

## **ABSTRACT**

*Watching Korean dramas has become part of popular culture that is widely enjoyed by students in Indonesia. Students who actively watch Korean dramas tend to internalize the culture and values in the drama, which can ultimately affect their self-image as K-Drama Lovers. This study aims to analyze the effect of watching Korean dramas on the self-image of Communication Science students of the 2021 FISIP UIN Raden Fatah Palembang using Cultivation Theory which states that media plays a role in shaping social perceptions and individual identities gradually. The method used is quantitative with data collection techniques through questionnaires. Data analysis was carried out using reliability tests, normality tests, linearity tests, and simple regression tests. The results showed that watching Korean dramas had a significant effect on students' self-image, with a t-count value of 6.959 greater than the t table of 3.532 and a significance value of  $0.000 < 0.05$ . In addition, the coefficient of determination ( $R^2$ ) test showed that watching Korean dramas had an effect of 45,1% on students' self-image, while 54,9% was influenced by other factors. These results indicate that the more often students watch Korean dramas, the more likely they are to internalize the values displayed in the drama, both in terms of lifestyle, social interaction, and self-perception. This is in line with the Cultivation Theory which states that continuous media exposure can shape individual perceptions and identities. Thus, this study confirms that Korean dramas are not just entertainment, but also have a real impact on shaping the self-image of students who watch them..*

**Keywords:** *Korean Drama, Self Image, K-Drama Lovers.*