A Case Study on the Effect of K-Drama in Choosing South Korea as a Travel Destination

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Abstract

This study analyzes one of Hallyu wave's predominant type, K-drama, and its effect as a motivation for viewers to travel to South Korea. It determines which of the K-drama elements, using [82] travel motivational appeals, the 3P's (Place, Personality, and Performance), is the most effective appeal. It is a qualitative research in a form of a content analysis, wherein the gathered data will be examined and investigated. The study used secondary data to help support its content. Furthermore, three well-known K-dramas from the year 2017 to 2019 was used in the study and will be analyzed through nine popular blogs, to identify which element influences the motivation of the tourists to visit a filming location in South Korea. The nine blogs were gathered using convenience sampling, and a total of 81 blog reviews were collected to be analyzed and help determine the result. Results of the study revealed that Personality is the most effective K-drama element, with reasons that the casts were popular and some were recognized multiple times by the viewers for their excellent acting performances. The popularity of these actors/actresses have contributed to the growth of tourism in South Korea, with viewers/tourists visiting a filming location from the K-dramas they had watch. This study would be useful in understanding what part of a K-drama led to tourists visit filming locations in South Korea and to know that K-dramas can be further be utilized to promote other destinations aside from the popular locations in South Korea.

Keywords: Hallyu induced tourism; motivation appeals; K-drama; Tourism; Place; Personality; Performance.

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1. Introduction

In the current generation, Korean pop culture are widely prominent, not just in Asian countries but all over the world, especially Korean dramas. K-dramas are a part of the Korean wave/Hallyu wave, which is defined as an eventuality where the existence of Korean pop culture is escalating in a global scale [4]. Moreover, its popularity has resulted into varying influences. The author in [35] states that postmodern tourists are heavily encouraged by film and pop-culture tourism. Because of this, like film tourism, K-dramas are now seen as a way to gather tourists in its corresponding filming locations. The Hallyu wave started way back in 1997 when the K-drama entitled "What is Love" was aired in a major Chinese broadcasting company. Due to its popularity in the Chinese society, the term "Hallyu" or Korean wave socially debuted and has been continually accepted in the global community. However, it only established a solid foundation during the 2010s when television dramas and music attracted the world's attention through global online platforms like YouTube and social networking sites [47]. Because of its quality and trendiness in a global aspect, K-drama is being recognized as an independent genre. K-drama has proved its place in a global aspect when it made use of the over-the-top (OTT) market, such as Netflix, as its platform for gaining more popularity and expanding its fanbase. Recent researchers have established that television drama series have a positive influence in the perception of one's country [5]. Tourism caused by the Hallyu wave was deemed as an economic windfall, meaning it was an unforeseen gain in income, and this paved the way for the aggressive government-sponsored marketing of Hallyu-induced tourism. According to the author in [77], the Hallyu wave is one of the main reasons for the worldwide rise of popularity of South Korea as a travel destination. As an example, after broadcasting the drama entitled Winter Sonata at Japan in 2003, the number of tourists increased by 22.4% in 2004 compared to the previous year. Based on a survey done by the Korean Tourism Organization (KTO) in 2004, 47% of the tourists answered that the influence of the K-drama was their motivation for travel. Korea's export of large-scale cultural content, including K-dramas, have been climbing by approximately 40% every year since 2001 because of the Hallyu wave [4] (see figure 1). Additionally, K-dramas have had a positive impact towards the Japanese and Southeast Asia community, deriving from the majority of visitors [40]. As the Korean pop culture continues to gain global recognition, proportionally, the number of visitors also grows. As a result of the development of the Hallyu wave, Korea has faced numerous unprecedented changes in the tourism aspect since the 2000s. Although the purpose of travel to Korea has been mainly for business, travel for leisure became distinctive in the early 1970s. Evidently in 2004 tourists, more than 70% of them were leisure travelers [39]. K-dramas, being a potential travel motivation tool, has advocated the need for this research. Therefore, this study, through a content analysis, analyzed one of Hallyu wave's predominant type, K-drama, and determine which of its elements motivated the tourists to visit South Korea using [82] travel motivational appeals (Place, Personality and Performance).
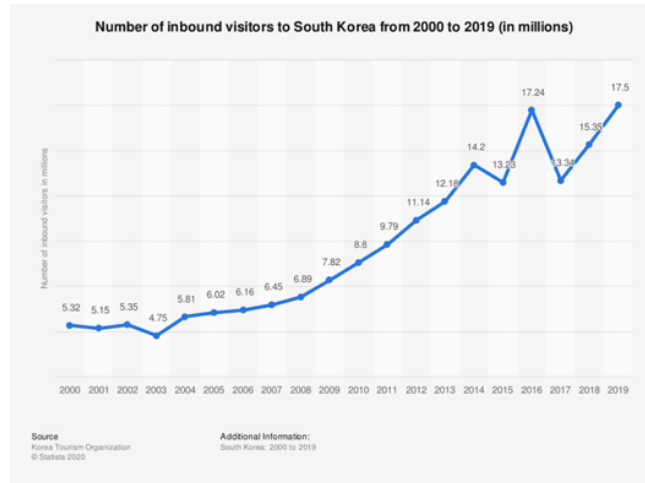
Figure 1: Number of inbound visitors to South Korea from 2000 to 2019

2. Literature Review and Conceptual Framework

Many have done a research study on film-induced tourism with tourism motivations as one of the features of it. Likewise, there are also some studies about Korean Dramas possibly being one of the factors on why tourists visit South Korea. Studies on this topic all have at least one thing in common, which is the fact that films and/or dramas have become a catalyst for tourism, specifically, as stated by the authors in [69], "Korean dramas have become a catalyst to the rapid growth of South Korea's tourism industry". Rittichinuwat and Rattanaphinanchai, as cited by [69], highlighted that "films can increase destination awareness". Additionally, the findings from the study of [56] states that the relationship aspect of Korean dramas was "fulfilled by changing the theme and properties according to the season and its imagination aspect", which employs the sense of sign and touch by creating many gimmicks that can be a photo-taking hot spot." The authors in [54] states, on the other hand, that "audiences who watch a television drama do not necessarily decide to travel to the film setting immediately." Thus, this leads to the question, what makes tourists travel to the place shown in the film/drama?

