2010). Most Filipino youth who are fashion-conscious but who lack the budget to buy new clothes make use of their creative skills just to go with the trend (Korean Culture in the Philippines, 2011). Based on the observation of the researcher, wearing K-pop-inspired clothes is compatible with most teenagers. The vivid colors of the clothes suit their age.

2.2.2 Verbal expression/communication.

Spoken words make up the verbal communication. It may take place face-to-face or through some media such as the telephone. Communicating with others makes up the majority of our daily interactions. According to Dr. Edward Wertheim of Northeastern University, communication is a multi-step process with room for misinterpretation along the way. The speaker has a message to convey, which must first be "decoded" or put into words. When the message is spoken, the recipient interprets its meaning. Tone, body language, and other factors are often just as important as the words in conveying a message (Lin, 2018).

Indirect Communication. The South Korean communication pattern is generally indirect and quite verbose. They tend to rely less on words and are attentive to a speaker's posture, expression, and tone of voice to draw meaning. Speech can be ambiguous as they often understate their point. The purpose of this is to maintain harmony throughout the conversation and prevent a loss of face on either end of the exchange.

Refusals. A South Korean's preoccupation with saving face and politeness means that they will seldom give a flat 'no' or negative response, even when they do not agree with you. Therefore, focus on hints of hesitation, listening to what they say, but also paying careful attention to what they subtly imply.

Speech Style. While they may be indirect in their communication style, South Koreans generally speak quite firmly and use fewer gestures and facial expressions. This can make them come across as stern. Expect them to give serious replies and retorts. They also tend to ask questions in order to discern their status in comparison to the person they are talking to. These can catch people off guard (for example: "How much do you earn?" or "How old are you?").

2.2.3 Non-verbal expression.

Non-verbal communication plays an important role in human social interaction. It is made up of tone of voice, body language, gestures, eye contact, facial expression, and proximity. These elements give deeper meaning and intention to our words. Tone includes the pitch, volume, and inflection of your voice. Posture is an important part of body language; sitting up straight conveys confidence, while slouching conveys apathy. Eye contact suggests interests. Gestures are often used to emphasize a point. Facial expressions convey emotion. Proximity can demonstrate aggression when the speaker is too close or fear when the speaker draws back (Lin, 2018).

Smiling. An expression of glee and humor, smiling can indicate that one is feeling ashamed or embarrassed in Korean culture. For example, Koreans may smile when they make a mistake.

Physical contact. Koreans are generally not very physically affectionate with one another. However, male friends may touch one another more than Western men, and girls may walk hand-in-hand.

Personal space. Personal space is not guarded very closely in Korea. People generally expect to come into contact with strangers on busy streets and tend not to worry or apologize when personal space is invaded.

Pointing. People do not point with their index finger but rather with their entire hand.

Beckoning. One beckons by fluttering all fingers to one's hand with the palm facing towards the ground.

Eye contact. During a discussion or friendly conversation, make full eye contact with the person you are talking to. Avoid direct eye contact if you are scolded/rebuked by someone older or of a higher status than you. Some Koreans may also avoid eye contact with their superiors on a regular basis.

Hands. Use two hands or your right hand alone to offer or receive something.

Gestures. It is considered rude to make a fist with your hand while placing the thumb between the middle and index finger.

Expressions. Koreans tend to come across as quite straight-faced in conversation. However, their facial expressions can immediately expose when they are angry or in disagreement.

Sneezing. Sneezing is considered rude in Korea. It is best to practice excusing yourself from the room if you have to (culturalatlas.sbs.com., 2018).

Camarillo's (2013) study observed that since Koreans are so polite in the way that they greet people with a smile, saying Annyeong Haseyo (Korean term for 'hello'), many Filipino teenagers have adopted this kind of greeting. Based on personal experience, the elders cannot relate to the happiness that teenager can feel when saying the Korean term to people he or she meets. From the researcher's point of view, being a fan of K- dramas, one always likes to imitate the lead characters resulting in a happier person, one that faces a problem with optimism just like what the characters in K-dramas do.

2.2.4 Korean foods.

Rice is very important in the Korean diet. Even though many Koreans prefer a western-style diet, rice is still the main dish in a Korean meal. Rice is usually accompanied by many side dishes. Mostly Kimchi, vegetable, and soup are the side dishes. Kimchi is the most important food in Korea. It is fermented cabbage with a mixture of various vegetables and spicy pepper powder. Most Kimchi is very spicy. It is an acquired taste.

The Filipinos' food bucket is not yet complete unless one has tasted any Korean Food in town. Nowadays, it is possible to see any Korean restaurant or food stall downtown. Malls also offer budget-friendly treats to satisfy one craving for "Hansik". Even fast-food chains formulated dishes that incorporate Korean Flavors into their signature dishes.

