



Cyber Traveling and Cinematic Reality: Experiences of the K-Drama Fans

Btari Anya Safira^{1*} and Muhammad Badaruddin²

ABSTRACT

Involvement in globalization and enjoying various different cultures become easier. With new development in the entertainment industry, K-drama consumers from every corner of the world able to experience Korean daily life and its atmosphere that is delivered into their gadgets. Our research shows that the quality of experience gained by our source from the new entertainment product is relatively similar to the experiences they gained from traveling in general. This phenomenon revealed the new traveling experience which is called cyber traveling, while consumers who enjoy k-drama in our research become our model of cyber traveler. Besides that, the success of the cyber traveling experience is in the presence of cinematic reality. Our research finding shows several facts about what kind of experiences that traveler received through the cinematic reality of k-drama. The finding is also telling about experiences that are similar to daily life, or other experience when a traveler could not distinguish between k-drama visualization and real daily life. Our research use phenomenology as the methodological approach, while in-depth interview, observation, documentation, and online document searching as data collecting methods. This research revealed that the cyber traveling experience could change our sources' perception about the comparison between real traveling and cyber traveling. In conclusion, we could also see that cyber traveling has become an alternative or in further development even a substitute for real traveling.

Keywords

Cyber traveler, globalization, Korean wave, regular traveling, substitute

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INTRODUCTION

Cyber traveling is the new concept of traveling without leaving for a certain place. This kind of traveling can be done individually or in a group while learning about history, culture, and other aspects that have been part of countries that want to learn. There are differences in cyber traveling and traveling in general, particularly the use of technology. When we talk about technology, it is about the contribution of the internet as a medium to facilitate the traveler to experience various cultural products in the cyber world.

While traveling, in general, required individuals to come to the place directly and need to prepare transportation, money, and other things; on the other side, cyber traveling only needs proper electronic devices and internet connection. The technology will bring the cyber traveler to

¹ Center for Politics and Governance Studies (CPGS), Jl. HR Rsuna Said, Kav. C-22, Jakarta, Indonesia

² Department of Political Science, Universitas Bakrie, Jl. HR Rsuna Said, Kav. C-22, Jakarta, Indonesia

* Corresponding author: CPGS, Jl. H. R. Rasuna Said, Kav. C-22, Jakarta 12920, Indonesia, e-mail: btarianya@gmail.com

access all aspects of a certain culture that virtually available. Therefore, cyber traveling could be practiced with relatively effortless travel compare to the real one. Comparing cyber traveling with browsing activity, even both of them use the internet as the main source, browsing is intended to find a piece of new information as supporting data for individual (Arkiyah, 2016). On the other side, cyber traveling is a form of traveling through the cyber channel. In short, both of them are different, even though they use the Internet, the two activities serve a different purpose.

Cyber traveling can be done several times while being conscious, this is why it has some impacts on viewers' life experiences and psychology. This can be happening due to viewers that consciously accept cultural consumption as part of the 'trip'. Even though, not all viewers will receive the same experience due to the differences in their backgrounds.

It depends on how viewers doing the cyber traveling, the intensity, or even on how much they put the result of this traveling and match it to their lives. This can be happening because cyber traveling is not merely "visiting" the touristic place, but learning about culture and habits that are developed by a certain country. It is not only allowed travelers to open any kind of possibilities in learning and understanding but also another way to overly exposed to a new kind of world through content and cyber world.

In this research, we study the consumption of Korean drama or known as k-drama as a practice of cyber traveling. K-drama is a pop-culture content that has a special place in its viewers' hearts. Despite being come from South Korea, k-drama is a perfect example of how the display of various cultural aspects delivered by the country. For the global audiences, k-drama was admitted as one of the powerful contents in delivering the country's effort in exposing their culture.

K-drama itself was first introduced through TV. It is not a short history, but it took time for the content to develop several connections to the world. It was started with k-drama released in every country around the world using their National TV channels. Even during that time, k-drama already brought a huge impact, especially for Southeast Asia countries. It was reflected in the research of Ariffin, Bakar, and Yusof (2018), who stated that the rapid rise of k-drama in Malaysia has shocked the scholars. The rapid rise of k-drama also happened in several countries around Malaysia, it is also made the scholars questioning what is the impact and contributing aspects behind the phenomena.

