

K-Pop: The Global Phenomenon and Its Cultural Impact Towards Teenagers in Indonesia

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ABSTRACT

K-Pop is these days a worldwide wonder, attracting followers of all ages and backgrounds from all over the world. This article focuses on K-Pop, or Korean pop music, and its global appeal among young people. Specifically, the paper examines how K-Pop has impacted Indonesian teenagers, including their musical preferences, fashion choices, beauty, and social behavior. The authors explore the role of social media and fan culture in promoting K-Pop in Indonesia. Using qualitative research methods such as a review of academic articles, news reports, and online forums related to K-pop and Indonesian youth culture. The paper analyzes the cultural values and identities that Indonesian teenagers associate with K-Pop and how they negotiate their cultural identity within a globalized media environment. Ultimately, the article aims to provide a comprehensive understanding of the cultural impact of K-Pop on Indonesian teenagers and how it both reflects and shapes their cultural practices and identities.

Keywords: Culture, Indonesia, K-Pop, Teenagers

INTRODUCTION

The Korean Wave describes the widespread popularity of various aspects of Korean culture, including films, dramas, music, fashion, and other forms of entertainment, that have gained immense popularity abroad (Lee, 2015)

K-Pop has become a cultural phenomenon, leaving a significant impact on popular culture. K-Pop not only influences their music tastes, but also fashion, beauty, and social behavior (Ngurah Jayanti et al., 2022).

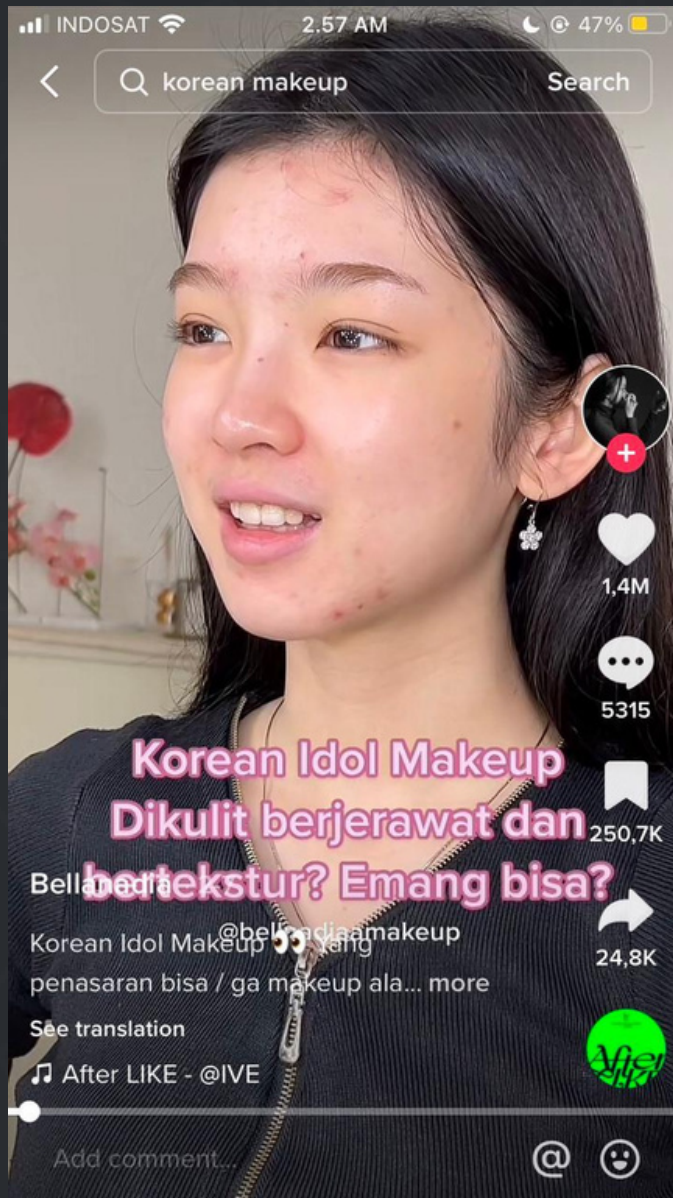
LITERATURE REVIEW

- Korean Wave or Hallyu (Kim, 2018; Messerlin & Shin, 2013; Dal, 2017; Gibson, 2021; Cruz, Seo & Binay, 2021; Zhou, 2019),
- The impact of K-pop on fashion (Forero, 2019; Madsen, 2018; Williams, 2022), and the impact of K-Pop on culture (Yoon, 2017)

METHOD

This research use qualitative and descriptive analysis through a review of academic articles, news reports, and online forums related to K-pop and Indonesian youth culture. The research questions focused on understanding the cultural influence of K-pop on Indonesian teenagers, including its impact on their identities, social relationships, and cultural practices. The findings of the study were interpreted with thought for the limitations of the information, such as potential biases within the sources and the need for direct input from members.

FINDING AND DISCUSSION



K-Pop's big impact on the fashion and beauty trends followed by Indonesian teenagers

FINDING AND DISCUSSION



K-Pop has had a considerable impact on the social behavior of Indonesian teenagers. Fans of K-Pop idols often form parasocial relationships with their favorite idols, which is characterized by a one-sided emotional attachment to a celebrity.

CONCLUSION

The results of this study contribute to the existing body of knowledge on the social influence of K-pop in Indonesia and recommend that K-pop fandom may give a way for youthful people to explore and appreciate different societies. It is crucial to recognize the potential effect of K-pop on youthful people's culture and the broader implications for social differences. Deepen research could explore the long-term effects of K-pop fandom on social behavior and states of mind, as well as the potential cross-cultural trade.

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