



Korean Drama Trends in Indonesia

2025 Jakpat Survey Report





Forewords

The rise of the Korean Wave has significantly influenced global pop culture, and Indonesia is no exception. The widespread popularity of Korean drama (K-drama) has captivated Indonesian audiences, leading to shifts in entertainment consumption and even product preferences.

Through a comprehensive survey conducted by Jakpat, which involved 1,211 respondents, valuable insights have been gathered on topics such as viewing habits, preferences for K-drama genres, actors, and actresses, as well as the impact of K-drama on product interest.

Table of contents

2	Forewords	12	Boring stories and slow plots: common reasons Indonesians stop watching K-drama
3	Table of contents	13	Top 7 K-drama
4	Research details	14	Top 5 K-drama actor and actress
5	Research highlights	15	Good looks matter, but acting still comes first
6	Demographic profile	16	Top K-pop idols with the best acting skills
7	Korean dramas are favored by more than half respondents	17	Most memorable second leads in K-drama
8	1 out of 10 Gen Z are more likely to binge K-drama over 5 hours	18	Most noticed product promotions in K-drama
9	Romance tops for women, action for men	19	Food and fashion win the K-drama effect
10	The story is king: most watch K-drama for their plot	20	K-drama impact: exploring the post-watching activities of fans
11	Female viewers are drawn to interesting characters	21	Gen Z is more sensitive to scandals
		22	Younger audiences are more critical of public figures' behavior
		23	Men say 'not interested', women say 'no time'

Research details



Data collection

- The survey was distributed to a total of **1211 respondents**
- The data were collected from **28th-29th of April 2025**
- Margin of error **below 5%**
- The questionnaires were distributed via **Jakpat mobile app**
- Proportioned by **Indonesian internet population**

Research objective

- Analyze the phenomenon of the Korean Wave in Indonesia
- Explore Indonesian habits and behaviors of K-drama consumption
- Identify preferences of K-drama, as well as actors and actresses
- Understand the connection between K-drama and increased interest in products featured within them
- Investigate how personal scandals involving K-drama actors and actresses affect viewer loyalty and perception

01

Romance is the most popular K-drama genre, especially among women

02

IU stands out as the idol with the best acting skills

03

71% of respondents notice cosmetic and skincare products in K-drama

04

After watching K-drama, 58% of viewers seek out other drama featuring the same actors or actresses

05

The most damaging scandals for an actor's reputation are sexual scandals

Research highlights



Gender

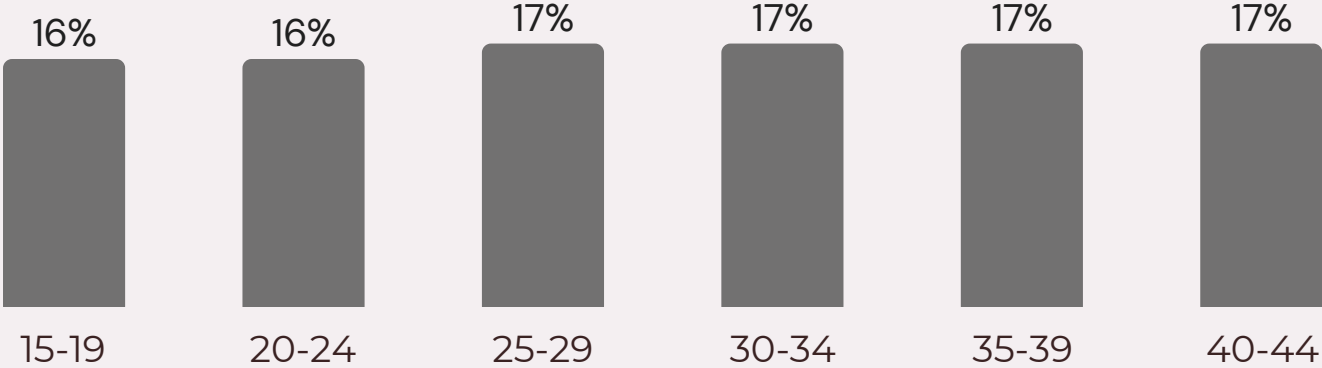


50%
Male



50%
Female

Age range



Demographic profile

Parental status

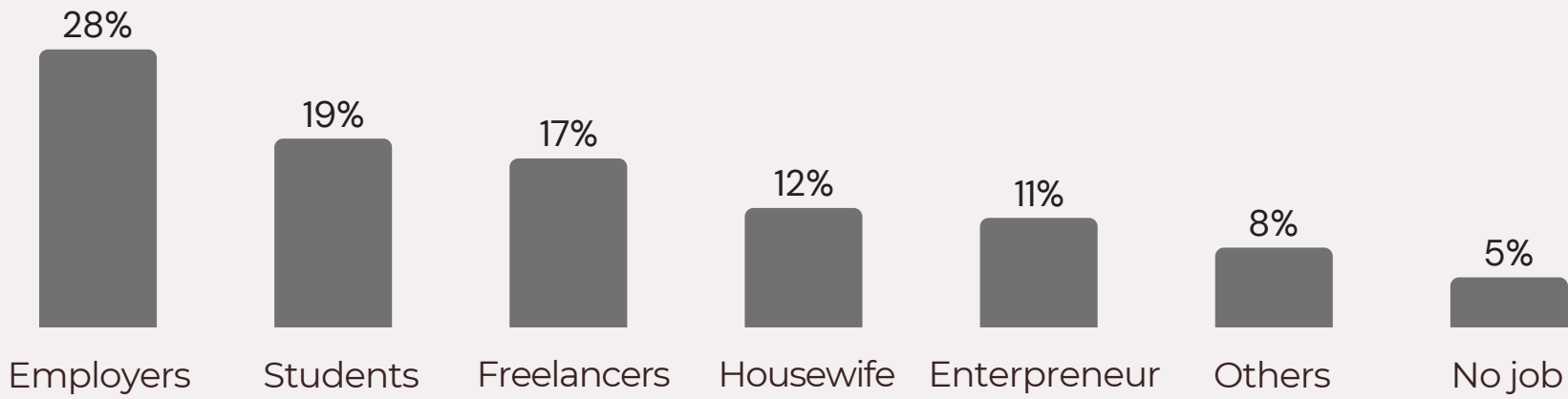


59%
No kids
(single/married)



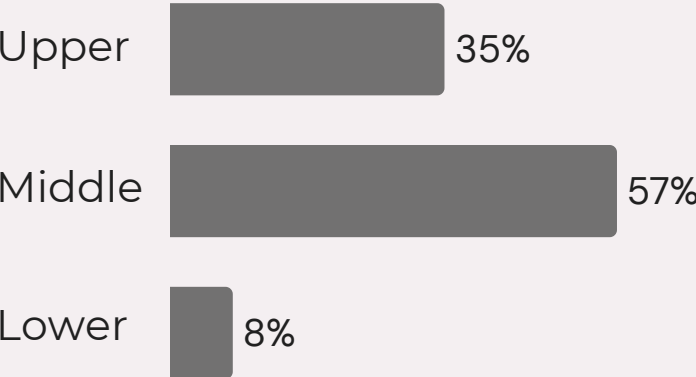
41%
With kids
(married/divorce)

Occupation



n= 1211 respondents

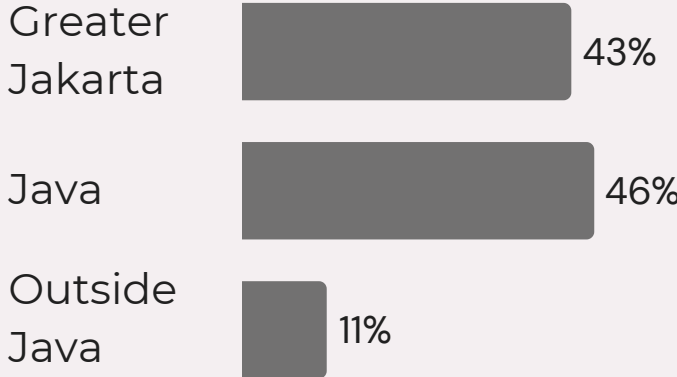
SES



Age cohort



Area*



*Area:

- Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Bogor City, Depok City, Tangerang City, South Tangerang City, Bekasi City.
- Java: West Java (exclude Bogor City, Depok City, Bekasi City), Banten (exclude Tangerang City, South Tangerang City), East Java, Central Java, DI Yogyakarta.
- Outside Java: all areas in Sumatera, Kalimantan, Bali, Nusa Tenggara, Sulawesi, Maluku & Papua.

