

THE INFLUENCE OF KOREAN CULTURE THAT CRAPES ISLAMIC VALUES IN STUDENTS

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Abstract

One of the things that attract attention from millennial teenagers today is their behavior in social life, including what is often discussed as their character. The selection of 2 (two) study programs from Accounting and Architecture as an indicator, to observe significant differences regarding the pattern of attitude change that occurred between the two study programs. So the purpose of this study, namely to find out how Korean dramas can affect the character of today's youth, how much influence it has on the social life of students, and to socialize teenagers' love of Islamic values, which is based on the turning point of this phenomenal drama. The mixed-method used in this research is a sequence of quantitative and qualitative analyses, with a quantitative approach. While the data analysis technique, the researcher uses the correlation coefficient technique which is a statistical tool (SPSS) that can be used to compare the results of the measurement of two different variables. The results of the study indicate that there is a significant negative effect on Korean Drama fans, and changes in character such as delaying worship activities, ignoring assignments from lecturers, watching Korean Dramas until late at night, and obsessions that affect changes in daily life. Therefore, to apply Islamic values to students who are addicted to the Korean Wave, namely by instilling the main points of Islamic teachings such as the application of Creed, Worship, and Morals.

Keywords: *Character, Influence, Student, Correlation*

INTRODUCTION

Currently, the era of globalization is so fast, it makes the entry of several foreign cultures affect the personality and individual character. Such as the Korean Wave phenomenon in Indonesia which is marked by the entry of South Korean culture and language, as well as the popularity of Korean drama series in Indonesia.

Korean dramas, apart from being a medium for learning the Korean language, can have a bad influence on the survival of today's youth, especially among students.

One of the mass media that is quite popular with the development of Korean culture is electronic media, such as television and cyberspace, so that many students can

quickly obtain information which makes the process of disseminating information easier and shorter. The mass media are involved in the occurrence of the drama wave phenomenon. A phenomenon can occur because the message conveyed by the mass media as a source and responded to simultaneously by the recipient of the message gives rise to a phenomenon. The book Introduction to Communication Science, defined Mass Media as a tool used in delivering messages from sources to audiences (receiving) using mechanical communication tools such as newspapers, films, radio, and TV, (Cangara, 2010).

The largest percentage of Korean culture lovers in Indonesia are teenagers,

especially female students. Meanwhile, youth is a pillar of national development, so the national culture will experience extinction and become a new culture that is not in accordance with the culture of our country, if teenagers are not able to maintain the national culture of our country. The morals and behavior of today's youth have become a matter of concern, because their attitudes and manners along with their lifestyle have become less productive and seem uncreative.

In the 2000s, slowly but surely, Korea began to poison the Indonesian people with various drama series that aired on private television stations. The Indonesian people welcomed the entry of Korean dramas into Indonesia, because at that time the Indonesian people were tired and bored with soap operas that presented endless storylines, coupled with the pandemic situation that required them to study online.

The pattern of life that is of great concern is that religious values that must be instilled from an early age become extinct because of the large influence and attractiveness of Korean culture which is loved by teenagers today. This is a big task for parents and even educators to provide educational values and provide limits on cultural influences that are starting to damage the morals and even mentality of today's millennial teenagers, (Ummul Hasanah and Th.Avilla Rencidiptya, 2020)

One of the things that attract attention from millennial teenagers today, namely their behavior in social life, including what is often discussed is their character. Character is a moral or character that distinguishes one person from another (Muchlas Samani and Hariyanto 2012:42). Character or morality in Islam has an important position and is considered to have a vital function in guiding people's lives. Therefore, if children from childhood have been accustomed to recognizing positive characters according to the example taught by the Prophet Muhammad, then when they grow up, they will grow into a generation of self-confidence and strong character, (Musrifah, 2016).

Islam places great emphasis on its people to have noble, noble, and commendable morals, temperament, and character (morals of karimah / morals of mah

easy). Because only with good temperament, will be the glue in the social order with others, and will be the key to draw closer to Allah, (Pasha 2014, p. 20).

From a normative point of view, values in Islam contain two categories, namely good and bad considerations, wrong and right, rights and vanity, blessed and displeased by Allah. Islamic religious values have a very large influence on social life, even without these values humans will go down to a very low level of life because religion contains curative elements against social ills (Fronidzi, 2001).

