

Saranghaeyo! (사랑해요!) : A Study of K-Drama Influence on Students' Concept of Love (사랑) and Study Habits

Joanne A. Alada (joannealada24@gmail.com)

Iloilo State University of Fisheries Science and Technology-Dingle Campus, Philippines



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Abstract: *This study investigated the female College students' concept of love and attitude towards study habits as influenced by their active consumption of the K-drama genres. A descriptive phenomenological approach was used with purposive sampling method in the identification of the informants. An audio-video recording of the focus group interview was the source of data. The informants' responses were transcribed in English and coded. The researcher looked for expressions of idea composed of specific words or patterns that represented themes of love and interest in studies. Results revealed that the informants started to watch k-drama through influence of friends, family, by chance and through social media platforms. The analysis of "key concepts" showed that informants loved k-drama because of its unique stories, plots and subplots. It presented a novel concept of pure/ innocent love. It influenced the informants of marriage and relationship ideology; introduced a new character of a perfect lover. Stunning actors and actresses developed fan's affection. Watching k-dramas strengthened family ties and showcased parental love which reinforced friendships among k-fanatics and increased fan bases in the country and around the world. The informants developed skills in time management with setting study goals for each session. K-dramas served as motivation to study hard and became a form of reward.*

Keywords: Concept of Love, Consumption, Female Students, FGD, K-Drama, Phenomenology, Study Habits

1. Introduction

"Hallyu," which literally means "Korean wave," is a term that was first coined in China by Beijing journalists in the mid-1990s to describe the fast-growing popularity of Korean entertainment and culture in that country (KOCIS, 2015).

Hallyu is a product of globalization and has deliberately or inadvertently popularized Korean culture in various ways and this has enabled the country to establish new market around the world (Igno & Cenidoza, 2016).

Korean drama refers to the Korean television drama created in the miniseries format. K-dramas are no different from our regular TV serials. They all contain enough drama, comedy and romance, just like TV serials here, but what sets K-dramas apart is their approach on these dramas. Unlike native TV serials, K-dramas have a maximum run of 16 episodes per series.

The evolution of K-dramas has led to the wider range of promotion for Korea as a brand in itself. K-dramas have gained phenomenal popularity, becoming the newest catalyst for expanding the country's cultural exports and an integral part of Korea's national image (Naidu, 2015).

The appeal of the Korean TV dramas rests on its interwoven themes of family, love, romance, friendship, war, the intricately executed fight scenes, politics or global issues. Plots are unpredictable, fast-paced, storylines makes the audience laugh plus the actors and actresses are good-looking and act well. This statement supports the facts presented by Igno, & Cenidoza (2016) of the value of things being communal to Filipinos and Koreans such as food, value of respect for elders, politics, being expressive and romantic, and being hospitable.

In Lee's (2012) content analysis as cited by Ruslan & Latif, 2016, 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). Added to this are the quality (music, story setting and cinematography), fast-paced plot and stylishly dressed characters (Ruslan & Abdul Latif, 2016).

It is clearly an unexpected phenomenon that Korean television dramas have gained popularity among Asian audiences since the late 1990s. Evidently, Korean dramas have become, within just a decade, one of the types of broadcasting content most in demand in many Asian countries (Jeon, 2013).

Therefore, it is no surprise that the Philippines was one of the many shores that the Korean wave affected. However, it is very interesting to note that there have been no studies conducted locally to attempt to understand students’ active consumption of K-dramas. The researcher is interested to know the K-dramas’ impact on students’ concept of love; discover what aspects of the K-drama media content contribute to the students’ concept of love; determine if these K-drama genres satisfy their various ideas of love; how these K-drama mirror their own images and expectations of love and relationships; find out if their expectations of love are influenced to some degree; know if in their regular consumption of K-dramas, what images and representations of love do they perceive; and determine the effects of K-drama in their study habits. As such, this study was conceptualized.

2. Materials and Methods

Research Design: In understanding the phenomenon of K-drama genres among the female College students’ concept of love and study habits, the researcher used a qualitative descriptive design which aims to expose an event that generates descriptive data. This study used a descriptive phenomenological approach to provide frameworks on how to understand reality. In the phenomenology of approach, reality lies in human behavior in terms of the framework of thinking and acting of the performers (Moleong, 2004 in Reiners, 2012). Phenomenologists assumed that knowledge was achieved through interactions between researcher and the participants. Therefore, phenomenological research was considered subjective, inductive, and dynamic.

Participants: Purposeful sampling methods are often used in qualitative research studies so that the participants have experience in the phenomenon being studied. Creswell (2009) in Tuttle, 2012 recommended selecting participants who can provide information about the phenomenon being studied. Purposive sampling method was used in the identification of the informants using the inclusion criteria: a. certified K-drama fan who have watched more than 10 series and movies; b. active consumption of Korean products (music, food, products, etc.). Five (5) K-drama fanatics were identified among ISCOFians and were taken as informants of the study. All were given pseudonyms. An interview guide was made to determine the informants’ lived experiences of K-drama genres. The respondents of the study were labeled as Informant 1, 2, 3, 4 and 5.

Data Collection: The data was taken through audio-video recording. The researcher introduced the topic under study and informed the informants that they can use the Kiniray-a vernacular in answering questions and that they are free to answer questions as they deem it necessary.

