

ABSTRAK

Hospital Playlist Season 2 merupakan salah satu drama Korea yang berhasil menarik perhatian publik karena keberhasilannya dalam menaikkan angka pendaftar calon pendonor organ di Korea Selatan. Indonesia terkenal sebagai basis audiens drama Korea yang cukup besar. Sementara, donor organ di Indonesia masih menjadi hal yang belum umum bagi masyarakat. Perbedaan karakteristik audiens menimbulkan pertanyaan apakah dengan adanya narasi donor organ dalam drama tersebut, akan turut menimbulkan intensi audiens Indonesia untuk menjadi calon pendonor organ seperti yang terjadi di Korea Selatan.

Penelitian ini dilakukan dengan tujuan untuk mengetahui serta menganalisis seberapa besar pengaruh *narrative engagement* di dalam drama Korea *Hospital Playlist Season 2* terhadap intensi audiens Indonesia untuk menjadi pendonor organ. Konsep yang digunakan yakni teori *Narrative Engagement* yang dikembangkan oleh Buselle dan Bilandzic (2009) serta *Theory of Planned Behaviour* yang dikembangkan oleh Ajzen (1991). Sebanyak 606 orang berusia minimal 18 tahun, yang merupakan audiens drama ini, dilibatkan sebagai responden penelitian. Penelitian berikut menggunakan pendekatan kuantitatif dengan metode survei. Hasil penelitian menyatakan bahwa mayoritas responden telah memiliki rasa cukup *engagement* dengan narasi dalam drama *Hospital Playlist Season 2*. Begitu pula dengan intensi yang cukup untuk menjadi pendonor organ. Dari uji hipotesis, variabel *narrative engagement* dalam drama *Hospital Playlist Season 2* terbukti mempengaruhi intensi untuk menjadi pendonor organ.

Kata kunci: *narrative engagement*, *Hospital Playlist Season 2*, intensi, donor organ

ABSTRACT

Hospital Playlist Season 2 is a Korean drama that has succeeded in attracting public attention because of its success in increasing the number of organ donor applicants in South Korea. Indonesia is known as a fairly large audience base for Korean dramas. Meanwhile, organ donation in Indonesia is still something that is not common among the public. The differences in audience characteristics raise the question of whether the narrative of organ donation in the drama will contribute to the Indonesian audience's intention to become potential organ donors, as happened in South Korea.

This research was conducted with the aim of finding out and analyzing how much influence the narrative engagement in the Korean drama Hospital Playlist Season 2 has on the Indonesian audience's intention to become organ donors. The concepts used are the Narrative Engagement theory developed by Buselle and Bilandzic (2009) and the Theory of Planned Behavior developed by Ajzen (1991). A total of 606 people aged at least 18 years, who were the audience for this drama, were involved as research respondents. The following research uses a quantitative approach with survey methods. The research results stated that the majority of respondents had sufficient engagement with the narrative in the drama Hospital Playlist Season 2. Likewise, they had sufficient intention to become organ donors. From the hypothesis test, the narrative engagement variable in the drama Hospital Playlist Season 2 was proven to influence the intention to become an organ donor.

Keywords: narrative engagement, Hospital Playlist Season 2, intentions, organ donor