

# Representation of urban society lifestyle in Korean drama Hometown Cha Cha Cha

Cita Antariskia<sup>1\*</sup>, Filosa Gita Sukmono<sup>2</sup>

<sup>1,2</sup>Faculty of Social and Political Sciences, Muhammadiyah University Yogyakarta, 55183, Indonesia

email: [citaantrz861@gmail.com](mailto:citaantrz861@gmail.com)<sup>1\*</sup>, [filosa@umy.ac.id](mailto:filosa@umy.ac.id)<sup>2</sup>

## ABSTRACT

### Keywords

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South Korea has successfully exported its popular cultural products to foreign countries, especially Asia. Korean drama has become a popular cultural product among Indonesians, so "K-Drama Lover" was born, a term for fanatic fans of Korean drama viewers. Korean dramas often insert a message and raise social issues as a theme, so Korean dramas become a medium that helps people get to know life's reality. Hometown Cha Cha Cha is a drama that describes the lifestyle of urban people who live in rural areas. The difference in the lifestyle of the urban community, which is different from that of the rural community, has created a culture shock between the two communities. This study aims to describe the urban lifestyle that harms people who watch the Korean drama Hometown Cha Cha Cha. This research approach uses the descriptive qualitative method of Roland Barthes's semiotics with the meaning of denotation, connotation, and myth. The results of this study indicate that the lifestyle of urban society is described as someone who does not like to be regulated, lives freely, cannot be separated from technological tools, and is consumptive. This is represented by urban people who play gambling, wear revealing clothes, shop online, and sleep with the opposite gender.

## 1. Introduction

The economic prosperity possessed by South Korea has made the people of South Korea, especially those who live in the National Capital Region of Seloul, have a model way of life because Seloul is the cultural, commercial, financial, and industrial center of South Korea. The model's life is identical to the life of the urban community, usually called the urban community. Urban communities need to improve socialization skills and have diverse personalities. This reduced socialization is caused because the urban community is busy with their interests. The interaction patterns possessed by urban society are more economic, educational, political, and individual. The pattern of social solidarity in urban communities is formed because of the differences that exist in society (Yulianthi, 2019).

*Urban society* has a life orientation and cultural values that are more directed at present. Modernization has given rise to a new paradigm that tends to be increasingly pragmatic and materialistic, which has changed cultural and religious standards into a more practical and rational lifestyle (Afifah et al., 2021). The negative impacts of this modern lifestyle include the emergence of a new lifestyle that is increasingly materialistic and moral degradation, ethics, increased crime, diminishing values of love and highlighting individualistic traits, and matters previously considered taboo but seem commonplace.

Mass media has greatly assisted the development of acceleration in Korean drama, which has become a spectacle for almost everyone worldwide (Ardia, 2014), including Indonesia. The impact of Korean dramas in Indonesia was extraordinary, giving birth to "K-Drama Lover," a nickname for diehard fans who watch Korean dramas. This occurs due to the appearance of the Corellar Wavel Phenomenon or the correlation wave. The issue of Correlating Wavel entered Indonesia in 2004, and

until now, the enthusiasm is still very high, especially among young people and women. This has resulted in South Korean culture being readily accepted and developed in Indonesian society (Fachrosi et al., 2020).

The Korean drama entitled *Hometown Cha Cha Cha* is a South Korean drama that will be released in 2021 which depicts the lifestyle of urban people who live in villages. This romantic comedy genre drama tells the story of a dentist named Yoon Hye Jin, who decides to move from Seoul to the coastal village of "Gongjin" to open a dental clinic. The people of Gongjin village needed to accept Hye Jin's presence readily. Villagers tend to be indifferent to Hye Jin because her attitude is less friendly, and she does not like socializing with village residents, so Hye Jin is seen as arrogant. This happened because Hye Jin was used to living in the city with the lifestyle of urban (urban) people who lived individually.

In contrast, rural (rural) people were used to living in cooperation. One's lifestyle can be interpreted as how people manage their personal lives, community life, behavior in public, and efforts to distinguish their status from others through social symbols (Idris, 2013). This difference in lifestyle and habits between urban and rural communities often made Hye Jin conflict with the village community and even caused culture shock between the two.

