

The Influence Of Korean Dramas On The Perception Of Korean Girls' Beauty Standards Among International Students

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Abstract.

Hallyu Wave, mainly known as Korean Wave from South Korea, has been spread out all over the world. This term is used to describe the popularity of Korean popular cultures in common. One of the Korean popular cultures that gain much attention in society around the world is their dramas. Korean dramas play an essential role in spreading the perception of girls' beauty standards. Therefore, this research aims to find out the influence of Korean dramas exposure that includes three variables, namely frequency, duration, and attention to the perception of Korean girls' beauty standards among international students. The population was from 8,275 international students pursuing bachelor's degrees in Sogang University, South Korea in Academic Year 2020/2021. According to the Slovin technique and purposive sampling, the research sample consisted of 100 international students that were divided into two different groups, Asian students and non-Asian students. Multiple linear regression was used to analyze the data. The results show that there was no individual influence between frequency, duration, and attention to Korean dramas exposure and the perception of Korean girls' beauty standards among Asian students. However, there was a negative influence between the duration of Korean dramas exposure and the perception of Korean girls' beauty standards among non-Asian students. Overall, the results show that frequency, duration, and attention to Korean dramas exposure did not influence the perception of Korean girls' beauty standards among Asian and non-Asian students.

Keywords: Media exposure, Korean dramas, perception, Korean girls' beauty standards and international students.

I. INTRODUCTION

Hallyu Wave, mainly known as Korean Wave from South Korea (hereafter, Korea), has been spread out all over the world. In the past twenty years, Korean popular cultures have successfully gained people's interest around the world and created new phenomena (Jati, 2020). At the end of the 1990s, a Beijing press introduced the Korean Wave as increasingly with the Korean popular cultures in China (Parc & Moon, 2013). The existence of this term described the phenomenon of the increased society's interest in Korean popular cultures in common (Jati, 2020). As time pass, it is not only about dramas and pop music, but also traditional cultures such as literature and local language also enhance people's interest in Korea (overseas.mofa.go.kr). Korean drama is one of the most attractive cultures among the others. In 2020, the survey conducted by statista.com showed that 27.7% of common people around the world knew about Korean dramas, and 13.1% agreed that Korean dramas were very popular in society. Technology also plays an important part in supporting the popularity of Korean dramas, not only in Asia but in Europe, America, and the Middle East as well (Parc & Moon, 2013). Nowadays, people around the world can access, watch, and enjoy Korean dramas through online streaming platforms that also provide subtitles. Moreover, the significant roles in Korean dramas have affected girls' beauty standards (Streng, 2018). Through the Korean drama's character, media introduce, describe, and spread the unrealistic beauty standards for people all over the world (Aparicio-Martinez et al., 2019); (Yamout et al., 2019); (Fardouly, 2020). Since lookism is the most crucial thing in Korea, the indicator of being a successful person is having an attractive body appearance (Rosida & Saputri, 2019); (Henriques & Patnaik, 2020); (Casale et al., 2021).

In this case, lookism is a term to describe how society sees and judges people by their physical appearance (Streng, 2018). According to Greenberg and Colleagues (2003), media tend to avoid using overweight actresses as the main characters. Even worse, the media often describe those characters as a person who does not have friends, has a social problem in society, and is always being unloved. These situations are completely different with thin body characters who are described as famous people with lots of friends and always surrounded by guys (Yoo & Kim, 2012). Gelezeau (2015) supported its finding with her statement, "If you are not a beautiful person, your social well-being may be at risk. It is fair to say that the body's physical appearance and the face are crucial factors in social life in South Korea". As a result, many

Korean girls feel dissatisfied with their own bodies and are stressed to fit in with those unrealistic beauty standards (Foo, 2010); (Uchoa et al., 2019); (Casale et al., 2021). Consequently, some girls are willing to change their appearance just to be accepted in society (Henriques & Patnaik, 2020). In previous studies, there are some arguments about how media exposure influences the perception of girls' beauty standards. Several studies showed that the period of consuming media could negatively affect the girls' beauty standards perception (Cohen et al., 2019); (Brown & Tiggemann, 2020); (Fioravanti et al., 2022). The more they consume media content, the more audience feels unsatisfied with their own bodies (Fardouly & Vartanian, 2018); (Casale et al., 2021).

