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*Research article*

## Korean Drama and Youth Imitation Behavior: A Case Study on Pekanbaru Students

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**Abstract**

Technological advances and the development of globalization have led to the growth of global and regional media which ultimately encouraged the emergence of K-Pop culture in Indonesia. The purpose of this study was to determine the influence of watching Korean dramas on the imitation behavior of Pekanbaru students. The theory used is the S-O-R (Stimulus, Organism and Response) theory to explain the data and analysis of the stages of students' imitation behavior towards Korean dramas. The research methodology used is a descriptive qualitative method reinforced by interview data sources with references in the form of relevant articles. The research informants used were students of Pekanbaru Telecommunication Middle School, which were determined through purposive sampling techniques. The results of the study showed that based on the analysis of the SOR theory carried out, there were behaviors that were imitated by Pekanbaru Telecommunication Middle School students from the Korean dramas they watched. The habits imitated by Pekanbaru students were related to fashion, including makeup and skin care, eating habits, and language style or terms in Korean.

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**Keywords**

Imitation; Korean drama; K-Pop; Pekanbaru youth; SOR theory.

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**Statement**

The authors declare that they have no conflict of interest.



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## 1. INTRODUCTION

Rapid technological advances have a big impact on human life in this era. The development of technology in this era has made communication between individuals easier. By using various audio, visual, and digital media, individuals can finally start sending and receiving messages much more quickly and instantly. This, in turn, triggers changes in humans or individuals as consumers. Slowly, mass media consumption has become a necessity of life and can even become an addiction for some consumers.

In everyday life, most people spend their time accessing the media. So, at this time, it can be said that the media has influenced people's lives in various aspects, including cultural, social, and economic factors. The growth of information technology and the globalization of mass media have encouraged the emergence of cultures that are liked by many people from all over the world to come to Indonesia. K-Pop is one of these cultural products. This triggered the emergence of the term Korean Wave (Murdianto & Zachari, 2022; Rosidi, Triantoro, Masduki, 2019; Rosidi, 2020; Rosidi, 2022). This term refers to the wave of popularity of South Korean cultural products (Films, Korean dramas, and Korean music) in several countries such as Indonesia and Malaysia. This gave rise to K-Pop as a pop culture that became a world trendsetter. As a developing country, Indonesia is also a place that K-Pop influences. The spread of Korean culture is also closely related to various mass media outlets actively promoting this culture. Some mass media that are intensely spreading this culture are the internet and television.

The success of Korean dramas in attracting the interest of the Indonesian people is proven by the high enthusiasm of the audience for the Korean drama that was broadcast for the first time, namely *Endless Love*. Based on the AC Nielsen Indonesia survey results, *Endless Love*, in its first broadcast, received a rating of 10 and was watched by 2.8 million viewers in five big cities. The success of *Endless Love* has made local television stations increasingly aggressive in importing dramas from this ginseng country. Dramas such as *Winter Sonata*, *Full House*, *Princess Hours*, and *Boys Over Flowers* were no less successful in attracting the public's attention, and even the actors who played roles in these dramas became society's new idols.

At first, Korean dramas were broadcast on television in 2002-2005. Television was one of the mass media outlets that dominated almost all of each individual's free time. Television has captured the attention of many people, regardless of age, occupation, place of residence, or educational background. This is what ultimately

made Korean dramas spread among society at that time. With the development of mass media technology, which finally gave rise to the internet, its benefits today are for accessing information and as a means of public entertainment. The internet provides flexibility in accessing various kinds of information anywhere in the world.

Of the various platforms provided by the internet, one of them is a place that provides illegal sites for downloading Korean dramas and, at the same time, provides easy access for every user. Currently, Korean dramas can be accessed by anyone on the pages <https://drakorindo.info/>, [DramaID.com](https://DramaID.com), [kshowsubindo.org](https://kshowsubindo.org), and many more. Additionally, with the emergence of legal streaming sites such as Netflix, Viu, and HOOQ, Korean drama fans' access to Korean dramas has become unlimited.

