



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
BACHELOR OF ADMINISTRATIVE SCIENCE
(HONS.)**

**A STUDY ON KOREAN ENTERTAINMENT AND ITS IMPACT
AMONG THE PUBLIC UNIVERSITY STUDENTS IN
KOTA KINABALU.**

**SITI IMRAH @ SITI NURMILAHAYU BINTI LENAS
2009639906**

**NOOR HAFIZAH NASARUDDIN
2009844064**

ABSTRAK
Ringkasan
Universiti Teknologi MARA
Saban

JUNE 2014

THE DECLARATION

Declaration

We hereby declare that the works contained in this research proposal are original and our own except those duly identified and recognized. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed,



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SITI IMPRAH LENAS &



.....
NOOR HAFIZAH NASARUDDIN

ABSTRACT

Youths nowadays are the followers of current entertainment. One of the popular trends today is Korean entertainment. Youths are exposed to adopt the Korean entertainment trends such as fashion style, food, language and technology. However, too much influence of Korean entertainment may lead to social problems such as the tendency to follow the Korean artist dressing style which is sexy and fit. This kind of trends is not appropriate in Malaysia as an Islamic country. This study was conducted to determine the impact of the Korean entertainment towards the public university student. The sample collected in this study was selected randomly and the questionnaires were distributed to 216 university students in Kota Kinabalu particularly in UiTM and UMS. The findings showed that the public university students were less affected by the Korean entertainment since they have higher education and can distinguished between the positive and negative influence of such entertainment. Besides that, the findings revealed that the education background is not related to the impacts of Korean entertainment. Since the students are youths regardless of their level of education, they are the followers of the Korean entertainment.

TABLE OF CONTENT

Clearance of Submission	i
The Declaration	ii
Acknowledgment	iii
Abstract	iv
CHAPTER 1 : INTRODUCTION	
1.1 Introduction	1
1.2 Problem Statement	4
1.3 Objective	6
1.4 Importance of study	7
1.5 Scope of Study	7
1.6 Definition of Terms and Concept	8
CHAPTER 2 : LITERATURE REVIEW	
2.1 Introduction	10
2.2 Korea Popular Culture	10
2.3 Tendency of following Korean Entertainment	13
2.4 Trend of Korean Entertainment	14
2.4.1 K-Pop	14
2.4.2 Korean Food	16
2.4.3 K- Movie	16
2.4.4 K-Drama	17
2.5 Impact on Korean Entertainment	18
2.6 Factors that contributed to Korean wave success	19
2.6.1 Romantic Appeal of Korean Drama	21
2.6.2 Proximity and family values of Korean drama	22
2.6.3 Gender	23
2.7 Conceptual framework	24
2.7.1 Independent Variable	25
2.7.2 Trends of Korean Entertainment	25
2.7.3 Perception	25
2.7.4 Intensity	25
2.7.5 Demographic Background	26
2.7.6 Dependent Variable	26
2.7.7 Impacts on students towards following Korean entertainment	26
CHAPTER 3 : RESEARCH METHODOLOGY	
3.1 Introduction	27
3.2 Research Design	27
3.3 Population and Sample	27
3.4 Sampling Technique	28
3.5 Instrument and measurement	28
3.6 Data Collection Procedure	29

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The international spread of Korean popular culture or known as “Korean Wave” is not a new phenomenon in Malaysia. This phenomenon started in 2002 through the fabulous Korean drama ‘Winter Sonata’. According to The Star, Aug 1 2003, More than 1.5 million viewers set their eyes on Winter Sonata drama aired in Malaysia. Moreover the spread of K-pop which started with the music band, where the beautiful and talented girl band, Wonder girls entered the US Billboard Hot 100 music chart with their single ‘Nobody’, which was widely noted for its music video's viral spread after having surpassed 50 million views on YouTube. They were followed by the hot boy band such Big bang, 2PM, CN Blue, TVXQ, U-Kiss and so on. In 2013, the single artist, PSY through his song ‘Oppa Gangnam Style’ becomes the first video on YouTube to hit a billion views and awarded the MTV Europe Music Award for the Best Video. Currently, the reality game show, ‘Running Man’ is accumulating with high rating viewers worldwide.

By those achievements, Korea is successful to promote its culture through the entertainment industry and sell its trend through the ‘Hallyu’ concept or Korean Wave. The popularity of Korean entertainment is really well-known over the world especially in Asians country. Hallyu or Korean wave is a term that originally to spread the Korean Pop culture or K-Pop globally in international level. As a