Besides that, Leksmono (2016) was focusing on how Indonesia's female viewer being "involve" with the well-known k-drama, *Descendant of the Sun* that was aired around February to April 2016. She stated that most viewers were involved because of the personalities that they saw or heard through *Descendant of the Sun*. It is because of how the story can be projected into the informants' reality and expectation. K-drama is not only changing on how informants' involving themselves in certain contents, but also how they see several things like "being a better person" through the character of Kang Mo-Yeon, "how they see their boyfriend and partner" through the character of Captain Yoo Si-Jin, and "the kind of affection they want to have through their relationship" based on the relationship and communication between character Kang Mo Yeon and Captain Yoo Si-Jin. Even though it shows how k-drama has become the basic content diet for the informants, Leksmono that it was still on the low level of worshipping. K-drama not more as an extension of what the informants or viewers, in general, want to see.

K-drama not only has a huge impact on Malaysia and Indonesia. K-drama also impacted Chinese, Taiwanese, Japanese, and Thai viewers. Based on Sangkyu Kim and Hua Wang's research (Kim & Wang, 2012) it was believed that k-drama has brought the viewers to be part of screen-tourism. Using the drama *Daejanggeum* (DJG). Kim and Wang believe that "intimacy and memory" have contributed to how viewers became part of screen-tourism. It's because of the long exposure that happened during the introduction of DJG as a hyped drama for viewers. Even the long exposure that the drama got will lead to a strong implication to how viewers wanted to re-create the screen they saw. Screen-tourism has risen rapidly, and it's becoming clear that k-drama contributed to South Korea's tourism. But still, this research can't be used to judge the whole population of DJG viewers, since the implications on every individual can be different.

To reach k-drama and South Korea using cyber traveling, viewers can use TV and social media, but both of them have a different approach. The introduction of modern k-drama can be done through drama clips that still ongoing or even advertisements that viewers see on Video on Demand

(VOD). Since VOD was easy to access, the number of k-drama viewers has been rising for the past few years. This led to the idea that consuming has been part of their daily routines.

Putting cyber traveling in k-drama case, we realize that the concept gave an opportunity for viewers to learn more through the content rather than learning the cultural stuff for a longer time. While giving this opportunity to viewers, cyber traveling also allowed South Korea and k-drama producers to introduce their content on a global scale. In the end, k-drama has been receiving a lot of supply and demand in order to satisfy both of the party. Eventually, k-drama became part of the new Korean wave as they see the benefits of it.

To be in this exact position, k-drama has been part of South Korea's long history for introducing their cultures to the global level. For example, when Nepal started to consume k-drama through the internet. Classic k-drama such as *Winter Sonata*, *Boys Before Flowers*, and *You Are Beautiful* became popular and part of Nepal's favorite content. Most of this drama has a long history and has been around for years, especially *Winter Sonata* that has been released since 2002. This is due to the curiosity of their viewers and how they need any kind of new content, which eventually leads to the demand for more k-drama to be produced. It brings us to understand that the role of the internet has an impact on how cyber travelers have been introduced to k-drama or even the Korean wave (KOCIS, 2015).

Besides Nepal, the number of k-drama viewers in Indonesia is also increasing due to the spreading of its series. Because of this phenomenon, viewers requested more k-drama even when TV channels cannot provide enough hours for the k-drama (Khoiri, 2018). They found that the demand for the k-drama cannot match up with the supply that TV channels have prepared. Besides this limitation, viewers start to look for a new way to fulfill the need for their content through VOD. Using the VOD leads them to choose the cyber world as their new way, that's why a lot of viewers change their identity to become cyber-traveler. They found it was the easiest way to get closer to South Korea's culture by become a cyber-traveler and doing traveling through k-drama.

To elaborate both the research and all available aspects of this research, we will use several theories and concepts. For the main theory, we will focus on cultural globalization. Liu (2012) believed that cultural globalization is a process to integrate culture for being a consensus about global issues, from using the interaction between cultures in this world. But due to this process, Liu stated that cultural globalization is not the perfect reality. There is a lot of possibilities that culture would not be able to present their purposes. But there is also a chance that culture can do better than its original purpose.

The next concept is cyberculture. According to Wees (2009), cyberculture is a set of expectations on social, etiquette, history, and language that have been used by a community that active on the internet. Cyberculture has been considering as a representation of old culture with a twist of modernization. For example, social interaction between the individual can be represented with social media such as Facebook, Twitter, or Instagram.

