

MOTIVES FOR USING THE @NGEDRAKOR_YUKK TIKTOK ACCOUNT AS A KOREAN DRAMA STREAMING PLATFORM

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ABSTRACT

The Korean Wave (Hallyu) phenomenon is the impact of the presence of the internet, one of which is Korean drama. The great interest in Korean dramas has led to the formation of the K-Drama Lovers community. Korean dramas can be accessed by viewers via legal streaming platforms. However, this platform is starting to be challenged by the existence of illegal platforms via social media, such as TikTok. The distribution of Korean dramas via the TikTok account @ngedrakor_yukk is done by uploading parts of Korean drama episodes in a row in short video format. The research aims to understand the motives for using the TikTok account @ngedrakor_yukk as a Korean drama streaming platform through the Uses and Gratifications Theory approach. The research subjects were followers of the TikTok account @ngedrakor_yukk. The research used qualitative methods with data collection techniques through observation, interviews and literature studies. The research results show that the motive for watching Korean dramas on the TikTok account @ngedrakor_yukk is driven by four motives, most followers use the information motive to look for recommendations and ratings of Korean dramas on the TikTok account @ngedrakor_yukk, some followers use the personal identity motive to seek inspiration from the drama's moral values Korea on the TikTok account @ngedrakor_yukk, some followers use social integrity motives to interact with fellow Korean drama viewers on TikTok, and most informants use entertainment motives to seek enjoyment from entertaining Korean drama content accompanied by attractive TikTok features.

INTRODUCTION

The development of technology has become a bridge for the spread of global culture involving several factors, such as access to information, communication, and interaction between individuals. One of the technological developments is the presence of internet media that is able to reach more target audiences (Nurfalah & Wihayati, 2016). With the technological surge in the smartphone industry, as early as 2007, and prevailing social media networks such as YouTube, Facebook, Twitter, etc., millions of fans all over the world managed to view Korean cultural technology and products, and this came to be known as Hallyu or the Korean Wave (Elaskary, 2018).

The Korean Wave (Hallyu) phenomenon is the impact of the presence of the internet which has attracted attention and is rampant in several countries, one of which is Indonesia. Hallyu attracts and amazes the audience with its distinctive charm (Pujianti & Weningdrya, 2023). Korean Wave (Hallyu) is a term for the spread of Korean popular culture through entertainment products, such as drama, music, and style (Eungoo, 2022; Glodev et al., 2023; Putri et al., 2019; Song, 2020; Woo-Jun & Min-Ho, 2023). Korean TV drama and, later, K-Pop music attracted global appeal and are now enjoyed worldwide (Elaskary, 2018).

Korean dramas that are aired on Indonesian television are the beginning of the development of the current Korean wave (Febriana et al., 2023; Kurniawati & Pratiwi, 2021; Rosidi, 2022; Simorangkir, 2023). Korean drama, known as K-Drama, is a South Korean television series that is built with interesting storylines and twists, and is produced using various genres such as romance, fantasy, comedy, action, history, and others. Some of the South Korean TV Channels that are popular among Korean drama viewers are tvN, KBS, MBC, SBS, and JTBC. In general, Korean dramas have 16 episodes with a duration of 60 minutes each. The popularity of Korean dramas in Indonesia is due to its complex storyline, involving famous actors and actresses, beautiful cinematography, and a strong and iconic soundtrack. This certainly strengthens the interest in Korean dramas in Indonesia so that a Korean drama community or known as K-Drama Lovers was formed.

K-Drama Lovers is a community of fans who have a high interest and interest in Korean dramas. In this community, fans interact with each other and exchange information related to Korean dramas. This information is usually about the latest Korean dramas, Korean actors and actresses, or in the form of website links to watch and download Korean dramas. With the availability of subscription legal streaming platforms, such as Netflix, Iflix, Viu, WeTV, Viki, iQIYI, and Disney+ Hotstar makes Korean dramas easily accessible to viewers around the world (Ferdiana et al., 2023).