Thus, it will encourage them to take any action in order to change their physical appearance according to what they previously see in the media (Yamout et al., 2019); (Casale et al., 2019); (Park & Chun, 2020). Those actresses' body shape and physical appearance will be the most wanted ideal body (Mills et al., 2017); (Williamson & Karazia, 2018). Therefore, there are many things that girls will sacrifice to get that ideal body, such as plastic surgery and extreme diet (Streng, 2018); (Apricio-Martinez et al., 2019); (Uchoa et al., 2019); (Walker et al., 2019); (Terhouven et al., 2020). On the other hand, other studies pointed out that media exposure can also spread positivity regarding girls' beauty standards. Nowadays, media have tried to reduce negative stereotypes about girls' beauty standards by presenting a variety of actresses with diverse body appearances. Not only the media but also many artists and public figures recently also tried to criticize these beauty standards. Through their video, caption, and music, they encourage the audience to accept and love their own body no matter their body shape. As a result, the audience feels more satisfied and appreciates their body appearance (Foo, 2010); (Khomalia, 2019); (Cohen et al., 2019); (Rosida & Saputri, 2019); (Brown & Tiggemann, 2020). Based on the explanation above and cultivation theories, it is expected that the more the audience gets exposed to Korean dramas, the more they feel unsatisfied with their physical appearance. Thus, it will encourage the audience to follow those beauty standards (Gerbner et al., 2002); (Casale et al., 2021). Therefore, the current research is conducted in order to find out whether Korean girls' beauty standards truly become a trendsetter for every girl around the world or not. It occurs because of Korean dramas exposure in terms of frequency, duration, and attention (Aprillia & Listiani, 2019); (Michelle & Susilo, 2021).

II. LITERATURE REVIEW

The Influence of Media Exposure towards Body Image and Beauty Standards

Previous studies have been conducted in order to find out the influence of media exposure in any type, such as magazine, advertisement, movie, drama, music, and social media towards audience perception of body image and beauty standards. Basically, beauty is quite subjective that comes up from someone's perceptions, feelings, and thoughts about their own body (Henriques & Patnaik, 2020); (Mamatha & Ayappa, 2021). The effects can be positive or negative, depending on how a person perceives the definition of beauty (Henriques & Patnaik, 2020). Hence, there is no exact definition that explains the meaning of beauty itself (Foo, 2010); (Rosida & Saputri, 2019). Thus, there might be different meanings of beauty among one country and another according to the values and culture adopted by the society (Sukisman, 2021). For this reason, media plays a pivotal role in describing and spreading out the definition of beauty among society around the world (Yamout et al., 2019); (Henriques & Patnaik, 2020). The findings mostly suggest that media exposure has a negative influence on the perception of body image and beauty standards. Fioravanti et al. (2022) stated that social media often depicts unrealistic beauty standards. Thus, it impacts both male and female audiences to compare their bodies with the bodies in its social media. As a consequence, it leads to increase dissatisfaction feeling toward their body. This statement is supported by Casale et al. (2021). Watching Instagram profiles of attractive people of the same gender leads to higher body dissatisfaction among women, in contrast, it is not affected for men. It occurs because the media often portrayal slim women as a central of attractiveness. Public figures have a greater influence in representing the standard of beauty.

Williamson & Karazia (2018) concluded that seeing models' pictures in social media that represent beauty standards leads to a decreased audience's appreciation towards their bodies. In line with Brown and Tiggemann's (2020) finding, exposure to celebrity photos on Instagram can increase the audience's