Cyber traveling will be used as the final concept. Cyber traveling was represented as traveling but through the internet. Technically, cyber traveling was used to be a replacement for traveling in general. According to Kurt & Gok (2015), technology especially the internet can be used to minimize culture shock. So, if cyber traveling has an advantage in using the internet as their media to help the traveler reach their "destination".

In comparison, there will be several kinds of research that will be compared to this research. First, Does Korean Drama Have a Real Influence? An Analysis of Malaysia Outbound Tourists to South Korea by Teh & Goh (2016). The research was focus on how k-drama was able to influence Malaysia's viewers to do tourism visits to South Korea. Teh and Goh limit their research to only Malaysians that consuming k-drama. Both of the researchers found an interesting fact that even though both Malaysians and South Korea's culture has different backgrounds on both culture and religion. If we think about it in a general way, k-drama won't be able to survive in Malaysia's cultural environment. But it did not work that way. Because k-drama has shown South Korea's cultural aspect in a positive way that led to Malaysian found it as something that interesting to learn and understand. It is also lead to the rise of Malaysians that visit South Korea because of their culture and the promotion of Halal tourism. The difference between Teh and Goh's research is that they show how k-drama can be accepted by Malaysians and how it doesn't affect the fact that k-drama

has different backgrounds than Malaysia's cultures, it is also shown how k-drama and the use of Halal tourism can push the number of tourists that visit South Korea. While on this research, we focus on how k-drama affecting viewers traveling through the cyber world while also receive some effects that might happen during the actual traveling too.

Second, *Touring the Land of Romance: Transnational Korean Television Drama Consumption from Online Desires to Offline Intimacy* by Lee (2020). Lee focuses on showing how the desires that came from online consumption of k-drama can be interpreted to offline intimacy. It was believing that k-drama has certain effects that can change or create new mindsets such as what kind of intimacy that people should looking for in the reality. But back to the reality, the kind of affection and intimacy that they saw in k-drama was not fully a reality. It was past cinematic reality, where the production team tried to extravagant the scene according to viewers' expectations. While Lee's research focuses on suggesting the shift from transnational intimacy over Korean men to the transnational popularity of Korean dramas and tourism, this research focuses on how to use k-drama as the source of traveling through the cyber world to minimized the impact of traveling in general for the current situations.

Third, *When Indonesians Routinely Consume Korean Pop Culture: Revisiting Jakartan Fans of the Korean Drama Dae Jang Geum* by Jeong, Lee, and Lee (2017) that focus on viewers of *Dae Jang Geum*. This research focuses on the participant that has been consuming k-drama, especially *Dae Jang Geum*. The participant was classified based on their backgrounds and they found the fact that the consumption of *Dae Jang Geum* has affected how the participant's habit and mindset. Through their research, they focused on how the consumption of Korean wave especially k-drama has increased since the 2000s, while this research focuses on the experience that cyber traveler receives during their traveling to consume k-drama.

Fourth, *A 'Real' Fantasy: Hybridity, Korean Drama, and Pop Cosmopolitans* by Lee (2017). Through this research, Lee focuses on examines the multidirectional process of media transnationalization and fandom in the new media, the internet. To be clear, the research also focuses on exploring the appeal of K-drama for Western viewers and how it impacts the identities and how the world sees South Korea. To compare Lee's research, we focus more on how the experiences of k-drama viewers that became cyber-traveler. But both of the researches stand to the fact that the internet as a new media has a huge contribution to how viewers can explore new things on k-drama. With the internet, the world became limitless and does not have any boundaries in learning and understanding new stuff.

Fifth, *Korean TV Drama Viewership on Netflix: Transcultural Affection, Romance, and Identities* by Ju (2020) that examined US Netflix viewers' that related to K-drama in terms of consuming and accounted the modes of reception. While Ju focuses on how viewers engaging with k-drama especially in consuming romance narrative that they received from k-drama, but this research focus about the experience that cyber traveler received while they tried to consuming k-drama.

Looking back from what we tried to explain through the backgrounds and previous researches. We would like to learn more about how k-drama affected the experiences that viewers received from it. Especially if we added the internet and how k-drama can be used to cure the need of viewers to travel. We also want to highlight the experiences of viewers as a "traveler" but using k-drama, which leads them to become a "cyber traveler." This experience will consist of how a traveler enjoying traveling through cinematic and how a traveler can "be there" without actually visiting the place. Due to several things such as backgrounds, gender, and age, there are possibilities that subjects can have different experiences, even something that unexpected.

