

## The Role of Korean Pop Culture in Changing the Behavior of Teenage Kpop Fans Among IKOM UNJ Students

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**Abstract:** *The rapid flow of globalization has caused the entry of popular culture, one of which is Korean culture. Korean culture, or we call it the Korean Wave, comes in various forms such as dramas or TV shows, films, songs, and music, as well as industrial products such as skincare, make-up, and foods. The increasingly sophisticated media platforms and easy internet access also support the Korean pop culture favored by the Indonesian people, especially teenagers. The entry of Korean pop culture causes behavioral changes in adolescents. Teenagers who are still in the process of finding their identity cannot avoid exposure to the Korean culture that they see. Fanaticism and consumptive behavior are also found in the behavior of teenagers who like Korean pop culture. The aim of this study is to determine the role of Korean pop culture in changing the behavior of adolescent KPOP fans among students of Communication Science 2020 at Universitas Negeri Jakarta. The method used in this study was a qualitative one with a descriptive approach. The data collection technique for this research is by conducting observations, interviews, and documentation of the results of previous studies. The results of the research conducted show that there are changes both in terms of attitudes and tastes when people become KPOP fans. They are more consumptive in using their money to buy necessities related to their idol, even though it is not very useful for them in their daily life.*

**Keywords:** *Behavior, Korean Pop Culture, Teenagers.*

### Introduction

Culture is defined as all the rules of community life that have been passed down from one generation to the next. The plural of buddhi, denoting mind or reason, is buddhayah in Sanskrit. Since culture emerges because of people's daily routines, it is compared to the behavior that people must get used to in order to learn. (Koentjaraningrat, 2016)

According to E. B. Taylor (Simbar, 2016), anthropologists define culture as "knowledge, beliefs, arts, morals, laws, capacities, and other characteristics recognized or learned by people who contribute to society."

Culture is dynamic, which means that culture can change at any time. Cultural changes can change over time. Many factors can cause cultural changes, contact factors with other

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cultures, globalization factors, and factors of people's habits that exist in that culture. (Zakiah et al., 2019)

Popular culture is also formed as a result of people's habits in the era of globalization. Popular culture or pop culture is defined as a culture that arises as a result of the spread of media that has the power to create a culture from broadcasting something similar so that it is absorbed by society and forms pop culture. (Febrianti, 2021)

McDonald in Popular Culture explains that popular culture which is also known as mass culture is considered a dynamic force that can remove ancient boundaries, traditions, tastes and eliminate differences. Popular culture has now entered all corners of the world, including Indonesia. The development of the times and the entry of the era of globalization have made it easier for popular culture to enter and slowly erode local culture. One example is Korean Pop culture which is loved by the people of Indonesia. (Febrianti, 2021)

Dzakiyyah in (Febrianti, 2021) explained that Korean Pop culture was originally known through the Korean drama "Endless Love" which appeared in the 2000s and continues until now. Then this Korean culture continued until the arrival of boy groups and girl groups such as Big Bang, SNSD, BTS, and Blackpink. In 2011, K-Pop began to enter countries in Asia and Europe, including Indonesia. Not only in the fields of music and drama or TV series, but the South Korean movies industry has also experienced success. In 2019 there was a film from South Korea with the title "Parasite (기생충; gisaengchung)" which won an Oscar in 2020 by winning four categories namely best director, best international feature, best picture, and best director. (Laily & Purbantina, 2021)

Since the rise of dramas, boy groups and girl groups, as well as the film industry from South Korea in Indonesia, various products that "smell" of Korea are increasingly coloring the Indonesian market. This culture has also been considered normal and is part of the current development or culture, especially by teenagers in Indonesia. Teenagers are generally not difficult to digest everything, making it easier for Korean popular culture to become a popular consumer item among teenagers.

