

**KOREAN DRAMA AND MALE STUDENT**  
**(Phenomenology Analysis to Male Student of Islamic Boarding School KH Mas Mansur)**

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# **KOREAN DRAMA AND MALE STUDENT**

**(Phenomenology Analysis to Male Student of Islamic Boarding School KH Mas Mansur)**

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## **ABSTRACT**

Korean drama in the world of entertainment Indonesia is very popular with the teenagers. Not only women who love this drama, but also men. While viewing the men is synonymous with action movies or sports, some of them just love Korean dramas, as occurs in male students KH Mas Mansur Muhammadiyah Surakarta University.

The analysis used is descriptive qualitative analysis with phenomenological approach by Edmund Husserl and Martin Heidegger. This analysis is a method to explain the phenomenon in its purity, which is created by the use of language, by constructing male student experience male of the Korean drama descriptively.

The conclusion of this study is the male student of KH Mas Mansur who love Korean drama, do the patterns of cultural consumption as fans. Frequent consumption patterns are downloading videos of Korean dramas, or collect the soundtrack of the Korean drama. Other activities are buying clothes (fashion) used Korean artist. However, although such activities, if it is associated with the study of audiences, the male students is actually still at the stage of negotiating with Korean culture.

*Keywords: Fan Culture, Male Student, Korean Drama, International Islamic Boarding School KH Mas Mansur*

## A. INTRODUCTION

*Hallyu* phenomenon better known by the Korean Waves, is the popularity of Korean culture in other countries. This phenomenon provides the latest Korean entertainment, such as movies, dramas, music and so on. The term *Hallyu* itself, actually first originated from China. Korean drama refers to the Korean television drama created in the miniseries format.

The drama itself is derived from the Greek language. Drama has a sense of doing, acting, action, and so on. The drama is a genre of literature that shows the physical appearance of verbal dialogue or conversation between existing characters (Budianta dkk, 2002: 95).

The success of Korean drama is inseparable from the creativity and imagination, which is developed by artists. Besides that, the good looks and beauty of the artists, also raised the history, culture and people's daily problems. The story is

presented in a smart way also make the Indonesian people love it much.

Korean drama which come into Indonesia in the early 2000s, not only became a regular entertainment. This drama has an impact in Indonesia. In the world of entertainment screen, Indonesia itself has started to adapt the style and content of the Korean drama story in serial form. Through the Korean drama, the Indonesian teenagers began imitating the way of dress inspired by Korean artists. It is actually reasonable for teenager, because this is the phase in which somebody will grow into adulthood.

Korean Drama in Indonesia is also favored by men. This is evident from the fashion style of Indonesian teenage boys who have been following the fashion trend Korean men. The number of teenage boys who love Korean dramas, based on the conviction today's youth. They believe that man is okay to cry, sensitivity, melancholy and others.

Who have shown through Korean dramas. In the Korean drama masculinity displayed side by showing that it is soft emotion owned by men, that it is a natural thing, while it has not been widely portrayed by the media in Indonesia (Wulantari, 2012: 1).

Based on this phenomenon, the writer are interested in studying and researching further, how this Korean drama fever experienced many teenage boys, including the male student in Islamic boarding school Pesma KH Mas Mansur Muhammadiyah University of Surakarta, or more abbreviated with "Pesma UMS". The occupants Pesma known as male student is a student who is being educated at the University of Muhammadiyah Surakarta in 2010, 2011, 2012 and 2013. In this Pesma they live in an Islamic scope ways, with the given activities also in the form of Islamic activity, such as recitation, *kemuhamadiyah*,

memorizing the Qur'an and so on. By getting more religious knowledge and also in teenager age range that have entered the phase of late teens, they should be more selective in their choice of media genres.

## **B. Theoretical Review**

### **1. Communication Definition**

Human is a social creature, so they will communicate with the others, with interaction among others are the proof that the communication is the important one in human life. West and Turner define that communication is a social process in which individuals employ symbols to establish and interpret meaning in their environment (West and Turner, 2007:5).

