

## ABSTRAK

Perkembangan budaya populer yang diawali dengan berkembangnya dominasi oleh budaya barat. Namun, seiring dengan berkembangnya zaman, budaya populer Korea Selatan kini ikut berperan dalam penyebaran budaya populernya. Budaya populer Korea yang lebih dikenal dengan sebutan *Korean/Hallyu Wave* juga melanda di Indonesia. Salah satu produk Korean Wave yang memiliki banyak peminatnya adalah drama Korea. Dalam tayangan drama Korea, dapat dilihat berbagai budaya populer yang disuguhkan salah satunya adalah kuliner Korea. Salah satu tayangan drama Korea yang menampilkan kuliner-kuliner Korea adalah drama "*Let's Eat*".

Penelitian kualitatif ini menggunakan jenis pendekatan Studi Kasus dengan paradigma konstruktivisme didukung teori budaya populer. Teknik pengumpulan data yang dilakukan berupa wawancara wawancara mendalam, observasi tak berstruktur, serta analisis dokumentasi. Teknik analisis data dilakukan dengan menggunakan tahap-tahap menurut Miles dan Huberman.

Dengan mewawancarai 3 informan kunci yang merupakan anggota Komunitas Urihansa serta menonton drama "*Let's Eat*", penelitian ini juga mengunjungi 5 restoran Korea di Bandung dan mewawancarai manajer dan pengunjung dari restoran tersebut. Dari hasil penelitian tersebut dapat diketahui bahwa informan kunci dan informan pendukung pun menyatakan dengan berkembangnya *Korean Wave*, khususnya dalam drama Korea, membuat mereka penasaran dan tertarik akan makanan Korea.

Kesimpulan yang didapat dari hasil penelitian ini adalah adanya ketertarikan terhadap kuliner-kuliner Korea yang ditimbulkan oleh tayangan drama "*Let's Eat*". Semua restoran Korea yang berhasil diwawancarai, mengaku bahwa restoran mereka pun semakin dikenal karena adanya dampak dari *Korean Wave*. Selain itu, tata cara makan orang Korea bagi orang Indonesia, dijadikan sebagai pembelajaran dan dipraktikkannya pada saat mereka mengunjungi restoran Korea.

Kata Kunci : Studi Kasus, Korean Wave, drama Korea

## ABSTRACT

The development of popular culture that begins with the development of domination by western culture. However, along with the development of the times, South Korean popular culture has now had a role in the spread of popular culture. Korean popular culture which is better known as the *Korean / Hallyu Wave* also hit in Indonesia. One of Korean Wave product that has so many demand is *Korean Drama ( K-Drama )*, In Korean Drama show, various Popular culture presented, such as Korean Cuisine/culinary, One of Korean Drama that presenting the Korean Cuisine/culinary is "*Let's eat*"

This qualitative research using this kind of Study case approach with constructivism paradigm supported by the theory of Popular culture. Data Accumulation Technique That have been done are thoughtful interviews, unstructured Observation, and documentation analysis as well, The Analysis Technique done by using the steps according to Miles and Huberman.

By interviewing 3 Key informant which also the members of Urihansa community, and by watching the "*Let's eat*" drama itself. This research also visited at 5 Korean food restaurant in Bandung, by interviewing the Manager and the customers of the restaurant as well. Based on this research, we know that key informant and support informant clarify that the develop of Korean wave, in particular Korean drama, makes them curious and put an interest into Korean cuisine.

The conclusion from this research is, There are some interest towards to Korean culinary because of the "*Let's Eat*" drama. For Every Korean restaurant that had been interviewed admitted that, their restaurant become well known among people because of the impact of the *Korean Wave*, besides, Korean people usual table manner when they're eating on the table, also used and practiced by some Indonesian people when they're visiting the Korean Restaurant, so they will more likely to be a Korean when they are eating the Korean foods.

Words Order : Case Study, Korean Wave, Korean Drama