South Korea has been successful in exporting its popular culture goods to other countries in recent years. Korean products such as drama films, songs, fashion, lifestyle, and manufacturing processes are topics analyzed by various individuals from all over the world. (Simbar, 2016)

Korean Wave, also known as Hallyu in Korean, is a term that describes the rapid and widespread spread of South Korean pop culture throughout the world, including Indonesia, since the twenty-first century, especially among the Net Generation. (Zakiah et al., 2019)

Teenagers, both girls and boys, are the main targets for the evolution of Korean Pop culture. According to Sarwono (Angelicha, 2020) adolescence is a time full of challenges. Boys are 13-22 years old, while girls are 12-21 years old, according to Mappiare (Cindoswari & Dina, 2013). This is the age when one does not yet have a definite place to call home and is still looking for it. Teenagers aged 12 to 21 years show extreme enthusiasm for phenomena that are excitedly discussed and discussed.

The phenomenon of the entry of Korean Pop culture affects adolescents and causes changes in adolescent behavior in Indonesia. Carl Hovland proposed the Attitude Change

Theory. The theory explains how communication can affect changes in attitudes and behavior or behavior possessed by humans. Where in this case the form of behavior change carried out by teenagers is such as imitating Korean-style fashion, preferring to use products originating from Korea, and becoming more consumptive and hedonistic. (Ihromi, 2016)

The existence of a causal event that eventually causes an effect so that behavior is formed by itself in this case someone will make another person as a model in changing their behavior so that eventually over time they will imitate or imitate the model.

As explained by Walgito (Cindoswari & Dina, 2013), that most human behavior is formed from what has been learned. Here are ways to shape behavior:

1. Conditioning or habits, namely because they behave and get used to the expected behavior, then the behavior is formed
2. Insight or understanding, namely the existence of a causal event that eventually causes an effect so that behavior is formed by itself
3. Using a model, in this case someone will make another person as a model in changing their behavior so that eventually over time they will imitate or imitate the model.

Therefore, this discussion is considered interesting by researchers for further research and the researchers decided to bring up an article with the title "*The Role of Korean Pop Culture on Behavior Changes for Teenagers of KPOP Fans Among IKOM UNJ Students*"

With the formulation of the problem used, namely: "What is the role of Korean culture (K-pop) on changes in adolescent behavior?" based on the background of the problem presented. So that it can be concluded, this study has the aim of digging deeper into how the role of Korean culture (K-pop) has an impact on the behavior of young K-pop fans among Communication Studies students batch 2020, State University of Jakarta.

## **Literature Review**

This research is related to several previous research articles, so that there will be a connection with this research article. The research articles in question are as follows:

Lisa Anggraini Putri's article entitled: *The Impact of the Korean Wave on Youth Behavior in the Era of Globalization*. The theory in this research is globalization, Korean wave, symbolic violence. The results of the research are that there are several impacts of the development of Kpop, namely positive impacts and negative impacts. The positive impact is that it can be a reference for fashion or how to dress and can make people independent in a certain way. The negative impacts include causing fanaticism to idols, consumptive behavior, clothing worn is inappropriate or contrary to Islam (especially women). (L. A. Putri et al., 2020)

Ida Ri'aeni's article with the title: *The Influence of Korean Culture (K-pop) on Youth in Cirebon City*. The theory in this research is culture, Korean wave, Kpop, and youth. The results of the research are that teenagers in the city of Cirebon follow the K-Pop fan community, participate in community activities, etc. However, they admit that they still know the popular local culture of Cirebon and prefer Indonesian culture. (Ri'aeni et al., 2019)

An article by Ageng Rara Cindoswari, Dina Diana with the title: *The Role of Mass Media on Changes in Youth Behavior in the Batam Kpopers Community*. The theory in this study is the role of mass media, imitation behavior, behavior change, and the Korean Wave. The results of the research are that teenagers who imitate or imitate Korean culture have several

behavioral changes. The change that occurs is that they imitate their idols, starting from their behavior to the habits of their idols. They imitate the habits they see through videos, fashion or style, and try to understand and speak Korean in everyday life. (Cindoswari & Dina, 2013)

## Methodology

Qualitative approach with descriptive method is a research strategy adopted by researchers in this study. The research method used is a qualitative method.

