ABSTRACT

SITTI NUR SHOLEHA, C1A4 15 110, South Korean Soft Power through Korean Drama Against Youth Behavior in SMKN 1 Kendari. Under the guidance of Sumadi Dilla, S.Sos., M.Si as Supervisor I and Sitti Utami Rezkiawaty Kamil, S.Sos., M.I.Kom as Advisor II, Department of International Relations, Haluoleo University.

The research method in this paper uses field studies, this method is expected to develop qualitative research with descriptive methods that can explain to scientific reviewers a scientific work that is easily understood and understood using qualitative-descriptive research.

The results of this study indicate that the soft power used by South Korea through Korean dramas provides many behavioral changes experienced by teenagers of SMKN 1 Kendari. The analysis in this study shows that South Korea's soft power influences adolescents of SMK 1 Kendari in terms of clothes, language and fond of South Korean specialties.

Keywords: Soft power, South Korea, Indonesia, Drama and youth behavior of SMKN 1 Kendari