Along with the development of the use of social media, access to watching Korean dramas through legal streaming platforms has begun to be rivaled by the existence of illegal media providers of Korean dramas based on streaming and downloading without a subscription fee through websites on the internet and social media. The main reason why Indonesians choose to access illegal media is because of the high subscription fees on legal platforms. They are also used to using social media in all kinds of daily routines. This is the background for the emergence of various digital media that are able to be a medium for conveying or spreading communication messages to a wide audience (Nurfalah & Wihayati, 2016).

TikTok is one of the social media platforms from China that features editing tools, filters, music, and various other interesting features (Dewi et al., 2023). TikTok is an application with an audiovisual format that allows account users to record short videos within the application with a duration of 15-60 seconds to 3 minutes, while to post videos without in-app recording, videos can be posted with a maximum duration of 10 minutes. TikTok also has a comment feature that makes it easier for users to communicate with each other, so that social interaction is created in it.

K-Drama Lovers use TikTok social media as a place to discuss or interact with each other. There are many TikTok accounts that post Korean drama content, both in the form of creative content, viral scenes, and even posting Korean dramas in every episode.

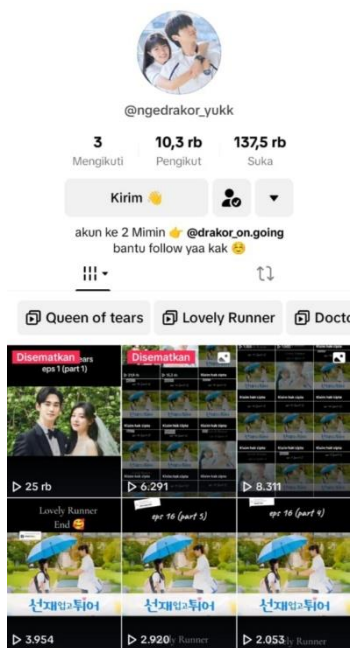


Figure 1. TikTok account of Korean drama posts
Source: @ngedrakor_yukk, TikTok 2024

One of the TikTok accounts that posts Korean drama video content, namely the @ngedrakor_yukk account. The account, which has only 6 collections of Korean dramas since 2023, has 10.3 thousand followers and 137.5 thousand likes. The spread of Korean dramas through the TikTok account @ngedrakor_yukk carried out by posting Korean drama episodes which are divided into several video parts in a row in accordance with the provisions of the video duration limit on TikTok. Even though Korean dramas on TikTok cannot be watched in just one video, many K-Drama Lovers are interested and willing to wait for the continuation of the video part in each Korean drama episode post. This phenomenon is an individual's behavior in utilizing the use of social media and being active in sorting out social media that can meet or satisfy their psychological and social needs. This behavior arises because of the encouragement of certain motives that are the reason why a media is chosen and used to satisfy its needs (Rakhmat, 2022).

Previous research that examined the motives for media use, namely Afifah (2022)'s research. The results of the study show that there are differences in motives, behaviors, and individual satisfaction in watching movies through online film provider applications which are divided into five motives of need, namely cognitive (information), affective (entertainment), personal integration, social integration, and the need for release.

The theory of uses and gratifications was first invented by Elihu Katz, Jay G. Blumler, and Michael Gurevitch. Uses and gratifications, according to Katz, Blumler, and Gurevitch, are studies of human psychological and social needs that form an expectation from the mass media or other sources, so that the satisfaction of desired and unwanted needs arises (Rakhmat, 2022). The assumption of this theory, that is, the audience is considered active and has a purpose in choosing mass media that can meet their needs, is inseparable from the behavior of the audience which is driven by various motives and certain situations.

Psychologists have various opinions regarding the classification of motives that can meet the needs of the audience for the media. A person's motives for using the media are information, personal identity, social integrity, and entertainment. Rakhmat elaborated on these motives, namely (Humaizi, 2018) information (The search for news from surrounding events and conditions that can satisfy one's curiosity), personal identity (The search for personal values as a model of behavior), integrity and social interaction (The implementation of social roles through interaction by establishing relationships between family, friends, and the community), and entertainment (Letting go of problems to gain peace of mind).