Like other Asian dishes, Korean food aims to help maintain the health of the person. Through time, the Kimchi preparation technique is passed on from one generation to another. Here are some of the most popular Korean food that's available in the Philippines: Kimchi, Bibimbap, Samgyeopsal, Kimbap, Bingsu, Tteokbokki, Double-Fried chicken, Japchae Bulgogi, Ramyeon, and Ppero (The Krew, 2016, in Cari, Dequina, Ecuiben, Hilarbo & Piodena).

In the Philippines, there are hotels and many restaurants that provide Korean food, alcoholic beverages, and Korean entertainment at night. There is even a place in Metro Manila, in barangay Poblacion, Makati to be specific, which is called Koreatown, much more like a Korean version of Binondo or Chinatown. Outside Manila, many Koreans also reside in provincial cities such as Clark, Subic, Davao, and Baguio (Korean in the Philippines, 2010). As a result of all these, the market is growing. This Korean invasion of the Philippines, as explained by Raul Palabrica (2005), was motivated by the *Korean immigrants' perception that the Philippines promised a good future for trade and commerce*. It is hard to overlook the growing number of Korean restaurants, groceries, and other business establishments in Manila, Cebu, and other parts of the country. Dr. In-jin Yoon, the president of the Korean Migration Research network and one of the leading scholars of Korean diaspora studies, said that another reason is due to religion. According to him, when Koreans emigrate, they build their own churches, and this becomes the center of religious as well as social activities. The Roman Catholic clergy doubts the real objectives of these activities and are also dismayed that many, mostly needy Filipinos, who go to Korean churches to receive meals are open to the foreigners' religion (Meinardus, 2005 in Cari, Dequina, Ecuiben, Hilarbo & Piodena).

2.2.5 Beauty maintenance and enhancement.

It is every person's desire to look beautiful and attractive. Human beings are a very special creation of God, and even God could not resist his/her charm and beauty. The beauty of a person is not merely limited to his/her face, the color of the skin, etc. It is generally the overall effect that one has on others. Having a well-toned and maintained body with attractive features and appealing and elegant looks adds to the definition of being beautiful and confident.

With the advancement in technology and implementation of technology in enhancing the attractiveness of every person pertaining to their looks and physical features, looking beautiful till a certain age has become easy and affordable. To look good and feel good after a certain age, men and women nowadays are taking the help of various beauty treatments and surgeries which enhance their appearance to a great extent. These beauty treatments and surgeries made men and women feel good and confident about it by significantly improving physical and facial features (Pilotsw, 2016).

The boom of K-Beauty culture was initiated by the rise of Korean dramas. Light skin may be seen as a mark of beauty, intelligence, and success. Thus, skin lightening has become a common activity across South Korea. They believe that having whiter skin will improve their lives. Or they want to look like what their society generally considers beautiful (Pilotsw, 2016).

According to the survey of Dinh Thuy Anh (2016), participants are exposed pretty regularly to Korean music and dramas, and the desire to use the same products as that of their idols encourages these people to use Korean products, particularly cosmetics. Korean cosmetics are famous among 70% of these participants. The main channels bringing information about Korean cosmetics to them are TV and the Internet (accounting for more than 50%), while others follow friends' suggestions.

2.2.6 Values.

Korea is mainly composed of one race which is Asian (Northeast). It has its unique culture, character, cloth, and food that separate from the countries nearby Korea. Diligent and hard work, filial piety, and humbleness are characteristics respected by Koreans. They are proud of their unique traditional culture and their economic success within a short period of time. Education is very important to Koreans. It is the way of becoming successful (Ma, 2012, as cited by Bennett, Chavez, & Ellison, 2012).

2.2.7 Traditions, Beliefs, and Attitudes

Status is very important to Koreans. Their speech reflects the hierarchical relationship between people. It doesn't show much when a conversation is made between close friends. It is considered a childish act when a person uses his/her first name to call him/herself. It is taboo to call a social superior by its first name instead of position title.

It is the norm to be very careful and humble when Koreans interact with social superiors. However, they are very friendly and outgoing when they are with their friends or of equal social status. Koreans in a big city tend to be rude to strangers because they are too busy and self-centered. It is the norm not to apologize when they accidentally push or jostle other people in public places (Koo, 1992).

2.2.7.1 Korean names.

The Korean family names are mostly of one syllable, while given names tend to have two. The family name comes first (Kim Tae-Woo, for example). Until they are on very good terms with a Korean counterpart, it is best to use the family name preceded by an honorific (such as Mr.), whether speaking directly to them or about them to another Korean. In settings that call for great respect or formality, they should use their counterpart's formal title and surname (Chairman Lee, for example). Some Koreans who have lived overseas may have adopted a Western first name and prefer that it is used over their family name. Some also view their name as a very personal thing, so a suggestion to work on a first-name basis may be slow to be offered (culturalatlas.sbs.com. 2018).