The findings of [69] exhibited that Korean dramas gives potential tourists encouragement to visit Korea, however it is not enough for the level of satisfaction of tourists. In the study of [75], after conducting a survey questionnaire to find out if the destinations shown in a Korean drama influences its audience to travel to Korea, the results of the study were likewise similar with findings from [69]. The results showed that respondents with the least level of engagement and eagerness were also interested in traveling to Korea after seeing a scene from a drama [75]. In addition to that, data obtained from the study of [9] indicated that the celebrity involvement and the place attachment are positively associated when it comes to film tourism. This gives the possibility that there are motivational appeals from watching Korean dramas. The researchers, therefore, have created a framework used as a guide towards finding the result of this study. The conceptual framework was created in a way that its main idea focuses on the theoretical framework of [82] about the motivational appeals of tourists towards a tourist destination. These motivational appeals, as proposed by [82] are place, performance, and personality. The framework was included in the study's conceptual framework because this was the basis in

conducting the study's content analysis. To further explain the study's conceptual framework, there are two things that are included in the framework. First is , as mentioned earlier, is the theoretical framework of motivational appeals by [82], which are the three P's (place, performance, and personality). This is the guide for the whole content analysis, as this was used as the researcher's way to determine the count for the number of times the bloggers felt motivated about the drama and the possibility of motivating them to visit South Korea. And second, the number of tourist arrivals and ranking in the top destinations. This is helped determine the connection between the Korean dramas, as well as the destination's exposure in the series, and the effect it had on Korea's tourism. This study is unique in a way for the study has done an analysis on how the effect of Korean pop culture, specifically on how Korean dramas have an effect on the tourists' motivation to visit South Korea. As mentioned before, the study includes a result of the number of tourists' arrivals and the ranking of top destinations in relation with Korean dramas. Though unlike other studies that have been conducted on a similar topic, this study does include doing any form of survey questionnaire. The study has been purely a content analysis in which the researchers analyzed reviews from popular online blogs to find out if Korean dramas can motivate its viewers to travel.

3. Methodology

The objective of this study was to measure the immediate effectiveness of K-drama on the tourist arrivals. The research design of this study is qualitative research since this study focused on analyzing on a descriptive or narrative data which created an interpretation that was based on the personal reflections of the participant within their own social context [85]. This study investigated and analyzed the images, themes, concept, and personal views of the people on a certain destination which is why the researchers focused only in using qualitative research. This allowed the researchers to easily determine and develop an understanding about the topic. It was also easy to recover and examine the behavior and perceptions of the study. The researchers used secondary data that helped support the study. The secondary data that were collected by the researchers were connected from previous studies relating to the said topic. It was used to see and observe the different uses of theories or hypothesis that acted as a guide for this study and made it relevant. Furthermore, the researchers used the application Taguette, which is a research online gathering tool. This online tool was used to identify the three pull factors known as 3 P's [82] which are Place, Performance, and Personality based on the reviews of each one out of nine K-dramas from ten different blog sites. The mentioned 3 P's [82] were further defined by the researchers to provide a more specific analyzation unto the reviews. Additionally, this would give the researchers a definite limit on what to count and include in the coding theme of the analysis. For the Place appeal, the researchers chose to focus on any setting or South Korean tourists sites mentioned directly or indirectly in the respective K-drama. On the other hand, the Performance appeal was given the genre limitation, wherein it would only include how the main and sub-genres of each K-dramas were mentioned and highlighted by the bloggers in the reviews, while mentioning the effects of these genres as shown in the scene/s to the viewers. Lastly, for the Personality appeal, the researchers concentrated in the actors and actresses performing in the K-drama, which includes how the bloggers reacted to their portrayal of the characters that was given to them.

Table 1: List of Blog Sites

Blog Sites	Total No. of Visits
Dramabeans	2.06 million
The Fangirl Verdict	140.26 thousand
The Cat that Watches TV	177.22 thousand
Kdrama Kisses	128.32 thousand
Kdramalove	115.85 thousand
My Myooz	126.90 thousand
A Fangirl's Feels	142.01 thousand
Kdramadiary	120.20 thousand
Annyeong Oppa	388.92 thousand

The data analysis method that the researchers used was content analysis. The content analysis included examining and investigating the reviews from the blogs that were gathered. The 9 blogs were gathered using convenience sampling (see Table 1) have a review about the K-dramas that the researchers have chosen (see Table 2). All K-dramas listed are 16-episodes long and are internationally to watch on different OTT platforms (Netflix, Hulu, Amazon Prime, etc.). Each of the series were broadcasted on either free-to-air South Korean television networks (KBS, EBS, SBS and MBC) and on cable channels (tvN). The basis on choosing the blog sites are their total number of visits in their page while the selection of K-dramas was based on their ranking in the "Best Korean dramas of all time", as well as those with their corresponding featured South Korean destination or site. This resulted with a sample size of 81 blog reviews.

Table 2: List of Korean Dramas

Korean Dramas	Year
Goblin	2017
Chicago Typewriter	2017
I'm Not A Robot	2017
Lawless Lawyer	2018
Something in the Rain	2018
Memories of the Alhambra	2018
Angel's Last Mission: Love	2019
Hotel Del Luna	2019
Crash Landing on You	2019

The researchers only focused on the overall review or the comment of the blogger about the K-Drama that had been watched, with the exception of recaps, synopsis, and any other unnecessary statement, that can assist in the study. This allowed the researchers to identify the essential parts and determine the presence of the 3 P's [82] in the said reviews.

4. Results and Discussion

The researchers made us of the codebooks of the data gathering tool and analyzed the highlighted content. The findings were expressed in the frequency (F) of the 3P's (Place, Performance and Personality) based on the set definition of the researchers on each appeal.

Table 3: Results of the 3P's of Goblin

Place	F	Performance	F	Personality	F
Naju Image Theme Park	7	Romance	3	Gong Yoo	14
BBQ Olive Chicken, Seoul	1	Fantasy	3	Lee Dong Wok	14
		Bromance	3	Kim Go Eun	9
		Historical	2	Yoo In-na	7
		Mystery	1		
		Suspense	1		
		Supernatural	1		
Total	8	Total	14	Total	44