Utama (2023)'s research shows that the motives that are the reasons for individuals to watch Korean dramas through the Netflix service, such as wanting to find entertainment, satisfying curiosity, improving mood and confidence, appreciating works, and releasing fatigue. In addition, the socio-cultural background of the neighborhood is also related to the motive of using the Netflix service to subscribe to watch Korean dramas easily based on individual income.

Then, Prihatiningsih (2017)'s research was entitled "Motives for the Use of Instagram Social Media among Teenagers". The results of the study show that the motive for using Instagram for adolescents arises on the basis of individual needs that must be met, namely cognitive, affective, personal integration, social integration, and entertainment. Instagram users can find out the latest news and information, satisfy their desires through their favorite content, show their personal identity and interact with other users, and get entertainment from the funny photos and videos presented.

Based on the preceding description, the researcher aims to explore the motives behind using the TikTok account @ngedrakor_yukk as a platform for streaming Korean dramas. This study employs the Uses and Gratifications Theory as its foundational framework, which seeks to understand why users choose TikTok as a medium for consuming Korean drama content. The central research question is: "What are the underlying motives for utilizing the TikTok account @ngedrakor_yukk as a platform for streaming Korean dramas?" The research contributes to the growing body of literature on media consumption by specifically examining how TikTok, a platform not primarily designed for streaming, is repurposed by users to consume Korean drama content. By applying the Uses and Gratifications Theory, this study sheds light on the evolving media consumption behaviors within digital platforms and provides insights into the specific motivations driving users to select TikTok for such content. This research also expands the understanding of user engagement on TikTok, adding a new dimension to the platform's versatility in fulfilling entertainment needs beyond its traditional scope.

METHODS

This study uses a qualitative method with the researcher as the key instrument. The approach was chosen to explore contemporary phenomena using various data sources. The subjects are the followers of the @ngedrakor_yukk account on TikTok, and the focus is on the motives that drive K-Drama lovers to watch Korean dramas via this account.

Data were obtained from both primary and secondary sources. Primary data came from interviews with informants and direct observation. Secondary data were gathered from written materials, including books, documents, journal articles, and other relevant sources. Data collection involved three techniques observation, interviews with informants, and literature review. Informants were selected using a purposive sampling technique. Data were analyzed using the three-stage qualitative analysis method by Miles et al. (2014), which includes data reduction, data presentation, and drawing conclusions.

RESULTS

Information Motives

Information motive is the need for individuals to seek news about events and conditions related to the immediate environment, as well as other general things to satisfy curiosity and interest from the media content being watched (Humaizi, 2018). The wide coverage of Korean drama information in @ngedrakor_yukk account posts, such as the recommendations and ratings of Korean drama viewers presented, makes *K-Drama Lovers* on TikTok feel interested in watching Korean dramas on the account.

Then, with the hashtag & trending topics feature regarding Korean drama videos on @ngedrakor_yukk account, it can increase the existence, dissemination of information, and popularity of Korean dramas on TikTok. The more often the hashtag feature is used, the more videos appear on FYP (For Your Page) related to the Korean drama. The comment feature in TikTok can also help viewers understand the storyline and character of roles in Korean dramas by commenting on each other and exchanging opinions.

Based on the results of the interview, the motive for using TikTok as a medium for watching Korean dramas on @ngedrakor_yukk account is due to the wide range of information presented. The Korean drama information obtained is title recommendations from other users, audience ratings, explanation of the storyline in the comment column, and trending topics from the hashtag of the Korean drama title. This information can encourage curiosity and increase informants' knowledge related to Korean dramas.

Personal Identity Motives

The motive of personal identity is the need for individuals to find personal values and behavioral models that can increase confidence and understanding of themselves (Humaizi, 2018). Various genres and titles of Korean dramas in @ngedrakor_yukk account posts can inspire and increase self-understanding because there is a connection between the storyline and values of Korean dramas with personal life, such as the goals to be achieved. The atmosphere created in Korean dramas can also improve the mood in carrying out daily routines.