Films consistently record the realities that grow and develop in society and then project them onto a wide screen. Representation refers to how individuals, groups, and specific ideas or opinions are displayed in the text content. The essence of the study of reflection focuses on issues formed to become something that looks natural. So reflection can be successful if the community believes what the mass media presents as a natural normalization that does not need to be questioned again because it is considered normal (Saputra et al., 2018). Urban society has a life orientation and cultural values that are more directed at present (Afifah et al., 2021). Urban society is also considered a society capable of changing things that are better and more advanced.

Korean Drama *Hometown Cha Cha Cha* was chosen for research because, in this drama, the writer wanted to show how the maker of messages builds ideological meanings that contain specific values behind the lifestyle of urban society that appears in the Korean drama *Hometown Cha Cha Cha*. Against the background of these facts, the researcher conducted an analysis related to the reflection of the urban lifestyle in the Korean drama *Hometown Cha Cha Cha*.

## 2. Method

The research "Representation of Urban Society in Korean Drama *Hometown Cha Cha Cha*" with this semiotic approach using a qualitative research method with Roland Barthes' semiotic analysis. His goal is to examine the signs in the Korean drama *Hometown Cha Cha Cha*, which is a representation of the lifestyle of urban society. Semiotics is a science or analytical method to study signs. Barthes' term, semiotics, studies how humanity interprets things. Barthes in (Sobur, 2018) interpret (to signify) that objects not only carry information, in which case the objects do not communicate, but also constitute a structural system of signs. In reviewing existing signs, the semiotician Roland Barthes analyzes them through their denotations, connotations, and myths.

The subject of this research is the Korean drama *Hometown Cha Cha Cha*, while the objects in this research are the scenes in the Korean drama *Hometown Cha Cha Cha* which reflect the lifestyle of urban society. In data collection techniques, the researcher made observations by observing the signs in the Korean drama series, documentation studies in the form of screenshots of episodes 2, 5, and 7, and literature studies in the form of bulletins, journals, official websites, and other written sources related to this research.

The analytical technique used in this research is selecting scenes in Korean dramas that describe the lifestyle of urban communities. The scene, which represents the description of the lifestyle of urban society, is then analyzed into the significance of the first stage to find out the meaning of the denotation structured on the signifier and the signified. Then, in the second stage's significance, the sign seen in the first signification stage (denotational meaning) will be analyzed to find out the connotative meaning. The connotative meaning will be seen when the sign comes with feelings or emotions and scientific, cultural values. The signifier at the first stage will become a sign in connotation. Myth will also be seen in the significance of the second stage.

### 3. Result and Discussion

#### 4.1. Presenting the Results

The researcher explains the results of the analysis and discussion that was carried out by observing each scene in the Korean drama *Hometown Cha Cha Cha* which refers to the representation of the lifestyle of the Urban community by using Roland Barthes' semiotic analysis, including the denotations, connotations, and myths in it.



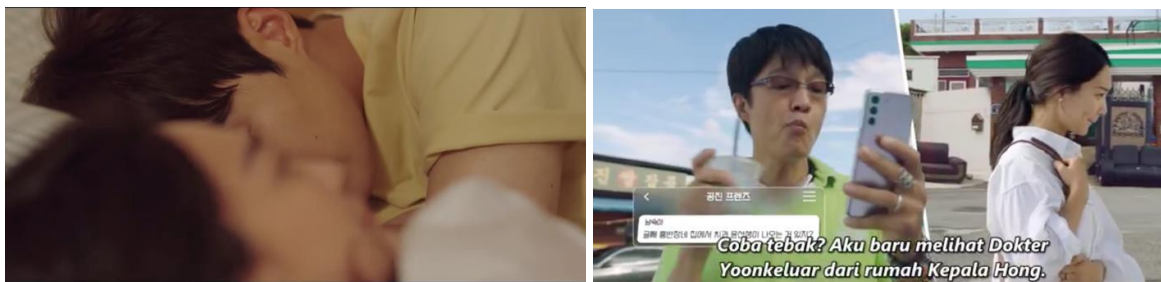
**Figure 1.** Scene 1 (Episode 2)