2.2.7.2 Bowing and handshakes.

Koreans bow to those senior to them both as a greeting and a show of respect. The junior person initiates the bow, bending from the waist to an angle of between 30 and 45 degrees from vertical. A less accentuated bow is returned as acknowledgment from the more senior person. Bowing in Korea is not as pronounced as in other countries, such as Japan. Greet the highest-status individual first, followed by the oldest when meeting a group of Koreans. The individual with the highest status usually enters a room first. For Australian business people, extending a simple handshake when greeting and taking leave is fine; just don't be surprised by a two-handed handshake and a bow during the course of an initial meeting (culturalatlas.sbs.com., 2018).

2.2.8 Etiquette.

2.2.8.1 Conversation Etiquette Guide.

At social gatherings, feel free to make small talk, with sports, TV, and food all as safe topics. Refrain from criticizing anything related to Korea, and specifically Korean culture. Stay positive throughout the interaction.

Korean people are very nationalistic and proud of their country; commenting on the success of the South Korean economy, or recent sporting victories will be very well received. Showing an interest in their culture by asking questions is also a very good icebreaker. Do not be alarmed should salary and other personal topics are discussed openly; this does not carry the same taboo as it does in North America.

2.2.8.2 Korean eating and drinking etiquette.

Food and drink are a huge part of Korean social interaction. A Korean host was excited to introduce their food and culture to a foreign guest. They will be encouraged to try multiple dishes, and you should accept each suggestion and offer eagerly. Picky eaters are not common in Korea, and refusing to try something because it is new could be seen as a slight against the person offering it. Koreans are extremely proud of their cuisine and will be very interested in how a Westerner reacts.

Food and drink were offered and served; no one should pour their own drink. Ensuring that older individuals were served first, a drink was then poured to those who were younger. It is expected that all guests should keep the pace set by the eldest or most senior attendee. If possible, everyone should remain at the table until the most senior individual indicates that the evening is over.

2.2.8.3 Business dress etiquette

Korean professionals favour conservative and functional attire. For men, a dark suit and tie are recommended. Facial hair is tolerated for western visitors; however, among Koreans, it is considered dirty and unprofessional. Other than wedding rings, it is unusual for men to wear any jewelry.

For women, a conservative outfit was ideal; business suits were never the wrong choice. Heels are worn to work, to dinner, and in general, anywhere they might be seen in public. Be subtle with jewelry and accessories; South Korea is a nation that believes that less is more in this regard.

2.3 History of the Rise of Korean Drama in the Philippines

Korean entertainment has invaded the Philippines. Most media broadcasters in the Philippines aired Korean dramas. These can be seen in ABS-CBN, GMA 7, and TV5, as well as other TV networks: Net 25; PTV GMA News TV; Jeepney TV, and IBC. They acquire Korean dramas from the most popular media broadcasters in Korea, Korean Broadcasting System (KBS), Munhwa Broadcasting Corporation (MBC), and Seoul Broadcasting System (SBS).

Specifically, Korean dramas – commonly known as K-dramas – have amassed worldwide popularity for their addictive storylines, emotional cliffhangers, colorful characters, and short-form format, all of which are unique to the genre. The featured Drama Fever K-dramas cover a range of genres from romantic comedies and melodramas to crime thrillers, with the chronological episode blocks featuring either select episodes or full seasons. This includes episodes of "*Goblin: The Lonely and Great God*," "*Heirs*," and "*My Sassy Girl*," to the full series of "*Boys Over Flowers*," "*Jealousy Incarnate*," "*The Best Hit*," "*Go Ho's Starry Night*," "*Heart Signal*," "*Hospital Ship*," "*Longing Heart*," "*Missing Nine*," and "*Thumping Spike*."

Filipino teenagers are more engaged in watching Korean dramas. It caught the teen's attention by its theme, plot, characters, and even the soundtrack. Many teenagers buy pirated DVDs of it, wait for the upcoming episodes online, and ask friends for a copy of such series. Korean dramas seemed to hypnotize them. Lots of teenagers are addicted to it, and with continuous practice, they began to absorb the culture of Korean culture (Delos Reyes, Paner, Rivera, 2017).

In Lee's (2012) content analysis of the earlier and popular Korean dramas such as *Autumn in My Heart*, *Jewel in the Palace*, *Stairways to Heaven*, *Lovers in Paris*, and *Winter Sonata*, it was found that the dramas offered 'fantasy' characterized by ideal love (pure, loyal, immutable), ideal human relationships (relationships among family members are portrayed as the foundation of true happiness of the protagonist) and ideal characters (idealized masculinity and femininity). Hogarth (2013) claimed that although female characters were shown to have modest personalities, they were also portrayed as being strong and independent. Even the Cinderella-like female leads were shown as kind and proud despite coming from low-income families, while the male leads were shown as gentle, romantic, and caring.

