ABSTRACT

Narrative Engagement in Binge Watching Behavior Among Generation Z Viewers of Medical K-Dramas

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This research is motivated by the phenomenon of binge watching, as one of the consequences of in-depth narrative transportation. Binge watching behavior is increasingly growing among Generation Z K-Drama viewers, especially since streaming platforms offer more flexibility in their use. The strong relationship between narrative involvement and binge watching behavior is important and interesting to research using qualitative interview methods. For this reason, this research aims to determine the involvement of narrative in binge watching behavior among Generation Z viewers of Medical K-Dramas. This research uses the Transportation Imagery Model (TIM) theory by Green and Brock as a research analysis tool that describes a person's transportation experience into a narrative. The results of this research provide an overview of narrative engagement by exploring narrative understanding, attentional focus, emotional engagement, and narrative presence as a form of involvement and a way of processing edutainment messages. The experience described during transportation into the narrative engagement mental activity that is reflected in psychological processes related to the attention spent while watching and the emotions felt while immersed in the narrative. These activities cause changes after transportation, from a cognitive, affective and conative perspective.

Keywords: *Narrative Engagement, Transportation, Binge Watching, K-Drama, Generation Z.*

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