With accessible internet networks in various locations, many young people download Korean dramas in coffee shops and internet cafes. They also usually exchange drama collections with one another. This method can indirectly increase the number of Korean drama lovers among them.

There are several reasons why teenagers should become lovers of Korean dramas. Among them, Korean dramas often show interesting storylines full of unexpected plot twists and short-winded storylines. Apart from that, each episode takes little time, so the audience is always curious about the upcoming episode. Another reason is that Korean dramas have attractive visual actors and actresses, so viewers do not want to change the channel on their viewing screen. These reasons sometimes cause viewers to lose track of time when watching Korean dramas.

Korean dramas themselves appeal to teenagers. Sometimes, Korean dramas are often used as an escape from the tiredness of schoolwork. This is because Korean dramas provide exciting genres and story plots, similar to most Indonesian dramas. On average, popular Korean dramas have 16 episodes, indirectly preventing viewers from getting bored while watching Korean dramas. The aesthetic shooting setting, no-nonsense cinematography, and stunning acting have made teenagers enjoy Korean dramas so much that they are willing to give up other activities.

A person's interest in a show can divert their attention from other things, which ultimately causes the activity they are interested in much more interesting than the activities they usually do (activities they are not interested in). This situation indirectly creates a feeling of satisfaction and happiness when the individual watches the show they are interested in, namely Korean dramas. This has a positive impact because the individual can tend to like particular objects or shows. However, it can also have a negative impact if the individual becomes excessively fond of her favorite

shows, giving rise to fanaticism and hampering daily activities. Korean drama fans usually binge-watch Korean dramas (watch without stopping) just to finish one series, which takes more or less 16 hours. This activity is alarming, takes up much time, and affects the quality of adolescent behavior, such as the behavior and imitation of teenagers who tend to follow the behavior in their favorite shows.

Many scholars have conducted studies on Korean drama or K-pop in Indonesia. Rosidi (2022), for example, has shown that the popularity of Korean dramas is a phenomenon that has precedents in Indonesia. He pointed out that before the emergence of Korean dramas, Indonesia had experienced Hong Kong and Taiwanese film fever. Another Rosidi (2020) study shows that young people actively negotiate Korean drama shows. In contrast to the research above, this article looks at young people's imitation of shows shown in Korean dramas. So this research aimed to discover the influence of watching Korean dramas on Pekanbaru students' habitual imitation behavior.

The type of research used is qualitative research. This research uses a phenomenological research design to obtain expressions and study and understand a special and unique phenomenon experienced by individuals. Unique experiences or phenomena generally cause changes in attitudes, points of view, and behavior in people who experience these experiences.

This research was conducted at Pekanbaru Telecommunication Vocational School because this school had a significant number of Korean drama fans compared to other schools in Pekanbaru. The number of informants selected purposively was 12 people. They are selected based on specific criteria. One of these criteria is that they are fans of Korean dramas who always watch Korean dramas for at least 10-12 hours a week. The informants' presentation on this article is conducted by using either pseudonyms oronyms to protect their original names.

## **2. RESULTS AND DISCUSSION**

This article uses the S-O-R theory to analyze data obtained in the field. The S-O-R (Stimulus-Organism-Response) theory is rooted in the concept of behaviorism pioneered by John B. Watson (1924) and B.F. Skinner (1938). However, American psychologists Albert Mehrabian and James A. Russell (1974) specifically developed and popularized the S-O-R model in their studies of emotions and the environment. The S-O-R (Stimulus-Organism-Response) theory is a model that explains how a

stimulus from the environment (S) affects an organism (O), which then produces a response (R). This theory is often used in psychology and marketing to understand how external stimuli influence individual behavior. In this context, this theory can be explained as follows. For example, a popular Korean drama shows an emotional love story with an aesthetic setting and interesting characters. This stimulus influences young people who watch it by stimulating their emotions and imagination. As a result, they may respond by searching for more information about the actor/actress, watching other episodes, or even discussing the drama with their friends, ultimately increasing the popularity and influence of Korean culture among young people. Thus, the S-O-R theory can help us understand how and why Korean dramas strongly influence young people through visual and narrative stimuli that influence their internal processes, which are then reflected in their behavior and responses.