Source : Idlix

Figure 1. depicts the denotative meaning of a woman named Hye Jin doing her morning jog with her hair tied together, wearing a yellow dress, black pants, and sports shoes. Hye Jin is running by the side of the highway. In picture 1.1, you can also see two grandmothers, Soo Ja, and Mat Yi, wearing orange and brown clothes and a hat with blue and pink floral patterns. The denotation in Figure 1.2 shows that Mat Yi's face is wearing an orange dress, a green scarf, and a pink flower hat talking in her bells; Gam Ri and Soo Ja are in shocked tones. Figure 1.1 shows the connotation of grandmother Soo Ja and Mat Yi observing Hye Jin, who was running in the morning wearing minimalist clothes (crop shirts and tight leggings) to show Hye Jin's body shape and body shape. In modern society, the body (clothing, posture, and cosmetics) indicates well-being and lifestyle (Tulner, 1991).

Granny Mat Yi and Soo Ja watched Hye Jin from across the street. This causes the connotation meaning in picture 1.2 to see Grandmother Mat Yi, who has been caught in the clothes used by Hye Jin and has covered Hye Jin's clothes with grandmothers Soo Ja and Gam Ri, saying, "You saw that too, right? His feet were covered only with underwear." This sign included differences in lifestyles between urban and rural communities. The body experiences various meanings from one tradition and era to another. The meaning of the body in the classical Dutch era is different from the meaning of the body in the modern era. In this model, the more the body can display the ideal image of beauty, the higher the attractiveness value (Janah, 2010).

The meaning of the myth in the picture above is that a group that wears white clothes is naked and shows its body shape is considered an association that is not good and polite. The collection is a term that arises for someone with the origin of the collection but contains the meaning of how a person with the birth of the collection uses, interprets, and performs the physical through the birth and vice versa (Janah, 2010). Women who live in urban areas have a higher level of freedom than rural communities, which are still thick with values and social norms. Many aspects affect the lives of rural communities and people who live in urban areas. Heterogeneity appears in urban areas, which cannot be found in village areas. Likewise, women who live in the area. They are free to experience differences in terms of work, education, economy, customs, or the many rules applied in their area and so forth (Martiana et al., 2017).



**Figure 2.** Scene 2 (Episode 5)

Source : Idlix

In Figure 2. There is a denotation meaning of Hye Jin wearing white clothes and Du Sik wearing yellow clothes while in the room, they are sleeping in the same bed facing each other. The denotation in figure 2.2 shows Hye Jin with her untied hair and wearing white clothes walking while holding her bag and her stomach with an embarrassed expression on her face. Meanwhile, Oh Yoon is seen wearing green clothes, wearing glasses, and wearing a ring on his left hand, while walking while reading messages from his cellphone and drinking a drink that is in his left hand. Oh Yoon's facial expression looked shocked when he read the message from Nam Sook.

The connotation in Figure 2.1 shows Hye Jin and Du Sik currently in bed in a room where the room is interpreted as a place that is private and private where no one can enter. This shows that there is a lack of dating boundaries between Hye Jin and Du Sik. A man and a woman who sleep together without the wife's husband and wife are regarded as taboo, something that is still taboo. This is related to the myth, if a man and a group of people are together in a room, the other one is the south. This means that if there are only two people of the opposite sex in the room, then there will be 'whispers from the south' to do something that is not good (Gunawan & Junaidi, 2020). Aberrant behavior emerges interspersed with the multitude of adjustment cultures brought in through television, intellect, and other audiovisuals. This causes changes in lifestyles that change from small to large scale. Small changes are changes that occur in social structural elements that do not have a direct or meaningful impact on society (Mulhammad, 2017).