Korean dramas are favored by more than half respondents

n= 1211 respondents

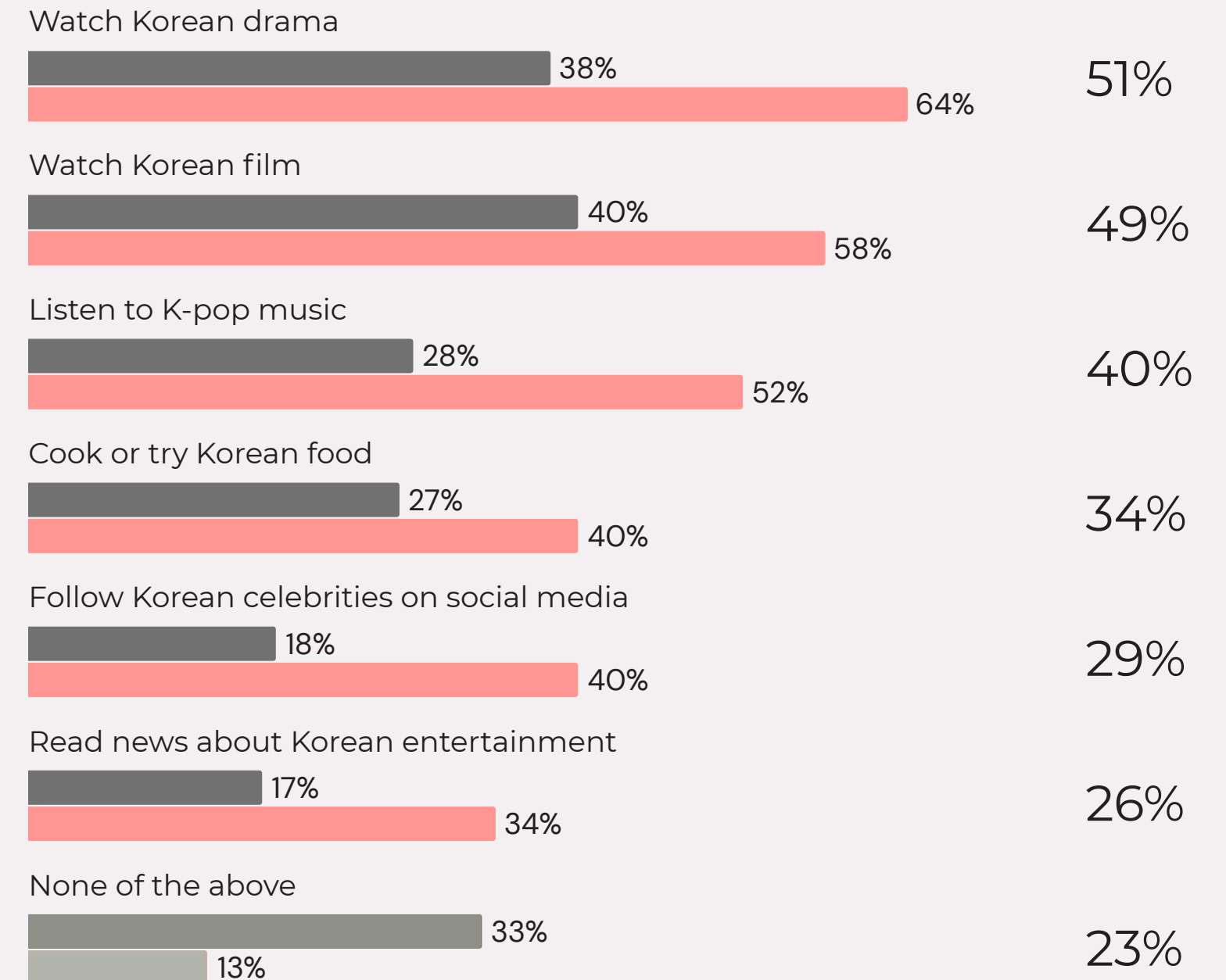
Over the past six months, over half of Indonesian watch Korean dramas (51%) or films (49%). Women respondents reported higher engagement across almost all Korean Wave activities, including listening to K-pop (52%) and following Korean celebrities on social media (40%).

Korean drama, which will be referred to as K-drama from now on, have played a significant role in shaping these trends.



What activities related to the Korean Wave* have you done in the past 6 months?

