

ABSTRACT

At this time technology has helped many developments in various sectors, especially technology in digitalization. Progress The development of digital technology is now very helpful in easy access and provides information specifically and is also very helpful for the world of film. As some other people know about South Korea, namely the popularity of Korean drama films which have become a hot topic of conversation among audiences, especially teenagers. From the results of a study showing that previously the film industry in South Korea experienced a downturn, which means it experienced difficulties in penetrating international market share. Then the South Korean government issued a Law of cinema to make a significant contribution in efforts to advance the film industry within a certain period of time. The existence of a broadcast both on television and on other platforms is able to provide an important role in audiovisual information on attitudes, behavior and community relations. One of them is through showing Korean drama films which are a mainstay on several platforms during prime time. Film is one component that contributes to the capacity of mass media to aim as a very effective communication tool and one of the cultural artefacts that depict real-world scenarios and provide valuable life lessons for those who watch them. The type of research used is descriptive quantitative and then processed and conclusions drawn. The results showed that the effect of exposure to the Korean drama "The World Of The Married" for Telkom University Bandung City students was at a high level of relationship with a value of 0.684 which was in the interval 0.60 - 0.79. The effect of exposure to the Korean drama "The World Of The Married" for Telkom students with a determination coefficient of 0.46.8 or equivalent to 46.8%. This means that exposure to Korean dramas affects Telkom students by 46.8% and the rest is influenced by other variables. This influence consists of three components, namely the cognitive component, the affective component and the conative component.

Keywords: *The World Of The Married, Influence, Interest in Marriage, Cultivation Theory, SOR Theory*