



Effects of Korean drama to core values formation of Nationalian students

Jhoanna Andrea E. De Leon, Jemma M. Gonzales*, Danielle M. De Guzman†

National University, Manila, Metro Manila 1008, Philippines

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Abstract

A trend in media consumption among today's generation is binge-watching. Through it, people are able to keep up with what is new in many aspects, including cultural trends. One of the most popular media today is Korean Drama. The consumption of Korean cultural products started to swing in the midst of the pandemic. This means that K-drama is a media that is very popular among the generation today. With its established popularity, this research focused on determining how K-dramas affected the values formation among the students of National University - Manila. The specific values studied were: integrity, compassion, innovation, resilience, and patriotism. The study made use of a mixed-method approach to earn both quantitative and qualitative insights from the respondents through the use of questionnaires and interviews. The results of the study revealed the following: 89.32 percent of the respondents are watching K-dramas, and they have watched an average of 27 K-dramas with a total time of 16 and a half hours per week spent watching such. With the p -value for each formation being lower than .05, the results suggest that K-drama significantly affected Nationalian's values formation but there is no significant difference between the formation of values between K-drama viewers and non-K-drama viewers. The findings of the study align with the Media Dependency Theory which suggests that the intensity of consumption can shape its viewer's perspectives that include their value systems.

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* Corresponding author.

E-mail address: jmgonzales@national-u.edu.ph (Gonzales, J.M.).

† Co-first authors.

Introduction

From the colonization of the Spanish, the occupation of the Americans to the arrival of the Japanese, all have introduced different values to Filipino society. These foreign nations have all contributed and influenced the unique culture of the Philippines (Adame, 2023). But today, even as the country is considered an independent nation, the presence of new and foreign cultural influences cannot be denied as there is an unending exposure to foreign cultures, especially through media. With the convenience of technology, availability and hype of these foreign cultural products, the Filipino culture, society and values are being influenced and thus adapt and change continuously. In the midst of the pandemic, there was an observable hyper consumption of Korean cultural products worldwide (Song, 2021). The consumption of K-drama is on the rise in the Philippines specifically because of the high number of fans in the country. K-drama has long been part of the Filipino lifestyle, but online sites and streaming platforms such as Netflix and YouTube have continuously improved their K-drama content and selection (Estoque, 2022). Because of the availability of these cultural products, consumption is definitely on the rise. Abdullah et al. (2024), discuss how young consumers are specifically being targeted by these trendy K-dramas. This can also be seen by the strategic availability of these dramas in popular streaming platforms and the convenience of accessing these dramas through several online streaming apps and sites as well, which also acquire the IP (Intellectual Property) Rights of these dramas and shows to keep them exclusive within their platforms (Jin, 2023). With this much access and exposure to foreign cultural products, one cannot help but wonder if the Filipino youth are now experiencing changing values in response to the consumption and exposure to K-drama as it was established that a lot of the viewers of K-drama are those of the younger generation. According to Gamage et al. (2021), one of the institutions that are tasked with values formations of the youth are the universities that definitely prioritize instilling values to the students. One university in particular focuses on five core values: integrity, compassion, innovation, resilience, patriotism (Core Values, n.d.). One cannot help but wonder if these values are then being reinforced by other activities the students partake in such as watching K-drama. This study then aims to answer the main research question which is to find out the effects of K-drama to the values formation of National University students or Nationalians. The study will also focus on the

seven core values of the university.

Research Questions

What are the effects of watching K-drama on the core values formation of Nationalian students?

Sub-questions

1. How often do Nationalians watch K-dramas?
2. Is the effect of K-drama significant in terms of developing the following NU core values: Integrity, Compassion, Innovation, Resilience, Patriotism
3. How does K-drama personally affect Nationalians in terms of the NU core values?