dissatisfaction with their body, even though it is accompanied by positive captions and hashtags such as #bodypositive and #bodyacceptance. However, this is an ineffective effort in protecting women from the negative impact of social media exposure regarding unrealistic beauty standards (Brown & Tiggemann, 2020); (Livingston et al., 2020). Not only public figures but their peers also have an impact on increasing negative body image perception (Hogue & Mills, 2019). Inspirational content such as fitspiration and thinspiration also have a powerful impact on body image. Basically, fitspiration is a combination of two words “fitness” and “inspiration” that is created to encourage the audience to exercise regularly and eat healthy foods (Fordouly & Vartanian, 2019). On the other side, thinspiration is a combination of “thinness” and “inspiration” which aims to inspire the audience to have a slim body like idealized beauty standards (Chansiri et al., 2020). Refers to research by Chansiri et al. (2020), watching fitspiration content on Instagram affects the audience’s low self-esteem, and they tend to compare their own body with the body depicted in its social media. Consequently, it leads to getting greater body dissatisfaction and causes negative moods to the audience (Fordouly & Vartanian, 2018); (Prichard et al., 2020); (Yee et al., 2020). The influence of media exposure does not only impact adults but also adolescents. Adolescents tend to be more active in using social media, so they are easier to be influenced by the content of beauty standards. As a result, the more often they use social media, the more it will affect their life to always meet those beauty standards, even until they grow up (Yamout et al., 2019).

Recently, social media is also used as a medium to gain public support and acceptance of themselves (Henriques & Patnaik, 2020). In contrast, media exposure also has greater power in spreading positivity towards beauty standards (Foo, 2010). Nowadays, advertisements, public figures, and artists speak up about positive body image (Rosida & Saputri, 2019); (Cohen et al., 2019). This content refers to a community against unrealistic beauty standards and seeks to encourage the audience to admit and love their body shape (Cohen et al., 2019); (Tiggemann et al., 2020); (Fioravanti et al., 2022). Khomalia (2019) researched one of the contents made by Indonesian YouTubers, Gita Savitri. In her video, she tries to speak up about “Love Yourself”. She pointed out that beauty is not only about physical appearance, but more profound than that, beauty is about their personalities and behavior or commonly known as inner beauty (Khomalia, 2019). A singer named Allesia Cara also did a similar thing. Through Scars to Your Beautiful lyric, she tries to redefine the meaning of beauty that society has misunderstood (Rosida & Saputri, 2019). Moreover, the perception of beauty standards can bring positivity if the media presents the artists with various physical appearances (Rosida & Saputri, 2019); (Tiggemann et al., 2020); (Fioravanti et al., 2022). Every girl is beautiful with their own uniqueness, not merely those who meet the ideal body standards (Fioravanti et al., 2022). In fact, beauty is about how someone perceives herself as a valuable person (Rosida & Saputri, 2019). Therefore, it can be concluded that several studies above emphasize the importance of self-acceptance of their own body shape and focus on inner beauty instead (Rosida & Saputri, 2019). Thus, the more audience gets positive exposure regarding the beauty standards, they have more self-confidence and are proud of their body (Cohen et al., 2019); (Fioravanti et al., 2022).

The Influence of Media Exposure on Psychology

The impact of media exposure does not only occur on beauty standards. Several previous studies found the effect of media exposure on psychology as well. Kim et al. (2020) inferred that media exposure caused negative feelings in South Korean society during the COVID-19 pandemic. Besides, Gao et al. (2020) found the relationship between exposure to COVID-19 news and its impact on China society’s mental health. The result stated that the level of anxiety, depression, and trauma would increase along with the greater number of seeing COVID-19 news in the media (Yamout et al., 2019); (Liu & Liu, 2020). Moreover, the effect will be getting worst if someone does not perceive attention and support from peers (He et al., 2021). On the other hand, media is also useful for obtaining information on various topics to broaden knowledge, develop, and entertain themselves (Fevriasanty, 2021). Media can be the way for children to find their identity and form self-concept, besides the role of parents. Zahra et al. (2021) inferred a positive relationship between media exposure on psychology, self-concept, and aggression among children.