## **2.1. Stimulus**

Stimulus can be interpreted as a message, namely information that is to be conveyed or directed to the communicant (Morgan & Shanahan, 2010). From the results of interviews with informants who are fans of Korean dramas at Pekanbaru Telecommunication Middle School, it is known that the encouragement or stimulus received by students at Pekanbaru Telecommunication Middle School is in the form of video clips and images originating from social media posts via the TikTok application. Starting from several uploads on the TikTok application, students became interested in watching Korean dramas and became fans of the series from the land of Ginseng. Another thing that strengthens the reason or motivation for liking Korean dramas is that the storyline is exciting and exciting. Indirectly, this makes students become addicted and start to like watching Korean drama series (Schachter, 1964; McGuire, 1985).

Not only from social media, but one of the informants also received direct encouragement from her sister, who invited her to watch Korean dramas together. This influence from family members, especially siblings, plays a significant role in shaping entertainment preferences, as shared media experiences can foster attachment and routine behaviors (Larson & Richards, 1994; Valkenburg & Peter, 2011). This encouragement, which began in elementary school, has become an ingrained habit, highlighting the role of early media exposure in establishing lasting interests. Studies show that early exposure to specific media content in a family setting can create a sense of nostalgia and familiarity that strengthens long-term

preferences (Morgan & Shanahan, 2010). Habit formation, especially when reinforced by close family relationships, can lead to sustained engagement with particular genres or types of media well into adolescence and adulthood (Bryant & Oliver, 2009; Shim & Kim, 2018).

Not only the two reasons above, but one of the informants also received stimulation after watching a Korean drama series, *Descendants of The Sun*. This made her interested for personal reasons because he used to follow friends to internet cafes. This informant admitted that there was a file that stored many Korean drama series in the internet cafe. The urge occurred not on purpose but rather for fun by copying Korean drama files available in internet cafes and then watching them during the semester break. Unexpectedly, it turned out that this informant or student liked and continued to watch other series. The informant admitted that the cheerful plot of Korean drama series is always different and does not imitate other series. Each series has its characteristics that make it consistently enjoyable.

Apart from that, according to May (16 years), the thing that drives her to like Korean dramas the most is the comedy in Korean series, which is very interesting and funny, appearing natural and exciting. Korean dramas often feature a distinct comedic style that resonates with younger audiences due to their relatable humor and situational comedy, which are both culturally unique and accessible (Chung & Cho, 2021). This student learned about Korean dramas through TikTok, where short clips from popular series often appear on the "For You" page, a platform known for introducing global content to young users (Kim, 2020). Research shows that TikTok and other social media platforms play a significant role in disseminating *Hallyu* (Korean Wave) content, sparking curiosity and engagement with Korean media among international viewers (Park & Kwon, 2019; Lee & Choi, 2022).

The student's curiosity about why Korean dramas are so widely appreciated led her to explore the genre himself. Studies indicate that curiosity is a key driver in media consumption, especially among adolescents who are motivated by the desire to connect with popular trends and social narratives (Wang & Gao, 2020). Social media not only serves as a channel for exposure but also as a social reinforcement tool, where viewing trends gain traction through likes, shares, and recommendations, encouraging individuals to explore content that others find enjoyable (Zhang et al., 2021).