METHOD

This research is using phenomenology as our method to reveal the sources' experience. The word phenomenology is taken from the Greek word, *phainomenon* that can be interpreted as anything that appears on the outside (Helaluddin, 2018). According to Martin Heidegger, phenomenology is a study to learn about an individual's or group's life experiences. This method keeps evolute to fit the current situation but still focuses on learning the experiences from human consciousness (Tuffour, 2017).

This method starts with textural descriptions that describe viewers' experiences from their stories while being conscious. This description is the result of the interview between the interviewer and their subjects. After the textural description, there will be a structural description that defines the result to several constructs depend on how the researcher understanding about subjects' experience and the phenomena that happened. In this part, the researcher must put the experiences in several groups with their own criteria according to any facts or the description transcript about the real experiences for subjects. After finishing the structural description, the researcher will come out with a certain structure, pattern, or scheme about subjects' experiences and how they interpret them.

Since this research using phenomenology, it makes sense if we have several subjects to tell their experiences about consuming k-drama and cyber traveling. There are several criteria about what kind of subjects that we need it.

First, subjects must consume the k-drama through the internet. Since the internet is part of the cyber world, it is to prevent the research from going outside the research question. Second, subjects must find interest in South Korea's cultures. Since there is a various pop-cultures product that taking part of the Korean wave, there are lots of possibilities for viewers to later consume k-drama.

Third, subjects must consume k-drama for a few months or years before taking part in this research. Fourth, k-drama must become the content that viewers consume in their daily life. Fifth, k-drama has impacts on their choices, preferences, and feelings.

Using the above criteria, there are two subjects or sources who have significant experiences' which could be studied in this research. First, subject-1 is a college student and in her 20s. She already consuming k-drama for 13 years and spending around 50 hours and Rp 30.000 per month for her consumption. Subject-1 might be a k-drama fan, but her also a k-pop fan. Second, subject-2 is a business development executive and in his late 20s. He consuming k-drama for 8 years and spending around 30 hours and Rp 50.000 per month for his consumption. While being a fan of k-drama, he also a fan of k-food.

In this research, we will be using four data collecting methods. First, in-depth interview. Similar to the interview in general, this method involves questioning and answering to exchanging information while validating the accuracy of the remaining data. But for an in-depth interview, the researcher needs to do several interviews on every subject to make sure that subjects tell every detail of their experiences (Esterberg, 2002). The reason for using this method is to learn the experiences of subjects while understanding their body language and experiences that don't relate to the main research but still useful as the supporting data.

Second, observation. This method itself is to understand the activity while record any kind of symptoms that are related to the phenomena (Morris, 1973). Observation can also be interpreted as a set impression about the society according to humans' senses (Hasanah, 2016). Virtual observation does not have much difference from regular observation, except this method is using open source that available on the internet as supporting data and to makes sure that the subject's and other viewers' experiences are similar.

Third, documentation. This method is known for the easier data collecting method to get a proof of the information or meaningful insights from or related to subject, due to the data can be documented and recorded in any media and form, using either manual, visual, audiovisual, aural, or digital documenting techniques. So that it helps researchers to make deeper textual observations related to information collected in the actual or virtual field (Wijaya, 2019).

Fourth, document searching. This method is consisting of independent documents based on the researcher's actions. The document has always been used because it has any written information about a certain phenomenon. According to Pergiorgio Corbetta, there is two kind of documents, institutional document, and private document. The institutional is the document that was written by a public institution, this document consists of any evidence or research that was done under the institution name. Second, there is a private document that was dependent on humans' history and experiences. This document didn't come under the institutional name but under the researcher's name (Bakry, 2016).

FINDINGS AND DISCUSSION

The Enjoyment of Traveling through Cinematic Reality

To understand more about how k-drama was involved in viewers' life, we need to understand several things such as how the pandemic leading to the need for new content, how people finding that most contents that they see are something they expected or the fact that they just want something different. K-drama itself has a lot of approaches; we cannot really limit these approaches to certain numbers. Because the k-drama was content that viewers saw from the internet, there are always possibilities about new ways to access it.

Besides how to access and find the content, we could not deny that both k-drama and cinematic reality have close relations to each other. The cinematic reality was believed as one of the reasons that the viewer became a cyber traveler, can enjoy k-drama differently. Using k-drama, the internet, and cinematic reality has open the chance for cyber traveling to learn and understanding the culture that was provided by South Korea. The chance of developing the cyber traveling world became higher because the pandemic strike around 2020 and made most cyber travelers stuck in their own country.

