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**HOW THE PROMOTIONAL STRATEGIES AND INNOVATIONS OF KOREAN
HALAL PRODUCTS FEATURED IN KOREAN DRAMAS CAN INFLUENCE
PURCHASE DECISIONS AND CONSUMER INTEREST**

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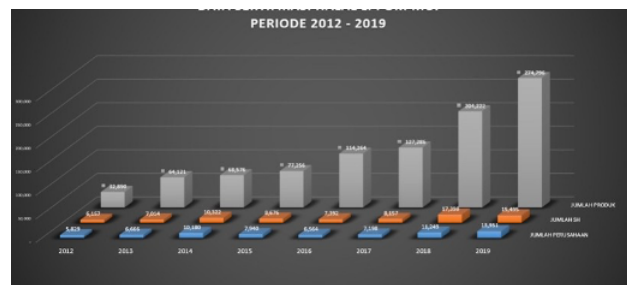
Information	Abstract:
Article History: Received : 07.05.2024 Revised : 18.06.2024 Accepted : 25.06.2024	<i>This study aims to analyze the impact of the promotion and innovation of Korean Halal Products in Korean dramas on purchasing decisions through consumer interest in Palembang City. The research method employed a quantitative approach with statistical analysis using SmartPLS 4. Primary data was collected from respondents in Palembang City. The analysis results indicate that the promotion and innovation of Korean Halal Products in Korean dramas significantly influence purchasing decisions positively. Furthermore, promotion and innovation also significantly affect consumer interest in these products. These findings suggest that promotions and innovations through Korean drama media enhance purchasing decisions and consumer interest in Korean Halal Products in Palembang City. The conclusions from this study support the theory that promotion and innovation play a role in influencing consumer behavior regarding purchasing decisions and interest in halal products. The practical implications of this research can assist marketing practitioners in planning effective promotion strategies for marketing Korean Halal Products in the Indonesian market, particularly in Palembang City.</i>
Keywords: Korean Halal Product; Promotion; Innovation; Consumer Behavior.	

A. INTRODUCTION

The media and entertainment industry, including Korean dramas, has become a significant source of influence in shaping consumer behavior and global preferences. Amidst the dynamics of globalization and increasing demand for halal products, the integration of promotions and innovations of Korean halal products within Korean dramas has become increasingly intriguing for study. This research aims to investigate the impact of promotional and innovative factors of Korean halal products within Korean dramas on the purchase decisions and buying interest of respondents.

Korean dramas have become one of the popular cultural products that attract global attention, not only as a form of entertainment but also as a platform to promote specific products and lifestyles. Promotion factors, such as product placement and marketing strategies within dramatic contexts, have been key in expanding the market reach of Korean halal products internationally. Additionally, innovation in Korean halal products plays a crucial role in maintaining product relevance and appeal among consumers who are increasingly conscious of halal values.

Picture 1. LPPOM MUI Halal Certification Data



Source: (MUI, 2023)

Halal refers to anything permitted by Islamic law to be consumed, especially in terms of food and drink. Halal encompasses the entire process, including production, processing, and acquisition. All Muslims know that pork and alcohol are considered haram (forbidden). This is explained in the Quran:

إِنَّمَا حَرَّمَ عَلَيْكُمُ الْمَيْتَةَ وَالدَّمَ وَلَحْمَ الْخِنزِيرِ وَمَا أُهْلِيَ بِهِ ۗ لَعَبْرَ اللَّهِ

"Indeed, Allah has only forbidden to you dead animals, blood, the flesh of swine, and that which has been dedicated to other than Allah. (Al-Baqarah: 173)."

In order to influence consumer purchasing decisions in Palembang, brands, and companies need to understand the preferences and needs of local consumers. Identifying the types of Korean halal products that resonate with the Palembang market and ensuring adequate product availability are critical steps in influencing consumer purchasing decisions and building a strong relationship between Korean halal products and consumers in Palembang. These factors can influence consumer perceptions of Korean halal products promoted through Korean dramas. Therefore, it is crucial for brands and companies to grasp the preferences and expectations of consumers in Palembang and to communicate messages and product promotions that align with local preferences to foster positive perceptions and drive higher purchasing decisions.

Incorporating these perspectives into the analysis of promotional strategies and innovations in Korean Halal products within Korean dramas can provide a comprehensive understanding of how these activities align with Islamic economic values and contribute to ethical business practices in Palembang City. This holistic approach benefits marketing practitioners, policymakers, and scholars interested in the intersection of Islamic economics and contemporary consumer behavior studies.