Thus, it is clear that social media is the primary access for several Pekanbaru Telecommunication Middle School students to watch Korean dramas. They know

about Korean dramas and get the initial urge to watch Korean dramas from social media. This is also reinforced by research conducted by Widana and Hermanu (2021), which states that learning and sociability influence young women to watch Korean dramas via online media (web) because of easy internet access and complete streaming facilities. Unsurprisingly, students can easily be attracted by several interesting scenes from Korean drama series scattered on online media. This is none other than because of internet access and complete facilities, which are adequate in this digital era of globalization.

## 2.2. Organism

Organisms are communicants who receive stimuli from communicators (Kim, 2017). Organisms in this context are Korean drama viewers interested in watching and choosing Korean drama shows they like. The first informant stated that one of the series that interested her was *The Glory*, which she admitted had an exciting storyline. *The Glory* has an anti-mainstream storyline. She tells the story of revenge for a victim of bullying. The informant does not have a particular favorite genre; as long as the storyline is satisfying, the informant accepts any genre. As a communicator who prioritizes comfort, the informant prefers watching via cell phone. This is because watching via cell phone is more practical and flexible. Apart from that, informants are also not interested in watching serial dramas from other countries. They are only interested in Korean dramas (Mehrabian & Russell, 1974).

Another informant, Sari (17 years old), chose the *Scarlet Heart* series as her favorite. This is influenced by the hanging ending and the continuous broadcast system making informants curious about the ending of the story shown. But more than that, the storyline that is witnessed is also no less exciting. Some of the actors who eventually die in the storyline make it uncomfortable. The informant is still waiting for season two, where the informant hopes there will be a continuation plot that will not make her think anymore. If asked about genre, this informant chose romantic as her favorite genre. The informant thinks the sweet things shown are fictional and do not apply in the real world, yet this fictional nature brings indirect happiness for the informant. Research suggests that such parasocial relationships, especially with fictional characters or series, can enhance emotional experiences and increase viewers' attachment to media characters (Giles, 2002; Cohen, 2004). This is reinforced by research conducted by Syafrina, Permatasari, and Dara (2016), where the higher the parasocial level of viewers of Korean drama series, the higher their

romantic beliefs. Additionally, the preferred medium for watching also impacts the comfort level of viewers, where laptop screens are often chosen due to their wider display, thus enhancing the viewing experience (Leung & Lee, 2005). Moreover, having convenient access to streaming platforms, such as Netflix, can further encourage sustained viewing habits (Kim, 2017).

Meanwhile, another informant chose the *Descendants of The Sun* series as her favorite. She reasoned that the series made her feel emotional when watching it. In fact, until now the series is the only most popular Korean drama series. The separation between female and male players in the *Descendants of The Sun* series is, among other things, the reason why the informant became sad and confused. This made it difficult for the informant to move on from this army doctor-themed series. This is also confirmed by research conducted by Aulia and Lubis (2020), where the drama *Serial Descendants of The Sun* succeeded in making viewers excited and even caused changes in behavior, namely becoming more consumptive, so they spent hours just watching Korean drama series. Watching for hours has even become a hobby for viewers. Apart from the fantastic storyline and plot, the informant chose the romantic action genre as her favorite. Romantic things are why the informant is endlessly amazed, and the action scenes continue to thrill the audience. The informant chose the internet cafe as a special place to get various Korean series she wanted to watch. This is because paying the internet cafe bill is not expensive compared to the many Korean dramas she wants to copy onto her laptop. According to the informant, watching on a laptop is more satisfying, with a much broader screen capacity than watching on a cellphone screen. For series from other countries, informants were interested in Chinese dramas as a result of people saying that Chinese drama series had exciting storylines and were no less attractive.

Another informant could not specifically choose one Korean drama series she liked the most because all the series were her favorite. However, in terms of genre, the informant chose horror as the genre she liked most. Studies show that genre preferences, such as for horror, often relate to viewers' desire for excitement and psychological arousal (Tamborini & Stiff, 1987). According to the informant, a personal cell phone is the most comfortable medium for watching Korean dramas due to its portability, aligning with findings that mobile devices are increasingly favored by young audiences for media consumption because of their convenience and flexibility (Kim & Sundar, 2014). This enables users to watch shows anytime, including while visiting relatives, making cell phones an ideal tool for personal



entertainment without the constraints of a specific viewing location (Bolton et al., 2013).

