

**HALLYU INFLUENCE, NATIONALISM, AND VALUE ORIENTATION
OF INDIVIDUALS IN SELECTED MUNICIPALITIES IN CAVITE**

THESIS

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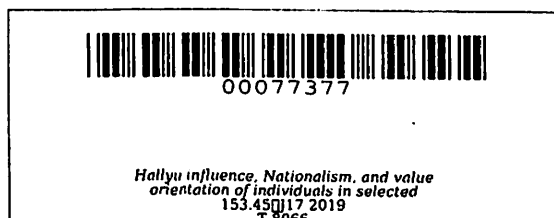
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***HALLYU* INFLUENCE, NATIONALISM, AND VALUE
ORIENTATION OF INDIVIDUALS IN SELECTED
MUNICIPALITIES IN CAVITE**

Undergraduate Thesis
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ABSTRACT

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The study sought to know the influences of *Hallyu* in terms of nationalism and value orientation of individuals from the selected municipalities in Cavite which include Bacoor, Imus, Dasmarinas, Silang and Tanza. Specifically, the study aimed to determine the influences of *Hallyu* to the individuals in selected municipalities in Cavite in terms of Korean pop music; Korean drama; Korean language, fashion; cuisine and beauty products; determine the level of nationalism of individuals in terms of culture and Filipino language; determine the level of value orientation of individuals in terms of family and peer; and identify significant relationship between influences of *Hallyu* and level of nationalism, and influences of *Hallyu* and level of value orientation of the participants.

Descriptive correlational design was used as the research design of the study which emphasizes the relationship within the variables. The study used purposive quota sampling that represented the characteristics of the population with a total quota of 300 from the selected municipalities in Cavite. A modified 50 item scale (*Hallyu* influence, Nationalism and Value Orientation Scale) was posted in different social media groups.

According to the findings, most of the *Hallyu* fans in Cavite were from Imus and mostly 20 years old. It revealed that Korean drama has the highest *Hallyu* influence

among the participants; other *Hallyu* influences had moderate influences to the individuals. The results indicated a high nationalism when it comes to application of culture and the use of Filipino language is often. The result displayed a very high value orientation in the application of family values and peer relationship values frequently. On the other hand, Korean fashion and value orientation revealed a significant relationship to the concept of respect which is connected to conservatism.

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INTRODUCTION

"'Yang mga kabataan ngayon puro kpop na lang, nakakalimutan na yung sariling atin!'" -Non-Hallyu fans

The quoted statement above is one of the common thoughts of most of the non-*Hallyu* fans in social media. Most Filipinos think that the sudden increase of popularity of *Hallyu* in the Philippines gives negative impact on the culture and nationalism, which results into being unconcerned with own culture (Wee, 2010).

The rise in popularity of *Hallyu* in the Philippines was so sudden, but the sudden popularity has sparked to different parts of the world (North and Latin America, Europe), including in the Philippines. Due to unexpected rise of the industry and culture of the Koreans, even individuals from different age range are being influenced as well. This includes the fascination of the individuals with their Korean pop music, Korean drama, language, fashion, cuisine and beauty products.