● Male ● Female

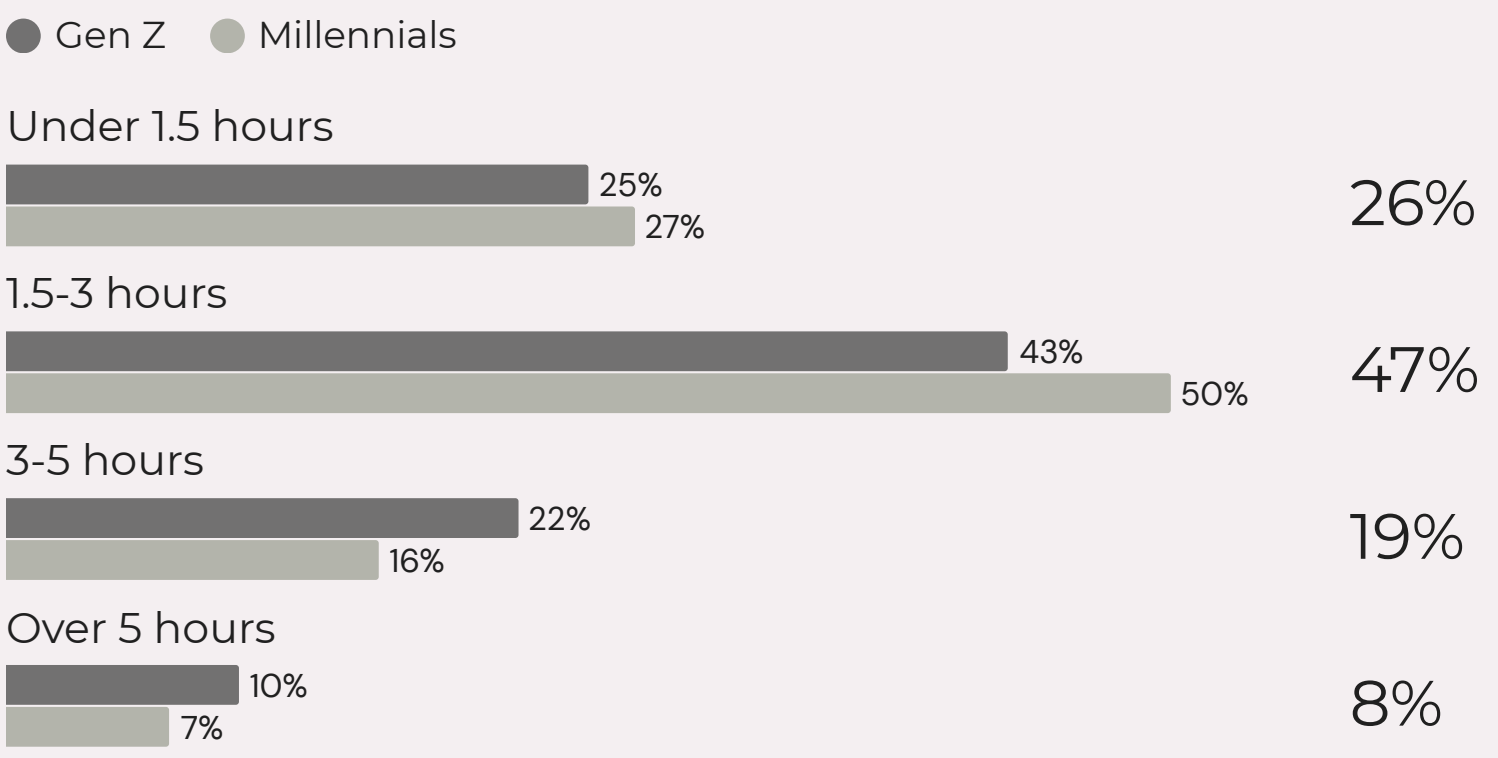


*Korean Wave: South Korean popular culture

1 out of 10 Gen Z are more likely to binge K-drama over 5 hours

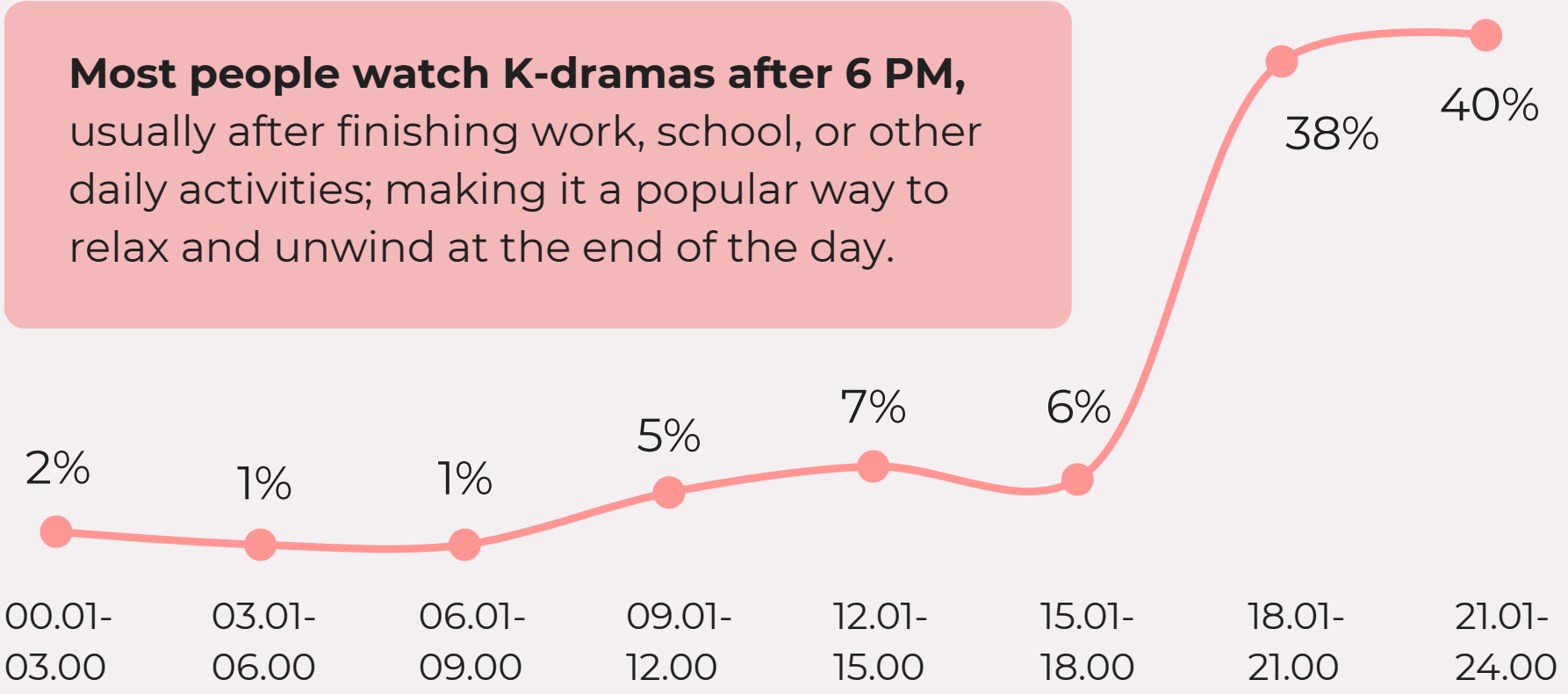
n= 621 respondents who watch K-drama

How long do you usually spend watching a K-drama?



47% of Indonesian viewers spend 1.5 to 3 hours watching K-drama per session. Gen Z tends to watch longer, with 22% dedicating 3-5 hours at a time, while Millennials prefer shorter viewing sessions, mostly under 1.5 hours.

What time do you usually watch K-drama?





1 out of 4 respondents watch K-drama 2-3 times a week

Reply 1988 (2015)



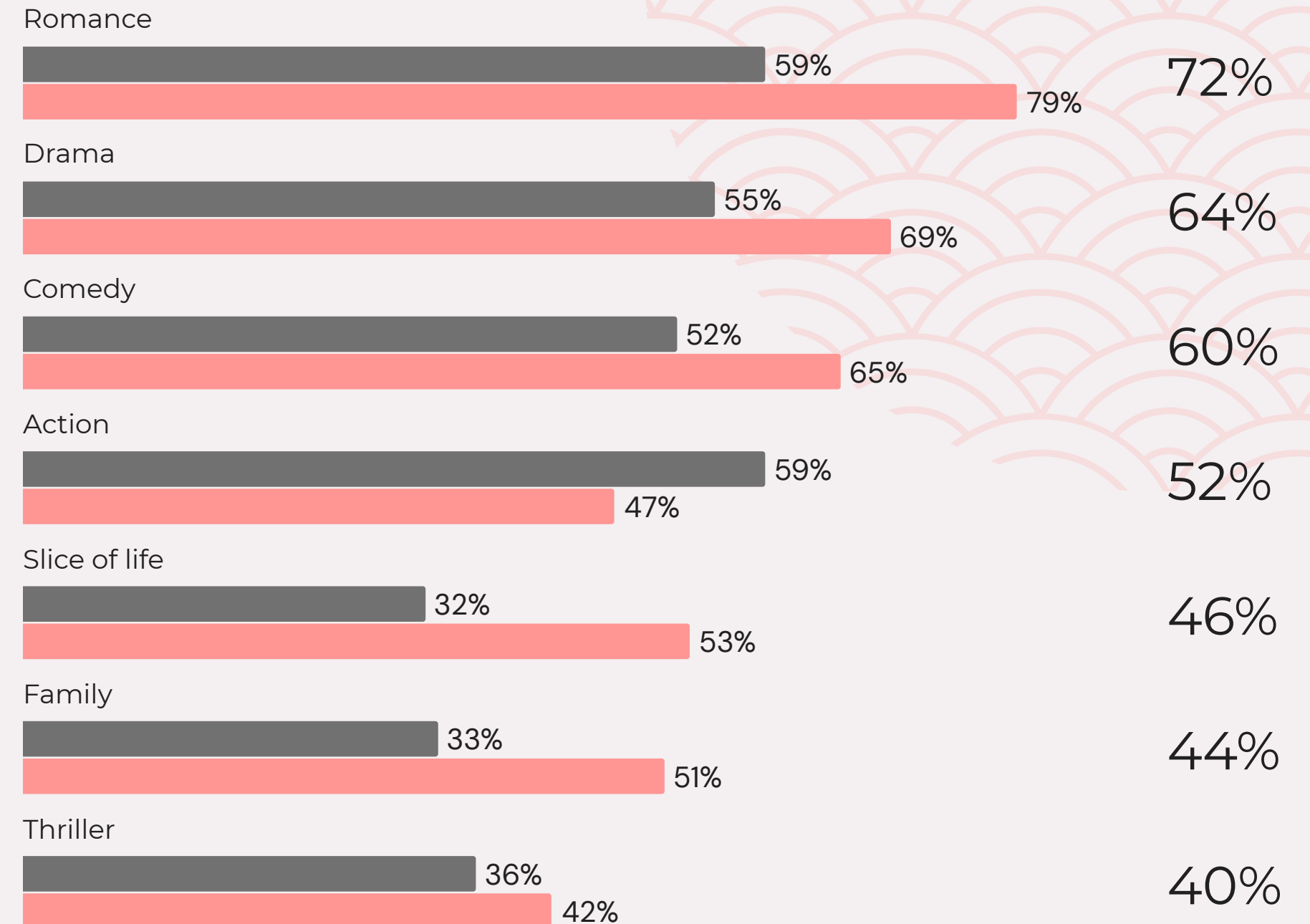
Romance tops for women, action for men

n= 621 respondents who watch K-drama

Romance is the most popular genre, especially among women (79%), significantly higher than men (59%). On the other hand, men prefer action (59%) more than women (47%), showing a clear contrast in genre preferences.

What K-drama genre do you like?