The focus group interview lasted for 55 minutes. Individual interview was conducted for clarification and confirmation of data collected. The informants’ responses were transcribed in English and coded. The researcher looked for the expressions of idea composed of specific words or patterns that represented themes of love and interest in studies. This was based on the assumption that the informants’ conception of love and attitude towards studies tend to be influenced by their active consumption of K-drama genres. However, the researcher made no priori assumption that the informants’ conception of love and attitude

towards studies are universal among female students. In fact, the descriptions used referred to observable experiences as relived by the informants' through the influenced of K-drama genres.

Instrument: The researcher used an audio-video recorder to capture the actual words spoken and the actions of the informants during the group interview. An interview guide and observation notes were used to obtain information from the informants' lived experiences of the K-drama genres.

Data Gathering Procedure: The researcher gathered the data through the audio-video recorded focus group interview. The informants share lived experiences through their consumption of K-drama genres. A group composed of five informants is appropriate, for them to express experiences related to the topic.

The interview for this study was conducted in Kiniray-a and lasted approximately fifty-five (55) minutes. Informants' responses were voluntary and the interview was also audio-videotaped to check their non-verbal gestures.

Data Analysis: The researcher used Collizzi's (Reiners, 2012) phenomenology data analysis model (1978) to analyze the data:

1. The researcher transcribed the interview in verbatim.
2. The researcher read and reread the transcribed-word-for word interviews to make sense of them and acquired a feel to each description.
3. The researcher extracted significant statement, which pertain directly to the proposed phenomenon, from the descriptions.
4. The researcher formulated meanings after analyzing each significant statement.
5. The researcher organized the formulated meanings into clusters, which allowed themes to emerge.
6. The researcher integrated themes into an exhaustive description and referred the same clusters back to the original protocol to validate them.
7. The researcher made a concise statement of the exhaustive description and provided a fundamental statement of identification.
8. The researcher presented a concise statement of the exhaustive description to the original informants of the study in order to verify the statement.

The informants reflected on their concept of love and study habits through their lived experiences of the K-drama genres. After the data were collected through a semi-structured interview guide (audio-video taped), the rich in-depth narratives and responses to questions were transcribed verbatim and analyzed using Colaizzi's method of analysis. Through line-by-line coding of the transcripts verbatim and the organization of these coded data into related areas to develop "key concepts", the researcher attempted to understand the meanings embedded in the participants' statements to uncover the constructed 'descriptive' themes. The focus is on how each informant constructs meaning and knowledge through their lived experiences of the K-drama genres and on how they were able to describe and understand their created concept of love and their study habits. The three (3) themes that emerged from the in-depth interviews are pure/innocent love, the search for a perfect lover and parental love. Further, the effects of K-drama to their study habits is considered a price for a hard work, a catalyst to concentration, and a balancing skill to getting good grades despite their active consumption of these genres.

3. Results

The purpose of this study was to gain an in-depth understanding of the lived experiences of female College students' concept of love and study habit through their active consumption of K-drama genres.

WHY K-DRAMAS: What's the catch? : For the non-K-drama lovers, being engrossed and eventually becoming obsessed with K-dramas is surprising and interesting, that informants of this study

explained what elements or factors might have been very influential that made them love these genres. Below is the excerpt of this discourse.

Excerpt 1 Appendix A

Informant 1: At first, I watched K-dramas because of its actors and actresses. They look like anime characters but as time ran by I focused on its story because it is so different from other dramas. K-dramas are not the same compared to other dramas where the main character experiences disparages but gets successful at the end of the story and their jokes are not obsolete and corny. Additionally, you cannot prevent yourself from following the course of their stories because if it projects sadness, you would really cry and also there is always suspense in Korean movies unlike other movies that you can anticipate its next scenes or happenings. Aside from entertainment, you can also learn their histories, lifestyles specially their food including their language. Its story does not revolve on two characters only but also involves other minor characters' stories.

Informant 3: yes ((deleted line by the researcher))

Informant 2: not totally, the good one-

Informant 2: [Stories!]

Informant 3: [Stories!]

Informant 4: [Stories!]

and plus factor is the -

Informant 2: actor =

Informant 3: =the one playing as actor

Informant 4: because the make the scene beautiful- ()

Informant 3: the plot has many twists in the stories

unlike =

Informant 4: =oh trying hard° =

Informant 3: =trailer alone you would know () already

Theirs has many plots: every episode

Informant 2: it is lacking haha=

Informant 3: =it is never enough

Informant 4: and what's nice is that there are different lain ()-

Informant 3: every episode every episode in fact

every episode there are scenes you cannot forget

Informant 4: yes=

Informant 3: not that: plain only it doesn't matter

They just fight () or the story does not: it does not revolve on two lead actors unlike in ours that if the male and female lead are in love, if it's their story: including those of the supporting actors=

Informant 2: = it has story=

Informant 3: = they have their own story ((even if

local dramas have this element the informants find it boring, shorter episodes means fresher and not boring))

Informant 4: but theirs is just passing=

Informant 2: and the concentration is with the lead actors

Informant 3: unlike those like "Descendants of the Sun" is it not that they all ((deleted texts))

Analysis: The informants emphasized that it is the story that made them love K-dramas. There are many sub plots within the story which make the plot exciting because fans have to follow other minor characters' issues and love stories. In addition, the lines used in the story are unique, novel and sweet that marked in the hearts and mind of the audience. Moral lessons are depicted in the dramas and values such as sacrifices, patience, hard work and perseverance are elaborated. Informants became inspired in realizing that the characters survived all the struggles, making them do the same things with the problems they encounter every day. There are elements of comedy even if the plot is supposed to be a drama series; the actors and actresses act well; and it can be observed from their facial expressions. Characters exaggerate their actions and expressions which made them funny or effective in acting their emotions. This observation is in congruence with the result of the study of Fortunata and Utami (2021) that respondents watch k-drama due to its unique and interesting storylines. This was furthered revealed in a study of Semilla and Soriano, (2017) that content of the kdrama which got the second highest rate is one of the reasons students watch this series.

