The Influence of the *Squid Game* (2021) on Society in Malaysia: A Preliminary Study

Nur Sya'brina Dayana Mohammad Ridhwan
Mohd Syuhaidi Abu Bakar*
Universiti Teknologi MARA, Malaysia

Corresponding email: syuhaidi@uitm.edu.my*

Abstract

This study explores the influence of Squid Game (2021), a Korean drama series on society in Malaysia. This study has focused to explore if the Squid Game (2021) provides influence in terms of language, socialization, and psychology among the community members in Malaysia. This study uses a qualitative interview method. Informants were selected using a purposive sampling technique in which this study has interviewed 10 Informants who are viewers of the Squid Game (2021) drama series. The findings of the study found that there are several influences of the Squid Game (2021) drama series on society in Malaysia. In terms of language, the popular Korean drama series provides an opportunity to learn, consolidate and strengthen the Korean language. Even so, there are moral concerns over bad words used in the series. In terms of socialization, the informants expressed concern over the social issues featured in the drama series. But the series is said to have strengthened family ties. Psychologically, the Squid Game (2021) drama series exerts an influence on anxiety over uncensored content, giving stress and emotional disturbance and anxiety towards foreign cultural influences. There are also several other influences and effects such as opening job opportunities, increasing knowledge and impact on health. The study that has been conducted is expected to be used as a reference for future studies on the Squid Game (2021) series.

Keywords: *Squid Game, Netflix, Language, Socialization, Psychology*