

Development of Application for Korean Food and its Recipes in Popular Korean TV Dramas

Eun Sok Bae,¹

¹ Hankuk University of Foreign Studies, 107 Imun-ro, Dongdaemun-gu,
130-791, Seoul, Republic of Korea.
best-96@hanmail.net

Abstract. The purpose of this study is to conduct a research on Korean food that has appeared on popular Korean TV dramas and suggest the application development of its recipes. Foreigners may develop a desire to experience Korean culture when they watch Korean TV dramas. An application for Korean food will introduce Korean food shown in Korean TV dramas and make it easier for people to learn Korean food. The implementation method will be in a timeline format with both videos and recipes to help users understand. Also, a mash up with social network services can promote communication among people around the world through Korean food by creating and sharing 'My recipe'.

Keywords: Korean Wave, Korean food, Korean TV Dramas recipe app, mutual communication, mash up

1 Introduction

Recently, the area of interest in 'Korean Wave' is being extended beyond K-Pop. Starting from the contents of pop culture such as K-Pop and TV dramas, people's interest now reaches out to the overall Korean culture including Korea itself, food, language, etiquette and manners. This phenomenon of the Korean Wave has enhanced the nation brand and functioned as the export drive in a wide variety of industrial fields.

As the song *Gangnam Style* by Psy received a great deal of public attention in the U.S.A. and Canada in 2012, the Korean Wave has spread to the western countries. The popularity of Korean pop culture now goes beyond transient attention on popular songs or TV dramas. It has expanded to an interest in all aspects of Korea. According to the analysis of the Mael Business Newspaper, the effect on production inducement made by the Korean Wave to all industries in 2012 reached up to 12 trillion won.[1]

Dae Jang Geum, a TV series of 54 episodes first aired from September 15, 2003 and gained tremendous popularity, recording the highest ratings of 55.5%. It showed a marvelous record of export to 87 countries in the world as of 2013, its 10th anniversary. *Dae Jang Geum* gained huge popularity in Taiwan in 2004 and in Hong Kong in 2005. The ratings of the finale of *Dae Jang Geum* aired in Hong Kong were

¹ Primary author (Hankuk University of Foreign Studies)

47%, which was the highest rating in the history of broadcasting in Hong Kong. From then on, the popularity of *Dae Jang Geum* spread to the entire Southeast Asia and even to the Middle East, Africa, and Eastern Europe. *Dae Jang Geum* recorded 80% of ratings in Iran. In Sri Lanka, where it was recently aired from November 2012 to March 2013, it recorded an unbelievable rating of 99%. [2] The most attractive factor in *Dae Jang Geum* is its plot developed with food. Different kinds of Korean food are introduced in *Dae Jang Geum*, and its ingredients are mentioned in character dialogue. Sometimes foods fill up the whole screen with a splendid visual.

As such, overseas broadcasting of TV dramas that show the Korean food culture has sparked interest in the Korean cuisine among many other cultural traditions, and aroused the desire to try Korean food. Therefore, this study aims to discuss the production of a recipe application that will satisfy the attention of foreigners on Korean food in Korean TV dramas.

2 Korean Food in *Dae Jang Geum*

Korean food, a cultural heritage from 5,000 years of history, can be referred to as the essence of Korean culture. Food has an important cultural value to Koreans. Not only to Koreans but also to all human-beings, food has been inseparable from our lives. Food is our means of survival and an important cultural expression. Food is also mentioned in Dangun mythology, which is the origin myth of the Korean race. In the myth, a bear has to stay out of sunlight for one hundred days eating only a handful of mugwort and twenty cloves of garlic to become a human. This reference to food in the origin myth is probably to foreshadow the history of Korean food, sharing all emotions of the people throughout the ages.

In this drama, Court lady Han and Jang-geum on the good side confronts with Court lady Choi and Geum-young on the evil side, which is represented by food. They compete with each other in cooking contests. In the process, Korean royal cuisine is vividly introduced and the dramatic structure of conflicts can be seen when the good and evil characters struggle to win the contests.

In the contest, the dishes from both sides are presented in the order of porridge, appetizer, grilled dish, steamed dish, rice, and dessert. The background setting of *Dae Jang Geum* is the 16th century, the middle of the Joseon Dynasty, and so it shows the Korean food culture of the 16th century.