DESCRIPTIVE THEMES

Theme 1: PURE / INNOCENT LOVE

Excerpt 1

- Informant 3: *ah: it is the with ours here isn't it?
If you have tried to read pocketbooks -
for example the leading lady and leading man: and meet
they make love and I don't find this romantic -*
- Informant 4: *same here=*
- Informant 3: *in Koreanovela it was just holding hands you feel the romance*
- Informant 4: *romantic excitement°*
- Informant 3: *I am not sure ah*
- Informant 4: *maybe ma'am because women are respected by men-*
- Informant 3: *yes-*
- Informant 4: *they literally sleep together and nothing happened they just hold hands*
- Informant 3: *mostly you get hooked to the male lead that you
start fantasizing him-*
- Informant 4: *women are respected men are gentlemen that you could not even find this
character from your partner-*
- Informant 4: *you see something in him that you would even exchange ()*
- Informant 2: *because there are girls who have the concept of love as purely sexual but mostly
based on my observation that girls' definition of love is the genuine care of men.*

Excerpt 2

- Informant 3: *American movies are liberated and there are extremely lustful scenes
It has impact on children – which influence their expectations of relationships-*
- Informant 4: *[I have a daughter who would watch and
while she's growing up she must know that men ()-*
- Informant 3: *[because for them holding hands is enough
To make them happy and before they "do" marriage first*
- Informant 4: *[it never showed anything
((deleted lines) "Legend of the Blue Sea" what was it*
- Informant 5: *It has romantic love it has ((pure)) love =*
- Informant 3: *=hahaha=*
- Informant 4: *= yes it has romantic love*
- Informant 5: *= dirty love=*
- Informant 3: *= the stages=*
- Informant 4: *= because she was a mermaid and she does not know the stages of live
But straight to dirty love- to [Lee Min Ho]*
- Informant 3: *[ha-ha-ha]*

Analysis: In excerpt 1, informant 3 mentioned the American novel series turned into a movie “Fifty Shades of Gray” which contain indecent scenes not suitable for the young audience. K-drama leading characters tend to settle themselves with a simple meet up, walking together and holding hands yet these suffice the element of romance in the story. This is clearly emphasized by the repetition of the words “holding hands” in line 3 by informant 3 and in line 8 by informant 4 “uyat-uyat lang”. Informant 4 further explained that leading men respect women and that the couple can even sleep together minus the sexual desire or malice between them. This was accentuated in lines 6 and 10 with the words “respeto” and “ginarespeto” (respect). Informant 2 gave insights as to young ladies’ interest in looking for a guy who truly cares for them, which is opposite as to how some ladies would have different connotations of love and relationships. Informant 4 stated that these ideal men portrayed in K-dramas make the ladies fantasize and that they are even willing to barter them with their real-life partners.

Excerpt 2- in this exchange of conversation, the informants validated their fondness of the K-dramas’ innocent/pure love element which is exceptionally illustrated by the actors and actresses and meticulously written and executed by the writers and directors.

In line 1, informant 3 pointed out that whatever the kids watch will influence their mindset. They will likely to emulate whatever they see in movies and if these media content showed liberated scenes, the child might think these are what is expected of them to do especially if they are into relationships with the opposite sex later in life.

Informant 4 agreed that her own daughter while growing up and exposed to watching K-dramas will have an idea that there are limitations to what lovers do even if they are in a relationship. For the nth time, informant 3 in line 3 said the words “holding hands” and marriage before “do” which literary means “sex” between lovers are emphasized in K-dramas. The informants mentioned the different forms of love that the audience should observed in watching K-dramas – pure love, romantic love, and dirty love. These are laughably but effectively conveyed in a K-drama “Legend of the Blue Sea”.

The informants expressed that a positive and worthwhile feeling drawn through the various emotions felt in their consumption of K-drama genres created a positive development in their maturity level. Lestri, et al. (2021) concluded that adolescents who like to watch Korean drama films generally experience more positive emotions than negative emotions . Fans emulate the character projected through these genres portrayed by actors and actresses. This is because K-dramas exert influence to the generation Z viewers (Idrawan, et al. (2022).

Theme 2: THE SEARCH FOR A PERFECT LOVER

Excerpt 1

Informant 1: nowadays teenagers want into intimate relationship thinking it would be like romantic movies that they had watched or they would turn out to be like there are love teams in a movie from friends to lovers. Other went on this situation to avoid commitment and to be happy with whatever they have now where others' state on mind

*Informant 3: it seems perfect ma'am at the appearance then they value character
((character?)) yes ((deleted text))
Actually if I do not have a husband if I wasn't married
And I watched Koreanovela maybe until now I am single
because of expectations in looking for a -*

Informant 2: a man

Informant 3: boyfriend it becomes-

Informant 4: -high

Informant 3: () most koreanatics are single because if they start watching the drama they start to have expectations of their partner unlike me who started watching kdramas I was already married what about those single women

Informant 2: [hehe°]

Informant 3: their [the: expectations their standard,

*Informant 4: [yes ma'am their standard] yes ma'am
(you are looking)) for an ideal man°-*

Informant 3: [THEN in my case – ma'am THE THE –

*Informant 4: -you are looking for someone who has respect
someone who respects you ma'am=*

*Informant 3: I even buy clothes for my husband:
sweat shirt so he would look Korean
Korean including my son who dresses like
Korean Korean*