Since there are lots of different kind of things that traveler can learn and practice it in their life through k-drama and cyber traveling, most cyber traveler focusing more on consuming culture and history through the internet. The consumption probably has a certain amount of time, since the longer travelers were exposed to k-drama, the longer they will be exposed to anything that related to cinematic reality. But again, the chance of travelers to have the same outcomes is small.

Based on subjects' perspectives, few things gave huge differences in their consumption to cyber traveling, rather than traveling on the actual way. Both of the subjects believed that there's simplicity on how to do cyber traveling that can be compared to traveling in general. This also became the point why both subjects preferred to do cyber traveling, especially during this pandemic.

Access to content

From k-drama until the fact that it can be used as part of cyber traveling, it doesn't seem to be weird if cyber travelers can get so much access to consume content and be able to implicate it into their life. Subjects believed that the existence of cyber traveling makes them felt like it is easier to reach content without the need to do a deeper searching over certain drama. Cyber travelers can use the internet to find any information that they need. This information can consist of a synopsis, genre, or even the storyline that can be found all over social media.

To access the content, there are many ways to gain information through k-drama. We believe that there is always a new way to become a cyber traveler. But to have a concrete way that travelers do, we asked our participants how they or their friends started become a cyber travelers. We ended up with three ways.

First, the traveler can search for a content recommendations from social media, such as Instagram, Twitter, and Facebook. Most of the recommendations focus on giving their personal opinions over how the drama goes, the plot twist, the chemistry between casts, and cinematographic. According to subject-1, she consumed the viral drama, the *World of Married Couple* due to the recommendation that she received from social media. She believed that a lot of social media accounts gave the recommendations that viewers needed. For most of the cyber traveler that intended to consume k-drama, this kind of recommendations is really helpful to understand what kind of drama they want to watch. This becomes the starting point of them being cyber-traveler that consume k-drama fully.

Second, accidentally saw any advertisements about k-drama. During this modern era, the most traveler using YouTube or other similar web and app as part of their entertainment. This happens because most k-dramas with shorter episodes were released on this kind of web and app. Most of the time, a traveler like subject-1 watched another drama's teaser while waiting for a certain drama. The teaser was put as part of an advertisement to introduce viewers to the newer drama. Teasers also can be used to tease viewers to watch. Once viewers watch the teaser, they will be curious and wants to watch the drama that they saw from the teaser. This concept makes a pattern on how viewers became addicted to k-drama. When they finish watching the drama, they will be watching another one that they saw from teasers or advertisements.

Third, watching the drama according to the casts. Sometimes, viewers have their preferences for certain actors. They might accidentally see an actor or an actress on social media and found them interesting. Viewers will try to find more about the cast on the internet and probably watch the drama too. It's also possible that viewers were addicted to the drama with that certain cast and end up becoming cyber-traveler. In another case, if the viewers have been consuming k-drama for a certain time, there's a possibility that they have favorite casts. For example, subject-2 has interests in Lee Jong-suk and Ji Chang-Wook while they taking part in some drama. Even if the drama doesn't have a high rating or popularity, if the viewers a fan of the casts, they willing to watch the drama no matter how weird or bad the plot is.

It leads us to understand that there is a chance, even the smallest that viewers can become cyber-traveler if they were exposed to k-drama. The chance of being exposed became higher because people in this modern era using the internet and gadget all the time. There is always a demand for new content with different expectations, which leads to different outcomes with subjects' experiences. It makes us realized that even the viewers do not like k-drama in general, they will be exposed by the internet, from social media, or even their relatives.

Simplicity in cyber traveling

There are some advantages that travelers can consider from doing cyber traveling. Traveler can have all the purposes of traveling in general with some twists. Since travelers were not traveling in person, they used the internet as their source. It makes them understand the whole points of traveling, such as culture, food, or even places. Using the internet also makes them stay where they come from, without the need to move to the place that they 'visiting' through the internet.

Besides the simplicity of traveling in the palm of their hands, the cost of cyber traveling isn't too expensive. While traveler needs any gadget that their preference, they need to pay for mobile data and the VOD that they want. If we compare the cost and several other things between cyber traveling and traveling in general, there's a huge gap between the two of them.