### **2. Mass Communication**

Mass media name gives describsion about communication that works in several scales, from limit scale to very large scale which concerns whoever in society, mass media name relates to some having existed media for long

ago and it is still used even more developing, such as : newspaper , magazine, film, radio, television, internet and others (Morissan, 2010:1).

### **3. Gender and Mass Media**

The development of the mass media today have an impact on fender roles in social facts. Media is one of the main instruments that make up the construction of gender in gender society. The concept of gender is a distinction of roles, rights, obligations, power and opportunity between men and women in public life. Gender may change from time to time and may bary from one place to another place (Ligharyanti, 2014:30).

### **4. Fan Culture**

The group emerged as a phenomenon fan to consume cultural activities have made a hobby. When someone likes a product of culture and then he found common ground with othe people so the are aware of it or not will form something fan group. Small

group of fans is part of a large umbrella lovers community culture, especially the popular cultural texts (Sandika, 2010:17).

### **5. Phenomenology**

Communication theory enters to phenomenology traditon has understanding that human actively interprets the experience the have done so it is able to understand the environment through personal experience and with contacting with environment directly (Morissan, 2013:31).

The phenomenology is taken from phenomenon realting to appearance of thing, event, or the seen condition. Because of that, phenomenology is a way used by human for understanding world through direct experience.

### **C. Research Methods**

This research was used qualitative descriptive that the research of descriptive purposed for presenting an phenomenon which resulted writing.

This research used phenomenological approachment, with phenomenological approachment hoped that the phenomenon shown in deep interprating. In phenomenological approachment, reality was placed in human behavior from mindset and action of doers (Moleong, 2004: 52).

The place was at International Islamic Boarding School Pesma KH Mas Mansur Universitas Muhammadiyah Surakarta. The research was done in Juny to August in 2014.

In this study, the writers collected data by interview and observation, as the main method used. The writer chose 4 male students from International Islamic Boarding (Pesma) School Pesma KH Mas Mansur. In order to achieve the accurate data, the writer takes informant from different background classified into general, Islamic and Islamic boarding high schools graduate.

From the criteria above, the writer has chose four informants:

1. Aulia Rahman Al-alaby or Rahman (22 years old). He is Civil Engineering student on 2010 who had lived at Pesma for about four years, he was graduated from Moslem Boarding School AL-Mukmin Ngruki.
2. Andi Primadani is a medical student of Universitas Muhammadiyah Surakarta (21 years old). He had lived at Pesma for about three years, he was graduated from Moslem Boarding School of Assalam Solo.
3. Ilham (21 years old) is a student of Electrical Engineering who have been living at Pesma three years, he is from SMA 2 at Brebes.
4. Muhammad Ghilang (20 years old) is a student of Electrical Engineering who have been living at Pesma for two years, and he was

graduated from Islamic high school (MAN) at Babakan.

#### **D. Result**

##### **1. Physical appearance is the main reasons why men student love Korean drama**

Drama Korea, as part of the popular culture that often continued triumph of patriarchy, the media often function in a straight male gaze. Laura Mulvey (1992) in the film theory to explain, that the gaze as a way the audience sees the image of a person in any visual medium, and the view depicted the visual text. Almost the entire media representation, more men are positioned look, while women become the object of sight. Similarly, many Korean dramas featuring beautiful women as the main character, in which the female characters have become an object view for the audience, including students Pesma KH Mas Mansur.

Through the exposure of male students boarding the Pesma KH Mas Mansur, the reason they reveal about some affection for the Korean drama, due to the beauty that is displayed by the players of Korean dramas. In addition, according to the story they are also good. They are more likely to reveal that Korean artists were pretty, cute, funny, and so on.