*Researcher: So you start to set standards for a guy
based on the Koreanovela?*

Excerpt 2

Informant 4: yes you become open-minded

Informant 2: it depends on the personality of a person

Not totally perhaps there are parts that- ((not too big)) that: I should set an: ideal

*Person who is a photocopy of a person who is my crush in Kdrama.
Sometimes you want this guy you think he should have a characteristic like I want this
kind of guy in the future because what he does on screen he may perhaps do it to me too:
personally ah: I admire them I like them I like the way they act I like their personality but not totally then:
but I don't expect I could marry a man like him: who is the same with the Kdrama character portrayed by the
actor: =*

Informant 4: not exactly the same in character, =

Informant 2: = I can: ah yes –

*Informant 3: = and you are aware ma'am that these are: fantasies only-
but one of my friends married a Korean man ((deleted text))*

*and she is a Koreanatics who is addict in kdramas
when we were in high school she was interested in Korean men
that she said wanted to marry a Korean man.*

Analysis: Informants revealed that their consumption of K-drama genres made them set higher standards for men as lovers. It opened their ideas and expectations that indeed men can be this good, or that in the world both in the real or fantasy realm, a perfect lover do exist.

In line 2, excerpt 1 informant 3 used the word “pagpaminatasan” (character) which refers to attitude of the K-drama actors who displayed a perfect/ideal guy character both inside and out. This ultimately led to higher expectations of women in looking for a lover. She supported her claim by stating that most K-drama fanatics are single and remains single for quite some time because of this ideology. She herself revealed that if she were not married, she could have remained single because the qualification for looking a partner now exceeds what Filipino men can possess.

Informant 4 emphasized the value of respect that women looks from men. According to the informants, when a Korean woman confesses her love to a Korean man, the woman is not insulted or bullied in case it is an unrequited form of love. Unlike Filipino men who tend to insult their admirers especially if they do not find their confessors attractive.

In excerpt 2 - in the exchange of conversation, the informants clarified that although they fantasize an ideal lover, they are aware that there is no such thing as ideal in the world. This is best explained by informant 2 in line 2 that aiming for a perfect lover depends on one's personality. The admiration is normal but not the setting up of an exact photocopy of the K-drama character she admires. It would seem promising to imagine a perfect lover to have a perfect relationship but she never expects this would happen in a real-life scenario. Her explanation was supported by informants 3 and 4 with the words “indi man gid total” and “don't expect” which refers to the perfection of a guy and the words “bal-an” which means know, conveyed the understanding of the informants between reality and fantasy. However, informant 3 gave an example that illusions at times come to reality if destiny wills it. Just like her best friend who is a Korean addict, set standards and promised to marry a Korean man which she eventually fulfilled.

Informant 3 would even buy sweat shirts for her husband and would make him wear these shirts so he would look Korean. Consolably though, her husband wears them but not the Korean skinny pants because he felt awkward wearing them. Her son would even wear Korean fashion. She had the wildest imagination of replacing her husband with a Korean man (with a burst of laughter of course).

However, Informant 2 revealed that she is not into setting a standard for a partner. Even if the characters depict a perfect guy, she wishes there could be someone who is perfect but she understands that this perfect guy does not exist in a real world. The more one insists on having this ideal guy, the more one would feel disappointed and regrettable for not reaching this illusion.

Informant 3 even shared that her best friend Jean (not her real name) married a Korean man. Jean was addicted to *Koreanovela* and set a standard for choosing an ideal guy as a boyfriend. She studied in a university where many Korean students take language course learning English. It is where she met her

Korean boyfriend who eventually became her husband. Informant 3 said, strangely her best friend's husband was an ideal guy seen in K-drama genres. The husband would do all his best to give Jean surprises and was a perfect lover and father to their son. In addition, the husband came from a rich family (royal family) in Korea. Sometimes, caught from her own narratives, informant 3 has a concrete form of admiration of her best friend's "Cinderella" love story. Nonetheless, going back to her real world, she has her own jewels to treasure – her husband and son.

As the informants continuously consume K-drama genres, they began to unconsciously wish for a perfect guy as an ideal lover. Just like the characters depicted in the K-drama genres, the informants started to set a standard for a lover and a would-be-relationship. For the lover, he must be the exact epitome of the K-drama leading men – gentleman, caring, loving, sweet, sincere, honest, funny and the plus factor that he is handsome and rich. This is supported through the study of Nguyen (2017), which claimed that Vietnamese women's active consumption of K-drama affected their relationship satisfaction and commitment. The more the participant viewed K-drama, the less satisfied they feel about their own relationship.

However, there is an element of self-deception, admitted by the informants. In the lines of informant 2, she said that she understands these "Perfect lover" character does not exist in reality. Her personality and level of intellectuality had made her see the facts as they are and never seemed to be disillusioned by these "constructed images" of an ideal or perfect lover. The researcher then believes that K-drama fanatics would simply allow themselves to "enter their constructed perfect lover realm" yet fully grasps the fact that they can always come out and see the real picture of this scenario. Further, the researcher assumes based on the lived experiences of the informants that creating a perfect lover is an escape from reality that feelings of hurt or frustrations can always be felt by the informants when in a relationship. And that creating a perfect lover means eradicating these pains or even if there will be pains, it's a struggle for both lovers to fight for their love which eventually succeed later.

Informants see Korean actors as a perfect guy – with perfect attitude - caring, loving, respectful, ideal, and rich. The element of "kilig" (romantic excitement) comes into scene as to how the director executed the scene, plus the music that also affects the audience. The consumption of K-dramas eventually made the informants wished they could have the same man whose character is perfect for them.