Tabel 1. The Differences between Cyber and Regular Traveling

	Cyber Traveling	Traveling in General
Purposes	<ul style="list-style-type: none"> - As a form of self-need. - To explore new information from the internet. - As preparation for traveling in general. - As an option to entertain viewers. 	<ul style="list-style-type: none"> - As a form of self-need. - To open up for new insights.
How to do it	Using the internet as the main source.	Using certain transportation for traveling.
Cost	Only for mobile data and subscription on VOD	Need to considerate between transportation, living, and emergency cost.
Intensity	The intensity can be set up according to the time that the traveler has.	On low intensity. Since traveler needs to considerate their financial, time, and self-need.

First, purposes. Even though both cyber traveling and actual traveling serve the purpose as a form of self-need, but there are several differences between the two of them. For cyber traveling, it serves the purpose as the source of entertainment for their viewers, while also become a preparation for actual traveling and exploring new information from the internet. While on the other hand, actual traveling served the purposes as self-need and a chance to open up to new insight.

Second, how to do traveling. For actual traveling, they need to prepare a certain plan and using transportation like an airplane and car. While cyber traveling can use the internet to do the "traveling" since the concept allows a traveler to do it without leaving their countries. Third, cost. When traveler does a cyber-traveling, they only need to focus on paying their mobile data or internet cost. While actual traveling spent more because traveler needs to think about the cost of their transportation, hotel, even emergency money.

Fourth, intensity. Both of the travelings serves different intensity. Cyber traveling can be done anytime, as long as the traveler has enough time. While actual traveling has a more complicated intensity, a traveler needs to think about did they ready to do traveling, how much money that they need to spend, or how long they can travel to the place that they want to visit.

With the current condition, cyber traveling sounds less time-consuming. Traveler can set up their intensity with k-drama, like when they prefer to watch it. Since it was easy to just start cyber traveling, they can start it in their free time or while they were riding on public transportation. There is no limitation on when and what traveler wants to do in their traveling since it is only depending on them. It is a bit different with traveling in general. The traveler needs to consider their finances, time, and self-need. They also need to make sure the itinerary, the basic custom or even visa and passport.

Cinematic Reality

In k-drama and most contents, there is a term called cinematic reality. According to Michael Maher, the cinematic reality is a world that is based on reality but was made to be more exaggerated with detail to make the content more exciting. While Christopher Nolan, a director for the Dark Knight trilogy believes that representing the character movies will be hard if they used the literal reality. Because it is about giving the characters and the world the weight and validity that was different from the literal reality (Maher, 2016).

It leads to a new world through content that fits the reality but still exaggerates. This is also the reason that the production team tried to pick any kind of story that close to the traveler, so there will be high relevancy between reality and k-drama. Even though k-drama picks the story from South Korea's reality, it does also have relevancy with people from several countries. K-drama should also need to fit the travelers' expectations in every aspect. Such as ending, plot, cast, and which kind of places were used. Sometimes, even k-drama does not even fit travelers' reality.

Besides being an exaggerated version of reality, cinematic reality can be seen as something that the traveler wants to see. Since not all things were exaggerated in the reality, it has become something they want to happen in the reality. It has become part of their imagination and slowly taking part in how they think about the reality they want. But we need to understand that this is not something that will happen because back from the start, k-drama wasn't really a reality. The drama was based on what viewers want to see, about their perspectives, problems that going around the community, or sometimes as a comparison between several things in life.

But through cinematic reality, this is how k-drama gained its power as content while being an extension for viewers, especially cyber travelers to learn about their cultures. K-drama was used to gain people's trust about South Korea in terms of gaining attention that will lead to several things that according to their purposes as a content that turned into a global culture.

Be There without Going There

For every subject that took part in this research, there's a lot of things to understand. As much as cyber traveling had the label as "traveling", it does have several things that make them different than regular traveling. At some points, cyber traveling was believed as the easiest way to prepare the traveler for their regular traveling or as a substitute for traveling due to several reasons. But is it how it's working or not?

Cyber Traveling on Subjects Point of Views

According to both of the subjects, they found that using k-drama is a chance for them to understand the culture that South Korea's tried to deliver. It is also fitting on certain circumstances when subjects can't travel in person.