##### **2. Consumption pattern in the form of fan culture in Korean drama**

The male students of Pesma KH Mas Mansur who loves Korean dramas, make an effort to meet their consumption needs for the Korean drama by downloading the latest drama over the internet. They also tried to exchange files with other friends. However, these activities they do as fans who just consume it, without doing production.

Korean drama fans among male students Pesma KH Mas Mansur seek (and find) intimacy in and through their

favorite object. It is seen through action "had" manifested in Korean dramas folder they store in their laptops, pictures and also clothes. Consuming these things showed that they wanted to be closer to the object of his love.

Baudrillard says, that the goods consumed by the fan is usually the object of Kitsch (Le Kitsch). Kitsch reproduces objects that are smaller or larger than the original. Or used to say with counterfeit goods. As consumed by the male students of Pesma KH Mas Mansur, they almost say never buy original goods directly from Korea.

Activities fans to watch Korean dramas every day can become excessive consumption. In the title of Korean dramas are 16 to 20 episodes. As expressed by Rahman, those in just two days he was able to spend a Korean drama title. But not all fans do the same. Andi as a student, realize that the time to watch Korean dramas is

very little. Task lecture very much, and also activities in the hostel is quite dense so to spend a Korean drama title can be up to one month.

Download Korean drama, is one fan consumption activities. Because of these activities require time and even the cost to use the internet facility. However, only limited satisfaction. They usually remove video Korean drama that they have after viewing.

### **3. Audience in Receiving Messages Submitted by Media**

The spread of Korean dramas among male student of Pesma KH Mas Mansur, making some of them began to like the new culture that goes through the Korean drama. Although they greatly enjoyed the Korean drama shows, they do not do a culture of excessive consumption, and not make it too fanatic to Korean dramas. Korean drama male student lovers are aware, even though they really like it and have quite a large collection of plays, but

they just think of it as entertainment. See pretty girls and also to see the fashion reference. In addition, they do not force yourself to always watch Korean dramas, so as not to neglect their duties as students and students who have a variety of tasks and obligations.

It shows that, in the process of encoding messages conveyed through the Korean drama, male student Pesma KH Mas Mansur came second. Position negotiated (negotiated position) where student can receive messages conveyed through the Korean drama shows. But still have certain limitations and has some exceptions to the rule submitted culture, because they are aware very aware that cultural messages conveyed a bit much at odds with the culture in Indonesia and Islam.

## **E. Conclusion**

The male student favorite to Korean dramas, is dominated by the physical appearance of the players. They usually

show gorgeous and cute actor and artist. They also said that the storyline which presented by Korean dramas, are also unique and nice. For that reason, some people from the male student in Pesma KH Mas Mansur, like Korean dramas.

Korean drama is dominated by featuring a beautiful woman as the main character in, which they are used as the main object of the audience, like some male students from Pesma KH Mas Mansur. Of it writer found, that Korean dramas are very concerned about the concept of male cinematography gaze.

The phenomenon that occurs in male student who loved the Korean drama is, they liked the romantic drama genre. For some people it is considered quite weird, because usually women are the people who dominate the list of Korean Drama audience with this genre. In fact, women are also known as the primary audience of Korean fashion trend, is also the dominant people who collected pictures (photos),

track (soundtrack), posters (wallpaper), etc. Absolutely not the male.

This proves that some male student in Pesma KH Mas Mansur who like Korean Drama, perform a process of consumption to Korean culture. Although Storey (in Sandika, 2010: 18) states that "culture fans cannot be released by the production of culture". However, the presence of the male student of Pesma KH Mas Mansur who have consumption activities of this Korean drama, proves that Korean dramas are not only watched by women, but also able to make some male student from Pesma KH Mas Mansur Boarding House enjoyed the show.

Although some of the male student in Pesma KH Mas Mansur loves the Korean drama, but they say that the consumption activities they do, only a small part of their entertainment gratification. They also said

there would not be too much this kind of entertainment.

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