Literature Review

South Korea is well known for its unique pop culture as it became known worldwide because of the trajectory and exponential growth that it has gone through over the past few years. This phenomenon is commonly known as the Korean Wave or Hallyu and has attracted attention from not only media but also scholars as it showcases distinctive cultural flows (Jin et al., 2021). Furthermore, Jin (2023), explains that the term was first used by a Taiwanese newspaper when Korean cultural products such as movies and dramas successfully entered their markets and generated great interest from their society. Since the day the term Hallyu was coined, it spread through word of mouth to countless peoples from different cultures, ages, genders, religions. And because of this, it created hybrid perspectives, beliefs and new cultures as the phenomenon affected more people with its reach and was able to accurately show how cultural imperialism really is. Gatchalian et al. (2023) also discuss that Hallyu has the capacity to unite the cultures that it has touched as people from all over the world now have something in common, their love for the Korean culture.

Jin (2023), states that Korea became one of the producers of a variety of cultural products such as K-drama and K-pop and was able to decrease the dominance of Western cultural products. Kunkunrat (2024), expounds on how Hallyu was able to form a positive image for South Korea as it plays a pivotal role in uniting the international community through various cultural products and thus creating better connectivity for the consumers of the cultural products.

Among all the factors that make up the Korean Wave, K-drama is one of the foremost drivers in this ever-growing industry. “K-drama” refers to the Korean Dramas and was one of the big factors that enabled the success of Hallyu from its oldest era or Hallyu 1.0 until the current era or Hallyu 4.0. Earlier dramas focused on themes that are heavy with Confucian and family values that made it easier to gain popularity in nearby countries such as China and subsequently to other neighboring Asian countries. Today, K-drama themes have branched out to socioeconomic issues and attracted global viewers (Jin, 2023).

The presence of internet, especially social media, enabled unlimited access to K-pop and K-drama, which resulted in people indulging themselves in more Korean cultural products. In fact, Capistrano et al. (2022), states that these contents are mostly free or available through inexpensive channels that induce further interactions with technologically inclined fans and encourage more consumption. With the intensity of the Korean wave in the Philippines, it is unsurprising that Filipino audiences have adapted the Korean culture. Filipinos have followed Korean trends in fashion, cuisine, cosmetics, etc. and been supportive of countless Korean celebrities, which is reflected with the endless fan meetings, events and concerts that take place in the country yearly. The society has also embraced the culture as the Department of Education began offering Korean language as an elective. Numerous Korean businesses such as restaurants, convenience stores, KTVs and so forth were also established. (Cayaban et al., 2023). Another factor that can affirm that Hallyu is here to remain is that the majority of the Filipino population is into trends and is very technologically savvy, and Korea is undoubtedly setting out to build its empire through these fields. Filipinos have access through multiple gadgets and platforms to ensure that they stay updated with online trends and content. An example of a content that is popular for the Filipinos are these K-dramas that are readily available through different platforms sites such as streaming services, online streaming sites and different apps (Capistrano et al., 2022). Beyond the behavior of the Filipinos and other concepts mentioned above, Hallyu is embedded into the culture of the Philippines as the people have become great patrons for the mentioned Korean cultural products. South Korea will undoubtedly continue to export their cultural products into the Philippine market and other Asian markets as lots of fans continue to patronize them (Bourne et al., 2025).

To be able to better understand the effect of Hallyu to foreign markets and to its consumers, several social

theories can be explored. The first is the theory of Cultural Proximity, which will clarify why audiences prefer products that are either from their culture or for a culture that is like theirs. Audiences would then favor their local media content or content from cultures which have similarities with their own. According to Lood et al. (2023), K-drama is rich with Korean culture that has a proximity to the culture of the Philippines based on values such as: respect, family ties, women’s resilience etc. Similarities such as values are then identified as what audiences experience from the media and what they can then identify with their own culture (Straubhaar, 1991). It will then be used to understand why K-dramas are often relatable to Filipinos. And also, the theory can be used to explore how related or similar Filipino and Korean cultures are. The next theory is Cultural Hybridity. Banks (2012) states that: “Cultural hybridity constitutes the effort to maintain a sense of balance among practices, values, and customs of two or more different cultures.” Audiences can then combine elements from their culture and from the culture of the media they are consuming. Cultural products from Korea offer a combination of Asian culture and western ideas. This not only gives the audience, who is immersed in their local identity and culture, the sensation of being a part of a much bigger, global culture but also, the sensation of a completely new attractive cultural product (Park et al., 2021). This theory can also be applied to aid in understanding how culture acquired from K-drama and Filipino culture can mix and create a new hybrid culture. And lastly, the media cultivation theory by George Gerbner which states that media offers exaggerated and unreal messages, that eventually leads the audience to begin perceiving the world through the perspective of what was shown in media. And since media promulgates numerous ideas, the continual consumption of the audience over a prolonged period of time will eventually lead to the viewer’s beliefs, attitudes and values being shaped by the media they consume (Wicks, 2000) This will support in exploring what beliefs, attitudes and values are cultivated from the K-dramas that are being consumed by its audience and will then be used to explain how K-drama can further captivate its audience.