With a deeply engaged and loyal audience, K-Pop is widely consumed not just in South Korea and throughout Asia but also has rapidly growing interest in Latin America and the United States. In the United States, English subtitled K-Dramas are most popular on YouTube and streaming sites Drama Fever, Crunchy Roll (K-Drama), Viki, and MNet America, as well as select content available on Hulu, Netflix, Amazon, and iTunes. K-Dramas are more popular than ever with millennials, especially with 18- to 24-year-old American women not of Korean heritage. Drama Fever reports that 85% of its audience is non-Asian, with 45% being Caucasian and 25% being Latino. (Teague, 2014).

2.4 Korean Drama and Its Impact on Filipino Viewers

At present, people nearly watch TV every day, and among other TV programs, popular TV drama series has become one of the most addictive providers of gossip and discussions that encourage viewers to ponder the stories and motives of the actors with family, friends, and neighbors. Thus, TV dramas play an important role in the viewers' daily lives. The locations where TV dramas are filmed also influence local tourism, which means that TV dramas have certain effects on a tourist destination's image.

Korean TV dramas have become more than just TV shows. They have become examples of cultural hybridization and globalization (Ryoo, 2009). Korean TV dramas have achieved popularity in China for several reasons. First, local orders have attracted a wide group of millennials. Furthermore, the dramas present romantic storylines and showcase interesting sceneries, which create a motivation to visit a certain place. Finally, coming up with storylines that include characters with whom audiences can develop strong dispositions can also contribute to a growing number of Chinese millennial audiences. Ryoo (2009) attributed the initial rise in popularity of Korean TV dramas to their wide exportation across Asian countries. Although Korean films have adopted the 'Hollywood style' and added their characteristics to the typical Chinese culture, Korean TV dramas still embrace the paradox of adherence to family values and experiencing individualism in a changing world (Chuang & Lee, 2013). Korea wants to keep Korean TV dramas popular with neighboring nations. They also use dramas to influence a larger number of young audiences by demonstrating attractive sceneries and actors to develop positive destination images. Successful broadcasting of TV dramas has also brought about a variety of effects.

Furthermore, Camarillo (2013) found that before the emergence of Korean dramas in the Philippines, Filipino dramas were first influenced by Mexican novelas, which have heavier conflicts compared to light and romantic comedies portrayed in K-dramas. Mexican novelas also focus on explicit images of women, while K-dramas focus on family-oriented teenage characters. For these reasons, Filipinos' behavior towards producing TV shows became more creative and fresher to the eyes of the audience than those of the traditional shows that had very predictable endings.

On the other hand, the main impact and reason for watching K-Drama among Filipinos are for entertainment, relaxation, and aesthetic enjoyment by the Filipinos (Alanzalon, 2011). Also, McQuail, Blumler, and Brown, as cited in Alanzalon (2011), assert that tele-novelas contribute to people's diversion from problems and routines.

2.5 Korean Wave as A Reflection of Filipino Cultural Identity

Korean Wave as a new phenomenon in Asia actually causes 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 a filter so as to influence the lifestyle and way of thinking of society.

Igno, and Cenidoza (2016), defined culture as an assemblage of meaning which is generated and consumed by a given social group, while identity can be defined as something that defines the individual or the way an individual sees him- or her- self and projects that self into the world. Cultural identity is the summation of one's nation's values, morals, ideals, behavior, etc., as a nation that is shaped by its environment and history. Just like some other countries, the Philippines' cultural identity is a hybrid of different cultures as an effect of being colonized for more than 300 years. These invaders left a great impact on the country, and the trace of their domination is clearly seen in how the nation acquires its cultural identity.

For a long time, Filipinos adopted the Western culture as a gauge of its ideals like beauty (in fact, there was an urban legend in the Philippines that Filipinos would pinch their nose with clothes clippers in order to make it high as those of the Spaniards). However, there is change now in the Filipinos' standard for colonial cringe as a shift to Asian culture is seen as new development. Most of the studies attribute the shift to globalization as many Asian countries started to rise in terms of economy. Although the mentality of Filipinos that the Western culture is better is still there, a large number of us have increasingly become fascinated with its Asian counterparts, namely Japanese, Chinese, and recently the Korean culture. The movement may be based on the idea of regionalism as an effect of globalization. This cultural phenomenon sees the international culture as divided into regions where nations with similarities in their aspirations or history bring them together to form an alliance or cultural unities.

Korean culture gave Filipinos a sense of hope that they could attain that better culture. One great example is exhibited in terms of beauty and cosmetics. Most Filipinos before tend to like those with light to fair and white skin, high-bridged noses, differently colored-eyes and hair, and even towering height and good physique (just like the Caucasians and Americans). This is manifested in the Filipinos' undeniable patronization of different whitening products, supplements for growth, hair-dyes, colored contact lenses, and even undergoing surgical enhancements. However, now, when Filipinos see Korean artists' very youthful and flawless skin, if they make it seem like the fountain of youth has been discovered, the standard of beauty has somehow changed. One need not be tall or have a high-bridged nose since what is given emphasis now is the youthfulness-like of Koreans. Filipinos resort to mere a change in fashion style (clothes and hairstyles) just to look like the Koreans and need not resort to wasting a lot of money just to attain the Caucasian look. This change is openly welcomed by Filipinos as money will not be a problem since Korean fashion is affordable. After understanding the reasons why Filipinos embrace the Korean culture, they now look at the explanation of its staying power. The Philippines is actually branded as one of the best markets for other industries, especially Korea. This is because our country is vulnerable. They are very open to what may come to us. In fact, the government creates and implements programs in order to attract other nations to our country, whether for pleasure or business(Igno, Cenidoza, 2016).

