

Factors Influencing Korean Drama Viewership Among Malaysian Youth

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Abstract

Malaysians today seem to like Korean drama more than local dramas. It is said that this phenomenon is because Korean dramas managed to attract the attention and captivate the audience, especially the youth in Malaysia, through the greatness of the storyline that shows interesting plots and scenes in addition to highlighting Korean culture. This has led to the youth in Malaysia to be seen more uplifting Korean dramas than local ones. Therefore, this study was conducted to see the factors of watching Korean dramas among youth in Malaysia. The aim of this study is to explore whether the script and the choice of actors are factors for watching Korean dramas among youth in Malaysia. This study uses a qualitative approach and interviews 10 informants to collect the research data. The informants interviewed were local youth who likes to watch Korean dramas. The results of the study showed that the scripting factor and the selection of actors are the main factors of Malaysian youth watching Korean dramas. Scripts that contain interesting and non-cliché storylines, have a variety of genres, discuss real issues about the reality of life, and actors who have looks, are experienced and talented and succeeded in portraying a character causes Malaysian youth to watch Korean dramas. But there are other factors that push youth in Malaysia to watch Korean dramas. Other factors include the Original soundtrack (OST) songs, the culture shown, the knowledge that can be gained and the sceneries in the drama that amaze the audience. Therefore, one can conclude that there are many factors for watching Korean dramas among youth in Malaysia.

Keywords: Korean Drama, Youth, Script, Actor Selection, Qualitative Method