



# The Influence of Movie Spoilers on Social Media Instagram Towards the Decision to Watch South Korean Drama Shows: Study on SMA Negeri 42 Jakarta

<sup>1</sup>Arniza Devita Putri, <sup>2</sup>Dalilah Adani

<sup>12</sup>Institute of Communication and Business LSPR, Jl. K.H Mas Mansyur, Kav 35, Jakarta Pusat 10220

E-mail: <sup>1</sup>arnizadevitap@gmail.com, <sup>2</sup>adanidalilah@gmail.com

## ARTICLE INFO

## ABSTRACT

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This study aims to determine the effect of spoiler impressions on social media Instagram on the decision to watch South Korean drama (K-drama). Korean drama is one form of the entertainment industry that is in great demand by generation Z around the world, including Indonesia. The Korean wave phenomenon is spread massively through social media. The information about the latest K-drama shows is disseminated through spoiler on Instagram. The uses and gratifications theory is the main theory used in this study. This study using a quantitative approach to a casualty with a survey method. The total population of 888 students and a sample of 276 students were obtained based on the Slovin formula with a stratified random sampling technique. The data were collected by questionnaire with a Likert scale. The data were analyzed using the SPSS-24 version and simple linear regression analysis. The result of this study indicates the influence effect of spoiler on Instagram on the decision to watch K-dramas significantly.

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## 1. Introduction

The rapid flow of globalization with the content of technology, information, and communication (ICT) has spread throughout the world with a massive influence. The new version of globalization with a borderless world phenomenon because the boundaries between countries are imaginary. As a result, various outside influences easily enter and spread within a country. Phenomenon for Indonesia, apart from free trade, culture originating from other countries also spreads and develops very quickly. One of the popular cultures that is very popular with the Indonesian people is the wave of South Korean popular culture (Korean Wave / Hallyu) which is one of the proud industries of South Korea.

The South Korean culture industry is one of the introduces the potential of Korean culture to the world, through art and entertainment packaged in the form of popular music and Korean drama series shows in the form of miniseries which are familiarly known as K-pop and K-drama. Korean Wave is a depiction of popular culture that has been spread to a number of countries in Asia, America and Europe (Suryani, 2014).

Another form of South Korean cultural industry that is in great demand is Korean Drama (K-drama). Korean dramas in the form of television miniseries are broadcast by raising the phenomenon of everyday human life, supported by actors and actresses who have attractive faces and appearances so that they are much loved by the world community, including Indonesia. Various genres of K-drama including comedy, romance, thriller, sci-fi, action, and fantasy have spread throughout the world and have become a mainstay industry for South Korea. The increase in the spread of the South Korean entertainment industry has become a pride and selling point in building the country's economy (Eun & Jiwoon, 2007:119). This is evidenced by the high number of entertainment consumption needs, especially drama shows in the world, one of which is Indonesia.



As published on the online news portal CNN, written by Khoiri (2018) during an interview with VIU Indonesia's country Head, Varun Mehta who stated that 40% of people in Indonesia have an interest in drama shows, especially South Korean dramas with an audience that reaches 80%. Based on research data held by VIU (2018:13).

Based on this statement, it is known that the development of the South Korean entertainment industry, namely pop culture, especially K-drama, has received good attention. The exposure of South Korean Culture such as film dramas, dress styles, lifestyles to industrial products has developed and expanded throughout the world to cause the phenomenon of Korean fever (Simbar, 2016).

One form of entertainment favored by Generation Z is drama shows, especially K-drama. The latest information about the latest K-drama shows is usually obtained through social media accounts such as Instagram and Twitter as well as on search engines. However, with the characteristics and advantages that Instagram has, it causes the dissemination of information to be more focused so that it is easier to obtain. Currently, it is not uncommon for these clips to be distributed by any individual to other individuals (audience) using Instagram media through accounts to share opinions which become a form of spoiler. Spoiler is the act of disclosing / leaking the storyline of a story whether it is a film, television show, book, theater, or music story that causes a decrease in individual enjoyment in reading, watching, or hearing the story. However, it is possible that spoilers can actually arouse curiosity to watch the film. Although each individual is different in distance and time, in the era of the industrial revolution 4.0 by taking advantage of the dynamic speed of technological development, messages can be sent to audiences very quickly.

High school students are considered Generation Z which is viewed from the aspects of age that requires entertainment consumption, one of which is drama shows. They understand and are accustomed to using social media and the internet as a medium of daily communication. The location of SMAN 42 which is in the capital area makes it easier for students to access the internet. In addition, the social status of SMAN 42 students is above the average socio-economic condition of the community in general which allows them to access new media.

In order for this research to be more focused, the decision variable to watch "Korean Drama" is only limited to the romance genre. While the Korean drama in question is a miniseries format television drama. In addition, spoiler shows are meant only in the form of clip clips on the currently airing drama. The formulation of the problem in this study is Does spoiler broadcasts on social media Instagram affect the decisions of SMAN 42 Jakarta students in watching South Korean dramas? And how big is the influence of spoiler broadcasts on social media Instagram on the decisions of SMAN 42 Jakarta students in watching South Korean dramas?

## **2. Research Method**

This study using a quantitative approach to a casualty with a survey method. The population of this research is active students at SMAN 42 Jakarta as many as 888 people. The collection of respondents using simple random sampling technique obtained a sample of 276 people. The data collection method used a questionnaire with a Likert scale on a scale of 1-5. The data analysis method used descriptive analysis with Excel and SPSS version 24 software. This research questionnaire consists of 21 statement items from two variables, namely spoiler impressions and viewing decisions. The characteristics of the respondents in this study consist of: 1) are active students of SMA Negeri 42 Jakarta; 2) Classes and majors; 3) Gender; 4) have an Instagram account; 5) likes Korean dramas; and 6) find out the latest information about K-drama broadcasts through spoilers on Instagram.