The first drama that was analyzed was Goblin (literal English translation: Guardian: The Lonely and Great God). It tells the story of an immortal being, Dokkaebi (which is, in literal English translation, Goblin), while finding his bride that could break his immortal curse [22]. Based on the results of Table 3, the South Korea locations Naju Image Theme Park and the BBQ Olive Chicken in Seoul were frequently mentioned in the blog reviews. The relevance of Naju Theme Park is due to its replication of the Goryeo dynasty sites, which has made it a frequent filming location for historical dramas such as Goblin, in which it has *"epic sageuk backstory scenes"* as stated in the blog reviews. Naju is a tourist site made popular by being home to a village that is surrounded by Goguryeo palaces and fortresses, whereas a model of a Goguryeo palace can be found at the said theme park [45]. In fact, several tourist agencies include this place in their South Korean Tour Package like how Adventures Korea advertise it as the shooting spot of Goblin. On the other hand, BBQ Olive Chicken in Seoul was made popular solely by the K-drama itself as a form of product endorsement. As stated by [12], the BBQ Olive Chicken was called the "Goblin Korean Fried Chicken" store when its outlet was showcased in the K-drama Goblin. It was stated that the said flagship store had a TV outside of it, replaying the K-drama scenes when it was featured, which prompted tourists to stop and take a selfie in it with several posters and props. Results on Table 3 shows that the genres romance, fantasy, and bromance appeared as the most frequently mentioned genre by the bloggers. The scenes that showed many romantic moments of the drama received a lot of attention and even made many fans visit the filming location. This can be seen through the featured filming locations, Buckwheat Farm and Yeongjin Beach, which was one of the most recognizable destinations in the drama. Many fans have been visiting the filming locations to recreate the romantic scene that the two main leads did in the place. These locations were even recommended by [71] as one of the must-visit winter K-drama filming locations in Korea. It even mentioned that in Hagwon Farm, *"you'll be able to create your own romantic Kim Shin–Eun-Tak scene"* [71]. It has been imprinted on the minds of the viewers as the place where the Goblin (Kim Shin) and Eun Tak had their kiss. Another notable genre of Goblin is bromance, a word combined from the words brother and romance. Originally, romance and fantasy are the main genres of the drama while bromance is just a sub-genre of the drama. However, results show that bromance is equally showcased throughout the drama for the bloggers to mention it as many times as the two main genres.

Bromance, compared to the genre romance, is a nonsexual friendship between men [84]. This genre kept the audience of Goblin to enjoy the drama even more and this had even led to some viewers actually visiting South Korea. For instance, from a website post in [8], a traveler stated that one of her favorite scenes of the drama was when the Goblin and the Grim reaper had appeared in Sinchon Graffiti Tunnel. The traveler together with her friend visited the actual filming location just to recreate their favorite scene of the two male lead characters. Aside from these three genres, Goblin also contains a mix of other genres which were evident enough for the bloggers to mention in their reviews. The results on Table 3, revealed that Gong Yoo and Lee Dong Wok were the most mentioned actors based on the bloggers. Gong Yoo became a Hallyu star, after he was casted on the romantic comedy drama "Coffee Prince" which became his breakout role and became a hit to the viewers worldwide. Lee Dong Wook is a famous South Korean actor, with 40 TV dramas and 5 films altogether from 1999 till 2020. These actors were widely known in South Korea for many Dramas and Movies that they have made and brought romantic excitement to their fans. The other two actors/actresses Kim Go Eun and Yoo In-na had a few repeated frequencies owing to the fact that the viewers are focused more on the two lead actors that were previously mentioned. In a weblog of [36], the traveler personally went to the filming locations that the actors/actresses appeared in drama. The post even had feedbacks other people, leaving comments such as "*Thank you for sharing this. I plan to visit SoKor because of Gong Yoo.*" and "*Thanks so much for this post! I'm really loving Goblin and I'm a big fan of Gong Yoo so I really want to visit these places next time*". In another vlog, [18] posted a video showing the filming locations of Goblin and vlogging about how each scene happened in one of the filming locations of Goblin. She expressed her feeling being at the filming location which gave her a Goblin-feeling which she felt fulfilled and had a great feeling to have been there to visit. As it was observed, the viewers wanted to have a memory in each filming location of the K-drama, they wanted to follow the footsteps of their favorite actors which becomes one of their reasons for visiting a filming location [6].

Table 4: Results of the 3P's in Chicago Typewriter

Place	F	Performance	F	Personality	F
Gwanghamun	2	Romance	3	Yoo Ah-in	15
Gyeongbokgung Palace	2	Mystery	2	Im Soo-jung	14
		Bromance	2	Go Kyung-pyo	12
		Comedy	1		
Total	4	Total	8	Total	41

Chicago Typewriter is a 16-episode long series, which was aired on tvN, a cable channel or pay TV, which has relatively smaller audiences compared to public broadcasters like KBS, EBS, SBS and MBC. The series revolves around the three major characters, a bestselling writer who is in a slump, a mysterious ghostwriter, and an anti-fan of the bestselling writer; and the story of their past lives as the writers who lived under Japanese rule in the 1930s. [23]. From the results of Table 4, the South Korea locations namely: Gyeongbokgung Palace and Gwanghamun Square were frequently mentioned in the blog reviews of this K-drama. "*What an amazing scene, where Jin Oh stands and looks upon Gwanghwamun, the main gate of Gyeongbuk Palace, marveling that the Japanese General Government Building is gone.*" As the main setting of the K-drama's historical plot, the main royal palace of the Joseon dynasty was an important factor of the series. Being a symbol of freedom in the story made its way to the bloggers' mind. "*Se-joo's passing mention of "candles" in Gwanghamun Square made me think of the many people who marched with candles just a few short months ago at that very location*

and made a stand." Additionally, it has been mentioned by one of the bloggers that the scene filmed in Gwanghamun Square reminded them of an actual event that also took place in the said setting. Gyeongbokgung Palace is a popular site in South Korea wherein it was the first and largest of the royal palaces built in 1395. Over the years, it has become one of the must-visit places in Korea which showcases the cultural heritage of the country [43]. Being a tourist site that remained beautiful even during all four seasons of the country, many tourists are adding this to their itinerary, just to experience the scenery in the eyes of a royal. Also, a frequent filming location for historical K-dramas paved its way as a top destination in South Korea, as stated in the official site of KTO. The results of Table 4 shows that romance is the most mentioned genre in the blogs. Truly romance is what most viewers love the most when watching a K-drama, and the viewers of Chicago Typewriter were no different. They loved the scenes that the main leads had such as their first date in Cheonggyecheon Stream. The exposure of the location even led [78] to include it in her article, 31 Instagram-Worthy K-drama Spots in South Korea. Aside from romance, the drama also has mystery and bromance, which was the second highest most mentioned genre and even comedy. Chicago Typewriter had it all, romance, comedy, mystery and even bromance. The mixture of these interesting genres caught the attention of the bloggers and many viewers, not to mention that the drama reveals scenes of retro Seoul [76]. As mentioned by the bloggers, every episode of the drama made the audience feel curious as they were left with a mystery of the story, most especially with the timeline from the 1930s. The 1930's timeline of the drama even resulted in Seoul Tourism Organization, through Visit Seoul, adding the filming locations of the retro scenes of Chicago Typewriter in their recommendations for tourists to visit. As presented on Table 4, the results of the frequencies of each actor and actresses were not far apart. Yoo Ah-in is a great actor and has his own unique trait that distinguishes him from other actors. And he also plays impressive character roles in many K-dramas. Im Soo-jung is well known for her great performance in which she won the Best Actress at the Blue Dragon Film awards and the Women in Film Korea awards. Lastly, Go Kyung-pyo was nominated as the Best New Actor twice from acting in two different films and was nominated as Best Supporting Actor in 2017, when he played his character for Chicago Typewriter. These actors were mentioned repeatedly by the blogger who applauded their performances in portraying the characters in K-drama. The bloggers stated that the filming locations they wanted to go to where their favorite actors made them feel a romantic excitement. The blogger from the FanGirl Verdict said that it was such a lovely feeling when they got into one of the filming sites of Chicago Typewriter, especially the Gwanghamun Square in Gyeongbokgung Palace because it gives them flashbacks of one of the great scenes in the drama. There are also other people mentioning the locations from the drama, for instance, [10] posted in her site that she went to Book Park Hannam-Dong, the location that Im Soo-jung had appeared in the drama. She explained that the book café that Im Soo-jung appeared in caught her attention and it so happen that she was into reading books which is why she visited the location.