2.6 Acculturation

Kroeber (1948) stated that acculturation comprises those changes in a culture brought about by another culture and will result in an increased similarity between the two cultures. This type of change may be reciprocal; however, very often, the process is asymmetrical, and the result is the (usually partial) absorption of one culture into the other. Kroeber believed that acculturation is gradual rather than abrupt. He connected the process of diffusion with the process of acculturation by considering that diffusion contributes to acculturation and that acculturation necessarily involves diffusion. He did attempt to separate the two processes by stating that diffusion is a matter of what happens to the elements of culture, whereas acculturation is a process of what happens to a whole culture.

Acculturation, then, is the process of systematic cultural change of a particular society carried out by an alien, dominant society. This change is brought about under conditions of direct contact between individuals of each society. Individuals of a foreign or minority culture learn the language, habits, and values of a standard or dominant culture by the cultural process of acculturation. The process by which these individuals enter the social positions as well as acquire the political, economic, and educational standards of the dominant culture is called assimilation. These individuals, through the social process of assimilation, become integrated into the standard culture.

Mass media play a significant role in the process of acculturation. Graves (1967) asserts that exposure to mass communication media serves as the principal channel for acculturation. Masgoret and Ward (2006) established that various forms of mass communication, including television (TV), radio, newspapers and magazines, and the internet, can help in the process of learning about others' cultures and their cultural values and norms. Family, peer groups, school, work organizations, living environment, and also the media are the main places and agents of acculturation (as cited by Reimeingam, 2015).

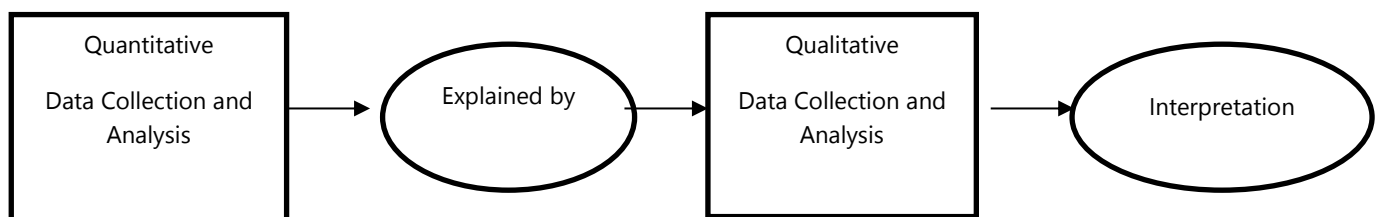
The Korean influence their cultural beliefs in terms of fashion style, verbal and non-verbal expressions, food preferences, beauty maintenance, and enhancement and values via social media. The mass media is one tool in the process of mass communication because the media is able to reach a wider audience and is relatively more heterogeneous and anonymous; the message is abstract and scattered (McQuail, 2006). Today, the Korean drama is a spectacle very interested in Philippines 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 (Koreanwave), which then took effect very unusual people's behavior. The success of Korean drama shows in the Philippines affects our cultural values, which are lost and eroded by a foreign culture that developed in our country. These students have been acculturated by the ways and practices exemplified through Korean tele-novelas. These make the participants show up like what Koreans are doing.

3. Methodology

This mixed-method research aimed to assess the extent of influence of Korean drama among the Filipino millennials at the WVSU system, classified according to sex, college, campus, and degree of exposure, in the area of cultural practices and beliefs, categorized in terms of fashion style, verbal and non-verbal expression, food preferences, beauty enhancement and maintenance, and values.

This study employed the mixed method explanatory sequential design. This method is characterized by the collection and analysis of quantitative data followed by a collection of qualitative data, integrates the two, and then draws interpretations based on the combined strengths of both sets of data to understand the research problems (Creswell, 2015).

Figure 2 shows the graphical representation of the aforementioned research design.



*Figure 2.*The Sequential Explanatory Design.

Phase 1 -Quantitative

Respondents. For the quantitative phase, the respondents of the study were the 356 first-year college students of West Visayas State University system, Academic Year 2018-2019. The study utilized cluster random sampling from among the different campuses and colleges of the WVSU system. The clusters of respondents that represent the population were identified and included in the sample.