● Male ● Female



The story is king: most watch K-drama for their plot

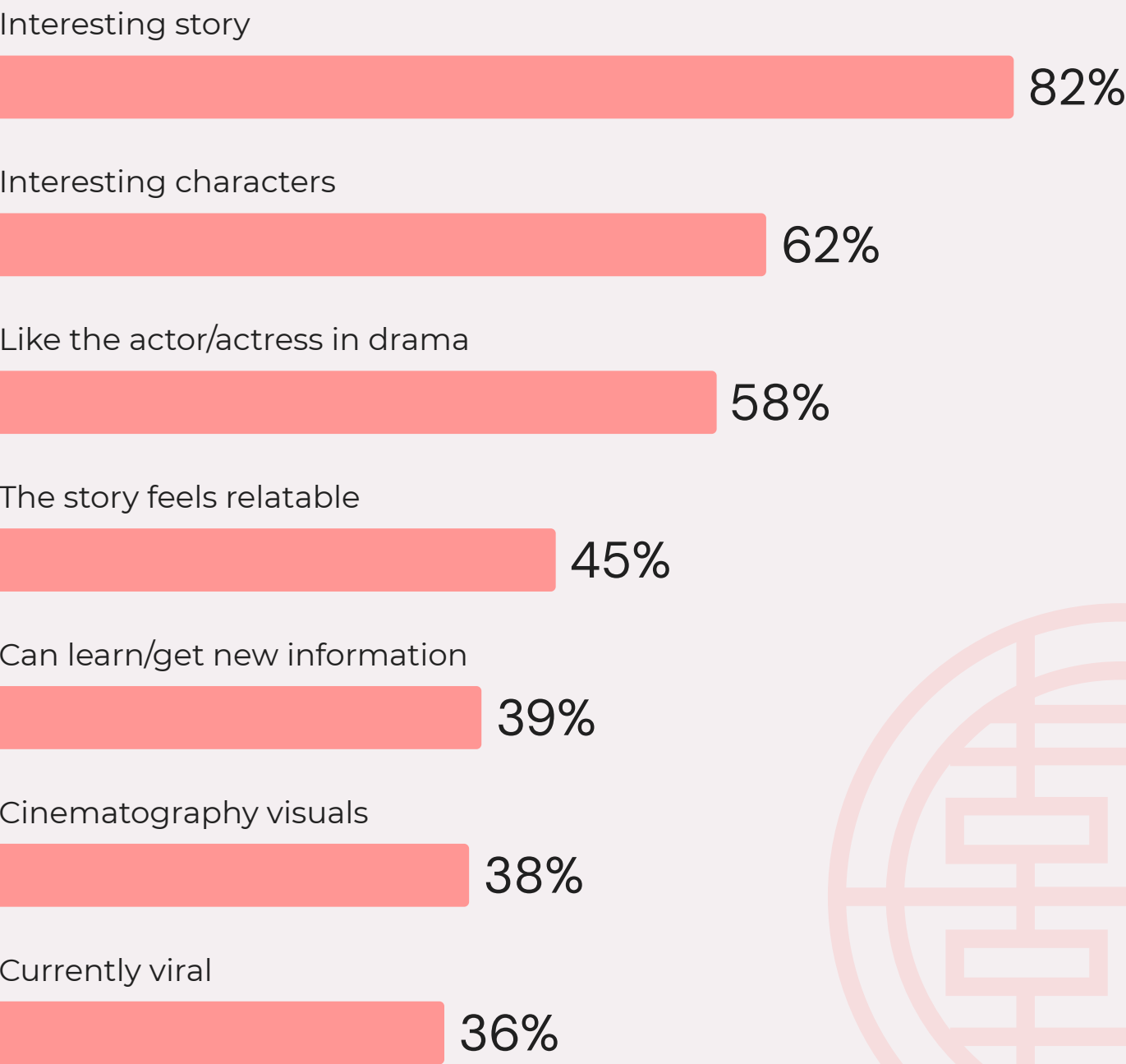
n= 621 respondents who watch K-drama

The top reason people watch K-drama is the **interesting story (82%)**, followed by unique characters (62%) and favorite actors (58%). This shows that content quality still outweighs trends or visuals in driving viewership.



Hospital Playlist (2020–2021)

What is your reason for watching K-drama?



Female viewers are drawn to interesting characters

n= 621 respondents who watch K-drama

When choosing a Korean drama to watch, 68% of Indonesians prioritize the genre.

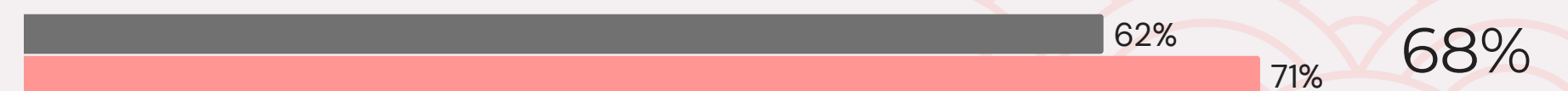
Female viewers prioritize the male lead actor (43%), while male viewers are more focused on the female lead actress (50%).

3 out of 5 viewers prefer K-drama with a happy ending

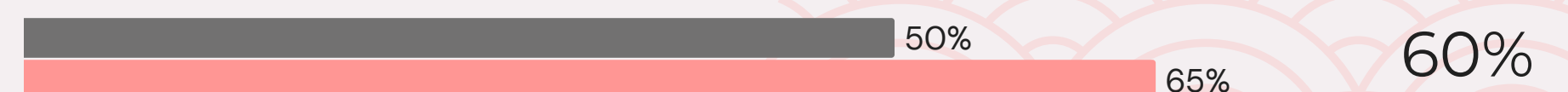
What are your considerations when choosing a K-drama to watch?

● Male ● Female

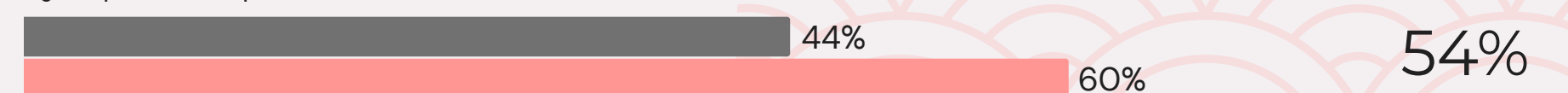
Genre/type



Theme



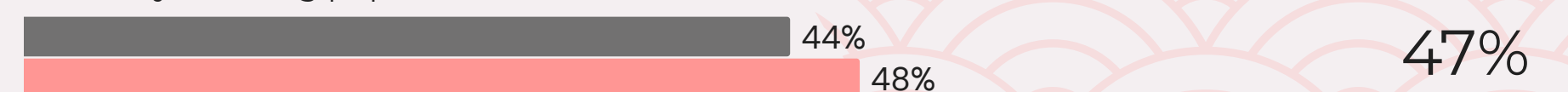
Synopsis and plot



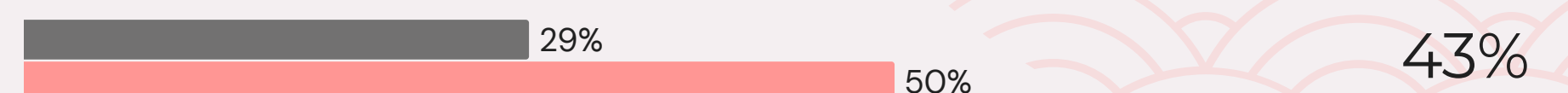
Trailer/clip



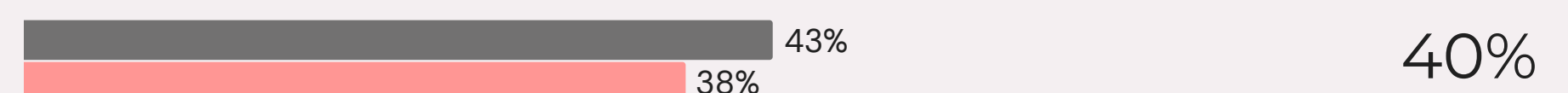
Currently trending/popular



Male lead actor



Female lead actress

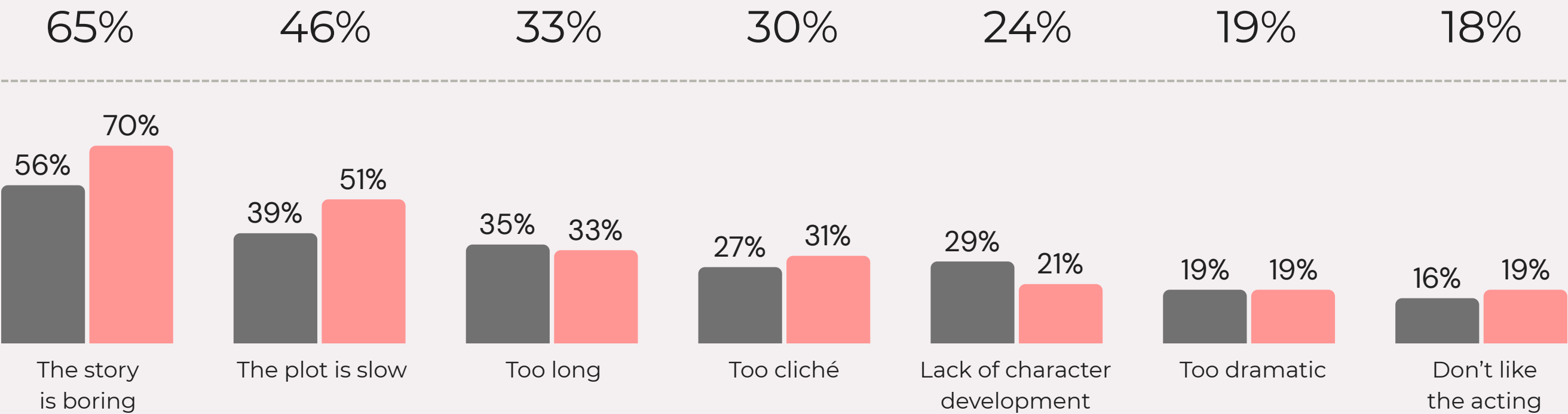


Boring stories and slow plots: common reasons Indonesians stop watching K-drama

n= 621 respondents who watch K-drama

Why don't you finish the K-drama you watched?