Figure 2.2 conveys the connotative meaning of Hye Jin feeling uncomfortable and feeling tired coming home from Du Sik's house. Hye Jin's uncomfortable expression was marked by her hands that were wrapped around her bag and her lips which meant a sign of nervousness or discomfort. Figure 2.2 also conveys the connotative meaning of Oh Yoon. The local people of Gongjin village seem surprised when they read a message from Nam Sook who said "Try to guess? I just saw Doctor Yoon (Hye Jin) coming out of Chief Hong's (Du Sik) house." This is included in moral norms in which there are social rules governing the way humans behave in general that originate from the conscience of humans, as such can label the good and the good. This norm is related to Figures 2.1 and 2.2, where men and groups of people who are together in a room (private room) have the potential to cause serious things such as lustful desires that violate other norms (Gunawan & Junaidi, 2020).



**Figure 3.** Scene 3 (Episode 5)

Source : Idlix



In Figure 3.1, you can see the meaning of the denotation can be seen Hye Jin is wearing white-colored clothes and receiving a large number of packages from the courier (Du Sik), who is wearing a black vest. Hye Jin received packages in her eight-stone house decorated with bricks and white tiles. The denotation in Figure 3.2 shows Du Sik as a package courier showing an annoyed expression at Hye Jin.

The connotation of Figure 3.1 Hye Jin buys many clothes through el-commerce because Gongjin village is far from the shopping center (mall). This made Hye Jin buy many clothes online because it was easy, simple, and took little time to do it from home. In Figure 3.2, the connotation can be seen as Du Sik as a package courier with Rault Mulka, who is irritated and comments, "Your package came from all over the world." According to Setiawan (Pratama Afrianto & Irwansyah, 2021), The lifestyle of today's modern society is to utilize technology to gain more interest in society. People are forced to be able to buy groceries and change their daily activities, which are always dependent on technology. The habit of the urban community in Indonesia is to have a relatively high level of consultation and mental breakdown. The development of increasingly advanced communication and information technology has resulted in a transformation in the life of urban society. The trait that urban people often have is that they want to be seen more than other people or communities around them (Pratama Afrianto & Irwansyah, 2021). Because of that, urban society is racing to show their lifestyle so that highly conclusive things are born to fulfill the fullness of their life.



**Figure 4.** Scene 4 (Episode 7)

Source : Idlix

The meaning of the denotation in Figure 4.1 can be seen by Hye Jin, Seong Hyun, and Du Sik, who both wear white clothes, sitting in the living room of Du Sik's house, where you can see several bottles of alcohol lying on the table and snacks. In Figure 4.2, you can see various kinds of bottles containing a concoction of spices containing alcohol neatly arranged on the wooden shelves of Du Sik's house. The connotation in Figure 4.1 is Hye Jin and Seong Hyun, who are receiving Du Sik's invitation to drink alcohol at his house after a party at Gongjin Village. People who drink alcohol are likely to lean towards antifoundationalist, antirejectionationalist, and antirealist views of hunger because they are more concerned with the benefits of reducing it in the form of pleasure (Wanda et al., 2018).

In Figure 4.1, you can also see Du Sik, who was already drunk, lying on his stomach next to Seong Hyun and Hye Jin, who were only silent because he was drunk. Connotation of Figure 4.2 Du Sik always keeps various kinds of mixed drinks containing alcohol in his house. The behavior of urban people likes to drink alcohol, and people who have anti-social behavior and health problems are significant at night (Andi Jaya, 2018). People's views on alcohol vary, depending on culture, health, and religion. Sometimes it is used as the main drink; sometimes, it is banned.



**Figure 5.** Scene 5 (Episode 7)

Source : Idlix

The denotation in Figure 5.1 is Mi Seon, who is shopping at the grocery store. Bo Ra wears a cream-colored blouse while talking to Yun Kyun (grocery store owner) with yellow shirt, who is the cashier. Bo Ra's grocery store sells cigarettes, sugar, instant noodles, and so on. In picture 5.2, you can see Mi Seon, with a very confident face buying two lottery sheets. The connotation in Figure 5.1 is that Mi Seon is shopping for groceries at Bo Ra's grocery store. Mi Seon chats with Yun Kyun and talks about the luck of playing the lottery. A lottery is a form of a lottery obtained from a lottery; the auctioneer will receive various prizes or goods. Figure 5.2 gives the connotation of Mi Seon being interested in buying the lottery from his words, "I want to buy two lottery tickets worth 5,000 won," supported by Mi Seon's face, which is very sure to buy the lottery, as seen from her raised eyebrows and sharp eyes.