The Influence of Media Exposure on Behavior

The audience's psychology eventually gives a greater impact to change behavior towards something. The anxiety feeling after being exposed to various contents regarding COVID-19 will enhance their desire to enrich information related to COVID-19 prevention behavior, especially in the new normal era (Ifroh & Asrianti, 2020). With proper education and sources of information, the audience will adopt the measures and behaviors to prevent the spread of COVID-19 (Rivas et al., 2021). The effect caused by media exposure does not only occur to COVID-19 preventive action but also influences pro-environmental behavior. According to Maran and Begotti (2021), climate changes news on media tends to increase the audience's anxiety regarding the impact of global warming. Thus, it leads the audience to increase their knowledge about environmental sustainability (Chomaini et al., 2020). As a result, the audience will be more aware of taking green actions such as recycling waste and purchasing green products to protect the environment (Lee & Cho, 2020). Media exposure also affects the adolescent's knowledge and attitudes towards sexuality. Fevriasanty et al. (2021) inferred that exposure to sexual content in the media increases the risk of negative sexual knowledge that can impact their attitudes and behavior. This behavior is also influenced by family closeness and parental monitoring about the content that adolescents see in the media (Wihardiyanto et al., 2019).

Therefore, the studies above emphasize the importance of parents' role in content monitoring and educating their children regarding the dangers of sexually transmitted diseases (Wihardiyanto et al., 2019). Park and Chun (2020) emphasized the effect of fashion content exposure on visual slim body stimulation among Korean women in the Z generation. Moreover, the effect of media exposure on body image also occurs in a Western country (Mills et al., 2017). The media tends to present actresses with a slim ideal body shape that encourages the audience to have the same body as them (Mills et al., 2017); (Park & Chun, 2020). Through the physical appearance, Korean dramas will eventually build society's perceptions regarding the concept of beauty (Pratiwi, 2017). Furthermore, society normalized unrealistic beauty standards that affect audience satisfaction with their own bodies (Uchoa et al., 2019). This dissatisfaction emboldens the audience to take dangerous action, such as an extreme diet that leads to eating disorders (Aparicio-Martinez et al., 2019), (Terhouven et al., 2020). In addition, continuous media exposure has a vast power to encourage the audience to change their body shape through plastic surgery procedures. Streng (2018) concluded that plastic surgery advertisements, movies, and variety shows have a big role in spreading messages to Korean society regarding plastic surgery. Not only in Korea, but Walker et al. (2019) also explained that the high frequency of using social media in the United Kingdom and watching someone's photos who have had plastic surgery can increase audience dissatisfaction with their body. Hence, it will impact their eagerness to do plastic surgery just like them.

The Influence of Media Exposure towards Culture and Politics

Cha and Kwon (2019) found a different result regarding the media exposure effect on materialism culture among college students in South Korea. The study stated that media exposure is a major factor in introducing and portraying materialism to college students through the fashion style used by the actresses in Korean dramas. Another thing regarding the media exposure effect, it also impacts Chinese society's political participation. Miao (2019) concluded that the frequency of media exposure plays an essential role in encouraging society's political participation. Through new media, society gains knowledge about politics and even provides open space for discussion that leads to enhanced political participation. To sum up several studies above, media exposure influences many aspects of society's lives, such as beauty standards, body image, psychology, behavior, cultures, and politics. In particular, several previous studies have proven that exposure to drama and films continuously give influence to the audience's perception regarding beauty standards that leads emboldening them to follow the ideal body shape depicted by the media (Williamson & Karazia, 2018); Cohen et al., 2019); Yamout et al., 2019); (Casale et al., 2021); (Brown & Tiggemann, 2020); (Fioravanti et al., 2022).

Therefore, according to the literature review, the hypotheses of current research are:

H1. Korean drama exposure influences the perception of Korean girls' beauty standards among international students

- H2.** Frequency of Korean dramas exposure influences the perception of Korean girls' beauty standards among international students
- H3.** Duration of Korean dramas exposure influences the perception of Korean girls' beauty standards among international students
- H4.** The attention of Korean dramas exposure influences the perception of Korean girls' beauty standards among international students

III. METHODS

The quantitative method was used to collect the data. This method aims to explain the causality between the independent variable, namely Korean dramas exposure, and the dependent variable, namely the perception of Korean girls' beauty standards. The population consisted of 8,275 international students pursuing bachelor's degrees at Sogang University, South Korea in Academic Year 2020/2021 (www.academyinfo.go.kr). The participants should have watched Korean dramas and lived in Korea when the data were collected from May 1 until May 14, 2021. International students refer to every student in Sogang University except Indonesian students. Based on the Slovin technique and purposive sampling, the sample of this research consisted of 100 international students with the following rules:

1. Have watched Korean dramas
2. Filled in the questionnaire completely
3. Are the active students pursuing a bachelor's degree at Sogang University in Academic Year 2020/2021
4. Are international students of Sogang University that lived in Korea when the data were collected

In addition, the samples were divided into two groups, Asian students and non-Asian students. The objectives are to examine if Korean dramas exposure influences the perception of Korean girls' beauty standards all over the world and if there are different results between Asian students and non-Asian students. To collect the data, a questionnaire was distributed as a primary source. Moreover, additional sources were taken from previous studies. The questionnaire consisted of multiple answers with 5-point scales based on the Likert scale. In order to measure the data, mean score, overall mean score, normality test, linearity test, and multiple linear regression analysis, including T-test and F-test were employed in this research. Furthermore, the researchers treated the dimensions of Korean dramas exposure, which are frequency, duration, and attention as the independent variables (Aprilia, 2019), (Michelle & Susilo, 2021).

IV. RESULTS AND DISCUSSION

Characteristics of the Respondents

According to the results, the majority of the respondents were females (73%), while the rest were males (27%). In terms of nationality, 68% of the respondents were from some countries in Asia, including South Korea, Malaysia, India, China, Vietnam, Kazakhstan, Philippines, Singapore, and Japan. Whereas 32% of others came from non-Asian countries, such as the USA, Paraguay, Canada, Chile, France, Denmark, England, Switzerland, Italy, Austria, Spain, Germany, and Poland. Regarding their status, they were mostly (60%) regular students at Sogang University, while the others were exchange students (40%).

Fig 1.1
Respondents Profile
Based on Gender

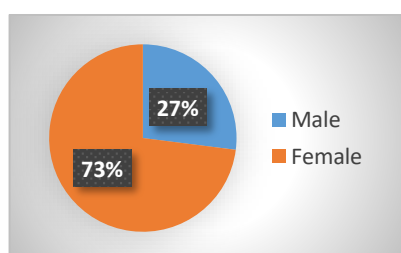


Fig 1.2
Respondents Profile
Based on Nationality

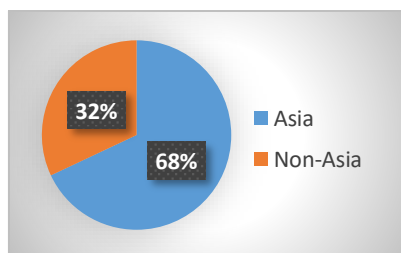
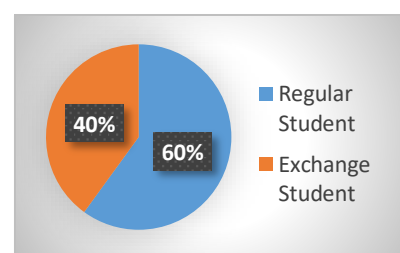


Fig 1.3
Respondents Profile Based on
Their Status at Sogang University



Analysis of International Students' Responses to the Frequency of Korean Dramas Exposure

Based on the Asian and non-Asian students' responses regarding the number of Korean drama episodes they watched in one week, the answers tend to be negative. It can be seen that the majority of Asian students (52.94%) did not watch a couple of episodes of Korean dramas in a week. Therefore, it indicates that most Asian students are more interested in watching other television programs, such as movies or variety shows rather than Korean dramas. It seems that they watch Korean dramas only once in a while compared with other television programs. Thus, they barely watch several episodes or even one episode of the Korean dramas in one week. On the other side, almost half of non-Asian students (40.62%) also did not watch a couple of Korean dramas episodes in a week, while 28.12% did not give a specific opinion. It indicates that they are more likely excited to watch movies or dramas from their own country, like Hollywood films. Korean drama is not their major option when they want to watch a movie. As the consequence, non-Asian students also did not watch Korean dramas frequently. In terms of the statement about the variety of Korean dramas they watched in a week, nearly half of the Asian students disagreed (47.05%), while 19.11% were neutral. This statement can strengthen the assumption above that most Asian students did not have enthusiasm for Korean dramas. Therefore, if they want to watch Korean dramas, they only watch one title of Korean dramas once a week. On the other hand, non-Asian responses did not pass the validity test. Therefore, it can be concluded that most of the students did not watch several Korean dramas in a week. Both Asian and non-Asian students only watched one episode of Korean dramas with only one title in a week.