Changes in consumer behavior after exposure to Korean halal product promotions through Korean dramas can vary depending on factors such as prior awareness, individual preferences, and local cultural factors. Brands and companies should monitor these behavior changes and continue relevant and effective promotional efforts to maintain consumer interest and support in Palembang. To enhance purchasing decisions for Korean halal products promoted through Korean dramas, increasing consumer knowledge levels in Palembang through educational campaigns, accurate information, and effective promotions are important. With a better understanding of Korean halal products and their benefits, consumers will likely choose them when purchasing their brand.

Selecting beauty or skincare products as a focus of research is relevant because the skincare industry is one of the rapidly growing sectors within the beauty industry. Skincare products like sheet masks have a significant market share. Skin health is a highly considered aspect by consumers in beauty products, and skin care products focus on skincare, which has a direct impact on individual appearance and health.

Therefore, research in the skincare field can provide relevant insights for the overall beauty industry. Safety and sustainability in skincare products are increasingly becoming primary concerns for consumers, and research in the skincare field can help understand how skincare products, including sheet masks, can meet safety and sustainability standards, which are important factors in consumer purchasing decisions. (Retno Mustikawati, 2020)

This research selects Palembang as the study location, which also involves the growing Korean drama community there, such as the "Hallyu Lovers" community. Ilir Barat I Subdistrict in Palembang City is a highly relevant area for studying the promotion and innovation strategies of Korean halal products within Korean dramas due to its significant and representative research environment, with a diverse population and adequate data availability, making it a suitable choice for delving into specific aspects within the context of analyzing purchasing decisions through consumer interest in Palembang. This is expected to provide profound insights into the impact of Korean halal product promotion and innovation inspired by Korean dramas in the local market. Palembang, besides reflecting Indonesia's ethnic and cultural diversity, is also home to a Korean drama community eager to follow the latest Korean drama trends, known as "Hallyu Lovers." This community comprises individuals deeply interested in Korean culture, including Korean dramas, and often wields strong influence in disseminating Korean cultural trends in Palembang. The "Hallyu Lovers" community in Palembang is an integral part of the Hallyu phenomenon, referring to the global spread of Korean culture through dramas, music, fashion, and more. Members of this community often gather to watch Korean dramas together, attend Korean cultural events, and share their interests across various social media platforms. This community also represents a group that can influence consumer interest and behavior related to Korean products and culture. When Korean dramas incorporate beauty products, like Innisfree sheet masks, into their narratives, it can influence the interest and purchasing decisions of "Hallyu Lovers" community members.

In the context of this research, it will be important to understand how the influence of the "Hallyu Lovers" community in Palembang affects purchasing interest and decisions related to beauty products dramatized in Korean dramas. This research

will delve deeper into how this community influences perceptions of Korean halal products and how this community can impact the spread of beauty trends aligned with Korean culture in Palembang. Therefore, this study will integrate the social and cultural dimensions of Korean drama's influence on consumer behavior in Palembang, focusing on the "Hallyu Lovers" community.

B. LITERATUR REVIEW

Theory of Halal Product

The theory of Halal Products etymologically originates from the Arabic language, meaning permissible, liberating, solving, and dissolving. Halal encompasses everything, including food and beverages, that are permissible for consumption according to Islamic religious regulations. Food includes plants, fruits, and animals—both terrestrial and aquatic—that are edible. Meanwhile, halal beverages are anything drinkable except for intoxicating drinks (Putro et al., 2023).

Article 1, paragraph 2 of Law Number 33 of 2014 concerning Halal Product Assurance mentions, "Halal products are products that have been declared halal, based on the provisions of Islamic law." Halal, in general, is not only limited to the product itself but also relates to how it is obtained, done legally, not obtained through theft, and involves shells and food materials made in a halal way. Halal refers to food derived from livestock such as cows, goats, and camels.

From the definition of a product according to Kotler and Keller, we can conclude that a product can be offered to the market, whether tangible or intangible, to fulfill consumer needs and desires. According to Law Number 33 of 2014, a product includes goods and services related to food, beverages, drugs, cosmetics, chemical products, biological products, genetically engineered products, and goods used, utilized, or consumed by society. Anything tangible, marketable, and usable is considered a product according to the above definition.

The Halal Certification by MUI

The standards for halal certification of cosmetics and their use are based on several verses from the Quran and hadiths (sayings) of Prophet Muhammad SAW, which guide the permissibility, cleanliness, and good consumption practices. (Fatwa

of the Indonesian Ulama Council, 2013). In this context, several Quranic verses emphasize the importance of consuming halal, good, and clean food according to Islamic teachings. These verses also mention prohibitions on certain foods and drinks that are forbidden by Allah.