Beyond Korean dramas, the informant expressed an interest in Indonesian films, acknowledging significant improvements in their production quality over recent years. This reflects broader trends in Southeast Asian cinema, which has experienced a surge in local viewership due to enhanced storytelling and production values (Lim, 2020). However, the informant showed less interest in Indonesian soap operas or serials, which may stem from perceived differences in narrative style or production quality compared to Korean dramas. Cultural preferences and production standards play crucial roles in shaping young audiences' media choices, often leading them to favor international content that aligns with their personal interests and aesthetic values (Kim, 2017; Dissanayake, 2009).

Another informant said that *Crash Landing on You* was her favorite series. The setting of the series in North Korea excited the informant because she was always curious about life and lifestyle in North Korea. This is also reinforced by research conducted by Green and Epstein (2020), where the Korean drama series *Crash Landing On You* is a series that reflects a set of complex political phenomena that occur in North Korea. The informant's favorite genre is the action genre. Respondents do not have a specific favorite genre, but action is more exciting than other available genres. The informant admitted to watching the series on her cell phone and laptop. However, informants use laptops more often than personal cell phones. Series from Thailand are also equally interesting for informants. However, the informant is still choosing to watch more Korean drama series.

### **2.3. Response**

Response is defined as the effect or impact of giving a message in the form of a change in attitude or behavior (Harris & Sanborn, 2014). Based on the results of interviews with informants who are fans of Korean dramas from the Pekanbaru Telecommunication Middle School, it is known that the response or effect of watching Korean dramas they have watched is that there is a change in imitation behavior that occurs in Pekanbaru Telecommunication Middle School teenagers. Their imitation behavior varies for each teenager who has been interviewed. The first informant explained that she likes and is very interested in the field of fashion and likes to be stylish from the outside. Moreover, after watching many Korean drama series, the informant became more knowledgeable about grooming and the correct

procedures for dressing up. Light and natural makeup is a reliable attraction exhibited by actresses in Korean drama series, which becomes an attraction for the informant to change her grooming style to a more natural, Korean-inspired look. This preference for natural and affordable grooming aligns with findings from Wicaksono, Annisa, and Maryana (2021) regarding the unique characteristics of Korean fashion, which emphasize minimalistic, elegant styles that are accessible and appealing to younger audiences.

Imitation behavior, as Bandura (1977) explained in the social learning theory, suggests that individuals learn and mimic behaviors observed in influential media figures, especially if these figures display admired traits. Korean dramas often portray commendable values like empathy and teamwork, which can inspire viewers to adopt positive social behaviors in real life (Kim, 2013). However, not all behaviors are seen as culturally transferable. For instance, the informant noted that while South Korean students are depicted as highly dedicated to studying, even late at night, this intense academic behavior does not necessarily apply to Indonesian contexts, showing selective imitation based on cultural compatibility. Nonetheless, certain prosocial behaviors portrayed in Korean dramas, such as helping others, resonate with Indonesian viewers, as these are universal values that positively influence young viewers (Lee & Larson, 2000). This selective imitation highlights how viewers are influenced not only by style but also by ethical conduct portrayed on-screen, reinforcing media's role in shaping values and behavior (Harris & Sanborn, 2014).