Analysis of International Students' Responses to the Duration of Korean Dramas Exposure

According to their responses concerning the statement about time spent watching each episode of Korean dramas, the answers are positive. The majority of Asian students (60.28%) watched Korean dramas for at least 60 minutes. They tend to spend time watching Korean dramas only during their day off; hence they do not watch Korean dramas continuously every day. Although they barely watch Korean dramas, however, whenever they watch Korean dramas, they spare plenty of time to watch them. Similarly, most non-Asian students (62.49%) also gave the same answer. Regarding the statement about the completion of watching Korean dramas, almost half of Asian students (49.99%) agreed. Normally, Korean dramas are aired for 60 until 90 minutes for each episode. Therefore, in line with the statement above, they spent more than 60 minutes watching Korean dramas, indicating that half of the Asian students watched Korean dramas from the beginning until the end of each episode—likewise, the majority of non-Asian students (65.62%). Overall, it can be concluded that both Asian and non-Asian students watched Korean dramas for more than 60 minutes, assuming that each Korean drama aired for approximately 60 to 90 minutes. In other words, the respondents watched Korean dramas until the end of the episode.

Analysis of International Students' Responses to the Attention of Korean Dramas Exposure

Based on the responses to the statements related to their understanding of the storyline, the answers tend to be positive. Nearly all Asian students (91.17%) understood the storyline of the Korean dramas they watched. The storyline is interesting, easy to follow, and can deliver the message well. Hence, Asian students can get the point easily; thus, they watch Korean dramas until the end. Similarly, almost all non-Asian students (90.62%) gave the same answer. In terms of the statement regarding the attention they gave, most Asian students (66.17%) agreed. Because the Korean dramas have an interesting plot twist, easy to follow, and they are curious about the following conflict, they give full attention when watching it to understand the whole story. Similarly, the majority of non-Asian students (84.37%) also gave the same answer. Lastly, regarding the statement related to their involvement with the storyline, more than half of Asian students (55.88%) agreed. Supported with the two statements above, after they gave full attention while watching Korean dramas, they felt involved in the storyline of those Korean dramas—likewise, most non-Asian students (65.62%). Overall, it can be concluded that both Asian and non-Asian students have paid full attention when watching Korean dramas. Therefore, they could understand the storyline and feel involved in every dramas' conflict.

Analysis of International Students' Responses to the Perception of Korean Girls' Beauty Standards

Based on the Overall Average Score calculation and its interpretation, the average answer of Asian students is neutral (3.18). It can be concluded that most of the Asian students did not give a specific opinion regarding the statements about the perception of Korean girls' beauty standards, including body shape, face shape, cosmetic use, eyes shape, nose shape, forehead shape, leg shape, and skin tone color. Among all these beauty standards, the statement related to forehead shape has a minor mean score among Asian students with only 2 points. However, the most striking mean score is in the skin tone statement with 3.88 points. Therefore, it is clear that Asian students believed that girls looked more attractive if they had fair, clear, and bright skin tone, but they disagreed with the forehead shape beauty standard. Not so different; the average answer of non-Asian students is also neutral (2.64). Hence, it can be inferred that most non-Asian students (2.64) also did not give specific opinions regarding the perception of Korean girls' beauty standards statements. It can be seen that the minor mean score among non-Asian students is the statement related to forehead shape with only 2.03 points. However, the most prominent mean score finds in the nose shape statement with 3.31 points. Hence, it can be concluded that non-Asian students considered an attractive girl if she had a proportional-nose shape compared to her face size, but they disagreed with the forehead shape beauty standard.