Research subjects are data sources that provide information about the research problem being investigated. Researchers select research subjects based on their involvement in the activities studied, as well as their knowledge and understanding of the material related to the research. Thus, the following criteria were used to select subjects for this study:

1. Active UNJ students
2. Have been a Kpop fan for at least 2 years
3. Follow the development of Kpop until now and imitate the behavior of their idols in everyday life.
4. Have watched Kpop-related shows for hours.
5. Willing to be interviewed

There are three active students in this study from the Communication Studies study program batch 2020, State University of Jakarta. The three students were chosen because they represent different time periods as K-pop lovers, always following the developments of Kpop and imitating the behavior of their idols in everyday life. The volume of data collected in qualitative research is more important than the number of informants. Therefore, the subjects in this study were selected using purposive techniques or based on the objectives or demands of the research. The steps of data analysis are data reduction, categorization or grouping, data processing, and data analysis.

**Table 1. Sample Data**

Name	Description
AP	been a Kpop fan for 3 years
NMM	been a Kpop fan for 5 years
JTR	been a Kpop fan for 10 years

## Data collection technique

The following is the data collection procedure used in this study:

1. Conduct interviews,  
Researchers interviewed three active students of the 2020 UNJ Communication Science study program.
2. Perception  
Non-participant observation was used in this study, where the researcher was not involved and only acted as an observer.
3. Documentation  
The researcher uses documentation collection techniques to collect data on past events to support the analysis of studies on the role of K-pop culture in changing the

behavior of adolescent K-pop fans among UNJ 2020 Communication Studies students.

## **Findings & Discussion**

The rapid and widespread development of Korean culture is also accepted by the world community. Korean Wave is a term given to the spread of Korean pop culture globally. Hallyu or Korean Wave is now very influential in Indonesia, especially for teenagers. (L. A. Putri et al., 2020)

Adolescence is a period in a person's life who is still easily influenced by the surrounding environment and has an inferior nature. They will seek identification at this age. Adolescence is a period of psychological growth in which an individual experiences changes in the areas of cognitive, emotional, social, and moral development between childhood and adulthood, and requires control from all parties to be oriented effectively. (Nisrina et al., 2020)

We can see that Kpop has an influence on behavior, way of thinking, dressing, etc., we can see in fans who have made Kpop a part of everyday life.

In this study, researchers selected teenagers aged around 19-20 years who liked and followed the development of Korean pop culture. From the results of interviews with three subjects, researchers got several impacts in the form of changes in behavior from before becoming a Kpop fan to being a fan for at least 2 years.

### **1. Conditioning and Habits**

K-pop culture has infiltrated every aspect of Indonesian society, especially among teenagers. Indonesian culture will increasingly experience various changes along with the entry of foreign cultures into the country. Today's youth are more fascinated by K-pop culture than their own culture. People will be encouraged to follow and like South Korean culture as a result of the introduction of K-pop culture. Many aspects are affected by the introduction of K-pop culture, one of which is the habits of these young Kpop fans who intentionally or unintentionally begin to change as a result of the impact of the spread of Kpop culture. K-pop fans begin to pay close attention to the behavior and habits of their idol figures on a daily basis, whether intentionally or not, then they will begin to be motivated to participate in these habits or behaviors and dictate themselves to behave as desired, so that these behaviors are then become a part of the collection of daily behavior. According to Albert Bandura (Apsari et al., 2016), human behavior is not only influenced by internal forces, but also by continuous engagement with the environment. So behavior is the result of a complex interaction of internal and external influences. Individuals are not only external reaction processors or reactors, but also can monitor, use symbols, and manage their own behavior.

