

## ABSTRAK

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### **PANDANGAN DAN EKSPEKTASI WANITA PENGGEMAR DRAMA KOREA TERHADAP HUBUNGAN ROMANTIS ANTARA LAKI-LAKI DAN PEREMPUAN**

(xii + 87 halaman: 2 gambar; 57 lampiran)

Kata kunci: Drama Korea, Keyakinan Romantis, Kepuasan Hubungan Romantis, Hubungan Parasosial, Hubungan Romantis

Dalam dua dekade terakhir, drama Korea romantis telah meraih popularitas yang luar biasa di kalangan wanita muda. Salah satu tema berulang di drama Korea romantis adalah narasi *Cinderella Complex*. Hal ini memunculkan kekhawatiran, karena para wanita muda dapat membentuk pandangan tersendiri mengenai narasi yang ditonton, dan menginternalisasi realitas sosial yang hadir dalam tontonan tersebut. Hal ini berarti narasi *Cinderella Complex* dapat mengkonstruksi ulang *romantic beliefs* mereka di dunia nyata dan ekspektasi mereka akan hubungan romantis.

Dalam penelitian ini, peneliti akan menguraikan bagaimana pandangan dan pemahaman wanita muda atas drama Korea yang mereka tonton dapat mengubah *romantic beliefs* mereka terhadap hubungan romantis. Penelitian ini merupakan penelitian kualitatif dengan paradigma interpretif. Teknik pengumpulan data dilakukan melalui wawancara mendalam yang semi-terstruktur pada delapan informan, kajian pustaka, jurnal, buku, dan situs *website*. Penelitian ini akan ditinjau menggunakan konsep *parasocial relationship*, *romantic relationship satisfaction*, dan *romantic beliefs*.

Hasil penelitian menunjukkan kedelapan subyek penelitian memahami narasi *Cinderella Complex* di drama Korea secara berbeda-beda dan menginternalisasi pesan yang berbeda. Hal ini menunjukkan mereka memiliki kecenderungan perilaku *Cinderella Complex* dan memiliki keinginan mengalami hubungan romantis seperti di drama Korea, tetapi sangat sadar bahwa narasi tersebut bersifat fiktif dan akhirnya menurunkan ekspektasi hubungan romantis mereka.

Referensi: 57 (1976-2023)

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### **VIEWS AND EXPECTATIONS OF FEMALE KOREAN DRAMA FANS ON ROMANTIC RELATIONSHIPS BETWEEN MEN AND WOMEN**

(xii + 87 pages: 2 pictures; 57 attachments)

Keywords: Korean Drama, Parasocial Relationship, Romantic Beliefs, Romantic Relationship Satisfaction, Cinderella Complex, Romantic Relationships

In the last two decades, romantic Korean dramas have gained tremendous popularity among young women. One of the recurring themes in romantic Korean dramas is the Cinderella Complex narrative. This raises concerns, because young women can form their own views regarding the narratives they watch and internalize the social realities present in these dramas. This means that the Cinderella Complex narrative can reconstruct their romantic beliefs in real life and their romantic relationship expectations.

In this study, researchers will describe how young women's views and understandings of the Korean dramas they watch can change their romantic beliefs. This is qualitative research with an interpretive paradigm. Data collection techniques were carried out through in-depth, semi-structured interviews with eight informants, literature reviews, journals, books and websites. This research will be reviewed using the parasocial relationship, romantic relationship satisfaction, dan romantic beliefs concept.

The research results showed that the eight research subjects understood the Cinderella Complex narrative differently and internalized different messages. This shows that they have Cinderella Complex behavioral tendencies and have the desire to experience romantic relationships like in Korean dramas, but are very aware that the narrative is fictional and ultimately lower their romantic relationship expectations.

Reference: 57 (1976-2023)