The Influence of the Frequency of Korean Dramas Exposure to the Perception of Korean Girls' Beauty Standards

The partial test result shows that the frequency of Korean dramas exposure did not influence the perception of Korean girls' beauty standards among Asian ($t > .05$) and non-Asian students ($t > .05$). According to their responses regarding frequency, they only watch Korean dramas once in a while, not every day. Therefore, the exposure of Korean dramas does not have a powerful impact on the audience because they are rarely exposed to the content. Moreover, both students already had their own perception regarding beauty standards, even before Korean dramas became famous around the world. Those beauty standards were constructed in their minds for a long time, forming their own strong beliefs. Hence, even though they watched Korean dramas frequently, it did not change their beliefs about beauty standards.

The Influence of the Duration of Korean Dramas Exposure to the Perception of Korean Girls' Beauty Standards

The partial test result shows that the duration of Korean dramas exposure did not influence the perception of Korean girls' beauty standards among Asian students ($t > .05$). On the other hand, the duration of Korean dramas exposure negatively influenced the perception of Korean girls' beauty standards among non-Asian students ($t < .05$). It means that every increase in the duration of Korean dramas exposure has decreased the perception of non-Asian students regarding Korean girls' beauty standards. Thus, the more they spent time watching Korean dramas, the more they got used to the physical appearance of the actress. Consequently, there was decreased non-Asian students' interest regarding the actresses' appearance gradually.

The Influence of the Attention of Korean Dramas Exposure to the Perception of Korean Girls' Beauty Standards

The partial test result shows that the attention of Korean dramas exposure does not affect the perception of Korean girls' beauty standards for Asian ($t > .05$) as well as non-Asian students ($t > .05$). Based on the findings, it can be concluded that both Asian and non-Asian students tend to enjoy and focus more on the storyline and the content of Korean dramas. They admired the actresses' appearance, but it was not their primary focus when watching Korean dramas. They were more interested in the storyline and its conflict. Therefore, the attention they gave was for the storyline, not the physical appearance of the actresses. In conclusion, even though they paid full attention while watching Korean dramas, it did not influence their desire to imitate the body image.

The Influence of Korean Dramas Exposure to the Perception of Korean Girls' Beauty Standards

The overall test result shows that frequency, duration, and attention to Korean dramas exposure did not influence the perception of Korean girls' beauty standards among Asian ($t > .05$) and non-Asian students ($t > .05$) simultaneously. Interestingly, when the researchers collected the data, some students left a note about their perception regarding beauty standards. Based on their opinion, the researchers believed that there are still a lot of Asians and non-Asians who do not really care about someone's physical appearance. They are more concerned about inner beauty, such as personality and behavior rather than just appearance. It is more noticeable among non-Asian students that there are a lot of cultural differences regarding beauty standards. For most non-Asians, pale, clear, and bright skin tone, high nose bone with a small nostril, wide and round forehead, long and slim legs, and cosmetic use are not considered for judging a girl as beautiful and attractive. Some European and Americans even think that going outside without putting on make-up and tanning is more attractive. It can also show their social status. Therefore, no matter how often they watch Korean dramas, it does not influence their perception of beauty standards. It can be summarized that Korean girls' beauty standards are not truly becoming a trendsetter among society over the world.

V. CONCLUSION

According to the explanations above, the conclusions can be seen as follows:

1. There is no individual influence between frequency, duration, and attention to Korean dramas exposure to the perception of Korean girls' beauty standards among Asian students.
2. There is a negative influence between the duration of Korean dramas exposure to the perception of Korean girls' beauty standards among non-Asian students. However, there is no effect on the frequency and attention.
3. F-test shows that there is no overall influence between frequency, duration, and attention to Korean dramas exposure in the perception of Korean girls' beauty standards for both Asian and non-Asian students.

In addition, similar to the other studies, our research has some limitations. The results showed that frequency, duration, and attention to Korean dramas exposure do not influence the perception of Korean girls' beauty standards. Thus, there might be another variable that can influence the perception of those beauty standards. Hence, future research can be conducted using other possible variables in addition to frequency, duration, and attention that hopefully can give a different result from this study. Besides, the current participants only focused on the international students at Sogang University, which caused the sample and size to be limited. Therefore, it is not recommended not to generalize these results with another sample. However, the current study has proven that Korean girls' beauty standards shown in Korean dramas do not really become a trendsetter for women in various countries around the world, especially those who are studying at Sogang University.

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