In terms of aesthetics and cleanliness, the hadiths of Prophet Muhammad SAW instruct Muslims to maintain personal hygiene, adorn themselves modestly, and avoid behaviors that can harm health or physical appearance. The hadiths also emphasize the prohibition of actions that may endanger oneself or others.

Theory of Reasoned Action (TRA)

This theory was first developed in 1967 and named the Theory of Reasoned Action (TRA). In 1980, this theory was used to study human behavior and develop more effective interventions. To provide consistency in studying the relationship between behavior and attitudes, the Theory of Reasoned Action was created in 1967 (Fishbein & Ajzen, 1975).

The Theory of Planned Behavior is considered an extension of the Theory of Reasoned Action. Rational individuals consider their actions and the consequences of their actions (decision-making) are the primary assumptions of the Theory of Planned Behavior and Reasoned Action. According to rational decision-making, decisions are made amid uncertainty. Rational decision-making means that optimal outcomes are expected or that decision-making units are aware of all impacts and consequences. The theoretical foundation of the Theory of Reasoned Action (TRA) could be a relevant approach to analyze purchasing decisions through interest in Korean Halal Products in Korean dramas in Palembang City. TRA was developed by Fishbein and Ajzen and posits that an individual's behavior is influenced by their intention to engage in that behavior.

Theory Planned Behavior (TPB)

In 1988, the existing model of reasoned action was expanded and renamed the Theory of Planned Behavior (TPB) to study human behavior (Werner, 2004). TPB has been successfully used to predict and explain various health behaviors and intentions, including smoking, alcohol consumption, utilization of health services, breastfeeding,

and drug use. TPB states that behavior achievement depends on motivation (intention) and ability (behavioral control). It distinguishes between three types of behavioral beliefs: normative, control, and control. TPB consists of six constructs that collectively represent an individual's actual control over their behavior.

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) proposed earlier by Fishbein and Ajzen in 1975. Ajzen has stated that TPB has been widely accepted as a tool for analyzing differences between attitudes and intentions, as well as intentions and behaviors. In this regard, efforts to use TPB as an approach to explain whistleblowing can help overcome some limitations of previous research and provide a means to understand the broad observed gap between attitudes and behaviors.

C. METHODOLOGY

The method employed in this research utilizes a quantitative approach with statistical testing conducted using the SmartPLS 4 statistical tool. The research design focuses on variables that are investigated and measured for their influence using statistical tools sourced from primary data. The instrument encompasses several key domains related to the promotion and innovation factors of Korean Halal products in Korean dramas and their impact on respondents' purchasing decisions and buying interest. This quantitative research utilizes factor analysis methodology. The approach was chosen to clearly depict how certain factors influence consumer purchasing decisions through buying interest. Another basis for consideration in developing the research model is the analysis software used. PLS-SEM, employed for data analysis in this study, offers advantages in testing theories or weak data, such as small sample sizes or issues with data normality. SmartPLS 4 assumes that all variance measures are useful for explanation. Thus, the latent variable estimation approach is considered a linear combination of indicators and avoids issues of factor indeterminacy.

D. RESULT AND ANALYSIS

The results of distributing questionnaires to 180 respondents from the Hallyu Lovers Telegram Group or respondents who have purchased Korean Halal Products.

Of the total distributed questionnaires, 180 were returned and processed, which can then be tested and analyzed. The questionnaire return rate can be seen as follows:

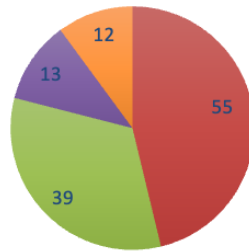
Table 1. Questionnaire Criteria

Criteria	Amount	Percentage
Questionnaires distributed	180	100%
Number of unreturned questionnaires	0	0%
Number of incomplete questionnaires	0	0%
Qualified questionnaire	180	100%

Source: Data processed by researchers, 2023

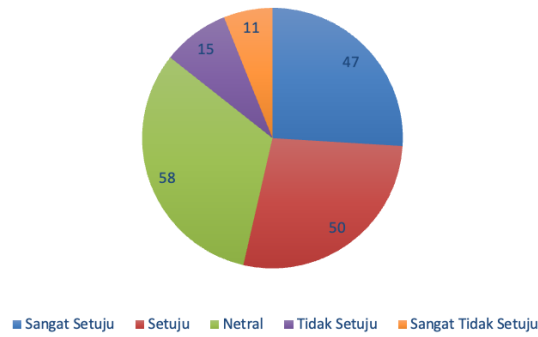
Table 1 The above explains that 180 questionnaires were distributed. There were 180 returned questionnaires or a 100% return rate for questionnaires. The following are the results of respondents' answers regarding the interests of respondents from the Telegram Group.