As the authors of this research are all educators who are connected to an educational institution, exploring the effects of media, most specifically K-drama for this research, on students has stirred the interest of the researchers. Previous researches such as: “The Filipino Millennial and the Korean Drama Fad” (Estoque, 2022) and “Perceived Influence of Korean Drama in the Culture of Student Viewers in Central Luzon

State University” (Posadas et al., 2021) talked about how values in K-drama incites Filipino audiences but have not examined how these shows have shaped or influenced the viewers’ values. And thus, how K-drama affects or reinforces a viewer’s current values such as an educational institution’s core values is a topic that is currently underexplored.

Methodology

Research Design

This study used a mixed method sequential explanatory design. The study made use of survey questionnaires for the quantitative data and in-depth interviews for the qualitative data collection. The study used a descriptive method of research which has the purpose of answering questions about current issues or problems through a process of data collection allowing the researchers to describe the situation more completely (Fox & Bayat, 2007).

Framework

The media dependency theory states that audiences become dependent specifically during the time of great social change and conflict. And because viewers are consuming more media, their dependency on media increases, while the influence of the media content towards the audience also increases (Ball-Rokeach & De Fleur, 1976). This will aid in explaining how the intensity and length of consumption of K-drama affects the students and if it eventually reinforces the values that they learn from school as the media portrays the usage of these values in different day to day scenarios.

This conceptual model was developed to exhibit the relationship between society and core values and how it is manifested in media. Society teaches the people values that can assist them in navigating their everyday lives; in the context of this study, the educational institution is guiding the students through the five core values that are instilled in them. In turn, as the students are exposed to different types of media, it exhibits the core values through the content which the students consume as the audience. The research would then attempt to determine the effect of what is taught by the institution being further substantiated by the media the students consume, which is K-drama in this study, as shown in [Figure 1](#)

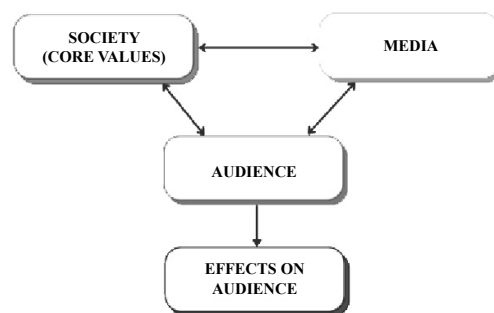


Figure 1 Conceptual model of the relationship between society and core values manifested in media

Participants

For the data gathering process, the survey used a sample size of 280 students – 140 K-drama watchers and 140 non-watchers, and the in-depth interviews included 28 students from National University - Manila. The quantitative data made use of convenience sampling technique as the study only needed the university’s students while the qualitative data used purposive sampling technique with the inclusion criteria of (1) the interviewees should have been watching K-dramas for at least two years, or (2) they should have at least watched 15 K-dramas. Non-K-drama viewers were excluded in the interviews conducted within the study.

Data Collection

The research focused on two samples, K-drama viewers and non-viewers to really be able to compare the effects of the drama on the students. Other qualitative research tools such as in-depth interviews, follow up interviews and analysis of the findings were also used to check the accuracy of the research findings. The study used a Mixed Method Sequential Explanatory Design. The quantitative data were gathered through the use of Google Forms, and the form had restricted settings to the members of National University – Manila. The qualitative data were gathered through an online interview through MS Teams, and the respondents were restricted to those who had answered the survey. The interview was done through the use of an interview guide which was validated by three experts; (1) an expert in research and philosophy (2) an expert in history and the Nationalian course in the university, and lastly, (3) an Educational Management expert.