As an AP informant said when asked about her opinion, whether she has an interest in consuming a product that her idol also consumes on a daily basis, she said that she was interested and would try it even though at first, she had no interest at all with the product. This can be said as a form of learning a culture. Anthropologists classify several types of learning, including social learning, which is defined as a cognitive process that takes place in a social perspective and is solely based on direct observation or instruction, in other words, individual observations of other human responses to the social environment followed by the addition of a response form. It has its own assortment of behaviors. So, a person does not need direct

experience because he may observe how other individuals behave and then imitate or reject that behavior. (Simbar, 2016)

The AP informant also said that apart from being interested in trying the products consumed by his idol, she also began to add new habits or hobbies while being a K-Pop fan. One of them is his habit of listening to music. Before becoming a K-pop fan, AP had no interest at all with music and did not make listening to music a daily behavior or hobby. However, after the emergence of interest in the K-Pop idol figure, she began to have an interest in music and began to make listening to music one of his daily activities.

Her interest in starting to listen to music was supported by her enjoyment of the Korean Boy Group and because several idol figures from the boy group had passions and hobbies in music, thus making the AP informants also interested and wanted to know more about their fields or interests by her idol.

Not only in her habit of listening to music, but she also began to adopt a new behavior, namely being a confident person. This was explained by an AP informant as one of the positive things he got while being a K-Pop fan. Before became a K-pop fan, she was a very shy person. And it changed when she began to be fascinated by the confidence of the K-Pop Idol figure who at all times had to be on stage meeting many people and had to deliver various kinds of speeches throughout the audience. She is also motivated by words of encouragement to stay confident from the K-Pop Idol. This is what made the AP began to change her shy attitude and behavior who tried to get used to being a confident person.

Based on the explanation above, we can realize that the role model has a very big influence on fans. Starting from small habits that change, to being a much different person than before. According to Rosenberg, the formation of adolescent self-concept is becoming increasingly complex as a form of the impact of the rapid development of mass media and popular culture. Giles and Maltby found that a public figure in the media has the potential to be one of the most important figures perceived by young people today, who supports this view. So, it is not surprising when we see that many young K-Pop fans today are starting to have attitudes, habits, and mindsets that change according to their role models (Apsari et al., 2016)

## **2. Insight or Understanding**

Starting with youth-oriented music, then moving on to Kpop-related merchandise. According to research findings, K-pop fans engage in many consumption habits, including buying and collecting various K-pop-related items such as CDs, albums, posters, photobooks, accessories, and other products that their idols consume and advertise. Not infrequently many also buy concert tickets or fan meetings to watch and see their idols in person. This is done by Kpop fans because they have a love for their idol boy group or girl group.

All these things make them a consumptive society. Consumption according to Lechte (Widiyanti & Herwandito, 2018) causes people to make differences in lifestyle and values, not for economic needs. The reason is they in their life are not trying to get, equality and they are not looking for happiness. This kind of society is defined by Baudrillard as a consumptive society. Baudrillard in (Nisrina et al., 2020) explains that the emergence of a consumptive society is the result of globalization that spreads widely throughout the world, starting with the understanding of capitalism which empowers the flow of globalization to be used to further widen their market.

Needs and wants often to clash because needs are more directed at using values and functions, but wants are focused on individual wants. Because needs must be met immediately, they must take precedence over wants. In contrast to the desire that is only based on the symbol of the goods consumed. According to research, K-pop fans at the Faculty of Social Sciences have their own strategies to fulfill their desire to buy K-pop stuff so that their primary needs are not delayed because of K-pop stuff. This concept can be implemented through a savings system, ensuring that basic and middle needs are met equally (Simbar, 2016)

But many also feel that it is natural for Kpop fans to do this. As stated by the three informants, they think that setting aside money, both in small and large amounts, to buy albums, concert tickets, and other K-pop debuts is a natural thing as long as they have enough and get these items according to legal procedures. The AP informant herself is one of the album collectors of the famous South Korean boy group, BTS. They feel that by buying things related to their idols, they will create a sense of satisfaction in the form of achievements in themselves. However, they also admit that sometimes the feeling of satisfaction is only felt for a moment and the thought arises that the goods purchased are too many. This is the result to the fact that consumption goals are no longer centered on using the use value of commodities, but rather highlight indicators that producers put into consumer products that customers are not aware of (Wulandari et al., 2018). The consumptive attitude includes desire, and according to Piliang (Martono, 2016), the object of desire that comes from the individual's subconscious with the aim of finding the substance (substitute) for the devoured symbols is the object of desire that can fulfill the desire. This is consumed by young people who love Kpop in the Communication Studies Study Program, State University of Jakarta as a symbol on an object. In this case consumption is a mindset and activity in which a person consumes something because he wants rather than needs. There are two values in consumer culture. For starters, it fulfills the need for identity and meaning. Second, as a social and economic role. (Simbar, 2016)