Table 5: Results of the 3P's in I'm Not A Robot

Place	F	Performance	F	Personality	F
Bear Tree Park	2	Romance	5	Yoo Seung-ho	31
Yeocha Mongdol Beach	1	Comedy	4	Chae Soo-bin	21
Mt. Seongheungsan Love Tree	1	Sci-fi	1	Seo Dong-won	3
Praum Museum and Restaurant	1	Fantasy	1		
Total	5	Total	11	Total	55

I'm Not A Robot is a 16-episode long series, which was aired on MBC, a free-to-air South Korean television channel. It entails the romance between a wealthy and successful chaebol, who has an allergy of people, and an aspiring entrepreneur, who is pretending to be a robot for her genius robot professor ex-boyfriend [24]. Based on the results of Table 5, there were three frequently mentioned South Korea locations in the blog reviews. First is the Yeocha Mongdol Beach where a significant scene in the K-drama took place. This is the famous pebble beach in Geoje Island where it takes after the "aesthetic" effect of its shoreline. "*The scene where Min Kyu finds Ji Ah on the beach is so good. From happy and relieved, he quickly transitions into disbelief and shock, then horror and sorrow, as the realization that Ji Ah had deceived him sinks in*." As stated by one of the bloggers, the emotional climatic scene of the series ended up being filmed on this beach. Some fans even called this place "where the moment of truth happened". Next is the Bear Tree Park which is the most frequent setting of the K-drama since it is the home of the male lead. This filming site is not an actual home but a theme park in real life. [70] visited this park stating that this is the main filming location in the entire series being Kim Min Kyu's mansion in the drama. She even shared her photos taken in the park to her social media pages wherein a lot of people commented on where it was exactly located. Third is Mt. Seongheungsan Love Tree where the fans recalled as the important "reconciliation" scene of the series and where a meteor shower also appeared, making it a notable site for the K-drama viewers. Additionally, for non-drama viewers, this site is famous for hikers, being located at the top of the mountain and going as far to call the 400-year-old tree as very impressive. Lastly, the Praum Museum and Restaurant is the site of the "umbrella scene" in the K-drama. This is an Italian-themed resto at Namyangju where weddings and intimate events are being held at. [70] also visited this site at the same time she visited the Bear Tree Park in her I'm Not A Robot-tour to South Korea where she posed for a photo at the exact scene in the K-drama. The results of Table 5 shows that romance is also the most evident genre just like the previous K-drama. In I'm Not A Robot, the genres romance and comedy were the highly mentioned genres by the bloggers in their reviews. The bloggers mentioned that the drama is one of the best rom-com (romance-comedy) K-dramas of 2017. They highly praised the drama most especially with the romance story of the drama. Romance and comedy are one of the main genres of the drama together with the genre sci-fi. However, in the results of Table 3, it can be seen that sci-fi is not mentioned as much as when romance and comedy were, despite the fact that the story of the drama revolves around sci-fi as well. This hints that viewers tend to focus more on the romance and comedy part of the drama. [70] stated, "the most "Kilig" lesson ever held in the Korean TV series was the kissing lesson that took place at Min Kyu's beautiful and vast garden." This beautiful and vast garden that was referred to was none other than Garden of the Morning Calm. Such romantic scenes shown in the drama become memorable to its viewers and could lead them to travel to South Korea just to visit the filming location. Based on the results of table 5 it shows that Yoo Seung-ho was the most frequently mentioned personality, followed by Chae Soo-bin. These two actors were the main leads of the K-drama. Yoo Seung-ho first rose to fame as a child actor while Chae Soo-bin was recognized for her performance and gained an Excellence Award nomination at the 30th KBS Drama Awards. The least frequently mentioned personality was Seo Dong-won who was only a supporting character. Based on preferences, viewers would visit filming locations because of their favorite actors/actresses. [70] is one of example of the viewers who visited a filming location of I'm Not A Robot due to her liking the actor Yoo Seung-ho. This shows that viewers would visit filming locations where the actors had appeared in the scene and re-capture every single shot that was shown in the K-drama.

Table 6: Results of the 3P's in Something in the Rain

Place	F	Performance	F	Personality	F
Coffee Bay – Gasan Branch	1	Romance	7	Son Ye-jin	14
		Melo(drama)	1	Jung Hae-in	9
		Comedy	1		
		Romance	7		
Total	1	Total	16	Total	23