Data Analysis

The G*Power Data Analysis Application was used to determine the number of respondents for the questionnaire. The researchers gathered 140 watchers and 140 non-watchers of K-drama. 28 students were also selected for the in-depth interviews. The respondents were currently enrolled in National University for S.Y. 2021–2022. As the study used a Mixed Method Sequential Explanatory Design, Descriptive Statistics and Independent T-test were used through G*Power Data Analysis for the quantitative data while Braun and Clarke's Reflexive Thematic Analysis (2016) was used for the qualitative data. The researchers would then adopt the inductive approach to produce the codes that were needed for the data. After analyzing and interpreting, the respondents were later contacted to have them validate the qualitative findings.

Results

The following are the results from the survey questionnaire for the research that was distributed to National University students through the google forms link. The qualitative data were derived from the in-depth, follow-up interview from selected students who also answered the questionnaire.

The original target number of respondents for the survey was supposedly 140 K-drama watchers and 140 non-watchers. The researchers had difficulty finding students who were non-watchers and ultimately, there were a total of 281 respondents to the survey. Two hundred fifty one (251) respondents or 89.32 percent of the respondents answered yes to the question: Do

you watch K-drama. On the other hand, only thirty respondents (30) or 10.68 percent of the respondents said no. The average number of K-dramas watched by the respondents is 27. The average number of hours being spent to watch K-dramas per week is 16.30.

Table 1 specifies the effects of watching K-drama in developing each of the individual NU core values: Integrity, Compassion, Innovation, Resilience and Patriotism. Looking at the *p*-values and since all *p*-values are less than .05, there is sufficient evidence to suggest that watching K-drama has a significant effect in developing all of the NU core values.

Table 2 specifies the effects of watching any tv-series for non-watchers of K-drama. As for comparing the results for non-watchers of K-drama, the *p*-values are all less than .05, which indicates that there is sufficient evidence to suggest that watching television/tv series has a significant effect in developing all of the NU core values for non K-drama watchers.

Table 3 corresponds the significant difference between effects of K-drama watchers and non-watchers for the NU core value of Integrity. For these data, the variables were treated as independent samples and since the *p*-value is equal to .156579, which is not less than .05, there is no sufficient evidence to say that the effects in developing the NU core values is different between the non K-drama watchers and the K-drama watchers.

Table 4 corresponds to the significant difference between effects of K-drama watchers and non-watchers for the NU core value of Compassion. For these data, the variables were treated as independent samples and since *p*-value is equal to .785562, which is not less than .05, there is no sufficient evidence to say that the effects in developing the NU core values is different between the non K-drama watchers and the K-drama watchers.

Table 1 Results from the effects of K-drama in terms of developing the following NU core values

Group 1 vs. Group 2		T-test for Independent Samples									
Integrity		Compassion		Innovation		Resilience			Patriotism		
Mean	3	Mean	3.333333	Mean	3.166667	2.958333	Mean	3.166667	Mean	3.125	
Standard Error	0.134595	Standard Error	0.143288	Standard Error	0.177203	0.203939	Standard Error	0.130032	Standard Error	0.138738	
Median	3	Median	3	Median	3	3	Median	3	Median	3	
Mode	3	Mode	3	Mode	3	3	Mode	3	Mode	3	
Standard Deviation	0.65938	Standard Deviation	0.701964	Standard Deviation	0.868115	0.999094	Standard Deviation	0.637022	Standard Deviation	0.679674	
Sample Variance	0.434783	Sample Variance	0.492754	Sample Variance	0.753623	0.998188	Sample Variance	0.405797	Sample Variance	0.461957	
Kurtosis	3.136364	Kurtosis	3.95495	Kurtosis	1.563542	2.972812	Kurtosis	5.118308	Kurtosis	3.315688	

Table 2 Results from the significant effects on K-drama non-watchers in terms of developing the NU core values