● Male ● Female



65% of viewers stop watching a K-drama due to a boring storyline, with female viewers showing a stronger preference for more engaging plots. 3 out of 10 men stop watch K-drama because the characters do not grow.



Weak Hero Class (2022-2025)

Top 7 K-drama

n= 621 respondents who watch K-drama

What is K-drama you like the most?



4% | Weak Hero Class
(2022-2025)



4% | Hospital Playlist
(2020-2021)



4% | Goblin (2016)



4% | When Life Gives You
Tangerines (2025)



4% | Full House (2004)



3% | Queen of Tears
(2024)



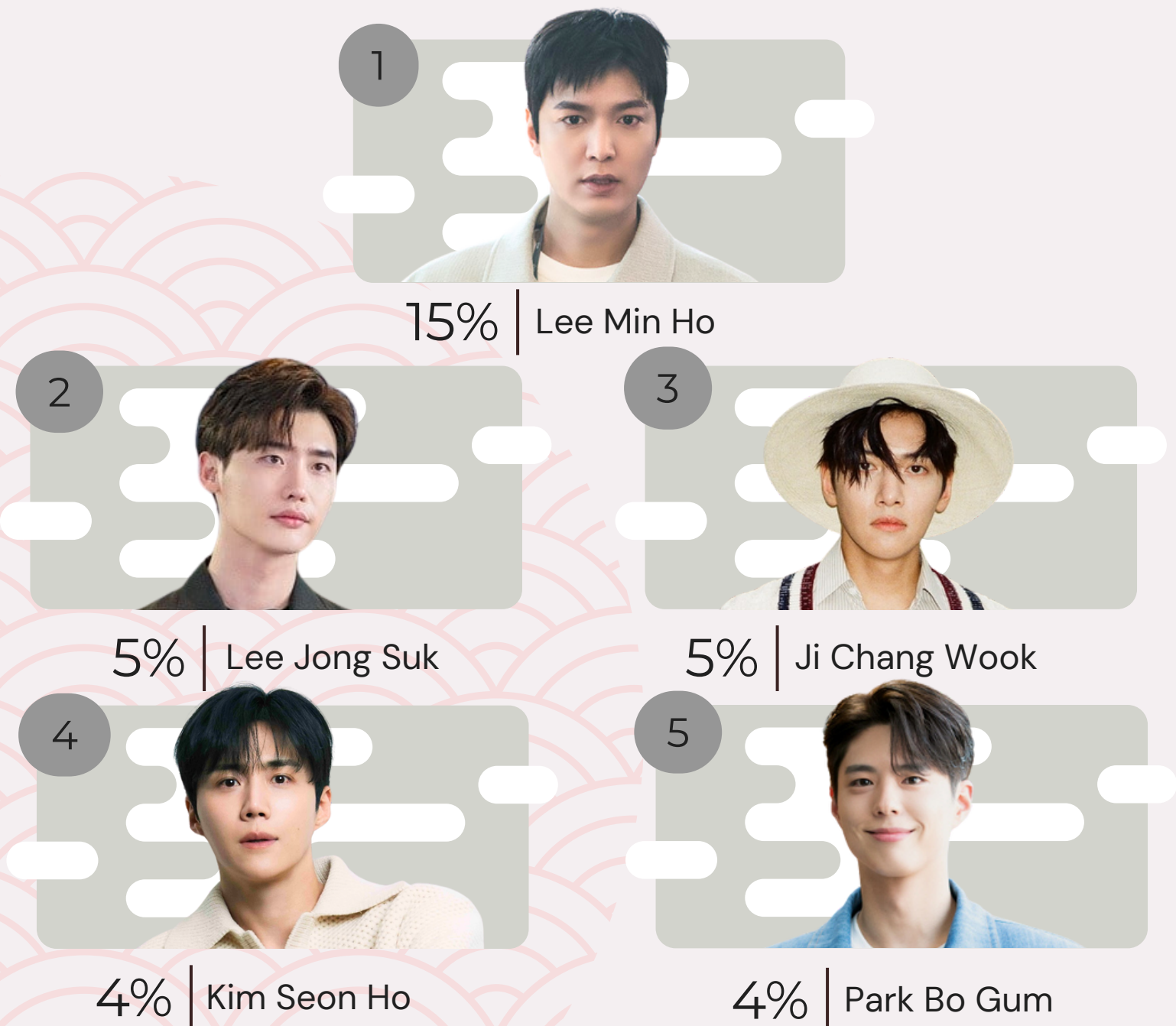
3% | Reply 1988 (2015)

Photo source: Soompi.com

Top 5 K-drama actor and actress

n= 621 respondents who watch K-drama

Who is the South Korean actor you like the most?*



*An actor has been excluded from the list due to an ongoing sensitive matter that is currently under legal and public review

Who is the South Korean actress you like the most?

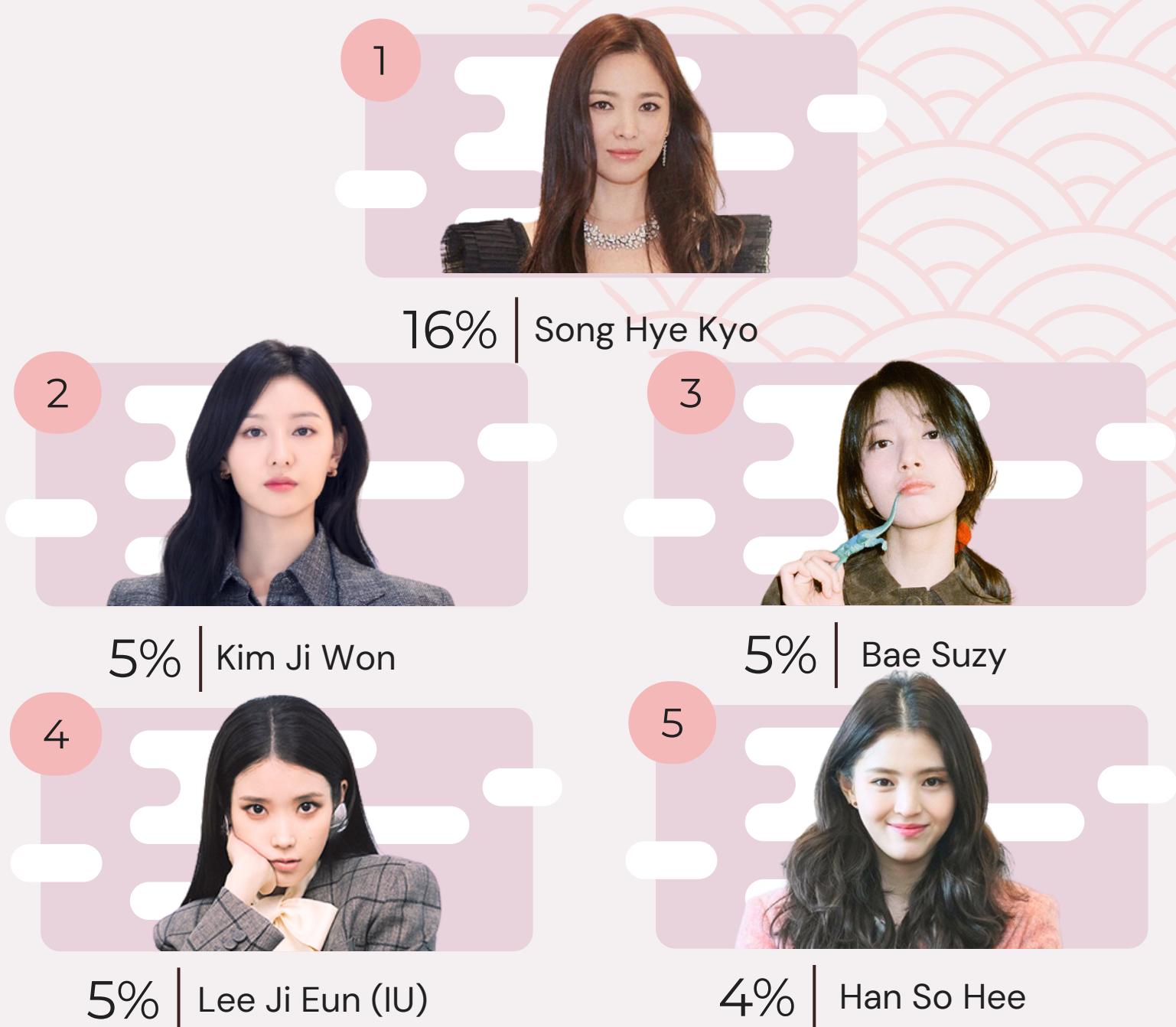


Photo source: Soompi.com



When Life Gives You Tangerines (2025)