Regarding costs or capital in following the behavior the informants watched, nothing except capital to buy internet quota was included. However, more or less than this, according to an informant, there is also bad behavior that the audience, namely bullying, should not imitate. She said it could be that the audience followed this lousy behavior towards other people. The informant also admitted that she followed how Korean drama stars regulate their eating habits. Buying chopsticks was the informant's first way of imitating the behavior found in the Korean drama series she watched. The main highlight that informants imitate from how Korean drama stars eat is how they slurp noodles. In detail, Korean drama actors and actresses usually like to slurp noodles so that the audience becomes hungry and has an appetite for noodles. Suppose the topic is behavior in broadcasts compared to real behavior in Indonesia. In that case, the informant compares that in broadcasts, everything is always balanced and orderly, in contrast to the situation in Indonesia, which is less orderly. So it is different from the behavior that, according to the informant, is a commendable value and is also worth imitating in the real world,

namely that actors and stars in Korean drama shows have a high level of sensitivity, where they understand how to persuade women. This is very sweet and far from reality in the real world, where it is rare to find men with such sweet behavior. Talking about capital, as long as the informant likes to eat using chopsticks, the informant has spent 13 thousand rupiahs in capital to buy chopsticks via e-commerce.

Furthermore, destructive behavior that should not be imitated by viewers of Korean dramas is sibling hostility due to certain differences, such as one party trying to do all kinds of evil behavior just to get rid of their sibling. This should not be done and imitated by viewers. Based on the results of the researcher's observations, the informant also follows Korean fashion, not only following how to eat; the informant also follows how Korean actresses wear nail polish on their nails. She admitted that this is also one of the things that are now her hobby, apart from liking to apply lip tint to make it look fresh and naturally beautiful.

Furthermore, the behavior section that the third informant imitates is fashion; in more detail, is the haircut style. The informant began to like the star's haircut in the series *Descendants of The Sun*. This made the informant rush to follow the hairstyle of the actress Song Hye Kyo, who was very popular then. However, because the informant is Muslim and wears the hijab every day, her hairstyle cannot be seen by people. The behavior that occurs in Korean drama shows and is also imitated in people's lives in Indonesia is helping each other; if someone is in trouble, they will help, said the informant. The commendable value found in Korean drama shows and which every individual should aspire to is helping each other and hard work. This commendable value of hard work was also discussed and strengthened in research by Rosidi, Triantoro, and Masduki (2019), where the research revealed that Islamic values in Korean dramas, namely aspects of hard work and never giving up, are often shown. There are so many helping scenes shown in Korean drama series, scattered throughout Korean dramas, said the informant. The capital used by the informant while following or imitating Korean drama series was 20 thousand for the price of a haircut similar to that of actress Song Hye Kyo. According to respondents, in the negative part that appears in a Korean drama broadcast, school children bribing adults should not be imitated by the audience. Usually, in Korean drama shows, school children come together in groups to bribe or force and bully older people to buy cigarettes at minimarkets because school children are prohibited from buying cigarettes. This is nothing but bullying because it makes someone feel uneasy and afraid.

In addition, what stands out the most and makes informants very interested in imitating the behavior of Korean drama stars is fashion and the way of speaking or language. South Korean fashion has indeed become one of the world's trendsetters, which heightens the informant's interest in fashion-related aspects of Korean culture. Research has shown that Korean fashion and beauty trends significantly influence youth culture worldwide due to the "Korean Wave" or *Hallyu*, where South Korean entertainment spreads cultural products globally, including fashion and skincare practices (Jin & Yoon, 2016; Oh, 2020). This influence extends to language learning as well; the informant expressed an interest in learning Korean after watching dramas, motivated by a potential opportunity to visit South Korea and communicate effectively, which is a common aspiration among fans of Korean media (Jang & Song, 2017).

The informant observed that fashion trends in their home country are increasingly mirroring South Korean styles, along with the widespread adoption of South Korean skincare products. Skincare brands like Innisfree, endorsed by Korean drama star Lee Min Ho, have become popular, highlighting the impact of celebrity endorsements in promoting beauty products across international markets (Kim et al., 2019). Additionally, Korean dramas often showcase prosocial behaviors, such as mutual forgiveness, which the informant identified as commendable values worth emulating in real life (Han & Lee, 2021).

