

ABSTRACT

Korea currently has managed to spread its wings to different parts of the world. The spread of Korean wave also occurred in Indonesia. Indirectly Korean culture will also be entered along with the spread of the virus Korean wave, including the Korean drama. Already many Indonesian people who are fond of Korean dramas. The Heirs is one of the favorite Korean drama with a high rating when it aired in Korea. Selection of actors in the drama The Heirs who are top star actors and actresses Korea also may be one factor why this drama became famous. I also conduct a small survey to 30 people at random and found that of the 30 people 22 of them liked the Korean drama. In this study main cast of drama The Heirs referred to as a communicator. Terms be a good communicator is a trust (credibility), attractiveness (attractive), and strength (power). The paradigm used in this research is descriptive quantitative research with the research method used was survey method. The population in this study are members of the Hansamo Bandung Korean Community totaling 1600 obtained from a reliable source. In this study, the technique samples used in this study is nonprobability sampling using sampling incidental manner. Samples taken 100 respondents. Analysis used include validity, reliability and the rank order mean. In general, the response of Hansamo Bandung Korean Community to the main cast of drama The Heirs is good. Results of calculation of all items of questions that researchers do in this study is obtained an average score of 80.65% with good criteria.

Keywords: *communicators, Korean dramas, Korean wave.*