Integrity		Compassion		Innovation		Resilience		Patriotism	
Mean	3	Mean	3.333333	Mean	3.166667	Mean	3.166667	Mean	3.125
Standard Error	0.134595	Standard Error	0.143288	Standard Error	0.177203	Standard Error	0.130032	Standard Error	0.138738
Median	3	Median	3	Median	3	Median	3	Median	3
Mode	3	Mode	3	Mode	3	Mode	3	Mode	3
Standard Deviation	0.65938	Standard Deviation	0.701964	Standard Deviation	0.868115	Standard Deviation	0.637022	Standard Deviation	0.679674
Sample Variance	0.434783	Sample Variance	0.492754	Sample Variance	0.753623	Sample Variance	0.405797	Sample Variance	0.461957
Kurtosis	3.136364	Kurtosis	3.95495	Kurtosis	1.563542	Kurtosis	5.118308	Kurtosis	3.315688
Skewness	-0.99267	Skewness	-1.40172	Skewness	-1.21636	Skewness	-1.24361	Skewness	-1.06216
Range	3	Range	3	Range	3	Range	3	Range	3
Minimum	1	Minimum	1	Minimum	1	Minimum	1	Minimum	1
Maximum	4	Maximum	4	Maximum	4	Maximum	4	Maximum	4
Sum	72	Sum	80	Sum	76	Sum	76	Sum	75
Count	24	Count	24	Count	24	Count	24	Count	24
<i>t</i> -test	3.7148	<i>t</i> -test	5.8158	<i>t</i> -test	3.7622	<i>t</i> -test	5.1270	<i>t</i> -test	4.5049
<i>p</i> -value	.0006	<i>p</i> -value	.0000	<i>p</i> -value	.0005	<i>p</i> -value	.0000	<i>p</i> -value	.0001

Table 3 Results from the significant difference between effects of K-drama watchers and effects of K-dramas non-watchers in terms of NU core value of Integrity

Group 1 vs. Group 2	T-test for Independent Samples										
	Mean Group 1	Mean Group 2	<i>t</i> -value	df	<i>p</i>	Valid N Group 1	Valid N Group 2	Std. Dev. Group 1	Std. Dev. Group 2	F-ratio Variances	<i>p</i> Variances
Integrity(Non) vs. Integrity	3.000000	3.223108	-1.42058	273	.156579	24	251	0.659380	0.741636	1.265055	0.515434

Table 4 Results from the significant difference between effects of K-drama watchers and effects of K-dramas non-watchers in terms of NU core value of Compassion

Group 1 vs. Group 2	T-test for Independent Samples										
	Mean Group 1	Mean Group 2	<i>t</i> -value	df	<i>p</i>	Valid N Group 1	Valid N Group 2	Std. Dev. Group 1	Std. Dev. Group 2	F-ratio Variances	<i>p</i> Variances
Compassion (Non) vs. Compassion	3.333333	3.378486	-0.272346	273	.785562	24	251	0.701964	0.782416	1.242356	.551576

Table 5 corresponds to the significant difference between effects of K-drama watchers and non-watchers for the NU core value of Innovation. For these data, the variables were treated as independent samples and since *p*-value is equal to .335376, which is not less than .05, there is no sufficient evidence to say that the effects in developing the NU core values is different between the non K-drama watchers and the K-drama watchers.

Table 6 corresponds to the significant difference

between effects of K-drama watchers and non-watchers for the NU core value of Resilience. For these data, the variables were treated as independent samples and since the *p*-value is equal to .444295, which is not less than .05, there is no sufficient evidence to say that the effects in developing the NU core values is different between the non K-drama watchers and the K-drama watchers.

Table 7 corresponds to the significant difference between effects of K-drama watchers and non-watchers

Table 5 Results from the significant difference between effects of K-drama watchers and effects of K-dramas non-watchers in terms of NU core value of Innovation

Group 1 vs. Group 2	T-test for Independent Samples										
	Mean Group 1	Mean Group 2	<i>t</i> -value	df	<i>p</i>	Valid N Group 1	Valid N Group 2	Std. Dev. Group 1	Std. Dev. Group 2	F-ratio Variances	<i>p</i> Variances
Innovation (Non) vs. Innovation	3.166667	3.334661	-0.965046	273	.335376	24	251	0.868115	0.809663	1.149598	.585606

Table 6 Results from the significant difference between effects of K-drama watchers and effects of K-dramas non-watchers in terms of NU core value of Resilience