Instruments

For the quantitative part of the study, a researcher-made survey questionnaire was used as the tool to gather data from the 356 respondents. A duly-validated researcher-made questionnaire was used to obtain the data needed in the study. The first part is designed to solicit information on the respondent's profile which includes the name (optional), sex, degree program, campus where the student belongs, and level of exposure to Korean drama. The second part is a self-assessment survey which contains 11 questions as regards the respondents' experiences in watching Korean drama. The third part is a 50-item questionnaire designed to assess the extent of influence of Korean dramas among the respondents in terms of cultural practices and beliefs. Approval to conduct the study was sought from the University President, Campus Administrators, and College Deans of West Visayas State University, the identified venues of the investigation. Thereafter, questionnaires were distributed personally by the researcher to the respondents. The filled-out questionnaires were retrieved, and the data were organized and subjected to appropriate statistical processes for analysis and interpretation.

The instrument was submitted for content validation by a panel of expert jurors. Thereafter, the instrument was pilot-tested among the students of the Iloilo School of Fisheries (ISCOF) – San Enrique Campus, San Enrique, Iloilo and was subjected to reliability testing and yielded a Cronbach's alpha of .992. The descriptive statistical tools utilized were frequency count, percentage, mean and standard deviation. The *t*-test, the One-Way Analysis of Variance (ANOVA), and Fisher's LSD for inferential statistics and set at a 0.05 alpha level.

Phase 2- Qualitative Phase

This study used the narrative inquiry as the study focuses on the life experiences of individuals as told to the researcher. The narrative inquiry is an umbrella term that captures personal and human dimensions of experience over time and takes account of the relationship between individual experience and cultural context (Clandinin & Connelly, 2000). Narrative inquiry is a means by which people's stories that challenge traditional and modernist views of truth, reality, knowledge, and personhood are systematically gathered and analyzed as told by them. An important aspect of some narrative research is that the participant recalls one or more special events (an "epiphany") in his or her life. The researcher, in narrative research, describes, in some detail, the setting or context within which the epiphany occurred. Lastly, the researcher is actively present during the study and openly acknowledges that his or her report is an interpretation of the participant's experiences (Fraenkel & Wallen, 2009).

Participants. For the qualitative phase, eight informants were purposively selected from the group of respondents in the quantitative phase. The researcher utilized an Interview Guide consisting of nine questions which were answered by the eight purposively selected participants from the group which participated in the quantitative phase of the investigation. The Interview Guide developed by the researcher was submitted to the members of the research committee and outside experts for evaluation. The questionnaires were designed to gather information in relation to the objectives of the study.

The prime analysis of data was done using NVivo 12 Plus, following the coding process in order to derive themes and patterns. Nvivo 12 Plus is a software program used for qualitative and mixed-method research. Specifically, it is used for the analysis of unstructured text, audio, video, and image data, including interviews, surveys, social media, and journal articles. This collates and manages the interview transcript and obtains word cloud. Word cloud serves as the descriptive analysis of data while the researcher herself develops the analytic analyses of data.

4. Results and Discussion

Table 1 shows that the extent of influence of Korean dramas on students, when taken as a whole, is *moderately influential* (M=3.11, SD=1.48); classified as to sex, *moderately influential*; male (M=2.99, SD=1.47) and female (M=3.16, SD=1.48); college: CAS *moderately influential* (M=2.58, SD=1.84); CBM *moderately influential* (M=3.43, SD=1.68); CICT *very influential* (M=3.54, SD=1.64); other colleges COC, COP, COE and CON *moderately influential*, (M=2.75, SD=1.48; M=2.82, SD=1.54; M=3.06, SD=1.29; M=2.73, SD=1.49) respectively. Since CICT students, by virtue of their degree program, seem to be more frequent users of computers. They also have access to different programs and applications since their discipline necessitates the use of computers. Hence, K-drama was highly influential on them.

When the students were classified by campus, the Korean dramas were *moderately influential* (M=2.84, SD=1.55; M=3.55, SD=1.30; M=3.06, SD=1.35; M=2.98, SD=1.57) to students from the Main, Lambunao, Janiway and Pototan Campuses, while for those who are studying at Calinog Campus these K dramas were *very influential* (M=3.48, SD=1.35). Television dramas are one of the most commonly known sources of entertainment and information that influence people with stories where certain values and beliefs

are attached. Calinog Campus is quite far from the city, and perhaps the reason why students were hooked with the Korean drama is because of the absence of other forms of entertainment in the area. Also, the accessibility of their gadgets, plus their popularity, has somehow influenced them to watch these K-dramas.

