

Magandang Lalake: A Relational Study on
the Level of Exposure to the Korean Flower Boy Image and the
Male K-Drama Viewers' Concept of Masculinity and Gender
Performativity

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ABSTRACT

The research looks into the relationship between the male K-Drama viewers' level of exposure to the Korean flower boy image and their concept of masculinity and gender performativity, which are both in terms of appearance and demeanor. The flower boy image or the *kkonminam* represents a soft version of masculinity, which holds the balance of having good looks and proper demeanor, and is often seen portrayed by male K-Drama protagonists. This study is mainly grounded on Gerbner and Gross' Cultivation Theory, which gives emphasis to the media's impact on viewers' attitude and perception based on their amount of exposure. Judith Butler's Gender Performativity then serves as a supporting theory as it gives emphasis to an individual's understanding of gender and how they conduct themselves, as well as the media's role in producing and transmitting ideals of masculinity. This study uses a quantitative research design and uses the correlational method. In the analysis and interpretation of data, Spearman's Rank Correlation is used to answer the study's research problem. The results show that all the variables have a very weak positive relationship. Amongst the variables mentioned, only the level of exposure and gender performativity in terms of demeanor has statistical significance. Overall, the study concludes K-Dramas may have played a role in the respondents' concept of masculinity and gender performativity although there may be external variables involved, and that the media is a gateway for the presentation and recognition of various forms of masculinities.