Urban people have a habit of smoking which is done together with friends who are smokers, that is drinking coffee, some drinking alcohol, and some gambling. These activities are usually done at night after they work (Martiana et al., 2017).

#### 4.2. Discussion

Barthes admits that myth in semiotics is a particular way of buying meaning. The meaning of myth will be based on the denotation and connotation of the related film scenes described above. The object of this research is the drama called *Hometown Cha Cha Cha*, the analysis of the meaning of the myth will be completed with research titles, a series of dramas, and several studies or conclusions in previous research or as many experts. Urban society, as part of the actual technological development, has various problems that are similar to old habits or norms. This has been explained in the *Journal of Study Science and Management of Islamic Education* that the change in urban society was affected by the flow of urbanization, which affected the cultural perspective of society.

Exposure to scenes 1 to 5 has a different meaning, which refers to society's chsociety'ssews and behavior. The first scene explains that the appearance of multiple clothes can be considered as a behavior indicating politeness or personal etiquette, especially gathering. However, this assumption is no longer applied to urban communities. Furthermore, in the second scene, namely the implementation of the norms that have been born for a long time, they are increasingly being eliminated as a society that has a religion along with the nation's foundation, men and groups should not linger too long because they are capable of giving rise to lust. However, this norm is losing its application, especially in young people. Then the third scene deals with the consumptive habits of today's society, in which self-inflicted habits turn into violent habits. In the fourth scene, views are related to alcohol, which has become a big habit in society. The preference for consuming alcohol in each religion is different; some allow it or not. However, when viewed from the aspect of the meaning of consuming alcohol, each person has a Dutch opinion that depends on the environment he or she is in.

Meanwhile, in the last scene is the habit of urban society in consuming cigarettes. Cigarette, over time, has become a habit of society. When drawn on one myth, the myths related to each scene will emerge in changing times, and technological developments create new and selective lifestyles. One of the consequences of technological innovation is society's lifestyle, which is increasingly modern and influenced by external cultures. In the journal *July*, the *Reflection of Lifestyle and Coffee Drinking Traditions in Literary Works* mean that lifestyle is part of everyday social life in the modern

world, which gives rise to the separation of ways of living between modern and traditional societies. As well as the contents of each cell, it causes changes in the order of life in society. The development of the times and technology has undoubtedly had a positive side. However, it cannot be denied that the norms, customs, and habits of society that our ancestors passed down may have been eroded. Therefore, lifestyle changes that are too significant are not necessary for cultivating cultural changes in the understanding and use of technology alone. Being in a horned environment can minimize selective intermediaries related to lifestyle changes. For that, get along in a good environment when you want to have perspective or good thoughts. In this way, social norms will stick without diminishing understanding of the development of the times and technology.

#### 4. Conclusion

The drama Hometown Cha Cha Cha describes the pattern of life between different urban and rural communities. This research analysis focuses on the lifestyle of the urban community, which gives rise to various perspectives regarding social values. The reflection of the lifestyle of urban society in research raises the negative side contained in the difference in lifestyle patterns. Based on the scene analyzed in the Korean drama Hometown Cha Cha Cha, urban society has a culture of open clothing styles, consultative shopping habits, playing July, and drinking loudly to sleep with a gender opponent is taboo. It is a deviation from social values. So that when you are not wise in drawing the meaning of the message in the drama, you can significantly impact the audience. Even so, the drama Hometown Cha Cha Cha also displays the positive side of the reflection of the lifestyle of urban society. There is also a form of the lifestyle of urban society based on the meaning of the sign that has been put forward by the main character who has an assertive nature, has ambitions related to career paths, has an independent nature, or is not dependent on others as well as has a systematic mind. So the view regarding the lifestyle of urban society in the drama Hometown Cha Cha Cha is based on the viewer's perception.

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