Something in the Rain (literal English translation: Pretty Sister Who Buys Me Food) is a 16-episode long series, which aired on JTBS, a South Korean nationwide pay television network. The main storyline of this drama is about the relationship of the major characters from "acquaintances" to a "genuine romantic relationship", while having different themes of taboos in South Korea as the driving narrative [26]. Based on the result of Table 6, the South Korea site that was mentioned in the blog reviews was the actual Coffee Bay company in the K-drama. This company is where the female lead works and it was shocking to the bloggers when they found out that the said company was an actual product in the food industry. More specifically, the K-drama featured the Gasan branch of the Coffee Bay franchise and was notable to the viewers since it was a continuous product placement in the series. In actuality, the Coffee Bay is a long-sponsored product in K-drama by the actors' and actresses' appearances in their branch or flashing its products on the screen and being tested by the characters in the show themselves. This has made fans curious on how the product (most likely their coffee drinks) tastes and prompted them to go visit and purchase it in their store outlets. In the Cosmopolitan website, in a Food and Drink article by [68], it was stated there that the Coffee Bay Gasan Branch is where one can get the coffee that was always featured in K-dramas such as Something in the Rain. Although it has store branches all around the world, the sole fact that this is the branch where several K-dramas were filmed at, K-drama induced tourists flock to get a taste of their foods and drinks that were also served in the series. Something in the Rain had romance as its main genre and once again, Romance is the most evident genre in this K-drama. The results in Table 6 revealed this, as the majority of the bloggers had mentioned romance compared to the other genres of the drama. [7] once stated that, romance is one of the elements of the emotional plotlines in K-dramas. The whole drama revolved around the romance of the main leads as they go through relatable situations as a couple while giving the cutest romantic moments in every episode, as mentioned by the bloggers. This drama was a bit different compared to the other K-dramas as this had a more mature kind of romance with a hint of melodrama and a bit of comedy. This attracted viewers who wanted to watch a new kind of romantic K-drama. [2] included the filming location featured in Something in the Rain as a must visited Korean drama filming location. She indicated that the locations she had shown were some of the places engraved to the viewers' mind and heart along with the beautiful story of the drama. And the location she was referring to in the drama was where the main leads met again. This shows how the encounter of the characters of the drama left an impression on the viewers most especially if it is a romantic encounter such as shown from the drama. Although, both of the personalities in Table 6 were the lead couple in the series, results show that Son Ye-jin is the most mentioned personality by the bloggers. Son Ye-jin is popular, loved by her fans and won several awards with her work as an actress. She won the Baeksang Arts Award for Most Popular Actress and Grand Bell Award for Best

Actress. Jung Hae-in on the other hand, had the least number of mentions from the bloggers because of the fact that he was new to the viewers eyes and was just starting as an actor. However, the bloggers were always looking forward to their favorite actors in the K-drama. And some of the bloggers went to some filming locations, hoping that they could meet their own Jung Hae-in, or in other terms used by fans, meeting their own "oppa" which is why they travel to one of the filming sites where a romantic scene had happened in Something in the Rain. This becomes one of the factors as well as to why viewers urged to travel to South Korea because of the likeness from those kinds of characters.

Table 7: Results of the 3P's in Lawless Lawyer

Place	F	Performance	F	Personality	F
0	0	Romance	6	Lee Joon-gi	23
		Action	5	Seo Yea-ji	9
		Thriller	2	Choi Min Soo	6
		Suspense	1		
		Comedy	1		
Total	0	Total	15	Total	38

Lawless Lawyer is a 16-episode long series, which aired on tVN, a cable channel or pay TV, which has relatively smaller audiences compared to public broadcasters like KBS, EBS, SBS and MBC. The drama is about a "gangster lawyer" who takes advantage of loopholes in the law and the power of his "fists" to win cases, driven with the thought of avenging his mother [27]. As presented in Table 7, there was no significant mention of the setting or place of the K-drama in the blog reviews. This is because the bloggers focused more on the two appeals, namely the Performance and Personalities in the series. Additionally, the filming locations of the K-drama are not significant in the plot itself, which justifies why there were no mentions of the filming sites from the blog reviews. However, the most popular South Korean setting of Lawless Lawyer is the Wolmido Culture Street. In the series, this is where the main characters are shot walking by the seaside. This street is part of the Wolmi Theme Park which is considered to be a famous spot to recreate K-drama scenes, such as scenes from the Lawless Lawyer [33]. Moreover, [11] stated that this tourist site has been featured in numerous K-dramas which made a must-visit spot in South Korea for international tourists. Lawless Lawyer, a revenge drama which has action and thriller as its main genre, showed a different result compared to the previous dramas. Table 7 reveals that romance is the most mentioned genre and action only comes second. Even the gap between thriller and romance was big enough to mistake Lawless Lawyer as a romance-action drama rather than an action-thriller drama. However, the bloggers, knowing that the drama would mostly contain action and thriller, continued watching as they witnessed the developing romance from the main leads. And this is what made the bloggers become more interested and excited about the drama. They invested their time in watching the drama as they wanted to see the developing romance of the main leads. This long-awaited development of romance started slowly as shown in the scene when the leads went to Wolmido Culture Street. As fans have been waiting for this moment, they would have surely remembered the scenes that would give them the romantic feels. And, unlike in other dramas that featured the location, Lawless Lawyer showed Wolmido Culture Street in a different way, showing a lesser crowd with a foggy weather fitting for the relaxing scene. And as stated by [33] about

Wolmido Culture Street, you can enjoy different attractions and foods as you walk by the streets just like in the K-drama, Lawless Lawyer. As shown on Table 7, there is a noticeable difference between the frequencies of the mentioned personalities for this K-drama. It can be seen that Lee Joon-gi was a big highlight in this K-drama. This is most probably because many fans liked his charm and was impressed with his acting skills that made them fall in love with him. While Seo Ye-ji and Choi Min Soo had the very least repeated mentions which did not provide enough good judgments. On the other hand, the bloggers who reviewed this drama were so in love with the chemistry of Lee Joon-gi and Seo Ye-ji. The author in [20] mentioned how great the chemistry Lee Joon-gi and Seo Ye-ji had together in their scenes. The chemistry of the two actors made a really big impact on the viewers, motivating them to travel with their loved ones to experience the moment they had watched from the K-drama. The Korean film industry carefully invested in attractive celebrities, beautiful soundtrack and dramatic backdrop since people chose to visit filming locations not only because of its beautiful scenery but also due to the feeling/experiences they got from watching a film [21].