Group 1 vs. Group 2	T-test for Independent Samples										
	Mean Group 1	Mean Group 2	<i>t</i> -value	df	<i>p</i>	Valid N Group 1	Valid N Group 2	Std. Dev. Group 1	Std. Dev. Group 2	F-ratio Variances	<i>p</i> Variances
Resilience (Non) vs. Resilience	3.166667	3.298805	-0.766072	273	.444295	24	251	0.637022	0.821193	1.661812	0.147953

Table 7 Results from the significant difference between effects of K-drama watchers and effects of K-dramas non-watchers in terms of NU core value of Patriotism

Group 1 vs. Group 2	T-test for Independent Samples										
	Mean Group 1	Mean Group 2	<i>t</i> -value	df	<i>p</i>	Valid N Group 1	Valid N Group 2	Std. Dev. Group 1	Std. Dev. Group 2	F-ratio Variances	<i>p</i> Variances
Patriotism (Non) vs. Patriotism	3.1250 00	3.1075 70	0.1019 74	27 3	.9188 52	24	251	0.6796 74	0.8101 74	1.4208 75	0.3188 66

Note: Variables were treated as independent samples

for the NU core value of Patriotism. For these data, the variables were treated as independent samples and since the *p*-value is equal to .918852, which is not less than .05, there is no sufficient evidence to say that the effects in developing the NU core values is different between the non K-drama watchers and the K-drama watchers.

Braun and Clarke's framework for thematic analysis will be used to interpret and describe how K-drama personally affects the respondents in terms of the NU core values. Braun & Clarke define Thematic analysis (TA) as

a: "method for identifying, analyzing, and interpreting patterns of meaning ('themes') within qualitative data." (2016). As a result of this research, how K-drama affects the participants was formulated through three main themes: [1] Visualization, [2] Emotional Connection, and [3] Relationship with others. The five subthemes are the core values of the institution: Integrity, Compassion, Innovation, Resilience, and Patriotism. (Table 8)

Participants explained how watching K-drama aids them in visualizing the core values. They feel that

Table 8 Illustrating the emergent themes, cluster of themes and formulated meaning from participant responses

Emergent themes	Theme clusters	Formulated Meaning
Visualization	Patriotism	Portrayal of Patriotism for the country, Depiction of care for history and culture, Saving the country from foreign influence.
	Innovation	Thinking outside the box, Working towards a goal, Improvement of work and skills.
Emotional Connection	Resilience	Getting back on their feet, Starting small, Hard work pays off, Developing inner strength
	Integrity	Importance of honesty, Development of strong moral principles, Honoring yourself.
Relationship with Others	Compassion	Sympathize with others, Show concern towards others, Empathy for the people around you.
	Integrity	Respect others, Trusting your classmates, Honoring others.

watching it being played out on screen helps them further understand how these values can be applied to real life experiences.

A participant describes how patriotism is depicted in drama: “And lastly, patriotism. Koreans deeply care for their history and culture. Such is evident in period dramas depicting stories of kings, queens, and commoners trying to save their country from absolute demise or protect it from foreign invaders.”

Another describes innovation: “Thinking outside the box and solving all the complex issues in the series with her determination, and attaining her dream goal, by the help of her innovative thinking skills on how she can improve her work in this series.”

Emotional Connection

Participants describe how watching K-drama sparks an emotional connection within them and how this inspires them to become a better person. The issues depicted in the series also encourages them to do some self-reflection and ask questions on how to become a better person.

A participant explains how K-drama made her more resilient: “There is a scene where a student got a failing score on an exam. She cried her heart out, yelling at the top of her lungs, then she got her book to study again. It inspired me to study better because I can get a failing grade once, but I won’t let it happen twice.”

Another participant describes how K-drama taught him integrity: So first is integrity, the show *It’s okay not to be okay* taught me not to be so hard on myself, because there was a character there with autism and his brother always says that he is okay, and it was actually the brother with autism who pushes him to be honest and to admit if he is not okay. This reminds me of integrity because you should also honor and appreciate yourself.”