From some of these phenomena, the researcher considers it necessary to observe the attitudes and behavior of students from the Accounting and Architecture study program which has been experiencing lecture degradation, due to Korean culture which affects all aspects of student behavior, especially from the aspect of Islamic values. Selection of 2 (two) study programs from exact and non-exact, to observe significant differences regarding the pattern of attitude change that occurs between the two study programs.

Another consideration for taking student indicators is observing directly the extent to which Korean culture affects students during a pandemic. Because currently, the influence of information media about Korean culture is very easy for students to get through social media.

To find out more about the influence of Korean culture that scrapes Islamic values on students, there are several goals to be achieved in this article, including how Korean dramas can affect the character of today's youth, how much influence does it have on the social life of female students, and to socialize about the love of teenagers towards Islamic values, which is based on the turning point of this phenomenal drama..

Literature Review

Islam places great emphasis on its people to have noble, and commendable morals, temperament, and character (morals of karimah / morals of mah easy). Because only a good temperament, will be the glue in the social order with others, and will be the key to draw closer to Allah, (Pasha 2014: 20).

Associated with moral attitudes, of course, will relate to the theory of influence. Influence is divided into two, some are positive, and some are negative. If someone gives a positive influence on society, then they can invite them to do what they want. However, if a person's influence on society is negative, then society will stay away from it and no longer appreciate it (Hidayah, 2019).

The Korean wave or Kpop culture has a great influence on Indonesian society, both positive and negative, especially on Indonesian culture which is very different from the ginseng country's culture. One of them is in dress culture, teenagers who follow Korean fashion, think that Korean fashion is cool, but sometimes Korean fashion is very against Indonesian culture because sometimes the dress style is a bit open.

Research with the same theme focuses on the influence of the Korean Wave, including Dewi Nur Chalimah, (2013), with the results of the study showing that a significant positive influence (0.434) influences the formation of student discipline behavior, while 56.6% (100 % - 43.4%) is influenced by variables other than congregational prayer. This means that Ha is accepted and Ho is rejected.

From Nur Umi Ruliyana, (2011), the results of the study show that in the study there is a significant influence with a significance level of 5% or a significance level of 1% t_0 is greater than t table, so it can be said that the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) rejected.

The other research by Ida Ri'aeni et al., (2019), the results of the study it was found that some teenagers think local or national cultures are preferable or more familiar to them, but they also don't want to be left behind in following developments such as pop culture originating from Korea. They think that following these developments is in line with modernity that is currently rife. Coupled with the benefits they get from their choice of liking K-Pop or joining certain K-Pop communities either directly or through online media.

RESEARCH METHOD

Mixed methods are used in completing scientific research to solve the problem being studied, namely the Korean Cultural Influence which erodes the Islamic values of Muhammadiyah Makassar University students and is described in a deductive way that departs from general theories, then by Observations to test the validity of the theory conclude, then conduct in-depth interviews and then describe them descriptively, because the results will be directed to describe the data and interview results obtained and to answer problems (Sugiono, 2014).

The mixed-methods strategy used in this study is a sequence of quantitative and qualitative analysis, which aims to identify the concept components through quantitative data analysis and then collect qualitative data to expand the available information and obtain a more complete analysis.

The specification of the research used is a descriptive analysis that aims to describe the facts, characteristics, and relationships of the phenomena being investigated (Nazir, 2003:54).

The approach that the researcher takes is a quantitative approach where the quantitative approach is loaded with nuances of numbers in data collection techniques in the field, (Sugiono, 2018; 13).

The research subjects in this case were Accounting students and Architecture students at the University of Muhammadiyah Makassar (UMM). The student is the unit of analysis and the unit of analysis is the institution. Research subjects are referred to as respondents. Researchers measure the sample by looking at the student population of the University of Muhammadiyah Makassar.

Table 1 Characteristics of respondents

No.	Student	Gender	Semester	Number of Samples
1.	Accounting	Female	1	20
2.	Architecture	Female	3	15
3.	Accounting	Female	5	15
4.	Architecture	Female	7	10
Total				60

- Characteristics of respondents as Accounting students who like Korean dramas.