The products or viewpoints advertised or projected by idols such as culinary, beauty, etc., also become their daily reference. These K-pop fans observe their idol's daily behavior in consuming or advertising a certain product, then they either consciously or not copy this behavior into their daily behavior collection. As an AP informant said when asked about her opinion, whether she had an interest in consuming a product that his idol also consumed, she said that she was interested and would try it even though at first, she had no interest at all with the product. It can be considered as a kind of cultural education. According to Rendell (Simbar, 2016) anthropologists classify several types of learning, including social learning, which is defined as a cognitive process that takes place in a social context and is solely based on direct observation or instruction, or in other words, human observations of human responses. Other people into their social environment, then incorporate these responses into their own set of behaviors. There is no requirement for direct experience as you may observe how other people or societies behave and then imitate or reject that behavior.

Insight from the existence of K-pop creates a consumptive attitude, although the connotation of the word consumptive refers more to the negative, but this also has a good impact on teenagers, namely by getting used to setting aside the money they have in order to get the things they want. K-Pop has an impact that changes the attitudes or habits of teenagers from being non-consumptive to consumptive, and also changes the attitude of teenagers to be more selective in spending the money they have, besides that, teenagers also become individuals who

are ready to set aside money for the things they want, so that they make teenagers as individuals who are diligent in saving and are not impressed to waste the money they have.

By getting to know Korean pop culture, the social life of fangirls also changes, for example when interacting with fellow fans of one of their idol boys groups or girl groups. When they meet one of the fans of their idol, they are very happy and feel happy. As one of the informants, AP, stated, "*Yes, very happy.*" when asked if she enjoys meeting and interacting with his fellow idol fans. With this, K-Pop has a good impact on teenagers because teenagers can be more creative in developing themselves. Teenagers seek and make friends, so that they have many friends and relationships from various regions, or even from foreign countries because they are fellow fans of idols or admired groups. In addition, K-Pop helps teenagers develop themselves with their presence, one of the informants said that with the existence of K-Pop, they hone their skills in socializing.

It is also undeniable that when you talk about things you like and like, you will feel happy, enthusiastic, and even open yourself up. Songs can also be used as encouragement because listening to K-pop music can increase interest in learning. In addition, the stories of their idols are very inspiring, which they express through their music (L. A. Putri et al., 2020). The three informants also felt the same way, in our interview AP said, "*Very happy, when watching it there is a feeling of pleasure, especially when watching is handsome and funny,*" while talking about his idol, AP looks very excited and enthusiastic. On the social impact, K-Pop has a positive impact on teenagers, especially our informants because it gives a feeling of happiness and feelings of pleasure because they are entertained by the content they provide. The existence of K-Pop indirectly has a good impact on the mood of its fans because most K-Pop presents entertaining content or shows to their fans.

In addition to giving a feeling of happiness and joy, these K-pop fans also said that they also felt their self-confidence increased. One of the informants said that he felt more relaxed in socializing with new people, especially with fellow K-pop fans like herself. The JTR informant said that she was more confident in his appearance because she felt that the South Korean style that was used as a reference, suited him, causing them to be inspired to follow and imitate how to dress and understand the fashion mix of the idols they like. As one of the informants, AP, said that she was inspired to mix and match clothes in order to look like her idols. Although not completely imitating, the existence of K-Pop provides a new perspective on the fashion of the three informants.