Table 8: Results of the 3P's in Memories of the Alhambra

Place	F	Performance	F	Personality	F
Sacheon-dong Catholic Church	1	Action	2	Hyun Bin	16
		Romance	2	Park Shin-hye	10
		Sci-fi	1	Min Jin Woong	3
				Chanyeol	2
Total	1	Total	5	Total	58

Memories of the Alhambra is a 16-episode long series, which was aired by tVN, a cable channel or pay TV, which has relatively smaller audiences compared to public broadcasters like KBS, EBS, SBS and MBC. The story revolves around the CEO of an investment company who visited Granada, Spain and got entangled in a mysterious incident with a former classical guitarist [25]. Based on the results of Table 8, the South Korea site that was mentioned in the K-drama is the Sacheon-dong Catholic Church. Although this K-drama was mostly filmed internationally, fans were keen to notice that the "church scene" of the series was filmed at Sacheon-dong Catholic Church in Cheongju, South Korea. As this site was featured only once in the K-drama, many fans still added this location to their travel itinerary when heading to Cheongju, South Korea, by remembering it as a filming location of the K-drama Memories of the Alhambra [31]. A Tripadvisor user even posted their target locations for their trip, including the church, to the said South Korean province and asked how to get there conveniently. Results of Table 8 shows a balance of two genres for this drama. Memories of the Alhambra had a concept of an AR game which resulted in action scenes often seen in the drama. The bloggers mentioned how this was different and found it to be entertaining. Having romance as one of the elements of the show made the viewers love it more. As stated by one of the bloggers, cliché romantic moments are what viewers love the most. Thus, resulting in a balance of action and romance (Table 6). Through the drama's concept of an AR game, a little bit of action was shown in Yeouido Park. It was the place where the guild battle in the AR game took place. Featuring this destination in the drama as a location where one can have fun and enjoy the space, helps boost the image of the location. Viewers would not think that it is only a romantic spot but rather as a fun and comfortable park to visit. But of course, romantic scenes and the location it was filmed is still one of the

most loved ones by the fans. [52] even included Hangang Park in her article, 3 Filming Locations Of "Memories Of The Alhambra" In Korea You Have To Visit. She referred to the spot in Hangang Park where the romantic scene of the main leads had their kiss. The result on Table 8 revealed that Hyun Bin was the most frequently mentioned personality by the bloggers from the reviews. Hyun Bin became popular when he gained wide recognition for his first role in a romantic comedy K-drama in 2005. Park Shin-hye was considered as one of the most prolific actresses of her age, in 2015 she ranked 12th in Forbes Korea Power Celebrity list in 2017. The recognition and popularity that these actors got in acting was the reason why they were standing out as a lead cast in a K-drama. The cast of the drama also had Chanyeol who is a member of a popular South Korean Chinese boy group called "EXO", which ranked 5th in most influential celebrities in Forbes Korea Power Celebrity. Based on several sites like KpopMap, [52] recommended that it was good to visit the filming location, Hangang River, where Hyun Bin and Park Shin Hye kissed, if fans wanted experience the same kind of romantic moment that the two actors showed in the K-drama. The impact of these actors to a filming location are different most especially in the case of Hyun Bin who has gain fame since 2005. [79] even made a compilation of places that Hyun Bin appeared in, which includes the filming spots in the K-drama Memories of the Alhambra, to help fans with planning their bucket list of places, that Hyun Bin appeared in, to visit.

Table 9: Results of the 3P's in Angel's Last Mission: Love

Place	F	Performance	F	Personality	F
Jade Garden	2	Romance	7	Shin Hye-sun	21
		Fantasy	3	L(Kim Myung Soo)	18
		Melo(drama)	1	Lee Dong-gun	7
		Thrill	1		
		Suspense	1		
Total	2	Total	13	Total	46

Angel's Last Mission: Love is a 16-episode long series, which aired on KBS2, a South Korean free-to-air channel owned by the Korean Broadcasting System (KBS). It tells the story about a troublemaker angel, who was given a mission to find true love for the cold and bitter ballerina [29]. Based on the results of Table 9, the South Korean site that was frequently mentioned in the blog reviews was the Jade Garden in Chuncheon. This place was even officially branded by the KTWO as a filming location for the Korea TV series That Winter, the Wind Blows, and Angel's Last Mission: Love. By having these continuous exposures, several fans shared their keen sights in identifying Jade Garden as "the house" of these two dramas, which gave them reason to visit the said location [16]. Additionally, by having the same location as That Winter, the Wind Blows, the K-drama Angel's Last Mission: Love made it nostalgic, and fans of the other K-drama started to notice it as well when the latter featured it in the series. It is evident in the plot and in the title of the K-drama that it is a romance-fantasy drama. And as revealed in Table 9, romance is the most mentioned in the reviews by the bloggers. The bloggers mentioned in the reviews that this is one of the best romance K-dramas for 2019. Or that it was a touching drama and that they have invested in the love story of the characters. This shows how they had loved the romance genre for this drama. Romance is not the only genre of the drama, it has fantasy as its sub-genre and other minor genres like melodrama, thriller and/or suspense. It was not mentioned as much as romance in

the blog reviews however, there are still remarks regarding these genres. These genres combined together produce some tear-jerking moments that made viewers be emotionally involved with the drama or feel a deep connection with the drama [59]. A scene which highlighted these genres well was when the main leads were in Hapdeok Catholic Church in episode 29 of the drama. The scene shown was one of the most heartbreaking scenes of the drama which made many viewers cry. Tear jerking moments that made fans emotionally involved with the drama often result with them remembering the scene well. For instance, [50] filmed his visit to the Expo Bridge at night just like how it was shown in one of the episodes of the drama, though the location appeared more than once in the entire series. He has also mentioned in the description of the video that the place is a famous shooting location for Angel's Last Mission: Love and mentioned the scenes that happened there, indicating that the Youtuber has watched the drama and clearly remembers the scenes that took part in the location and later on visited it. Based on the results of Table 9, Shin Hye-sun had the highest frequency from the blog reviews, followed by Kim Myung Soo or also known as "L". Shin Hye-sun became known in her weekend drama which garnered more than 8 million viewers. She received positive reviews for her performance as an actress which she was nominated as the Best New Actress in 41st Blue Dragon Film Awards. While Kim Myung Soo or "L" was known as a popular vocalist from the boy group "Infinite". His performances as an actor were well-received and earned an increased recognition for his work as an actor. And Lee Dong-gun had the least number of mentions from blog despite being the second male lead of the drama. Nevertheless, the impact of these actors to urge viewers to travel to South Korea was most probably because of their popularity that they had gained after being recognized for their skills especially from playing out the characters in this drama. According to [64], she had mentioned that she started to like Kim Myung Soo because of his great acting skills along with Shin Hye sun, who was a really talented actress, that she could feel their emotions in every scene of K-drama. This also adds up to the factors why people travel. The power of the character portrayed by the actors could touch the audience's emotions and may influence many fans/tourists to visit a filming location [63].