- Characteristics of respondents as Architecture students, namely how long they watch Korean dramas.
- All characteristics of the respondents are female.

To analyze the data that has been collected from quantitative research results, in the analysis the researcher uses the correlation coefficient technique which is a statistical tool (SPSS) that can be used to compare the measurement results of two different variables to determine the level of relationship between variables.

DISCUSSION

Results consist of the research findings, including description of the collected data, analysis of the data, and interpretation of the data using the relevant theory. It should be clear and concise. Discussion should explore the significance of the results of the work, not repeat them. Avoid extensive citations and discussion of published literature.

To test whether a Korean drama can affect the character of today's youth, especially for students of the University of Muhammadiyah Makassar, Accounting and Architecture Study Program, the relationship between one variable and another will be tested. Several responses to the questionnaire which were asked about influence and behavior were analyzed using simple correlation and regression tests. A total of 60 respondents from various characters filled out the questionnaire data about likes, really likes, and dislikes. Hypothesis testing using correlation analysis and simple regression with coefficient values between -1 to 1 and significance value (α) = 0.05.

- If the value of Sig. <0.05 then there is a significant correlation (H_a Accepted)
- If the value of Sig. > 0.05 then there is no significant correlation (H₀ Rejected).

Table 2. Reliability test of Effect (X) variable

Reliability Statistics	
Cronbach's Alpha	N of Items
.966	5

The reliability test on the influencing variable (X) obtained the Cronbach alpha value of 0.966 so that the table above has a

reliable value and is feasible to be distributed to respondents.

Table 3 Coefficient of Determination

Model Summary								
Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
					F	df1	df2	
1	.149 ^a	.022	.83366	.022	4.32	3	56	.738

a. Predictors: (Constant), Behavior, Behavior, Behavior

Based on table 3, it is known that the coefficient of determination or R Square is 0.022 or 2.2%. From these results, it shows that the variable X or influence only affects the variable Y or changes in behavior by 2.2%. While the remaining 97.8% is influenced by other variables that are not explained in this study.

Table 4 Respondent Variables Influence (X) and Behavior (Y)

Variable	Influence	Dependent Variable					Sig.	Category
		Like	Really Like	Dislike	Really Dislike	Don't Know		
Behavior	Like	11.7	11	10	1	6.2	0.7	Like
	Really Like	10	10	10	1	1.1	0.1	Really Like
	Dislike	11.8	11	10.1	1	1.1	0.1	Dislike
	Really Dislike	11	11	10.1	1	6.7	0.1	Really Dislike
	Don't Know	11.7	11	10.1	1	11	0.1	Don't Know

Source: Data Analysis

Table 5 Correlation Test Results

		Correlation									
		01	02	03	04	05	06	07	08	09	10
01	Franchise Correlation	1	.947	.893	.742	.881	-.756	.796	.789		
	Sig. (2-tailed)		.000	.000	.000	.001	.001	.000	.000	.428	
	N	3	3	3	3	3	3	3	3	3	3
02	Franchise Correlation	.947	1	.888	.832	1.000 ^a	-.896	.896	.896		
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	
	N	3	3	3	3	3	3	3	3	3	3
03	Franchise Correlation	.893	.888	1	.671	.882	-.629	-.629	.714		
	Sig. (2-tailed)		.000	.000	.001	.000	.000	.000	.000	.000	
	N	3	3	3	3	3	3	3	3	3	3
04	Franchise Correlation	.742	.832	.671	1	.882	-.896	-.896	.896		
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	
	N	3	3	3	3	3	3	3	3	3	3
05	Franchise Correlation	.881	1.000 ^a	.882	.882	1	-.891	.891	.891		
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	
	N	3	3	3	3	3	3	3	3	3	3
06	Franchise Correlation	-.756	-.896	-.629	-.896	-.891	1	1.000 ^a	-.993		
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	
	N	3	3	3	3	3	3	3	3	3	3
07	Franchise Correlation	.796	.896	.629	.896	.891	1.000 ^a	1	.993		
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	
	N	3	3	3	3	3	3	3	3	3	3
08	Franchise Correlation	.789	.891	.714	.896	.887	-.993	.993	1		
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	
	N	3	3	3	3	3	3	3	3	3	3

^a Correlation is significant at the 0.01 level (2-tailed).