As to the degree of exposure, the Korean dramas were *very influential* (M=4.00, SD=1.58; M=3.57, SD=1.58; M=3.57, SD=0.97) to those respondents who watched Korean dramas for more than 2 hours a day, 1 to 2 hours a day and 3 times a week for at least 1 hour per day twice a month. While it is *moderately influential* (M=3.22, SD=1.38) for those who are watching twice a month, *slightly influential* (M=2.03, 0.84) for once a month. The standard deviation ranged from 1.29-1.48, revealing that male is more homogenous compared to female. Nevertheless, freshmen college students will be more likely to continue to turn to the internet, Youtube, Netflix, television, and other social media networks to open or load Korean drama episodes. The web has become an information cornerstone for them. With such exposure, they have learned to live in an environment where they expect to be in touch with others through social media channels to gain access to these Korean drama episodes. So, as they spend time watching these Korean dramas, lots of students are inspired by their culture, tradition, concept, scenes, characters, and the lesson they have learned from them.

Table 1

The extent of Influence of Korean Dramas on Students When Taken as a Whole and Classified as to Sex, College, Campus, and Degree of Exposure

	Mean	SD	Description
Entire Group	3.11	1.48	Moderately Influential
Sex			
Male	2.99	1.47	Moderately Influential
Female	3.16	1.48	Moderately Influential
College			
College of Arts and Sciences	2.58	1.84	Moderately Influential
College of Business and Management	3.43	1.63	Moderately Influential
College of Communication	2.75	1.48	Moderately Influential
College of Pescar	2.82	1.54	Moderately Influential
College of Information and Communication Technology	3.54	1.64	Very Influential
College of Education	3.06	1.29	Moderately Influential
College of Nursing	2.73	1.49	Moderately Influential
Campus			
Main	2.84	1.55	Moderately Influential
Calinog	3.55	1.30	Very Influential
Lambunao	3.48	1.35	Moderately Influential
Janiuay	3.06	1.35	Moderately Influential
Pototan	2.98	1.57	Moderately Influential
Degree of Exposure			
More than 2 hours a day	4.00	1.58	Very Influential
1-2 hours a day	3.57	1.53	Very Influential
3x a week for at least 1 hour per day	3.57	0.97	Very Influential
twice a month	3.22	1.38	Moderately Influential
Once a month or less	2.03	0.84	Slightly Influential

Rating Scale

Scaling	Description
3.51 – 4.00	Very Influential
2.51 – 3.50	Moderately Influential

to the viewers. They are especially captivated by attractive Korean stars, whether on-cam or off-cam; they look cute, combined with their sense of fashion. These actors/actresses make Korea's fashion shine beautifully on-screen.

4.6 K-Dramas Appeal.



Fig. 4. Word cloud on the K-Dramas Appeal.

The student-participants reveal that they are watching Korean dramas because of their appealing elements. Primarily, they find the plot, content, and storylines of the dramas really interesting. Also, they truly admire the captivating character/cast (good-looking actors-actresses).

According to Donovan and Garey (2007), an "avid" movie-goer is one who has a passion for watching movies, and it is a central activity in their social life. They consider movies to be informative and reveal essential truths about the human condition. More interestingly, the avid spectator can derive satisfaction even from a disliked film. Nevertheless, the primary reason for the majority of people to consume a movie is to experience it rather than expecting it to fulfill a psychological need (San, 2006).

4.7 True-to-Life

The characters or casts usually portray persuading, convincing, and entertaining roles, which give the participants more reasons to enjoy the show/episodes. A lot of them were moved by its concept, scenes, characters, and the lessons learned from it. They are able to relate with the characters in the dramas, such as those portraying friendships, family life, courtship, comedy, action, romance, history, conflicts, and even medical problems.

4.8 The Genre of Korean Drama

Korean dramas are famous among the student-participants because of the different genres such as romance/love story, comedy, modern urban romance, historical, fiction and action. Similarly, their prolonged exposure to the Korean drama and its popularity among their peers /or reference groups made them all the more drawn to these types of shows or programs.

4.9 Influences of K-Dramas

4.9.1 Cultural practices and beliefs.



Fig. 5. Word cloud on the Influences of K-drama.

Korean dramas have influenced the lives of student-respondents. The Korean culture reflected in these dramas suits the taste of many Filipinos, especially the millennials. The Korean fashion style is very popular among Filipinos, including beauty enhancement, cosmetics, the kind of food they eat, verbal and non-verbal expressions, and values due to their exposure to this genre.

4.9.2 Fashion style

The student-participants revealed that most of them are influenced by K-drama as they follow and imitate Korean fashion trends in terms of clothing, kiky fix, colorful shoes, tattered jeans, hairstyle, make-up, etc. They really like how Korean Fashion is depicted in the K-dramas they watch. Korean fashion for them is thoroughly attractive and 'in' to their tastes and selections. These student-participants feel that adopting this fashion style of Korean makes them more fashionable. In fact, some of them dress-like Korean stars and wear their hairstyle, such as having bangs. Essentially, these participants are not only avid fans of Korean novelas but have developed an admiration for Korean fashion. These participants do not even mind; they sometimes look weird, as long as they imitate the Korean look, hairstyle, clothing style, and even other accessories. They do not care if they defy the usual Filipino fashion style and manner of dressing. For instance, the ideal Filipino muscular image of men has been changed into a lean type of body structure like the Koreans. On the other hand, the ladies have now become too focused on imitating Korean fashion trends.

