

Pengaruh Terpaan Serial Drama Korea “*The Glory*” Terhadap Sikap *Anti-Bullying* Penonton Indonesia

ABSTRAK

Data Komisi Perlindungan Anak Indonesia (KPAI) hingga Agustus 2023 mencatat terdapat 810 kasus kekerasan anak di lingkungan sekolah dan lingkungan sosial. Angka ini cenderung meningkat setiap bulannya (C. M. Annur, 2023). Di mana kurangnya pemahaman konsep *bullying* dan pidana yang berlaku menjadi salah satu penyebab *bullying* di satuan pendidikan terus terjadi (Ansori, 2021). Serial rama Korea “*The Glory*” menggambarkan bagaimana *bullying* bisa berdampak jangka panjang pada fisik dan psikis korban-nya. Serial garapan Netflix ini bertahan selama 9 pekan dalam jajaran serial paling banyak ditonton di dunia.

Tujuan penelitian ini adalah untuk menjelaskan bagaimana paparan serial drama Korea “*The Glory*” mempengaruhi sikap *anti-bullying* penontonnya di Indonesia dan mengetahui seberapa besar pengaruhnya. Penelitian ini dilakukan dengan metode penelitian kuantitatif dengan teori *uses and effects*. Melalui uji korelasi, uji regresi linear sederhana, uji koefisien determinasi, dan uji hipotesis, peneliti menemukan hasil bahwa ditemukan adanya pengaruh variable X yaitu terpaan tayangan serial drama Korea *The Glory*, dan variable Y, yaitu sikap *anti-bullying*. Besarnya pengaruh variable X terhadap variable Y sebesar 45,42%.

Kata kunci: *Terpaan Media, Efek Media Massa, Teori Uses and Effect*

The Influence of Exposure to the Korean Drama Series "The Glory" on the Anti-Bullying Attitudes of Indonesian Audiences

ABSTRACT

Data from the Indonesian Child Protection Commission (KPAI) as of August 2023 recorded 810 cases of child violence in schools and social environments. This figure tends to increase every month (Annur, 2023). Where a lack of understanding of the concept of bullying and applicable crimes is one of the causes of bullying in educational units continuing to occur (Ansori, 2021). The Korean drama series "The Glory" depicts how bullying can have long-term impacts on the physical and psychological well-being of its victims. This series by Netflix lasted for 9 weeks as the most watched series in the world.

The aim of this research is to explain how exposure to the Korean drama series "The Glory" influences the anti-bullying attitudes of its viewers in Indonesia and to find out how big the influence is. This research was conducted using quantitative research methods with uses and effects theory. Through correlation tests, simple linear regression tests, coefficient of determination tests, and hypothesis tests, the researchers found that there was an influence of variable X, namely exposure to the Korean drama series The Glory, and variable Y, namely anti-bullying attitudes. The magnitude of the influence of variable X on variable Y is 45.42%.

Keywords: Media Exposure, Mass Media Effects, Uses and Effect Theory