Theme 3: PARENTAL LOVE (parent-child bonding)

Excerpt 1

Informant 2: *I watch it together with my mother
I thought before she wouldn't allow me but then it became our
stress reliever because she loves writing and she was supportive of me
my father did not allow because he was worried with our health*

Informant 4: *°oh my your mother°=*

Informant 3: *=her mother-*

Informant 4: *my children and I consider watching kdramas as our bonding
They watch in the laptop and I use my cellphone
They keep laughing like when they watched "Let-let's fight ghost"=*

Informant 2: *= ah "let's fight ghost" [(Kim So Yun)]=*

Informant 4: *[THEY WERE HIDING if there is a ghost=*

Informant 2: *[(Kim So Yun)]=*

Informant 4: *THEN if itis funny they come out
My children bond,*

Informant 2: *and as parent (.2) if your daughter is a young lady it ia one way when
[you*

Informant 4: *[yes it is bonding=*

Informant 2: *you bond and your children do not hesitate =*

Informant 3: *=why intervene ((the))-*

Informant 4: if you are a parent who: supports
His children then it would be okay
Informant 2: =yes time will come that they will tell you
their crushes=
Informant 4: and then he sets his goal [a particular goal
ma'am
Informant 2: [°yes eh°-
Informant 4: THAT this is the man=
Informant 2: =you bond an eventually become closer then
You notice you children starts to open up to you
Informant 4: it's the same in my case they use oppa oppa
Informant 3: and my son who is 4 years old somehow know Korean language

Analysis: When asked what time the informants sleep in watching K-dramas, they revealed that it takes until 3 a.m. for them to finish all episodes. The next question was how it was considered by their parents.

Informant 2 said her mother is very supportive of her. She even watches the K-dramas together with her mom. Both mother and daughter consider consumption of K-drama as stress reliever and because both are literary writers, her mother encourages her to familiarize these types of genres to get ideas and insights.

In addition, informant 2's mother uses this K-drama as a strategy to strike a conversation with her daughter and find out her daughter's concerns with regards to school, personal, and emotional issues. This paves the way to building a closer relationship between mother and daughter.

Informant 4 shared that she uses K-dramas as a means of bonding with her children. She sees to it that household chores are readily done and at dusk, she gathers her children to settle; if not her children would ask her to prepare early so they can watch early. The children unconsciously build a strong relationship with each other and with their mother as well.

In lines 8, 11, 18 informants repeated the word "bonding" to emphasize that unknowingly a parent can help build his/her child's self-trust by overcoming the fear or hesitance from opening up to his/her parents. Eventually a child will start to open up his/her feelings about crushes or ideal guy.

The family love or parental love is highlighted in all K-drama genres. The parents' love to their children entails sacrifices and pains and this form of love is concretely required by the children even if it does entail sacrifices on their part too. Sacrifice means giving up for the sake of the happiness of a loved one. This element of love is excellently portrayed by K-drama actors and actresses. Besides this obvious depiction in K-dramas, the informants use this venue as their bonding moment with their parents and children. Parent informants 3 and 4 encourage their children to watch K-dramas as these media genres convey various elements of respect, humility, sacrifice and pure love to the family and special someone. It establishes the foundation of strong family ties which uphold these virtues. Parents, such as informant 2's mother understand that to involve oneself and identify the things your daughter loves to do and cherishes, a mother must adapt with the changes her daughter undergoes. And this can be as simple as watching K-dramas with her.

EFFECTS TO STUDY HABITS

Theme 1: A PRICE FOR A HARD WORK

Excerpt 1

Informant 2: okay so first ahh (2.0) it does not- it didn't
affect my studies and the second is my >learning priorities wasn't affected at all ah I know that
entertainment is just like dessert and I need to focus on the main dish< which is studies but there were
changes on some of my daily routines, like I wasn't able to do gardening anymore I miss my bible reading
and I don't have enough time to bond with my cousins.
Informant 2: actually it became an inspiration. whenever

there is an exam I tell myself that I need to study hard so I can finish earlier and if I can get a high score I'll be watching k-drama for the whole night as the price.

Researcher: ah going back to the second question second statement >did it happen< that you missed all those things like reading bible at night-

Informant 2: actually in the ° morning° I read the bible in the morning but because I was very sleepy so: I'm I'm not able to read the [bible-

Researcher: [for a long period of time you missed doing these tasks (2.0) not quite

Informant 2: not quite (2.0)

Researcher: ((so there is)) a period-

Informant 2: yes ma'am

Researcher: that you forgot to do this do [that -

Informant 2: >[-but actually <gardening

Researcher: [° priorities prioritize-

Informant 2: yes gardening- I don't do gardening since I watched k-drama =

Researcher: AH okay

Informant 2: because I watched during (2.0) the afternoon until the evening so I do gardening in the afternoon or sometimes when there is a holiday

Excerpt 2

Researcher: why (2.0) why did you opt to deciding let's stop watching this for a while

Informant 2: hmmm: I guess I need to concentrate I need to focus on more important thing because k-drama is just an entertainment

Informant 2: actually when I study I want music ahh.: I study around 10 p.m. until there's nobody in the house there- there is nobody moving it feels creepy so I just turned on the-

Excerpt 3

Researcher: was it positive or negative the effect of it on your studies and learning attitude

Informant 2: positive

Researcher: positive because

Informant 2: it's positive because ah am there was a positive part I have a lot of works to do I have my academics I have my extracurricular activities and I do them simultaneously plus the entertainment negative in some aspects perhaps my daily routine-

