

"ANNYEONG!": INFLUENCE OF KDRAMA ON FILIPINO TEENAGERS

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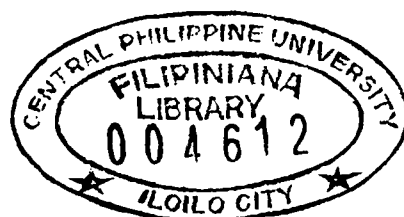
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## ABSTRACT

Since the advancement of technology in this generation has a big influence to the society especially to the teenagers, this study aimed to investigate and understand the effects of watching K-drama on Filipino teenagers in terms of fashion, cosmetics and grooming and well-being. Specifically, this study aimed to determine the demographic characteristics of the respondents, the influences brought by K-drama among Filipino teenagers' fashion sense, cosmetics and skin care products, Korean food, and their well-being. Cultivation theory was used in this study to find answers to these investigation. Cultivation theory is designed to examine the role of media in the society. It investigates how media messages are produced, managed and distributed. It examines the long term effect of television to the people. Using the survey method, a researcher-made questionnaire was used to gather the data. Results of the study showed influences brought by K-drama among Filipino teens' well-being as to age showed that watching K-dramas make teens happy in a way that they were able to learn Korean language and having a burning desire to work or visit Korea. These two influences on teens' well-being have a perfect score of 100%. K-drama is spread widely and watched by many people and it is most watched by the teenagers, and among them, the females are more exposed to watching K-drama.