

**KOREAN DRAMA FANDOM: ITS INFLUENCE AMONG SENIOR HIGH SCHOOL  
STUDENTS**

A Bachelor's

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J.H. CERILLES STATE COLLEGE DUMINGAG CAMPUS

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the Requirements for the

Degree Bachelor of Secondary Education

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## **ABSTRACT**

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### Summary

This study was conducted to determine the Influence of Korean drama fandom of Senior High School students in one of the Secondary Schools in Mahayag, Zamboanga del Sur.

This study looked on the following: gender of the student-participants; the extent of involving themselves in watching Korean drama; positive and negative influences of watching Korean drama to the student-participants' displayed school performance; academic performance of the students; significant relationship between the extent of student participants' engagement in Korean drama and their academic performance; and the significant difference on the extent of engagement in watching Korean when grouped according to gender.

The research design used was the descriptive survey method using the questionnaire-checklist as the main instrument in gathering the data and information to accomplish the purpose of this Investigation. The participants of the study were Senior High School students in one of the Secondary Schools in Mahayag, Zamboanga del Sur, School Year 2018-2019. The statistical tools used were frequency counts, percentage, Weighted Average Mean, chi square, and F-test.

The results revealed that majority of the student participants were females. Also, among the 150 student participants, majority were "Influenced" both positively and