Researcher: it was affected

Informant 2: it was affected

Researcher: °so it beca°=

Informant 2: =and in social communication °ma'am° social communication because when I started watching k-drama I always: (2.0) watch alone

Researcher: °isolate°

Informant 2: isolate myself but usually I love to bond with my cousins but since: I need a lot of time for k-drama that time I was like I was addicted ((much))

Researcher: as a researcher I would surmised that: it is more of positive because you opted to stop watching it

Informant 2: actually I don't want am- I did not opt to stop watching I still watch ma'am=

Researcher: =every now and then

Informant 2: yes every now and then

Analysis: Informant 2 considered her active consumption of K-dramas as a form of entertainment and inspiration (lines 1 and 2 excerpt 1). This was an extra activity she enjoyed the most as a price for her

efforts and sacrifices of getting high scores from exams. She motivated herself to learn better and to get higher grades because if she did, it meant she could spend time watching her favorite K-drama. Although the informant admitted that some of her daily routines such as gardening, social bonding and bible reading were moderately affected, she gradually learned to manage her time and set priorities thereby disciplining herself from being addicted to K-dramas.

When asked to choose between the positive and negative effects of K-drama to her studies, informant 2 explained that the positive effect is her gaining the skills of time management and self-discipline. She was able to handle pressures and tasks related to her academics, accomplish her responsibilities as a publication staffer, excel in extracurricular activities and enjoy the fun provided by watching K-dramas. The negative aspect referred to her unavailability to bond with her cousins (excerpt 3 line 10), do gardening (excerpt 1 line 12) and bible reading (excerpt 1 line 4). These failures on her part made her learn to set priorities and manage time. She did not or rather will never stop watching k-dramas because this is one of her mostly enjoyed form of entertainments and a learning motivation.

The ability to discipline oneself and take control of the situation is remarkable for students such as informant 2 who admitted to be addicted to K-dramas on the onset of her liking of these genres. Understanding failures to tackle responsibilities and turning them into a positive motivation to reward oneself must have given her a higher level of fulfillment. Identifying the importance of tasks at hand and labeling them according to the advantages they offer have taught informant 2 to enjoy better this form of entertainment. This observation is in congruence with the result of a study conducted to the senior high school students in Our Lady of Fatima University Quezon City Campus (2017), that ‘most of student respondents eventually learned time management in studying and watching Korean drama’.

Theme 2: CONCENTRATION vs DISTRACTION

Excerpt 1

Informant 1: it did not affect in: my study because: because:

>what was it< because: I don't study hehe hhh

But if I study it never distracted me I am never distracted with-

Researcher: -ah::

Informant 1: k-drama there are times I watch

but right now I am not watching any I feel the need to

recover with sleep I don't get distracted-if you have a study habit:-

Researcher: [from the beginning-

Informant 1: [if I study I focus on my studies] =

Researcher: = before your ah:-

Informant 1: >[yes ma'am ((even before))

Researcher: [teaching the-

Informant 1: it was long time ago: way back in high school I don't really

I am more on listening to the teachers and I store it in my brain

so I don't study but: I study if there are exams there are no distractions

even if I watch kdrama

Researcher: ah okay so you can do both [simultaneously?]

Informant 1: [yes] it was like multi tasking and° -

Researcher: can you focus if you're doing multi tasking

simultaneously watching-[and-

Informant 1: [ah: before I really love multi tasking=

Researcher: and studying-

Informant 1: yes and I draw and chill chill (etc etc.) only hhh

Researcher: ah okay

Excerpt 2

Researcher: ah setting of priorities

Informant 1: no it was simultaneous

Researcher: you do it simultaneously?
 Informant 1: yes because: when I watch kdrama there are no serious episodes that I
 Needed to really concentrate on it that I really have to ponder about every detail
 of the scene so I can just insert it while I study ° I am like that°
 Researcher: what about the staying up late?
 Informant 1: that's the reason I refrained from watching now
 because I can't stop if there is kdrama ° (it won't stop)
 Researcher: when you do both, when you watch the k-drama
 and then you do study until 12 o'clock 1 o'clock ° is that it°
 [simultaneously doing it ? (0.3)
 Informant 1: [° 12 o'clock maybe°] =
 Researcher: studying at the same time watching it
 Informant 1: yes
 Researcher: = but [= eh
 Informant 1: [but it will take time
 Researcher: if you stop k-drama and then focus on studying
 Informant 1: I am not comfortable hehe hhh
 Researcher: ah okay =
 Informant 1: =I am not comfortable if I study I get distracted
 if the surrounding is very quiet I cannot focus on: my brain seems floating
 and instead of °(())°

Analysis: Initially, Informant 1 admitted she does not study. She preferred listening to teachers and storing knowledge this way. Surprisingly though, Informant 1 revealed that her active consumption of K-dramas originated from her inclination to doing simultaneous tasks to be able to focus or concentrate on her studies. If there were several things going on around her, such as the music and the K-drama playing, she was able to focus more on reading. In lines 3 and 9 in excerpt 1, informant 1 explained that nothing can distract her even if she studies during examinations. Not even K-dramas can distract her; ironically K-dramas helped her focus more on her studies. She need not concentrate and remember all details of the scenes in K-drama (see excerpt 2 line 4). In fact, lines 2 and 17 statement proved that instead of a distraction, the simultaneous activity and consumption of K-drama helped her focus better. She became more disoriented and uncomfortable if her study setting was very quiet.