Good looks matter, but acting still comes first

n= 621 respondents who watch K-drama

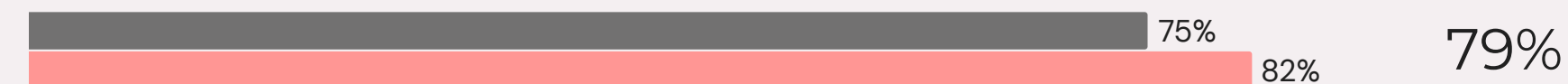
Both men and women agree that good acting is the top reason they like an actor or actress.

While appearance plays a big role, women also value on-screen chemistry more (59%). Personality off-screen is less important overall but slightly more appreciated by women.

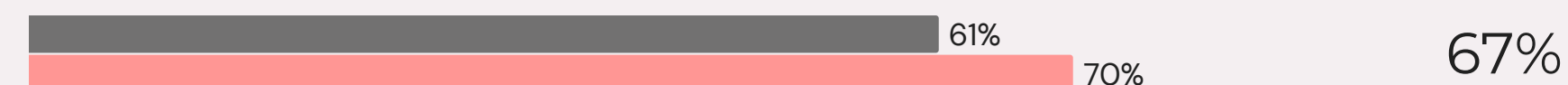
Why do you like that actor and actress?

● Male ● Female

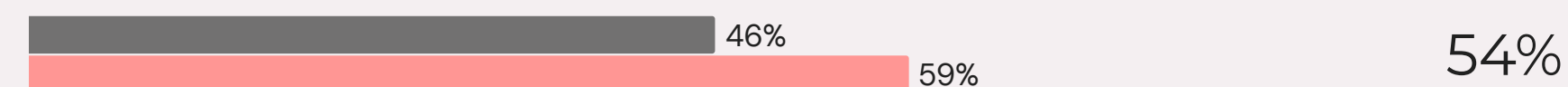
Good acting



Attractive visuals/appearance



Great chemistry with the co-star



Cool fashion style



Multitalented



Humorous/funny



Personality off-screen



Top K-pop idols with the best acting skills

n= 621 respondents who watch K-drama

54% of respondents are fine with K-Pop idols acting, as long as they can act well

IU stands out as the idol with the best acting skills (47%), followed by Bae Suzy at 37%. Cha Eun Woo also gets a significant portion of votes (32%).

Who is the K-Pop idol with the best acting ability?

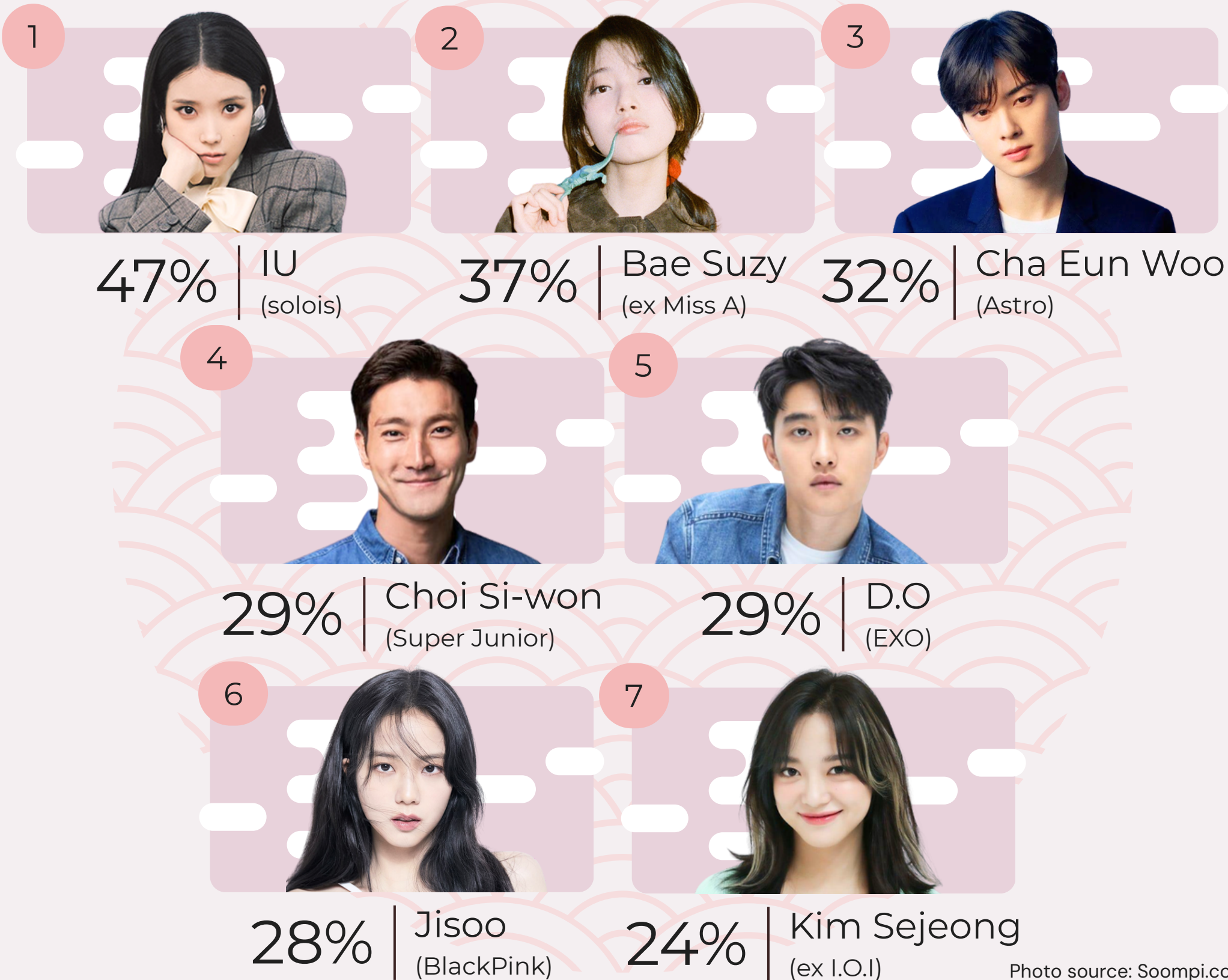


Photo source: Soompi.com

Most memorable second leads in K-drama

n= 432 respondents who experienced second lead syndrome

70% of viewers have experienced second lead syndrome

Which second lead in a K-drama left the most impression?



41% | *True Beauty* (2020) – Hwang In Yeop
(as Han Seo Jun)



36% | *Start-Up* (2020) – Kim Seon Ho
(as Han Ji Pyeong)



29% | *Reply 1988* (2015) – Ryu Jun Yeol
(as Kim Jung Hwan)

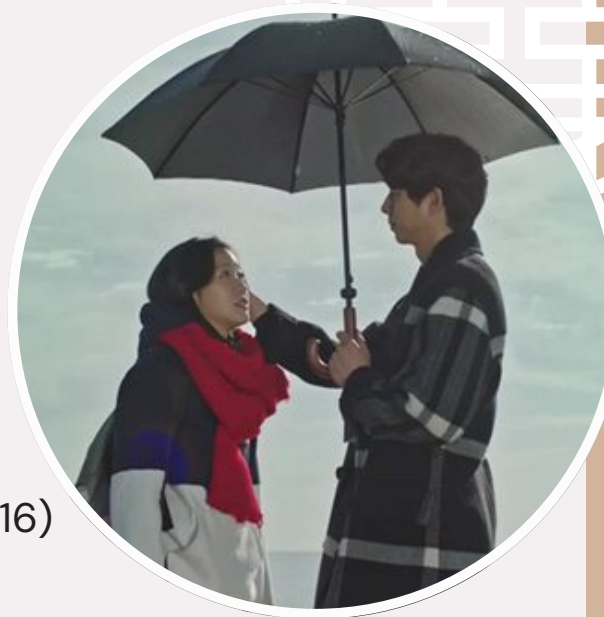
Second lead syndrome is when viewers fall for the supporting character, usually the kind and loyal second male lead, instead of the main love interest in a drama. **Hwang In Yeop from *True Beauty* is the most memorable second lead, with 41% of respondents naming him as their favorite.** Kim Seon Ho from *Start-Up* follows at 36%, while Ryu Jun Yeol from *Reply 1988* is also a strong contender at 29%.