3 Korean food in TV dramas with contemporary settings

In TV dramas which have contemporary settings, food that Korean people enjoy these days appears. The philosophy and meaning of the food can also be found out. It is a tradition to eat seaweed soup on birthdays in Korea. The following is a scene showing seaweed soup from the TV drama, *My Name is Kim Samsoon* (Fig. 1).



Fig. 1. Seaweed Soup

Meanwhile on February 26, 2014 the Wall Street Journal (WSJ) reported that "Chimac", the combination of chicken and beer, became very popular in China because of a popular Korean TV drama. In the series, the actress says "You need to have chicken and beer on snowy days..." and "I usually have chicken and beer when I feel sad", causing a new trend of eating chicken and beer in China.



Fig. 3. An article about "Chimac" in China [3]

Chinese news media deal with the "Chimac" culture brought upon in China by a Korean TV drama (Fig. 3). The article reports that there were more than 3.7 million postings just about chicken and beer on Weibo, a Chinese version of Twitter. It is related to the TV drama "My love From the Star" starring Ji-hyun Jeon and Soohyeon Kim. Along with the popularity of the series in China, a new food culture of eating chicken and beer has also held the limelight in China.[4]

Like this, Korean TV dramas promote Korea culture as they are exported abroad. Foreigners who watch Korean TV dramas have become interested in and are curious about the food in the dramas: what is it and how does it taste? Therefore, this study is to satisfy the curiosity about Korean food by developing an application for the recipes appeared on Korean TV dramas.

4 Application development for Korean food in Korean TV dramas

The application which introduces how to cook Korean food in Korean TV dramas displays posters of some Korean TV dramas in the first page. Looking at the drama posters, a user may find the TV drama with the food that the user wants.

If the user is anxious to know about the food appeared on *Dae Jang Geum*, the user may click the poster of *Dae Jang Geum* on the screen where food images are posted

(Fig. 4). For those who do not know the name of the food, images of the food are placed so that the user can click them (Fig. 5). When the user clicks the image of the food that the user wants to know about, a video showing how to cook the food is played.



Fig. 4. Application utilizing Korean TV series

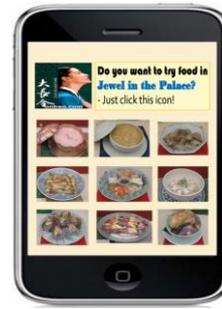


Fig. 5. Food shown in *Dae Jang Geum* App

The application for Korean food recipes in Korean TV dramas allows the user to experience Korean food easily. Apart from this, the application provides a broader range of information, including the origin of the food, its cultural and historical meaning, brand name ingredients, and places to buy the food.

In general, the method of existing recipe applications has two different forms: one consists of the ingredients and cooked food images, and cooking specifications; and the other of the cooking process in video. Unlike the existing recipe applications of which pictures and explanations are separated, the application suggested in this study posts the video and recipes together in a timeline format so that user can have a better understanding.

Timeline is editing software which arranges video or audio clips in order. Composed of layers and frames, it makes a video by arranging images or audio in a screen through the combination of layers.

Moreover, a mash up with social network services helps create 'My Recipe' and share it to promote localization of Korean food. Originated from a musical term, the term 'mash up' means to make a new song by mixing different songs.

In the IT business, this term indicates to develop a new service by mixing up various types of data and services provided by web service providers on the web. In other words, it is to create new levels of contents and services by incorporating contents from different websites. With this method, new information on Korean food recipes can be shared among Korean Wave fans throughout the world.

5 Conclusion

This study has explored Korean food appeared in popular Korean TV dramas. Also, some philosophical thoughts of Koreans and wisdom of life contained in Korean food have been examined. Korean Wave is neither completed nor stagnant, but a cultural phenomenon which is changing even in this moment. We need to contemplate on how

to communicate with and understand people on the planet through Korean Wave.

In order to achieve this, methods must be studied to utilize the Korean IT with other countries. We must also pay attention to which Korean culture people in the world are interested in. Korean entertainment industry has employed the online media such as YouTube very well to promote K-pop to the world. However, there still remain limits for foreigners to get a wide range of information about Korea.

In this respect, the application for Korean food shown in Korean TV dramas will act as a media which help people understand Korea through food.

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