## **3. Result and Discussion**

The results of the analysis show that spoiler shows have a positive and significant effect on viewing decisions by 66,5%. This means that spoiler shows are able to influence the audience are able to influence to make a decision to watch with a contribution of 66,5%. That is, spoiler shows are able to influence the audience to make a decision to watch with a contribution of 66,5%. Spoilers that match the needs of the audience will affect the decision to watch K-drama shows.

According to the results of the distribution of respondents' responses by gender, it was dominated by women as much as 51,1%. That is, women as fans of K-drama shows are more interested in the name of the

actress in K-drama spoiler shows. This is in line with the research of Dooboo (2007) which states that the Korean Wave is a the majority of Korean Wave fans in Asia are women aged 6-80 years.

The results of the analysis show that the majority of respondents do not agree with the use of the lighting transition effect (fade to black). Respondents of high school students as generation Z only focus on enjoyment when watching K-drama spoiler shows. This is in line with West & Turner (2017:131) that individuals choose and use certain media specially to satisfy their needs. The results of the analysis are in line with Saur's (2014) research that spoiler shows are influenced by the selection of certain scene places, types of transitions, background music, and the names of famous character used. The results of the analysis show that the majority of respondents do not agree with the use of the lighting transition effect (fade to black). Respondents of high school students as generation Z only focus on enjoyment when watching K-drama spoiler shows.

The choice dimension dominates the decision making variable. Respondents examined the supporting factors (actors name) of K-drama shows up to the optimal level. Choice considers several alternative best choices is the third stage of decision making (Simon in Fahmi, 2016:2). This is correlated with the supporting factor (actors name) of K-drama shows. Meanwhile, famous names are supporting factors (actors names) for K-drama shows (Yuliawan, 2015:47. The name of the cast in the K-drama spoiler program greatly influences the audience's interest and decision to watch the K-drama show.

The intelligence dimension in decision-making variable's is the process of finding in information on the latest K-drama shows through social media Instagram (Simon in Fahmi, 2016: 2). Uses and Gratification Theory according to Katz et al. (in West & Turner, 2017:130) states that the audience's need on the media are cognitive needs, including seeking information, knowledge and understanding through K-drama spoiler broadcasts on Instagram.

Identifying genres according to mood is an early stage in the decision-making process. If the mood is in a happy mood, it will decide to watch. On the other hand, if you are in bad mood, you will decide not to watch. The audience will adjust the type of K-drama show according to the mood. Audience needs in the media are affective needs and release of tension (Katz et al. In West & Turner, 2017:130). In addition, according to the elements of Uses and Gratifications are: 1) escape; 2) enjoyment; 3) relaxation (Rubin in West & Turner, 2017:133).

Theoretically, the results of this study are in line with the decision-making theory by Simon (in Fahmi, 2016:2) which states several stages of decision-making, namely: 1) intelligence, namely searching for information about the latest K-drama shows through social media Instagram; 2) The design process on a person's psychological condition in making decisions; 3) Choice or consider some of the best alternative options; 4) Implementation, namely the decision-making stage.

Empirically the results of this study are relevant to Putra's research (2016) which states that the audience will seek information about the evaluation (review) of a film, which ultimately makes the decision to watch the film. Likewise the research of Savarino et al. (2020) which concludes that exposure to trailers in films has a role a stimulus or stimulus. The decision to watch a movie or drama is a form of stimulus response that ends with the act of watching.

This provides empirical confirmation and interpretation of SMAN 42 Jakarta students who like to watch K-drama shows and seek the latest information through social media Instagram. This is in line with Internet World Stats (2019) that Indonesia is ranked fourth for internet users worldwide. In addition, Indonesia is the country with the second largest number of K-pop fans after South Korea (Koreaboo, 2019). Based on the results of theoretical studies and relevant research, the results show that spoiler shows are one of the factors that influence the decision to watch K-drama shows.

#### 4. Conclusions

Based on the results of the analysis and discussion, it is concluded: 1) Spoiler impressions on social media Instagram have a positive and significant effect on the decisions of SMAN 42 Jakarta students in watching South Korean dramas; 2) The effect of spoiler broadcasts on social media Instagram on the decisions SMAN 42 Jakarta students in watching South Korean drama is 66,5%. Each additional 1 spoiler impression will affect the viewing decision by 66,5%. If the audio and visual elements in spoiler shows are interesting, it will cause an increase in the audience's decision to watch K-drama shows. One of them is that the name of the cast on spoiler shows is able to attract the interest of the audience to watch K-drama shows.



The results of this study found that: 1) Women as the millennial generation are fans of K-drama shows who are more interested in the name of the actress than the name of the actor in K-drama spoiler shows. Women as fans of K-drama shows are more interested in the name of the actress than the name of actor in spoiler K-drama shows. This indicates that there is a tendency for women to admire the beauty and attractiveness of actresses more than the names of actors who play K-drama. This is an interesting finding, because usually K-drama shows are in demand and dominated by women who are more interested in the good looks and attractiveness of the actors who play movies or K-drama; 2) Respondents as millennials (Z) only focus on enjoyment when watching K-drama spoiler shows; 3) Respondents as the millennial generation (Z) will consider the positive side of the K-drama program that will be watched according to their needs which is correlated with the supporting factor (actors name) of the K-drama program; 4) The name of the cast in the K-drama spoiler program greatly influences the audience's interest and decision to watch the K-drama show.

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