As for self-confidence, Korean drama content on @ngedrakor_yukk account can increase the confidence of users as well as viewers on TikTok who have an interest in showing their existence in posting Korean drama video content for other users to see on TikTok. However, TikTok users, who are only spectators, have not felt motivated to post Korean drama video content on TikTok.

Based on the results of the interview, the motive of personal identity is used to find inspiration and motivation from the moral values of the Korean drama storyline that can be applied as a model of self-behavior in daily life. However, self-confidence is only obtained by TikTok users and viewers who are interested in publishing Korean drama video content.

Social Integrity Motives

The motive of social integrity is an individual need related to strengthening relationships with family, friends, and the surrounding world. It is based on a person's desire to be affiliated with friends (Humaizi, 2018). Reading and adding comments on @ngedrakor_yukk account becomes a social experience for making new friends, finding conversation material, and feeling connected to the wider community. Expressing their own opinions, ideas, and emotions in the comment section of @ngedrakor_yukk account will get recognition or validation from other users who feel the same way. In

addition to exchanging opinions or validating other users' comments about the Korean drama, often fellow users give each other recommendations for Korean drama titles.

As for watching Korean dramas on @ngedrakor_yukk account, the friendship environment is one of the driving factors for someone to watch Korean dramas on the account. In addition, there are also those who watch on @ngedrakor_yukk just by chance because the content of the account is through FYP and is not affected or suggested by others. However, individuals can also be just spectators, not actively participating in commenting or exchanging opinions with other users.

Based on the results of the interview, the use of social integrity motives by @ngedrakor_yukk followers is to improve relationships with friends and even make new friends, because the comment feature of @ngedrakor_yukk accounts is an intermediary for exchanging opinions, ideas, and giving recommendations to each other. However, not all followers @ngedrakor_yukk actively comment because they position themselves as spectators only.

Entertainment Motives

Entertainment motives are the need of individuals to escape from problems and obtain pleasure and pleasure of the soul. TikTok social media has become popular because of the attractive features of the application, so that the video content presented can entertain the audience (Humaizi, 2018). Korean drama videos on @ngedrakor_yukk account can be entertaining because of the funny video edits and interesting background sounds, making the content feel more dramatic. In addition to content editing, Korean drama videos on @ngedrakor_yukk account can also be entertaining because of interesting TikTok features such as liking comments, saving videos to the gallery, and sharing videos to other social media platforms that can make it easier for viewers to enjoy Korean dramas.

Then, the short duration of TikTok videos on @ngedrakor_yukk accounts can be an alternative when you feel bored because you are watching Korean dramas that are too long. However, obstacles such as not being able to watch in landscape mode and blurry video quality from the screen recording cause uncomfortable feelings when watching Korean dramas on @ngedrakor_yukk account.

Based on the results of the interview, the entertainment motive is used by followers @ngedrakor_yukk to find pleasure from Korean drama content in order to get rid of boredom or boredom. TikTok's features, such as filters, video effects, background, and comment columns add to the excitement, although it has not created a sense of comfort when watching Korean dramas on @ngedrakor_yukk account.

CONCLUSION

TikTok's @ngedrakor_yukk account serves as a platform for Korean drama streaming, catering to four main media use motives: information, personal identity, social integrity, and entertainment. The information motive is fulfilled by the diverse range of Korean drama information provided by other users, audience ratings, and user opinion exchanges. Personal identity is fueled by the moral values of the dramas, which can inspire self-understanding. Social integrity is achieved through interaction between users and the content they watch. Entertainment is achieved by the short duration of videos, which can eliminate boredom. The information motive is the dominant motive, primarily due to the wide range of information available. Future research should explore how TikTok's algorithm and content recommendation system influence users' media consumption motives, the long-term impact of personal identity and social integrity motives on engagement with fan-driven content, and the role of passive users in the community dynamics on platforms like TikTok.

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