THE INFLUENCE OF KOREAN DRAMAS TO THE FASHION STYLE OF SELECTED FILIPINO STUDENTS

An Undergraduate Thesis Presented to the Faculty of Communication and Journalism Department College of Liberal Arts and Communication De La Salle University-Dasmariñas

In Partial Fulfillment of the Requirements for the Degree of AB Communication

by

KIM, MIN GYEONG
KIM, MIN KYUNG
KIM, SOO JIN

February 2015
Abstract

This thesis is a study on how Korean dramas acculturate Filipinos, especially the students by watching them, now that Korean Wave, also called as Hallyu, is striking the culture of the Philippines through different mediums. Korean dramas are successful and are loved by the Filipino audience ever since it first aired on television. Specifically, the researchers focused on fashion, make-up and hairstyle influence of Korean dramas on selected Filipino students on the premise that young people are likely to follow what they like as stated in the Super Peer Theory. The research employed both quantitative and qualitative methods, survey method and focus group discussion, respectively. These methods helped the researchers look at the influences of Korean dramas to selected Filipino students and their attitudes and reaction to the fashion styles portrayed in the dramas. The data gathered were analyzed using the concepts presented by the review of related literature and theories presented in relation to the study. This study showed that the respondents and participants both have positive views in terms of presentation and influence of the fashion styles portrayed in Korean dramas. However, the study showed that positive views and influence are two different things and that despite the Filipino students positive views of Korean fashion on TV, they choose to conserve their culture. Filipinos remain neutral by not practicing the fashion styles portrayed in the dramas daily except on some special occasions because they find Korean fashion unsuitable for them and their own culture. In the final analysis Korean dramas just broaden the fashion style choices of the Filipino students.
List of Tables

Table 1
Mediums used by participants to watch Korean dramas.........................14

Table 2
Reasons for watching Korean dramas.................................................15

Table 3
Number of respondents who have thought of trying the make-up, hairstyle or
fashion in Korean dramas..............................................................16

Table 4
Number of respondents who have actually tried the make-up, fashion and
hairstyle presented in Korean dramas.............................................16

Table 5
Reasons for preference of make-up, hairstyle and fashion presented in
Korean dramas.............................................................................17

Table 6
Different views about make-up, hairstyle and fashion.........................18

Table 7
Preference of make-up, hairstyle and fashion presented in Korean dramas
over those presented in Filipino dramas.........................................19

Table 8
Views on the influence of Korean dramas’ make-up, hairstyle and fashion to
Filipinos.........................................................................................20

Table 9
Frequency application by viewers of make-up, hairstyle and fashion
presented in Korean dramas..........................................................21