Informant 1 proved that differences in personality among teenagers and students are a factor to consider in identifying one's inclination to studies. This has been a given fact, but what made this factor interesting is the informant's strategy to pass each subject and survive in school. Informant 1 had to do various simultaneous activities to focus and learn better. The more noise the more things to attend to the better. Instead of a distraction, her active consumption of K-drama became an essential element to concentrate more on her studies. When advised by the researcher if she could chose to stop watching k-drama so she wouldn't stay up late, she reiterated that watching and at the same time studying help her learn better. This is an interesting fact to study because the informant has an introvert type of personality yet loves a certain level of preference of noise and would likely take more frequent study breaks observed from people with extravert personality (Eysenck's theory of personality – Campbell and Hawley, 1982/2018).

Theme 3: ADDICTION *STILL* MEANS GOOD GRADES

Excerpt 1

Informant 3: we don't watch if ever we are very busy with:
 Researcher: so more or less your studies are not affected?
 Informant 3: it depends ma'am anyway it does not affect us with:
 Informant 4: No because my priority is my studies, it's
 only a recreation for me. There's no change at all
 I don't study at all.

Excerpt 2

Researcher: *so if it does not affect you studies
it would be better to influence students in consuming kdrama right?*

Informant 4: *we don't influence the-*

Researcher: *to i-influence the students=*

Informant 5: *if you watch the Korean ma'am isn't it that
the Korean language has sub title*

Researcher: *[hmm do you read the-*

Informant 5: *[reading the English*

Informant 4: *do you read*

Informant 3: *however other think ma'am that:
We don't do anything because they thought we don't do-*

Informant 4: *I agree-*

Informant 5: *yes ma'am-*

Informant 3: *>we don't do anything else because we are addict with kdramas
< in other words people are judgmental*

Informant 4: *ma'am in our compound ma'am-*

Informant 3: *that's the reason we are trying to prove that:
do not think that:do not get affected with what people say
because they do not understand us-*

Informant 4: *you are an addict (perhaps))*

Informant 3: *EVEN IF I AM AN ADDICT with: Korean drama yet (3.0)
I can balance my study*

Analysis: The conversation between the researcher and the informants came to a point when they expressed their hurt feelings of the people misjudging them as lazy and irresponsible because their time is mostly consumed to watching K-dramas. Informants 3 and 4 who are already mothers, bragged about their ability to plan a day's work to accomplish school related tasks, household chores and motherhood job. This has prompted them to act fast and do things properly so they can set a time to watching their favorite K-drama without compromising their responsibilities to their children and loved ones. In fact, the researcher observed that the five identified k-fanatics of the College belong to the intelligent group of students. This has become an interesting variable to study. In fact, in a study of Fortuna and Utamil (2021), attention is the highest dimension of watching addiction variable and imitation behavior among adolescents' Korean fans is significantly influenced by addiction to watching K-drama series.

However, the K-fanatics claimed maintaining good grades is a priority and learning goes beyond the four walls of the classroom. Exposure to K-dramas taught them to appreciate the significance of education as highly valued by the South Korean teenagers. Failure to be admitted in College and failing to earn a degree is synonymous to being doomed for lifetime. These are clearly depicted in K-dramas. For *Koreanatics*, this serves as a constant reminder to prioritize studies even if at times non-K-drama fanatics thought otherwise.

4. Results and Discussions

This descriptive phenomenological study attempted to investigate the female College students' concept of love and study habits as influence by their active consumption of the K-drama genres. Specifically, it sought to answer the following questions:

1. Why do female College students consume K-dramas?
2. What images and representations of love do female College students' perceive in their regular consumption of K-dramas?
3. What are the effects of K-drama consumption on female College students' study habits?

Five (5) identified *Koreanatics* of ISCOF Dingle Campus were used as informants of this study using a purposive sampling technique. Four of the informants are Bachelor of Science in Elementary Education students (one incoming third year and three incoming fourth year students) and one is an incoming third

year Bachelor of Science in Agriculture major in Animal Science. Their age vary from 30, 24, 19 and 18. Three students belong to a K-lover chat group.

Data obtained were transcribed and coded. The informants' concept of love through their consumption of K-drama genres revealed several themes of the different forms of love. From the many forms and "key concepts" uncovered, three themes were foregrounded: pure love, the perfect lover and parental love. As to the effects to their study habits, K-drama is considered a price for a hard work, a catalyst to concentration, and a balancing skill to getting good grades.

Discussions

The female College students' interest in the K-drama genres began in various ways such as exposure to social media, influenced by friends and family members or by merely out of curiosity to belong to the fad of the community. The complexity and novelty of the plot and sub-plots of the dramas plus the superb acting of the handsome actors and beautiful actresses make them attractive to the audience.

The core theme –love – of the K-dramas bespeaks of its universal appeal to the audience. K-dramas introduce a new perspective to the meaning of love as this is innocently illustrated in the series. A form of love coupled with great reverence make the audience feel inspired and hopeful despite a seemingly hopeless situation for the lovers.

The perfection though of the lovers portraying the characters can become overwhelmingly improbable because these characters influenced the students' expectations of an ideal guy for a lover, of a relationship and marriage. Thus, it has unconsciously affected their interest towards Filipino men whom they believe will never possess the characteristics they set as standard.

The informants believe that if parents truly understand the exquisiteness of K-drama genres, they may use this as a venue for parent-family-children bonding. The media content of K-dramas such as the element of pure love, sacrifice, respect, perseverance, humility, fantasy, comedy, miracles, and faith make them a perfect source of teaching these values to the younger generation.

