

ABSTRACT

Binge-Watching Behavior of Korean Romantic Comedy Drama Series on Netflix (Descriptive Study Among Married Millennial Women)

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Binge-watching, or watching multiple episodes consecutively, has become a prominent media consumption trend in the digital era, particularly through video-on-demand platforms like Netflix. This activity is favored for its flexibility, full control over viewing, and emotional comfort. One of the most popular binge-watched contents is Korean drama in the romantic-comedy genre, appreciated for its light plots, engaging characters, and emotionally relatable conflicts. Married millennial women are a relevant group to study, as they juggle dual roles in domestic and professional life, making them seek accessible and enjoyable entertainment. This research adopts a qualitative descriptive approach using the *Uses and Gratifications* theory. Data were collected through in-depth interviews with four informants. The findings reveal that the antecedent of binge-watching behavior stems from daily role pressure. The main motives include the need for relaxation, escapism from stress, and emotional connection. Netflix is chosen for its flexible access and personalized features. The effects experienced include cognitive and affective satisfaction, personal and social integration, tension release, and impacts on daily routines. The expected gratifications comprise relaxation, entertainment, and emotional relief, while the obtained gratifications reflect similar outcomes. Despite minor effects on routines and self-control, the alignment between expectations and outcomes shows that binge-watching functions as an adaptive strategy to cope with emotional pressures among married millennial women.

Keywords: *Binge-Watching, Uses and Gratifications theory, Korean Drama, Romance Comedy, Netflix, Millennial Generation, Women*

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