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WHEN STORYTELLING ATTRACTS LOVE, MOOD AND PERCEIVED ENJOYMENT THAT TRIGGERED PURCHASE INTENTION FOR PRODUCTS IN KOREAN DRAMA

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ABSTRACT

When many people predicted that K-Wave or well-known as Hallyu Wave (Korean cultures euphoria) would only be a fad, it seemed that in Indonesia it has only become stronger from day to day. It is so easy to find many Hallyu Wave influences in Indonesia such as in Korean Fashion styles shops, Korean stuff online-shop, Korean Restaurants or Korean Franchises everywhere in Indonesia especially in big cities such as Jakarta, Surabaya, and Medan. The opportunity to open many Korean-themed businesses in Indonesia has become larger too. The first Hallyu Wave that has influenced many people is their Drama Series (besides the K-Pop). People know it as K-Drama. It is also a common thing to find at some of the prominent TV channels' in Indonesia to put some Korean Drama to fulfill the demand of K-Drama lovers. Not to mention the product placements in K-Drama also becoming a new business opportunity in Indonesia. There are many products such as smartphones, cars, F&B, merchandises related the story (such as plush toys, key chains, accessories, etc.), etc. are being purchased because of the influence of it. This research aims to find out the trigger of the customer purchase intention. Storytelling also plays a big part in influencing the customer and embracing them in many ways. It also attracts mood, the enjoyment that they perceive and love for K-Drama. The respondents will be the millennials who are really into with K-Dramas and regularly watch it every week. There are 100 respondents who are based in Surabaya.

Keywords: *Storytelling, Love, Hallyu Wave, Behavioral Marketing.*

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