In terms of K-drama effects to study habits, it is interesting to note that informants gradually matured as to their outlook towards the significance of prioritizing studies. Despite their busy schedule in school, the demands of motherhood (for informants 3 and 4) and other activities, they were able to maintain good grades. Their active consumption of K-dramas taught them to plan and discipline themselves. The word "control" gave them a new perspective – control which literally means stop when it is time to stop watching K-dramas and finish other tasks.

The informants differ in behavior, personality and as expected, in their study habits. Informants 1, 3, 4, and 5 rarely studies. For informant 1, K-dramas are a way to concentrate in her studies. The playing of the K-drama and the noise it creates prompted her to focus more on her studies. It is an essential element to helping her learn better. While the rest admitted that watching K-dramas is just an entertainment, so watching it never affected their studies.

For informant 2, K-dramas had a positive effect on her study habits. It taught her self-discipline. It made her realize the mistakes of failing to accomplish her other responsibilities and daily routines. This made her strived harder and used the opportunity to watch K-dramas as a reward for her efforts of getting good scores from exams and accomplishing tasks.

In their active consumption of K-dramas genres, the informants appreciated the *predominant Confucian values of studiousness, decorum, and piety in South Korean society [sic]* (Wong, n.d). This created in them a new image of love and an esteemed value of education which will encourage them to become the best person they can be.

5. Summary of Findings and Conclusions

The following are the findings that resulted from this comprehensive study:

1. The data revealed through the sharing of the informants' lived experiences that they started to watch K-drama genres through influence of friends, a family member, by chance and through social media specifically TV, FACEBOOK, and YOUTUBE.
2. The analysis of "key concepts" to form descriptive themes of the data showed that the informants loved K-dramas because of its unique stories and plots. There are sub-plots within the story which makes the informants focus not only on the revolving story of the lead characters but of the other minor characters in the drama. The genres become engaging because of the variety of plots and complexities of the characters portrayed.
3. K-dramas present a new concept of love which is rare to find in some local or American dramas. The theme love is modified through the expression of pure/ innocent love which promotes self-respect, self-denial, sacrifices and respect for the love ones.
4. K-dramas influence the informants in their ideology in seeking partners in life and uphold relationships with dignity despite challenges and hindrances. K-dramas introduce a new character of a perfect lover - respectful, charming, formal, rich, a gentleman and humorous. K-drama actors and actresses are good-looking and act well whom fans fantasize which led to their fondness and deep admiration of their idols.
5. Watching K-dramas strengthen family ties as this activity is enjoyed by parents-children and among other family members. It further showcased parental love which is featured in all K-dramas regardless of its theme of comedy, horror or historical drama. It is a tool to build parental love and reinforce friendships among K-fanatics and increase fan bases in the country and around the world.
6. K-dramas serve as motivation to study hard. It becomes a form of reward. The higher the score and grades they receive, the more chances of rewarding oneself by spending time watching K-dramas.
7. The informants developed skills in time management with setting study goals for each session. The more interesting and exciting a K-drama series is, the more efficient the informants become in terms of planning activities and finishing tasks so that they can allot time to watch it.

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APPENDICES: APPENDIX A TRANSCRIPTION CONVENTION

TRANSCRIPTION CONVENTION (John Wiley & Sons, Inc. © 2015)

IDENTITY OF SPEAKERS

Dan: pseudonym of an identified participant
?: unidentified participant

He Hua?: probably He Hua
PP: several or all participants talking simultaneously

SIMULTANEOUS UTTERANCES

Dan: [yes
He Hua: [yeh simultaneous, overlapping talk by two speakers
Dan: [huh? [oh] I see]
He Hua: [what]
Feng Gang: [I don't get it] simultaneous, overlapping talk by three (or more) speakers

CONTIGUOUS UTTERANCES

= indicates that there is no gap at all between the two turns

INTERVALS WITHIN AND BETWEEN TURNS

(0.3) a pause of 0.3 second
(1.0) a pause of one second.

CHARACTERISTICS OF SPEECH DELIVERY

? rising intonation, not necessarily a question
! strong emphasis, with falling intonation
yes. a period indicates falling (final) intonation
so, a comma indicates low rising intonation suggesting continuation

descr↑iptio↓ an upward arrow denotes marked rising shift in intonation, while a downward arrow denotes a marked falling shift in intonation

go::d one or more colons indicate lengthening of the preceding sound; each additional colon represents a lengthening of one beat no- a hyphen indicates an abrupt cut-off, with level pitch because underlined letters indicates marked stress

SYLVIA large capitals indicate loud volume

sylvia small capitals indicate intermediate volume

sylvia lower case indicates normal conversational volume

°sylvia° degree sign indicates decreased volume, often a whisper

.hhh in-drawn breaths

hhh laughter tokens

> the next thing<>...< indicates speeded up delivery relative to the surrounding talk

< the next thing> <...> indicates slowed down delivery relative to the surrounding talk

COMMENTARY IN THE TRANSCRIPT

((coughs)) verbal description of actions noted in the transcript, including non-verbal actions

((unintelligible)) indicates a stretch of talk that is unintelligible to the analyst

... (radio)single parentheses indicate unclear or probable item

OTHER TRANSCRIPTION SYMBOLS

co/l/al slashes indicate phonetic transcription

→ an arrow in transcript draws attention to a particular phenomenon the analyst wishes to discuss Duff and Anderson (this volume)

... ellipsis

] points of overlapped speech across two turns

:: lengthening of syllable

(()) researcher comments or translation

italics non-English speech

- short untimed pause

(x) unclear word

word- false-start or self-correction