^b Correlation is significant at the 0.05 level (2-tailed).

The results of the output of Influence show that several indicators are related to the behavior of about 27%. This is because the Sig level is smaller than 0.05. And there are also unrelated because the Sig level is greater than 0.05. So from the results of the analysis it is concluded that the influence (X) has a negative relationship with behavior.

Table 6. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.839	3	.286	4.32	.738 ^b
	Residual	37.991	56	.678		
	Total	38.830	59			

a. Dependent Variable: Influence
b. Predictors: (Constant), Behavior

Based on the analysis output in table 6, the calculated F value is 0.422, while the F table results in the distribution table with an error rate of 5% is 2.38. This shows that the calculated F value is 0.422 which is smaller than the F table value = 2.38. So that the X variable or influence does not significantly affect behavior change.

Table 7 Regression Model Output

Model		Unstandardized Coefficients ^a		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	2.041	.705		2.900	.005
	Behavior	.171	.428	.043	.400	.691
	Behavior	-.368	.436	-.314	-.844	.402
	Behavior	.156	.322	.095	.704	.483

a. Dependent Variable: Influence

The model shows that when the variable X or influence is not given the independent variable as an influencing factor, the level of influence will be constant at 2.041. In addition, when the Y variable or behavior is used as an independent variable, it will increase student behavior changes by 0.156.



Figure 8: Research activities

Source: Research documentation 2021

So based on the results of the data obtained, there is a significant negative influence on who likes watching Korean Dramas on student characters such as delaying prayer times, ignoring assignments

from lecturers, watching Korean Dramas until late at night and leaving real activities in daily life. And respondents who like Korean dramas affect their characters in everyday life.

From these various findings, it can be stated that Korean dramas have an impact on students of the Muhammadiyah University of Makassar, especially students of the Accounting Study Program and the Architecture Study Program. The positive impact that is felt is that students can learn Korean automatically (self-study) through Korean dramas, then add knowledge about foreign languages, then another impact that is obtained is that Korean drama fans are obsessed with following trends that are popular in South Korea, and a change in attitude. Such as behavior that forgets the obligation of worship.

Therefore, to instill a youth's love for Islamic values, which is based on the turning point of the phenomenal drama, namely:

- (1) Realizing the various bad effects of Korean drama addiction
- (2) The latest information related to Korean dramas needs to be limited, so that can reduce and refrain from always following the development of Korean dramas through the internet
- (3) Make a priority scale in arranging daily life
- (4) Appreciate the intentions and efforts to get out of the Korean drama addiction, but still give time to enjoy things that are considered necessary related to the development of insight
- (5) Finding busyness is one of the most powerful ways to forget something, including in Korean dramas. If you've been busy watching drama dramas and ignoring other things, then try doing the opposite
- (6) Family environmental factors play a role in distracting a person's attention in overcoming addiction.

As for how to instill the basic values of education that must be instilled in students due to their fondness for watching Korean dramas, namely, by instilling the main values of Islamic teachings such as the application of Aqidah, Worship, and Morals.

By applying this method, automatic self-control due to this hobby can be resolved by itself without going through the intervention of parties that will affect the concept of change that has been formulated.

CLOSING

Several responses to the questionnaire which were asked about influence and behavior were analyzed using simple correlation and regression tests. A total of 60 respondents from various characters filled out the questionnaire data about like, really like, dislike, often, sometimes, and never.

Based on the results of the research that has been described, it can be concluded as follows: (1) There is a significant negative influence on who likes watching Korean Dramas on female students' characters such as delaying prayer times, ignoring assignments from lecturers, watching Korean Dramas until late at night and leaving real activities in school. everyday life. (2) The magnitude of the influence of Korean Drama on the character of students, is based on the results of the Coefficient of Determination.

The suggestion from this research is that, because it still has limitations and the results cannot be said to be perfect, the researcher suggests the need to develop content by adding different places and characteristics and a broader subject in it. Adding variables that are related to the research, to refine the existing regression model and find out what are the effects of Korean Drama on the character of students

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