4.9.3 Food preferences

The spicy and flavorful taste of Koreans tickles the taste buds of student-participants in some ways. Most of them mentioned that Pinoy tastes always have a preference for something sweet, and also, some are spicy. This is also somehow the same with the Korean food tastes. Hence, the student-participants claimed that they have easily learned to like Korean food. They especially have gained interest in this kind of food as they watch these Korean shows.

4.9.4 Verbal and non-verbal expressions

Most of the student-participants have a strong attachment and idolize the characters in their favorite shows. Thus, they are able to watch these from the beginning to the end. Many of them get emotionally carried away by what they are watching. Being happy, sad, angry, curious, optimistic, love and concern, self-acceptance, and those that make the characters excited. They easily identify and relate with the characters in the story. And not only that, but they also imitated the gestures like the peace sign and thumbs up and used Korean verbal expressions like "Oppa- Father", Anyeonghaesaeyo-Hi, Anyeong-hello, Kamsa,-thanks, and Kamshanida-thank you".

4.9.5 Beauty maintenance and enhancement

Korean shows are highly popular among the young generation, and since they are vulnerable to influences, especially by the mass media, their behavior, personality, and personal preferences may be affected.

It has been noted that nowadays, the Filipino market is flooded with Korean products; some of these are quite affordable. Just like the K-dramas, these Korean products have also become also very popular. Thus, many young people preferred these products more than the local Filipino-made products. They believe that Korean beauty products are more effective and cheaper compared to locally made beauty products.

4.9.6 Values

The student-participants, through frequent exposure to Korean dramas, readily embrace Korean values, morals, and ideals. As it is said, "We like what is familiar to us." Moreover, Filipinos and Koreans as Asians have many things in common in terms of values they share—that of being family-oriented and having close family ties, whether immediate or extended family and relatives. In fact, some adults still live with, and even those already married remained living under the same roof as their parents.

Both cultures love to get together and share food with their family members, relatives, friends, neighbors, and even strangers. Just like the Filipinos, Koreans eat by sharing and getting food from common containers and sharing this with everyone around the table. It is also common for them to let a family member or a friend drink from the same cup or let them take a bite from the same piece of food.

It is good to note, however, that despite the appeal of Korean dramas among young people, students still prioritize their studies over watching Korean tele-novelas. The university system tries to maintain its standard through its strict adherence to selective admission and retention policies, and students are aware of these. Hence, there is a need for them to continuously perform well and meet their acquired standard of performance.

As revealed in the study, students on campuses that are quite far from the city also have the tendency to get hooked on Korean tele-novelas. The absence of other forms of entertainment, as well as the popularity of K-dramas, had somehow influenced them to often watch these Korean dramas.

Indeed, these K-dramas are appealing to young people because of their unique and exciting plot, fast-paced stories, fashionable and good-looking Korean characters, trendy culture, and other elements such as romantic sentiment expressed in the drama, and the use of enticing music, medical drama, historical, supernatural, school, melodrama, action, and even psychological aspects, generally capture their interest.

Through constant watching and viewing, participants learned simple cultural practices of Koreans, which affects their preferences and interest. They also learned simple Korean vocabulary that they also use every now and then. Usually, it starts as a form of relaxation, and later for some, it has become habitual. Besides, Filipinos love drama and stories that they can relate to.

Most Filipino teens mimic the fashion sense of Koreans. In fact, Korean fashion is influencing the lifestyles of most teenagers. Sometimes, they follow fashion blindly and want to look like the models they see in the media. Their dressing styles, haircuts, and jewelry, in fact, each and every item of their outfits is copied or imitated from what they see. Nowadays, it is a common trend to follow fashion.

It has been observed that the Filipino millennial has somehow adapted to the culture they see in K-dramas, which include verbal and non-verbal expressions as well as the kind of food that is often featured in this K-drama series. In other words, we learn to love and adapt to what we are often exposed to and what is familiar to us, such as the Korean tele-novelas.

Moreover, the continuing increase of Korean nationals visiting (and others staying) in the Philippines specifically to study and the practice of having exchanged Filipino students to Korea enhanced their exposure to the Korean culture. Also, the academe caters to Korean students for English tutorial studies, among other reasons, strengthens and intensifies the continued chance of the Filipinos' exposure to the Korean people for a longer time, and our interactions with each other add to the height of us getting influenced by their culture and values.

Indeed, Filipinos have a sense of identification with Korea. There are a lot of similarities between the two nations that Filipinos actually see as a reflection of their own culture. Filipinos and Koreans as Asians have many things in common in terms of the values they share—that of being family-oriented and having close family ties, whether immediate or extended family and relatives (Igno, Cenidoza, 2016).

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