One of the informants said that the reason behind the race to increase her confidence was when she saw his idol dare to act in front of the camera which also triggered her to appear brave as well as them. Korean music is dominated by boy bands, girl groups, and soloists. In general, boy and girl groups in Korea have their own number of members, so fans can choose and decide which member of the group they like the most (or often called bias) in the group (Putri et al., 2020). From every bias that the informants choose, it has a good impact on their self-confidence, so that it has a good impact on self-confidence which then creates a good social impact for finding relationships and friends from fellow K-Pop fans.

The existence of K-Pop in the three informants showed positive results because by getting to know K-Pop the three informants could socialize better; informants could also make new friends from the K-Pop world and also had a good impact on their fashion. It is undeniable that there are positive impacts that must be accompanied by negative impacts. However, the



three informants who have been interviewed do not show the negative impact of the existence of K-Pop itself. And one of the negative impacts of the existence of K-Pop is that teenagers often spend hours enjoying the content that their idols provide. With this, teenagers spend time for themselves and less socialize with the surrounding environment.

### **3. Using Model**

Adolescence is a vulnerable period in a person's life. This is because they are still figuring out who they are, and they will inevitably follow what they see in their environment and what they enjoy. This is sometimes referred to as mimicking behavior. According to Gabriel Trade, imitation is a type of imitation that is done because of other people in one's life, and imitation behavior can be defined as the desire and interest of an individual to become someone else. When someone imitates, he knows exactly what he is going to imitate. Television, film, and the internet can all be used to imitate. (Sari, 2018)

In the imitation behavior carried out by the informants of this study, the informants used K-Pop idols, both girl groups and boy groups as their reference models to follow in everyday life. Various forms of imitation are carried out by K-pop fans, one of which is in the field of fashion.

The JTR informant said that in purchasing the fashion products she would wear, the informant made Kpop idols his reference and reference because in addition to her liking for the idol, the informant also felt that the fashion style of Kpop idols or South Korean fashion is very suitable for her, and can also increase their self-confidence compared to when they do not wear fashion styles from South Korea.

This phenomenon is related to the statement of Mike Featherstone (K. A. Putri et al., 2019) that a person's lifestyle consists of physical, clothing, speech, leisure time entertainment, home, food and drink tastes, cars, entertainment choices, and so on. Others are considered a testament to the owner's or consumer's unique taste and sense of style. Mike's theory, according to a JTR informant, may characterize JTR's lifestyle imitating K-pop idols because the informants enjoy and are followers of Korean culture.

In addition, the imitation theory presented by Gabriel Trade is also related to the statement of the JTR informant. Imitation or imitation by JTR informants is imitation of the fashion he wears. She said that if she chose clothes he would be based on the Kpop idols he liked.

In addition to the way of dressing, things that are also affected in terms of culture are dance and music. In attracting international attention, K-pop combines two important elements, namely dance and costumes that are sexy and songs that contain English words in them. Many young Indonesians are interested in learning and performing dances in the style of K-pop idols, which can be done with dance covers of K-pop songs. K-Pop dance is not rooted in traditional Korean dance, but westernized pop which has now become widespread. (Adi, 2019)

The JTR informant is one of the K-pop fans who is very interested and even active in carrying out various activities related to K-pop dance covers. In fact, it is not uncommon for him to spend the required budget in the process of making this dance cover.

When viewed from the behavior obtained by the researcher based on the exposure of the informants above, the researcher can relate the behavior of the informants to the attitude of fanaticism. Fanaticism is a form of belief or enthusiastic attitude and excessive or extreme

loyalty to something (Eliani et al., 2018). This fanatical attitude can be shown through activity, extreme enthusiasm, emotional connection and love and excessive interest in the long term. JTR stated that she really likes and uses South Korean fashion because it can increase her confidence, besides that he is also a Korean Pop fan who is interested and active in activities related to dance cover dances. She even willing to spend money to buy the equipment needed.

Young people who are influenced by K-pop culture are much more enthusiastic about and monitor the growth of K-pop culture, the study found. They use K-pop idols as role models or reference models in their daily life.

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