Table 10: Results of the 3P's in Hotel Del Luna

Place	F	Performance	F	Personality	F
Mokpo Modern History Museum	2	Fantasy	2	IU	26
Hotel SEINE	1	Historical	1	Yeo Jin-goo	21
		Supernatural	1	Lee Do-hyun	9
		Comedy	1		
		Romance	1		
Total	3	Total	6	Total	56

Hotel Del Luna is a 16-episode long series, aired by tVN, a cable channel or pay TV, which has relatively smaller audiences compared to public broadcasters like KBS, EBS, SBS and MBC. The drama revolves around a hotel which only caters to ghosts and is managed by a beautiful yet fickle woman [28]. Based on the results of Table 10, the South Korea locations that were frequently mentioned in the blog reviews were the Mokpo Modern History Museum and Hotel SEINE. Mokpo Modern History Museum is the entrance to the actual Hotel Del Luna in the drama and the scenes of the hotel's exterior were shot here. This is where Chan-Seong, the male lead, saw the hotel for the first time. "*The hotel is located in the heart of Seoul but it looks unappealing to*

people" As stated in one of the blog reviews, the hotel, which should only cater to ghosts, should look unappealing to normal humans. According to research, the staff for this drama looked for a modern building to house the Del Luna Hotel, which is supposed to have existed in the real world for a long time. Mokpo Modern History Museum is beautifully preserved even though it was completed in 1900 which made it perfect as the hotel's exterior image in the series. Being the iconic hotel in the K-drama, it was added as one of the "10 Must-Visit Spots for the Ultimate "Hotel Del Luna" Fan" in the Preview e-magazine [66]. And if the exterior of the hotel is popular, the sets used for the hotel interior were highly praised, not just in the blog reviews but also by the fans as well. "*it had wonderful cinematography with gorgeous and luxurious sets*" The K-drama itself was popular due to the fact that it was highly budgeted, and its filming sets were not a force to be reckoned with, which only made this filming location more popular. Hotel SEINE is the actual filming site of the hotel interior when it was in the '80s in the K-drama timeline. It is an actual cafe that is operating in the trendy Ikseon-dong neighborhood in Seoul, opened in November 2018 [19]. The cafe's appearance resembles that of the Grand Budapest Hotel and its interior is absolutely photo worthy. Visitors will be greeted with a stretch of red carpet at the entrance of the cafe, before they make their way to the "hotel lobby" where the concierge counter is. Tourists can find traces of Hotel Del Luna in the cafe, including a photo zone on the third floor. It has been said that an endless stream of customers has been visiting the cafe since its opening and many were aware of the fact that it is the filming site of the popular K-drama, Hotel Del Luna. There were many genres for this K-drama, history, romance, comedy, however the most apparent one was fantasy as shown in Table 10. The fact that the drama was a fantasy captured the viewers' attention. The supernatural elements of the drama, such as the appearance of ghosts or some of the main characters being one of the supernatural characters made things even more interesting and thrilling to the viewers. It is intriguing storyline as a fantasy K-drama has deemed Hotel Del Luna as one of the buzz-worthy dramas of the year [19]. The fantasy world that was brought to life in the drama, made many fans want to see and experience it themselves. Which is why there are articles like, 10 Must-Visit Spots for the Ultimate "Hotel Del Luna" Fan written by [66], which shares information about the different magical world-locations of Hotel Del Luna. For instance, Mokpo Modern History Museum which was used as the hotel where the ghosts stay in. Or Seoul Book Bogo, the place which appeared on the 11th episode of the drama. This place was shown as one of the magical places inside the hotel where a ghost wanted to read all kinds of books. As shown on Table 10, IU, who is a popular singer, actress and also known as the former "Nation's Little Sister" in South Korea, appeared to have the highest frequently mentioned from the blog. She is a singer but also started acting and had won several awards for her work as an actress. Yeo Jin-goo, on the other side, is known as the "Nation's Little Brother", portraying many younger characters in the lead roles in K-dramas. He also received recognition and has won Best New Actor at the Blue Dragon Film Awards. These actors/actresses gave an impact to the viewers which made them feel satisfied for every act. Actress IU, which was formerly the "Nation's Little Sister", showed the viewers her best acting skills that left them obsessed with her. Characteristics of these actors/actresses are important because it gives an effect to the fans which gives them satisfaction [53]. Jang Man Wol played by IU had a big influence on the viewers and fans. The filming locations and items used by the main character, Jang Man Wol, had become a hit that fans would visit or purchase items that was seen with IU [71].

Table 11: Results of the 3P's in Crash Landing on You

Place	F	Performance	F	Personality	F
Taean, South Korea	3	Romance	8	Hyun Bin	28
		Comedy	3	Son Ye-jin	27
				Kim Jung-hyun	8
				Seo Ji-hye	8
Total	3	Total	11	Total	71

Crash Landing on You (literal English translation: Love's Emergency Landing) is a 16-episode long series, aired by tVN, a cable channel or pay TV, which has relatively smaller audiences compared to public broadcasters like KBS, EBS, SBS and MBC. The story revolves around the secret romance between a South Korean chaebol heiress, who made an emergency landing in North Korea because of a paragliding accident, and a North Korean special officer who found and helped her [30]. Based on the results of Table 11, the frequently mentioned South Korean location in the K-drama was Taean, South Korea. In the series, it is where the North Korean village and garrison were portrayed. "*Developing attachment to the quaint beauty of the North Korean village setting is expected.*" A stated from one of the blog reviews, despite not being filmed in North Korean itself, the directors and staff of the K-drama perfectly created the mood and setting of the said country within South Korea. All the more reason that this filming location was the main filming site of the K-drama in the 1st half of the series as the village where Captain Ri, the male lead, lives. Taean, South Korea is approximately a three-hour drive from Seoul. Imee "Mee" Aresta-Lee found the village location when she saw someone post a photo on Instagram. She shared via Instagram that she and her husband visited the location and immediately fell in love with the place [68]. The trip to this fictional North Korean village was a long one, but you will have access to Ri Jeong Hyeok's home, the village laundry area, Young Ae's home and the rest of the village. She stated that it is as if you're walking through the village set of the series. Fans who read her posts were extremely curious and envious of her since she got to experience and see first-hand the notable filming location of the said K-drama. Her photos were quickly spread and talked about by different bloggers and shared their own sentiments on how lucky of a fan she was to be able to be present in the village which the K-drama revolved in. Most dramas can be seen carrying romantic elements and some comic relief [7]. And the drama Crash Landing on You, which highly concentrated on its main and only genres, romance, and comedy, is the best example of a traditional characteristic of a K-drama. The results, as revealed in Table 11, shows that bloggers only talked about these two genres as it was the best to describe Crash Landing on You. It was what the bloggers called familiar yet fresh; the best kind of rom-com K-drama. From captivating romantic moments to humorous and entertaining scenes, the 2019 K-drama attracted many audiences and became a hit K-drama. The K-drama was so popular that many would still remember the iconic scene of Yoon Se-ri ,played by Son Ye-jin, accidentally falling to North Korea, and meeting the soldier Ri Jeong Hyeok, played by Hyun Bin, in the drama. Though in the drama it was shown as a place in North Korea but in reality the featured location is none other than Hallasan National Park in Jeju Island. This location is already a popular location to visit without the drama's fame [17] but after the drama's success, this adds up to the many reasons to visit the location. Most especially with international fans as they would want to visit a location and get a sense of the real space and experience of South Korea