Photo source: Soompi.com

What product promotions do you notice the most in K-drama?



Goblin (2016)



Most noticed product promotions in K-drama

n= 475 respondents who aware of product placements in K-drama

45% of respondents are interested in purchasing products endorsed by their favorite actor/actress

Cosmetic and skincare products are the most eye-catching, with 71% of viewers noticing them in K-drama. Food and drink packaging also grab attention for 67% of respondents.

Food and fashion win the K-drama effect

n= 475 respondents who aware of product placements in K-drama

How interested are you in buying, trying, or using the products that are shown in K-Drama?



Product placements related to daily needs and lifestyle, especially food, beauty, and fashion, **are the most likely to spark consumer interest after being seen in K-drama.**

After watching K-drama, what activities or things have you ever done or felt?

● Gen Z ● Millennials

Watch other dramas starring the actor/actress



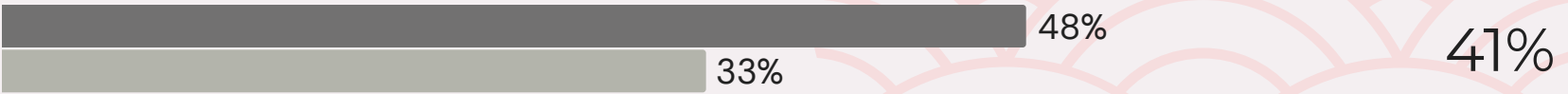
Listen to the soundtrack (OST) outside the drama



Watch other dramas with similar stories



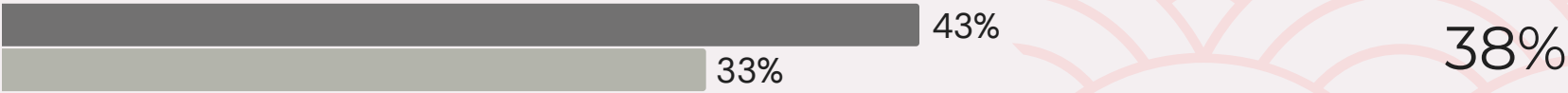
Follow the actor/actress on social media



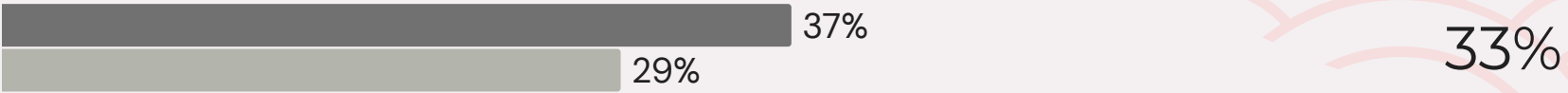
Want to visit South Korea



Want to learn Korean



Post on social media about the drama I just watched



K-drama impact: exploring the post-watching activities of fans

n= 621 respondents who watch K-drama

After watching K-drama, many fans are driven to explore more content, with 58% seeking out other drama featuring the same actors or actresses.

Gen Z viewers are more expressive and socially active after watching K-drama. They're more likely to post online and follow actors/actress social media.

Gen Z is more sensitive to scandals

n= 621 respondents who watch K-drama

How much does an actor/actress's personal scandal affect you?

● Gen Z ● Millennials

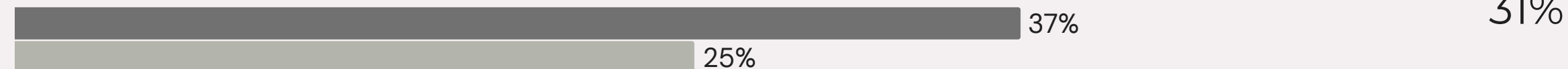
Not influenced at all – I separate the work and personal life of the actor/actress



Not influenced – will still watch if the drama is good



Somewhat influenced – less interested



Very influenced – stop watching the drama, stop following on social media

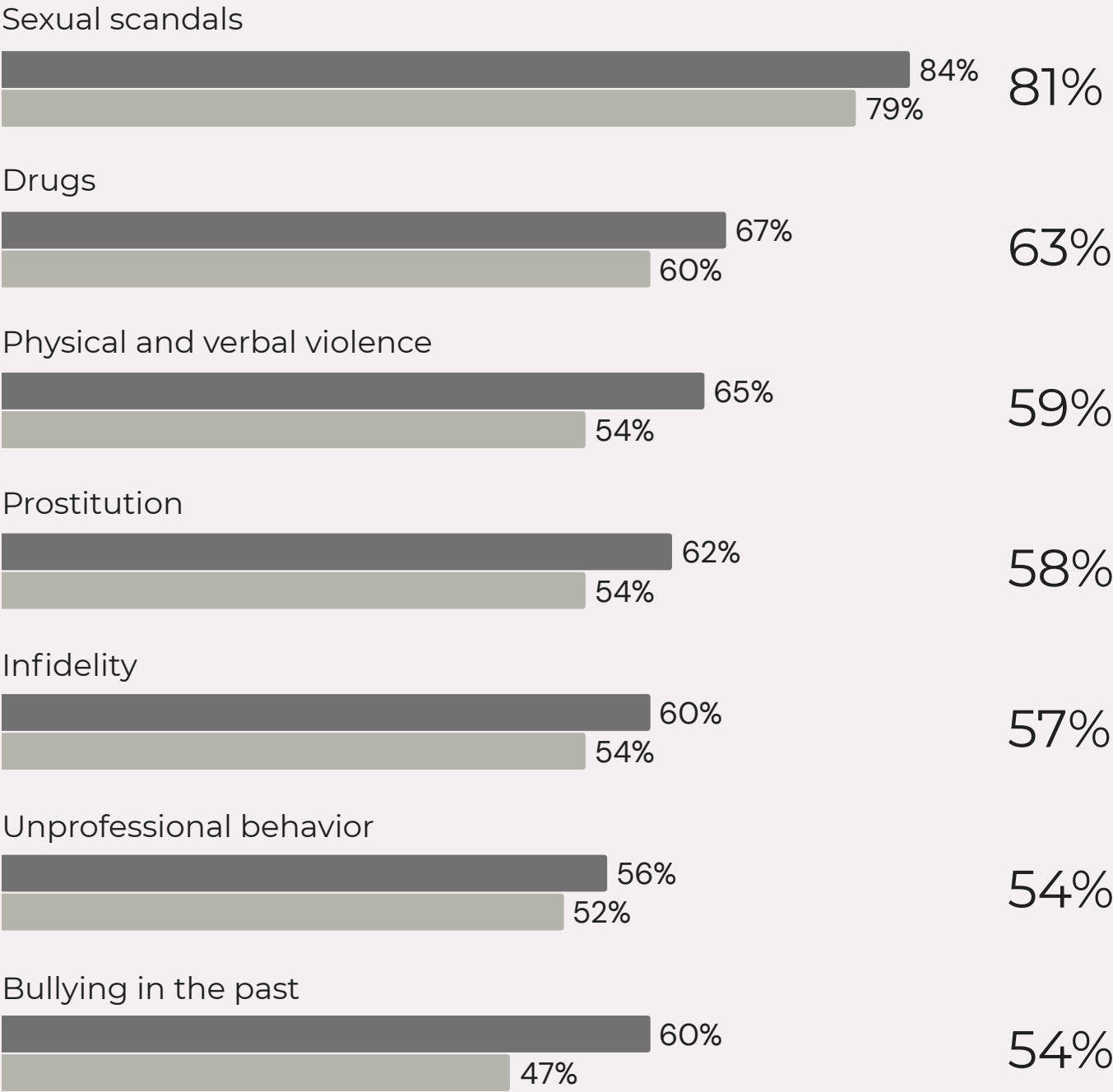


Gen Z are more likely to be influenced by actors' personal scandals, 37% say it makes them less interested, and 22% may stop watching entirely. In contrast, half of Millennials will still watch if the drama is good. This shows a stronger boundary between art and artist among older viewers.



What type of scandal do you think affects an actor/actress's reputation the most?

