

The Relationship Between Watching K-pop and K-drama and Dietary Patterns and Nutritional Status Among Female Adolescents at SMAN Arjasa

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ABSTRACT

The popularity of Korean popular culture (Hallyu), particularly K-pop and K-drama, has become a global phenomenon that influences adolescents' behaviors, including eating habits and health perceptions. This study aims to analyze the relationship between the duration of watching K-pop and K-drama with dietary patterns and nutritional status among female students at SMAN Arjasa. Adolescence is a period vulnerable to nutritional problems due to hormonal, physical, and social changes. Exposure to cultural content, such as Korean food scenes in media, may influence adolescents' food preferences and eating behaviors. This study employed a quantitative method with a cross-sectional design. A total of 97 female students were selected using accidental sampling. Data were collected through questionnaires on the frequency of watching K-pop and K-drama as well as the Semi-Quantitative Food Frequency Questionnaire (SQ-FFQ). Data analysis was performed using the Chi-Square test to examine the relationships between variables. The results showed that the duration of watching K-pop and K-drama was not significantly associated with dietary patterns ($p = 0.907$) or nutritional status ($p = 0.766$). However, findings indicated that exposure to K-pop and K-drama content may increase the consumption of Korean foods, but does not directly affect the nutritional status of adolescents. In conclusion, while Korean popular culture may influence food preferences, its impact on nutritional status is not significant. These findings highlight the importance of media literacy-based nutrition education for adolescents to help filter external cultural influences on their dietary patterns.

Keywords: *K-pop, K-drama, dietary patterns, nutritional status, adolescents*