Conversely, the informant noted a cultural difference in romantic relationships depicted in Korean dramas, where dating practices are portrayed as more liberal than those typically accepted in more conservative societies. This contrast raises awareness among viewers about cultural differences, encouraging them to approach foreign media with discernment and adaptively integrate aspects that align with local values (Park & Park, 2019).

Another response from an informant was that the behavior she followed was in the form of language. Liking to learn foreign languages indirectly makes respondents very interested in learning Korean. The unique language without alphabet letters makes Korean very special in respondents' eyes, just like Thai. Based on the results of the researcher's observations during interviews, informants also sometimes used Korean terms or language that is well known among Korean drama fans, such as the words "jinjja" and "omo," instead of "masa iya? (really?)" and "wow." It is not difficult, the informant only learned Korean online, namely Google and YouTube. The strong encouragement made the informant more interested in learning a foreign language independently. The behavior of actors and actresses in Korean dramas looks friendly

and polite. They are pleased to show how they serve fans with the same fan service, friendliness, and courtesy as most Indonesians. For example, reprimanding or greeting older people has become a friendly habit in this country. The commendable value embedded and attached to Korean drama stars is none other than the good manners exhibited on the screen. Nobody knows the actual situation behind the screen, the informant said. Always wanting to show maximum results and good behavior in front of fans is how Korean drama stars slowly make the audience very interested in imitating their behavior.

They also like and follow behavior in terms of language. The reason for liking to learn foreign languages is that teenagers at Pekanbaru Telecommunication Middle School are actively studying Korean. Exposure to the language in Korean dramas ignites a new enthusiasm among teenagers to copy and imitate the language used by characters in their favorite shows. This aligns with the idea of "media-induced language learning," where consistent exposure to foreign languages through media sparks interest and enhances vocabulary acquisition (Krashen, 1982; Sercu, 2005). Learning from internet resources, such as language apps or video tutorials, becomes an accessible and cost-effective way for teenagers to develop this new hobby and deepen their interest in Korean language and culture (Jin & Park, 2017).

This behavior also reflects Bandura's (1977) social learning theory, which suggests that individuals are more likely to imitate behaviors that are modeled by figures they admire or find engaging. In this case, characters in Korean dramas serve as role models for both language use and cultural expressions. The influence of media in facilitating informal language learning has been recognized as particularly impactful among young audiences who seek cultural affinity with their favorite shows (Jung, 2009). Additionally, studies have shown that foreign language learning motivated by pop culture, especially among adolescents, not only enhances language skills but also promotes cross-cultural awareness and empathy (Chen, 2011; Lee & Jeong, 2013).

### **3. CONCLUSION**

Based on the results of the discussion that has been explained descriptively, it can be concluded that in line with the SOR theory which is rooted in the concept of behaviorism, the presence of Korean drama shows influences imitative behavior in teenagers at Pekanbaru Telecommunication Middle School. It started with recommendations via social media, then eventually became a loyal viewer of Korean

dramas. Several behaviors change after teenagers start watching Korean drama series. The most common thing about changing behavior among teenage Korean drama fans is fashion. As has been explained, fashion in South Korea itself has become a world trendsetter. It is not surprising that teenage fans of Korean dramas end up being influenced and following the fashion they watch. The first thing is in terms of grooming that is natural and not excessive; teenagers like to follow this behavior; apart from that, teenagers follow the haircut styles shown in Korean dramas. They are willing to spend up to 20 thousand rupiah to imitate the hairstyles of the Korean drama artists they like.

Another part that is imitated by youth is the way of eating displayed on the screen, which shows Korean dramas. There is a unique way of eating in Korean drama shows, which makes these young viewers curious and eventually follow this, namely the typical way of slurping noodles found in almost all Korean drama shows. Apart from eating chopsticks, slurping noodles in Korean drama shows is typical, and some people can even enjoy the show. Teenagers who imitate eating follow the way of using chopsticks, are willing to spend up to 13 thousand to buy chopsticks and learn to use them themselves at home.

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