For subject-I, she found that using k-drama as the source of cyber traveling was helping her to travel during the pandemic. She also believed that using k-drama was the way she can reach the culture of South Korea without visiting in reality due to the traveling restrictions. Besides how cyber traveling became the way to express her wish to 'visit' South Korea, she concluded that cyber traveling makes it easier for her to learn about the cultures. In terms of cultural sectors, especially the basic habits or problems in South Korea, it is not something that can be seen in real life. She believes that if she sees it in real life, the people will tend to more closed to a foreigner. Since it's not something that can talk about explicitly, this kind of thing can be seen through k-drama.

For example, how the drama Reply 1997 presented the problem that happened when two different fandoms took part in a fans-war. Even though the concept of fans-war still exists in the present, subject I learned that fans-war from more than 20 years ago can be dangerous. It's because fans, in general, attacked each other in order to support their idol. Back to the present time, there

won't be many people that talk about this thing because the concept of fans-war itself shifts to using the internet as fandom became a global community for each idol.

The point of view for subject-2 is a bit different than subject-1. Subject-2 has the same opinions about how cyber traveling makes it easier for him to 'visit' South Korea or how k-drama was used to learn South Korea's cultures. But he added that being a cyber-traveler makes him having a chance to have a community with people that have similar interests. When he started using k-drama as his way of traveling, he has more friends that can share about certain k-drama or cultures that they saw through cyber traveling. Adding his point of view, he believed that k-drama teaches him to be more open about certain conditions that probably rarely happen in Indonesia but might happen if he visits other countries.

But above all opinions that subjects have stated, they believed that cyber traveling wasn't a perfect concept for traveling. It can be a substitute, but they are scared that what they saw through cyber traveling wasn't a thing that they will be seen in real life. Since k-drama was a cinematic reality that exaggerates the reality of their life, they started to believe that it was a reality that was supposed to happen. There's a chance that they will be disappointed with what they see when they visiting South Korea.

A Chance to become the Substitute for Regular Traveling

With the simplicity that came with the use of cyber traveling, we can't deny they are some side effects that happened during this process. Based on the subject's thoughts about how cyber traveling affected them, there are several things that we need to highlight.

First, even when cyber traveling can be used as a step to preparing travelers for their regular traveling. We cannot deny how easy it is that travelers started to think about using cyber traveling rather than preparing themselves for regular traveling. For example, is subject-2. He used to travel to several countries in Asia, but since the pandemic happen, he managed to start using k-drama as the substitute for his own entertainment. It is also similar to subject-1, she found that using k-drama as part of her cyber traveling can help her in having an 'escape plan' from her research. In the end, both the subjects believe that they found the advantages of cyber traveling during the pandemic.

I wanted to keep doing this (cyber traveling) for my k-drama consumption since I won't be able to do other things during this pandemic. But, through this cyber traveling, I found inspiration based on k-drama that I consumed (Subject-1, July 11th, 2020, interview, Depok).

Second, subjects think that using cyber traveling is more efficient due to the use of the internet. Since this concept using the internet as their main source, it is not as hard as doing traveling in general. No more arranging itineraries or even have backup plans if their original plans do not work the way they want it. The amount of time that traveler spends on planning and visiting the place has been reducing and became more efficient. In the end, cyber traveling changes its purpose and replaced the purpose of traveling in general. People no longer find the need to traveling in general, there's the internet that can be an extension for the need of traveling and entertaining.

Instead of using k-drama as a substitute for certain conditions, travelers used it as part of cyber traveling fully instead of as preparation for traveling in general. Regarding the conditions and expenses, subjects believe that they can decrease the cost of traveling and keep the essence of traveling to South Korea according to their preferences. Both subjects believe that visiting certain countries doesn't make them fully understand the cultures that exist there. But using k-drama, they found it's easier the habits and cultures that South Korea tried to maintain.

CONCLUSION

This research has concluded that cyber travelers enjoying k-drama in many different ways. But in the end, they have different experiences on how to cyber traveling through k-drama. On the good side, cyber traveling through k-drama became their way to travel without visiting South Korea. Especially during this pandemic, when almost every country set up travel restrictions. But on the other side, subjects prefer cyber traveling more than general traveling. It's because they believe that it was more convenient and they were scared that what they saw on k-drama isn't something they will be seen in reality.

There are also limitations to this research. They were so many possibilities about subjects' experiences that the author wishes to take a longer time to research the subjects. But due to the pandemic, the author wasn't able to visit or do observation fully on the subjects. But the author will suggest that the next researcher will learn deeper about subjects' experiences and do an observation longer and closer to them. Since the author believes that there are a lot more experiences that can be learned besides the things that have been written in this research.

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