

GIRLS & KOREAN ROMANCE DRAMA
(RECEPTION ANALYSIS OF GIRL TEENAGE AUDIENCES ON KOREAN
ROMANCE DRAMA)

THESIS

(Prepared to Fulfil the Requirements for Obtaining a Bachelor's Degree in International
Communication Studies Department, Faculty of Social and Political Sciences, Universitas
Muhammadiyah Yogyakarta)



Arranged by:

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FACULTY OF SOCIAL AND POLITICAL SCIENCE

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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TITLE PAGE

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Declare that the thesis entitled *Girls & Korean Romance Drama (Reception Analysis of Girl Teenage Audiences on Korean Romance Drama*" does not contain works that have been submitted for a Bachelor's degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by others, except for references that are written in this research thesis mentioned in the bibliography. If it turns out that in this thesis manuscript it is known that there are works or opinions that have been written or published by others, I am willing to accept academic sanctions in accordance with the applicable provisions at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, 21 Maret 2024



Sefia Manda

FOREWORD

Bismillahirrahmanirrahim

Praise and gratitude for the presence of Allah SWT who has given His grace and grace so that the author is able to compile and complete the Scientific Work entitled "Girls & Korean Romance Drama (Reception Analysis of Girl Teenage Audiences on Korean Romance Drama)" This research is intended as a requirement in taking the Strata-1 level, to obtain a Bachelor's degree in the Communication Studies Department, Faculty of Social and Political Sciences, at Universitas Muhammadiyah Yogyakarta.

In the preparation and completion of this scientific work, it cannot be separated from the help, guidance, and direction of various parties. Therefore, on this occasion the author also expresses his deepest gratitude to:

1. Allah SWT, who has given His grace, sustenance, and blessings.
2. Prof. Dr. Ir. Gunawan Budiyanto, M.P., IPM. As the Rector of Universitas Muhammadiyah Yogyakarta.
3. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of Communication Studies Department, Universitas Muhammadiyah Yogyakarta.
4. Dr. Muria Endah Sokowati, S.IP, M.Si as a Supervisor who has made it easy for the author during the study period. Guiding with patience and assistance by providing direction during the process of completing this scientific work.
5. The late father Suherman, beloved mother Diana, Uncle Azan and Mrs Ani who have raised, educated, supported, and always prayed for the author.
6. The entire academic community of UMY Communication Studies, Mr and Mrs Lecturers of UMY Communication Studies who have provided insight and knowledge, Administrative Staff and Communication Studies Department.

In writing this scientific work, it is not free from shortcomings and mistakes, therefore all constructive criticism and suggestions will perfect the writing of this scientific work and it is hoped that it can provide benefits for the author and become a means of academic learning.

Yogyakarta, 21 Maret 2024

A handwritten signature in black ink, consisting of a large, stylized 'S' followed by several vertical lines and a final flourish.

Sefia Manda

DEDICATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a scientific work entitled "Girls & Korean Romance Drama (Reception Analysis of Girl Teenage Audiences on Korean Romance Drama)". This research is intended as a requirement in taking the Strata-1 level, to obtain a bachelor's degree in the Communication Studies Department, at the Faculty of Social and Political Sciences, at Universitas Muhammadiyah Yogyakarta.

The author chooses this topic to add insight and knowledge for the public and academics related to the study of communication studies, especially in the interpretation of audiences through media, especially romantic Korean dramas.

In the preparation and completion of this scientific work, it cannot be separated from the help, guidance, and direction of various parties. Therefore, on this occasion the author also expresses his deepest gratitude to:

1. Allah SWT, who has given us His grace, sustenance, and blessings.
2. The late father Suherman, beloved mother Diana, Uncle Azan and Mrs Ani who have raised, educated, supported, and always prayed for the author.
3. Dr. Muria Endah Sokowati, S.IP, M.Si as a Supervisor who has made it easy for the author during the study period. Guiding with patience and assistance by providing direction during the process of completing this scientific work.
4. Paramita Yuniyanto and Fajrina Amelia who always provide support and help to the author.
5. All my friends from the International Communication Studies Department, Universitas Muhammadiyah Yogyakarta class of 2020.
6. All close friends who cannot be mentioned one by one, thank you for all the support and help that has been given.

MOTTO

“It’s fine to fake it until you make it, until you do, until it true”.

(Taylor Swift)

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