Picture 2. The Frequency of Korean Halal Product Promotions



It is revealed that 6.6% of respondents strongly agreed, and 30.5% agreed that promotions carried out through Korean dramas could influence purchasing decisions in Palembang City. Meanwhile, 7.2% of respondents said they disagreed, and 6.6% said they strongly disagreed. From these results, it can be seen that out of 180 respondents, 37.1% agreed with this statement.

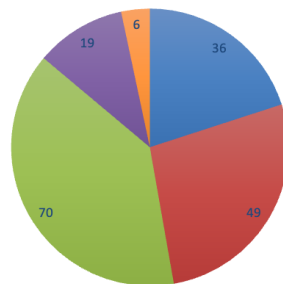
Picture 3. The Quality of Promotions on Korean Products



Source: Primary Data (2023)

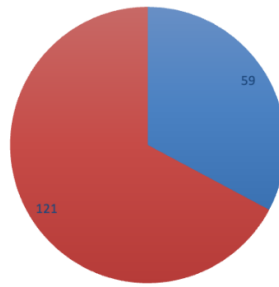
It is revealed that 26.1% of respondents strongly agreed, and 27.7% agreed that innovation carried out through Korean dramas could influence purchasing decisions in Palembang City. Meanwhile, 6.1% of respondents said they disagreed, and 8.3% said they strongly disagreed. From these results, it can be seen that out of 180 respondents, 53.8% agreed with this statement.

Picture 4. The Quality of Korean Products



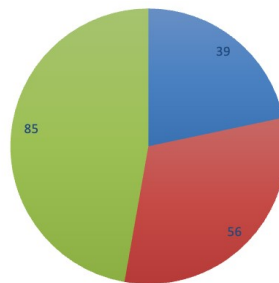
It is revealed that 20% of respondents strongly agreed, and 27.2% agreed that promotions carried out through Korean dramas could influence buying interest in Palembang City. Meanwhile, 10.5% of respondents said they disagreed, and 3.3% said they strongly disagreed. From these results, it can be seen that out of 180 respondents, 47.2% agreed with this statement.

Picture 5. Product innovation in Korean Dramas



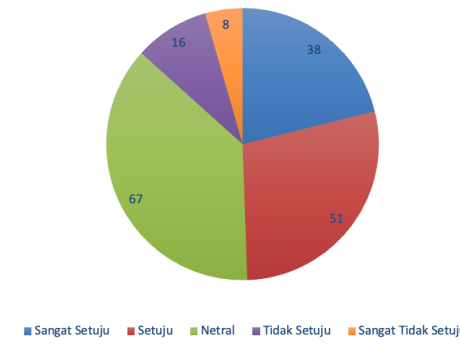
It is revealed that 67.2% of respondents strongly agreed, and 32.7% agreed that innovation through Korean dramas could influence buying interest in Palembang City. Meanwhile, none of the respondents stated that they did not agree or strongly disagree. From these results, it can be seen that out of 180 respondents, 100% agreed with this statement.

Picture 6. Interest In Buying Korean Products



It is revealed that as many as 21.6% of respondents strongly agreed, and 31.1% agreed that consumer buying interest in Korean Halal Products in Korean dramas was linked to increased purchasing decisions in Palembang City. Meanwhile, none of the respondents stated that they did not agree or strongly disagree. From these results, it can be seen that out of 180 respondents, 52.7% agreed with this statement.

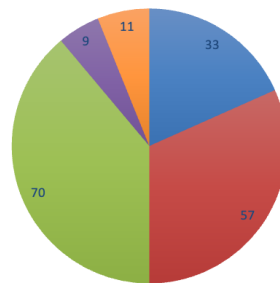
Picture 7. Korean Dramas Increase the knowledge



Source: Primary Data (2023)

It is revealed that as many as 21.1% of respondents stated that they strongly agreed, and 28.3% agreed that the perception of consumers in Palembang City regarding the quality of Korean Halal Products that are promoted is influenced by purchasing interest and purchasing decisions. Meanwhile, 8.8% of respondents said they disagreed, and 4.4% said they strongly disagreed. From these results, it can be seen that out of 180 respondents, 49.4% agreed with this statement.

Picture 8. The Quality of Promotions on Korean Products



It is revealed that 18.3% of respondents strongly agreed, and 31.6% agreed that consumer reviews influenced the decision to purchase Korean Halal Products in the city. Meanwhile, 5% of respondents said they disagreed, and 6.1% said they strongly disagreed. From these results, it can be seen that out of 180 respondents, 49.9% agreed with this statement.

