

ABSTRACT

The Korean Wave phenomenon shows that Korean dramas are not only entertainment, but also form emotional relationships and social meaning for Indonesian audiences. This study aims to analyze audience reception of the drama Queen of Tears, particularly in the formation of behavior through the process of interpreting media messages. The approach used is descriptive qualitative with Stuart Hall's reception theory. There are ten informants, selected purposively with the criteria of having watched the drama in its entirety, actively following its discussion on social media X, and having diverse backgrounds. Data were collected through in-depth interviews and participatory observation. The results of the study indicate that the audience interprets the drama's messages, such as love, sacrifice, communication, family pressure, and power, through dominant decoding, negotiation, and opposition positions. This interpretation process not only produces emotional reflection but also encourages the formation of behavior. Behavioral changes are formed through three domains: cognitive (new understanding), affective (emotional engagement and reflective attitudes), and psychomotor (concrete actions). The reception of Queen of Tears demonstrates that audiences are actively involved in shaping meaning and experiencing personal transformation through media.

Keywords: Audience Reception, Korean Wave, Queen of Tears, Behavior, Social Media X