● Gen Z ● Millennials



Younger audiences are more critical of public figures' behavior

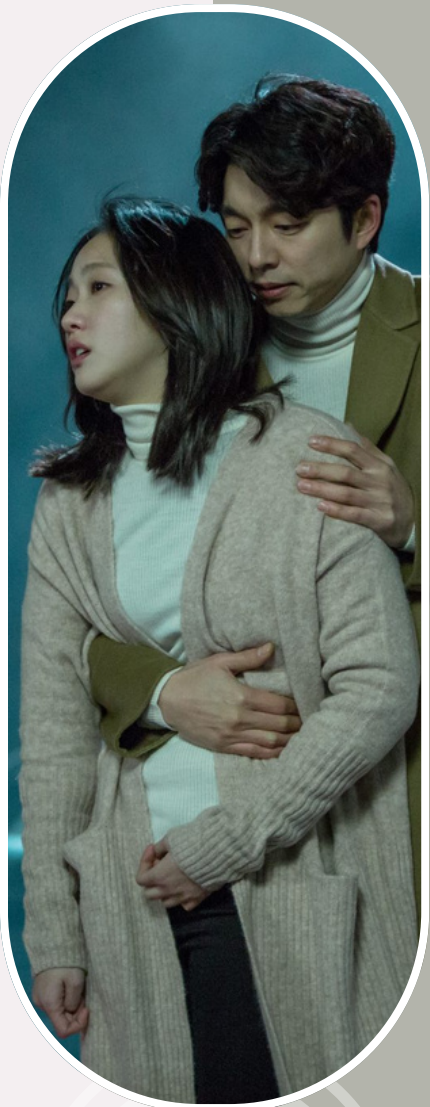
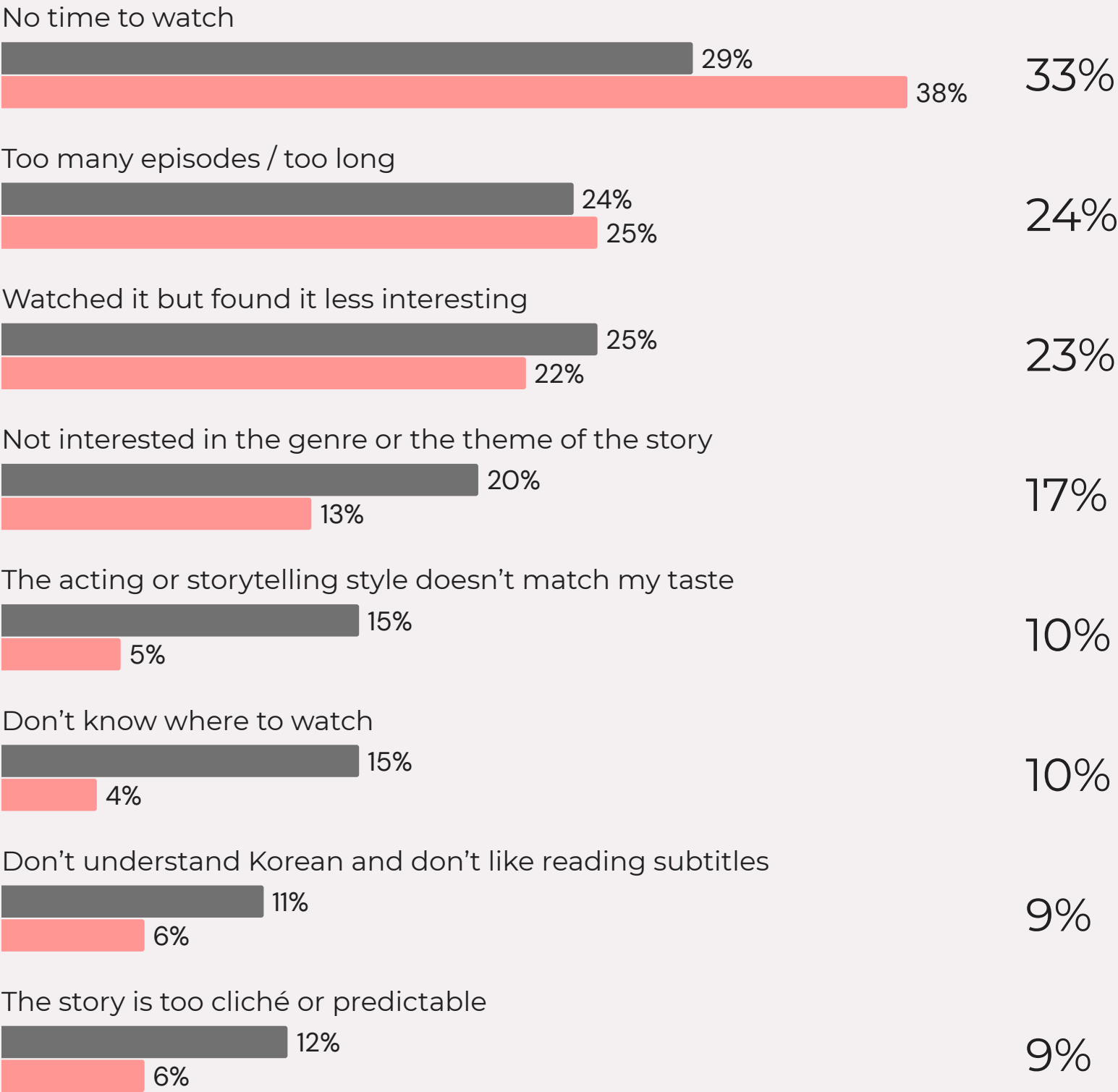


n= 621 respondents who watch K-drama

The most damaging scandals for an actor's reputation are sexual scandals, with 81% of respondents agreeing that issues like harassment or abuse have a significant impact. Drug use (63%) and physical or verbal abuse (59%) also stand out as major reputational risks.

Why don't you watch K-drama?

● Male ● Female



Goblin (2016)

Men say
'not interested',
women say
'no time'

n= 311 respondents who do not watch K-drama

Gender plays a key role in shaping viewing motivations or lack thereof.

Among male respondents, the top reasons are lack of interest in genre (20%) and more women say they simply don't have time to watch (38%).

Powered by Jakpat's Research Tools

This report is created by our expert using **powerful internal tools** to ensure fast, accurate, and insightful research.



Jakpat App

Create and distribute surveys effortlessly. Send to **Jakpat's profiled respondents** via our app or use Jakpat Lite to reach your own audience.



OE Clustering

Quantify you qualitative answers. Instantly categorize responses into structured, processable insights.



Topsight

Advanced data analysis made simple. Conduct automated **crosstabs**, **product comparisons**, and **instant visualizations** for deeper insights.



More Than Just Surveys!

Explore **Survey Ads**, **External Survey Integration**, and **many more** — designed to enhance every aspect of your research journey.

Let's find out how **Jakpat's Research Tools** can elevate yours!

GET ACCESS NOW!

Discover more from insight.jakpat.net

Premium Report - More Comprehensive

- ★ [Indonesia E-Commerce Trends –2nd Semester of 2024](#)
- ★ [Indonesia Mobile Entertainment & Social Media Trends – 2nd Semester of 2024](#)
- ★ [Indonesia Fintech Trends - 2nd Semester of 2024](#)
- ★ [Beauty Trends 2024: Makeup, Skincare, Bodycare Trends & Usage Behavior](#)

Free Report

- ★ [**Korean Drama Trends in Indonesia - 2025 Jakpat Survey Report**](#) [This is the report you're reading now]
- ★ [Gen Z, Millennials, Gen X on Health Trend 2025 vs 2023 - 2025 Jakpat Survey Report](#)
- ★ [Understanding AI Usage Today - 2025 Jakpat Survey Report](#)
- ★ [Consumer Behavior in Online Food Delivery-2025 Jakpat Survey Report](#)

Your insights matter!

A quick survey helps us improve.
Take a moment to share
your thoughts with us!

Fill the survey

Do the survey from
your phone – Scan QR



GET THE **RIGHT INSIGHT** AT THE **RIGHT TIME**

Over 1M+ managed mobile panelists in Indonesia

Connect Your Business & Panelist Real Time



DESIGN RESEARCH

Create your own research.
Formulate questionnaire
with guidance from our
research expertise



TARGET AUDIENCE

Reach your specific segment
easily within our managed
community panelists across
Indonesia & pay affordably



GET RESULT

Sit back and relax while our
system collect responses
across Indonesia
in real time



Can't Find What You Need?

Get a custom survey report tailored to
your needs. **Chat with us now!**



partner@jakpat.net



+62 274 2923 340



[wa.me/+62 821 3719 1522](https://wa.me/+6282137191522)



<https://jakpat.net>

Send your survey to **Jakpat panels**
and get your **report** within **2-3 hours**