And lastly, another participant mentioned how K-drama stirs the emotions: “The experiences of the characters allow me to gain insights into the importance of developing the core values I mentioned. It’s hard to make something that people will remember for a lifetime in a market with so many options. What K-shows figure out in how to manage without shortcomings creates a lot of feelings you seldom experience in other global shows. Such captivates you with stunning cinematography, an engaging plot, and relatable characters, and ideologies and morals depicted in K-drama like integrity, resilience, and compassion have remained within me.”

Relationship with others

Participants discuss how K-drama taught them how to build and maintain relationships with those around them. The shows teach them how to become a better person through treating others well and showing the values of compassion and integrity to the people they interact with.

A participant describes how K-drama taught her empathy for others: “K-drama is one of the many media that played a prominent role in molding my moral consciousness. With a relatively small social circle and limited interactions, I like exploring the nuances of humanity without the burden of socialization. Do you know how they say people unconsciously copy their loved ones’ mannerisms and personalities? This is similar to how a K-drama’s narrative, visual patterns, ideas, and ideologies leave an imprint on me, and help me be more compassionate towards others, to sympathize and empathize with their issues and problems.”

Another participant discusses how K-drama teaches the importance of treating others with integrity: “Some people may think that K-drama is all about entertainment, but for me it is not just for entertainment, it also makes me reflect about what kind of life I am living. It personally helped me to wonder if I was still respectful towards others, and if I treated them with sincerity and compassion.”

Discussion

The findings were analyzed based on the enumerated problems of the study. As per the result of the quantitative data of the study, 89.32 percent of the respondents are watching K-drama with an average of 27 total shows watched. More so, they spent an average of 16.30 hours a week doing so. Applying the media dependency and media cultivation theory, the length and intensity of the consumption of the students of K-drama have influenced the respondents in several ways, which include values formation and reinforcement. This could also mean that a lot of students are quite familiar with the different stories, characters, styles or themes presented in the shows they have watched. The students can also determine whether K-drama has an impact on their thought process, values or attitudes. This assumption is supported by the result of the interview where some of the respondents mentioned how K-drama helped them understand issues in society and reflect on the values that are good or morally right. Some respondents mentioned how watching K-drama molded their morality and aided them in applying the

core values to their day to day lives as K-drama shows how to tackle issues and solve them as well.

For the impact of K-drama on the personal development of the institution's core values, results suggest based on t -test of <0.05 that watching K-drama has an effect on students and the possibility of them further developing the core values. This means that the more K-drama students watch that depicts the school's values, the more the respondents may be affected and may possess those attributes as well. This is true as well for other K-drama non-watchers who attested about the same impact of shows on the development of core values. The result of > 0.05 of t -test for independent samples does not make any difference as to the impact of drama to values formation whether they are K-drama watchers or not.

More so, based on the result of t -test for independent samples > 0.05 , which is to determine the difference between the effects of K-drama watchers and non-watchers in terms of development of all the core values of the university (namely integrity, compassion, innovation, resilience, patriotism) in the students, this implies that the respondents can develop those specified core values whether or not the show they are watching is K-drama.

However, the students were able to recognize specific core values depicted or shown in the K-drama they watched. Some of the most identified values were resilience, compassion and integrity. Recognizing these values is a good sign that the students can identify the message and lessons that the story is specifically sharing to the viewers. Using the media dependency theory explains how a viewer who has been exposed to a certain type of media may have been influenced in the long run. The respondents were also able to easily recognize the consistent values being depicted in K-drama compared to other foreign shows. The media proximity theory might be able to explain this as South Korea's culture is nearer to the culture of the Philippines, and thus, their values and traditions are similar especially if you compare it to western countries. The respondents to the interview also explained that the production quality of K-drama: cinematography, music makes them feel more immersed in the story and thus, having more impact on the viewers. This might have made it easier for the viewers to recognize the values that are being portrayed. The respondents also noticed how compassion and resilience were commonly emphasized and shown in the stories.