Discriminant validity assessment has become a generally accepted prerequisite for analyzing relationships between latent variables. For variance-based structural equation modeling, such as partial least squares, the Fornell-Larcker criterion and cross-loading checks are dominant approaches to evaluating discriminant validity.

Discriminant validity is the level of differentiation of an indicator in measuring the instrument construct. Test discriminant validity can be done by examining cross-loading, namely the correlation coefficient of an indicator with its associated construct (cross-loading) compared with the correlation coefficient with another construct (cross-loading). The value of the indicator correlation construct must be greater for the associated construct than for other constructs. A larger value indicates the suitability of an indicator to explain the associated construct compared to other constructs.

Picture 9. Fornell-Larcker Criterion Discriminant Validity

Discriminant validity - Cross loadings				
	INOVASI	KEPUTUSAN PEMBELIAN	MINAT BELI	PROMOSI
X1.2	0.760	0.718	0.730	0.894
X1.3	0.799	0.780	0.776	0.935
X1.4	0.791	0.793	0.784	0.916
X2.1	0.827	0.751	0.714	0.707
X2.2	0.904	0.744	0.727	0.750
X2.3	0.915	0.780	0.749	0.809
X2.4	0.915	0.712	0.724	0.764
X2.5	0.859	0.612	0.647	0.724
X2.8	0.876	0.692	0.699	0.762
Y1.1	0.768	0.929	0.851	0.779
Y1.2	0.802	0.953	0.867	0.796
Y1.3	0.790	0.941	0.888	0.764
Y1.4	0.783	0.931	0.870	0.811
Y1.5	0.655	0.910	0.865	0.696
Y1.8	0.756	0.940	0.864	0.750
Z1.1	0.737	0.851	0.934	0.736
Z1.2	0.753	0.882	0.942	0.748
Z1.3	0.705	0.877	0.935	0.746
Z1.4	0.767	0.881	0.937	0.780
Z1.5	0.704	0.806	0.891	0.738
Z1.8	0.727	0.758	0.806	0.712
WX1.1	0.729	0.664	0.658	0.869

Source:SmartPLS 4 (2023)

It shows that the loading value of each indicator item on the construct is greater than the cross-loading value. Thus, it can be concluded that all constructs or latent variables already have good discriminant validity, where in this block, the construct indicators are better than the other block indicators.

E. CONCLUSION

Based on the results of the research and analysis, which examined the influence of Korean halal product promotion and innovation in Korean dramas on purchasing decisions through purchase interest in Palembang City, the following conclusions can be drawn: Promotions carried out through Korean dramas significantly impact

purchasing decisions for Korean halal products in Palembang City. This finding underscores the positive relationship between effective promotion and consumer decision-making, highlighting the power of media-driven marketing strategies in influencing buyer behavior. Innovation, as depicted in Korean dramas, also plays a crucial role in shaping purchasing decisions. The research confirms that innovative approaches to product presentation and features positively influence consumers' willingness to purchase Korean halal products in Palembang City. This suggests continuous innovation is key to maintaining consumer interest and driving sales. Promotions not only affect purchasing decisions but also significantly enhance consumer buying interest. The study reveals that well-executed promotional campaigns through popular media like Korean dramas effectively capture consumer attention and stimulate their interest in Korean halal products, ultimately leading to increased purchase intent. Similarly, innovation contributes to higher consumer buying interest. The integration of innovative elements within Korean dramas piques consumer curiosity and encourages them to explore and consider purchasing Korean halal products, reinforcing the importance of innovation in marketing strategies.

Moreover, buying interest itself is a strong predictor of purchasing decisions. The research demonstrates that heightened consumer interest, fostered through engaging content in Korean dramas, directly translates into actual purchasing behavior, emphasizing the critical role of consumer engagement in driving sales. Consumer perception also plays a significant role in determining the perceived quality of Korean halal products promoted through Korean dramas. Positive perceptions lead to higher purchasing interest and decisions, indicating that how consumers view the quality of these products is heavily influenced by their portrayal in popular media. Lastly, consumer reviews have a notable impact on purchasing decisions for Korean halal products. Positive reviews contribute to increased consumer confidence and willingness to buy, showing that social proof and peer feedback are powerful factors in the decision-making process. The study highlights the importance of promotion, innovation, consumer perception, and reviews in shaping purchasing decisions for Korean halal products in Palembang City. By leveraging these factors effectively, businesses can enhance their marketing strategies and drive consumer engagement and sales.

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