where the scenes were filmed [83]. Based on the results of Table 11, the personality with the highest repeated mentions by the blogger was Hyun Bin, who gave his incredible performance when it comes to acting. Following him was Son Ye-jin who showed amazing acting skills and great chemistry with Hyun Bin that brought excitement to many viewers. Kim Jung-hyun and Seo Ji-hye, who had an equal number of frequencies, were also appreciated by the bloggers for their performance as the second lead characters. Many bloggers have talked about CLOY (Crash Landing on You) and the two lead characters played by Hyun Bin and Son Ye-jin, who gave them and the fans a fairy-tale like story and felt extreme excitement. The bloggers mostly mentioned how they fell in love with the two characters and made them emotionally involved in every episode of CLOY. There is also [13], where two vloggers who toured the filming locations of CLOY while reviewing about what had happened in that area and told that they love the characters of the drama and the actors who portrayed them which is why it became their favorite scene in the K-drama. Other sites have also been mentioning the filming locations of CLOY and recommending it to everyone who wanted to go to South Korea. For instance, Reference [44] recommended Commodore Hotel in Busan, South Korea which was the hotel that the protagonists would stay in whenever they visit Pyongyang (in the K-drama). She mentioned that you may book at the hotel just like your favorite artist. Reference [17] also stated that if they want to relive the legendary moment of Yoon Ser-ri (Son Ye-jin) and Ri Jeong-Hyuk (Hyun Bin) in the show, Hallasan National Park this is definitely the place to do it.

5. Conclusion

The basic findings of this research were determined by analyzing the blog reviews of the K-dramas from the year 2017, 2018 and 2019 using the travel motivational appeals (Place, Performance, Personality), as proposed by [82]. Place was the least frequently mentioned appeal in the blog reviews. This proves that most of the filming locations were under-utilized by the K-dramas, unless if the plot of the series has something to do with the location itself such as the Chicago Typewriter, Hotel Del Luna and Crash Landing on You. Moreover, it has also been observed that the location is more notable if an important and memorable scene in the K-drama was shot at that site, which is the case for the K-drama I'm Not A Robot. The motivation appeal, Performance, was moderately mentioned in the blog reviews. This shows how the genre of a K-drama has some effect in influencing the viewer's choice to watch the K-drama and with their decision to visit a filming location. The results proves that the genre of the drama, such as Romance, and with how impactful the scene was, becomes the way for people to remember the filming location best. This can be seen in the case of the K-drama Goblin wherein, most of its memorable romantic scene of the main leads was also the frequently visited location by fans. Based on the results and discussion, it was evident that the motivational appeal, Personality, dominated the reviews. It was observed that the main cast of a K-drama were mentioned frequently in the reviews as a central factor of the series, being able to perform well and provide the viewers with the impact of portraying a fictional character was an integral factor for most. Another essential element that was mentioned for most of the reviews, concerning the personalities in the K-dramas, were the personal profile of the celebrities. Not as much to some but most bloggers mentioned how they were looking forward to watching the said K-dramas because of how "popularly-talented" the chosen casts were. This can be observed in a number of reviews like in Hotel Del Luna where IU (Lee Ji-eun) was the main lead, most of the bloggers expressed their high expectations unto her portrayal due to her excellent job in her past dramas. The same can be said in the drama Crash Landing on You,

where Hyun Bin dominated the frequency in the personality appeal for his popularity as a veteran actor in the industry, excellent acting skills, and good looks.

The researchers therefore conclude that identifying which of the 3P's (Place, Performance and Personality) played a vital role in the effectiveness of K-dramas as a medium to make viewers travel to South Korea as a destination. Identifying the best motivation appeal helped in understanding as to why tourists were motivated to visit South Korea after watching a K-drama. And upon realizing that Personality was the most effective motivation appeal, it can then be said that some of the reasons that tourists travel to the filming location is due to their love and support of the actors/actresses. Some reasons may also include that tourists visit filming locations that their favorite actors/actresses appeared in were due to be able to re-enact the scene/s they found most memorable and unforgettable from the drama. This is particularly true for there are now some theme travels in South Korea, where the travel tourism organizations share information on the exact location of the filming sites of a particular K-drama as well as the necessary information that tourists will need in order to visit the location. Furthermore, the researchers have identified that in the Performance motivation appeal, romance is the most liked genre, therefore filming locations that had romantic scenes would appear to be the most visited destination. This can be evident through Klook, a booking platform for tourists, which had listed K-drama filming locations wherein most of the destinations were from iconic scenes that made the viewer's heart flutter. And based on the results, the researchers were able to come up with a plan that the tourist stakeholders may use to further promote South Korea through the use of popular K-dramas. The researchers recommend that stakeholders, such as Korea's tourism organizations, to use actors/actresses as part of their promotional campaign video in promoting South Korea. However, they should not just use the actors/actresses as ease, but instead they should show these artists together with the destination that they had shown in the K-drama that they appeared in and/or was best known to fans/viewers. Doing so would allow fans to be reminded again of the locations that they had seen and loved in the drama. The researchers highly recommend on the making of promotional campaign videos with these K-drama actors/actresses appearing in the filming location, for it is an era where the internet and social media plays a big role in helping the tourism industry to grow. The newer generations have more interest in theme travels and cultural experiences which can result in countries like South Korea to have more tourists that are interested in film or music [14]. Furthermore, locations being featured in K-dramas are also a means of promoting it as a tourist destination. It allows its viewers to know about other destinations in South Korea once it is exposed in the drama, thus, the researchers also recommend that more locations aside from the top 10 destinations of South Korea will be featured in a K-drama. Product placements in K-dramas may also be utilized as it can be effective as a means of promotion. It is evident in the results of Goblin where BBQ Olive Chicken was known and Coffee Bay in Something in the Rain. Though in this study, a few selected K-dramas were not part of the top 10 rankings of the Most Top K-dramas of 2017, 2018 and 2019 from the website, The Most Top K-dramas at All Times. The K-dramas, nevertheless, were still loved by many viewers however, for a more effective result to truly identify the best motivation appeal, future researchers can focus on getting the top 10 ranking of the K-dramas of all time or of a certain year and use the same or similar framework of this study, with the aim that it will be more convincing and coherent.

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