Based on the result of the interviews, all the respondents admitted that K-drama helped them develop the university's core values. Some of them explained that

it was easy for them to relate to the stories since they depict real life scenarios. Moreover, the message or moral of the story is really applicable to real-life issues. Some of their plans or decisions in life somehow were influenced by the K-drama they had watched. The cultural hybridity theory might give some insights about how the viewers would combine certain elements they watched from media into their own lifestyle. One respondent relayed that the program that was chosen in college, how to overcome challenges and to be more positive in school life, were some of the things that influenced them through K-drama. This shows that the respondents were impacted in different ways by the shows that they had watched.

Furthermore, there are common depictions of K-drama for some core values of the university. According to the respondents, resilience is always expressed by the lead character or protagonist in overcoming the challenges in life like in the show *Reply 1988*. The value of compassion especially for the elders is a common scene in K-drama as well. Integrity was also shown prominently in the series *It's okay not to be okay*. Easily identifying the core values depicted in the shows means that it was thoroughly or repeatedly expressed and highly noticeable for the viewers. Some of the recommended titles to watch by the respondents (depicting core values) are: *Reply 1988*, *Twenty-five twenty-one*, *Hometown Chachacha*, *Business Proposal*, *One Beloved Summer*, *Rookie Historian*, *Extraordinary Attorney Woo*, *It's okay to not be okay*, *The Penthouse*, *Forgotten*, *Parasite*, *School 2013*, *Itaewon Class* etc.

There is a clear connection between K-drama and core values development of students since the respondents recognized the portrayal of many core values in these shows. Through this we can say that some of the university's core values are also present in the Korean culture or tradition as further strengthened by the conclusion of Lood et al. (2023) that the cultures of the Korea and Philippines have cultural proximity. More so, they also appreciate the different storylines that depict real-life situations which most people can easily relate to or reflect on.

Conclusion and Recommendation

After a thorough investigation of the possible effects of watching K-drama, the researchers have arrived at well-rooted and factual conclusions. Initially, due to massive consumption of K-drama by the students, the five core values of National University were further enhanced and developed through gaining different lessons at the end of

each series they were fans of. Subsequently, the results of this study suggest that based on the p -values and since all p -values are less than .05, there is sufficient evidence to suggest that watching K-drama has a significant effect in developing all of the NU core values.

However, the results of this study also revealed that there is no significant difference between watchers and non-watchers of K-drama in connection to the formation of core values of Nationalian students. Thus, it is safe to say that watching TV shows in general has a significant effect on the core values formation of National University students. More so, this research also found that even if there was no significant difference in the results of K-drama watchers and non watchers in terms of National University values formation, the majority of the respondents were K-drama viewers as the researchers could only find thirty (30) non-watchers, which further proves that there is a significant number of K-drama watchers from the student population. TV shows can thus be concluded as a useful tool in the education and values formation for the students of the university. And because of the availability of quality K-drama through different mediums, it will be beneficial for the university to look into the usage of these types of media to further enhance the values formation of the students.

The findings of the study show that watching K-drama has a significant effect on the development of the institution's core values. The study also proves that there was a significant number of K-drama watchers from the student population, in which the researchers were able to come up with the following recommendations: (1) That the members of the institution need to re-visit the syllabus as media such as TV shows, specifically K-dramas, can be used as part of the methodology or resource to further incorporate the institution's core values throughout their assessments. (2) Future researchers may conduct further and more in-depth studies on the impact of K-dramas and media among Filipino youth, specifically in connection to their academic performance. (3) For Filipino filmmakers, the research can inspire them to create Filipino dramas wherein Filipino Values are incorporated and demonstrated so the future generation would further understand the values and learn how to incorporate them in their daily lives. (4) And lastly, for policy makers, may this research convey the interest of the youth for media and its usefulness for values formation for future development of the entertainment industry of the Philippines.

Conflict of Interest

The authors declare that there is no conflict of interest.

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Appendix

Appendix A – Interview Questions

1. Out of the NU Core Values, which were the ones that are being depicted in the K-dramas you have watched? (Pick at least 3).
2. Did the values you mentioned become further developed after watching K-drama? (Yes/No). How did K-drama personally help you develop the mentioned NU core values?
3. How does K-drama portray these values? (Please describe the scenes or situations in the drama)
4. Would you recommend watching K-drama to fellow Nationalians for NU core values formation? (Yes/No. Why?) If yes, which specific K-drama titles would you recommend? Give at least 3.