



Youth Interest in Korean Culture (K-Pop) and its Impact on Indonesian Nationalism

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Kata Kunci

Budaya Korea,
Gaya Hidup,
Nasionalisme

Abstrak

Budaya Korea yang mulai populer di Indonesia mengakibatkan dampak bagi para pencintanya. Selain itu, media juga berperan dalam mengakibatkan munculnya demam Korea pada masyarakat. Budaya dan *style* Korea telah menjadi budaya populer, tidak hanya soal musik, banyak masyarakat yang juga menyukai drama ataupun film yang berkaitan dengan budaya Korea. Perkembangan ini mulai mempengaruhi publik, khususnya mahasiswa PPKn di Universitas Mataram. Penelitian ini dilakukan dengan tujuan menjelaskan dampak budaya Korea terhadap tingkat nasionalisme dari para pemuda yang tertarik dengan budaya Korea. Hasilnya menggambarkan bahwa para pemuda rela mengeluarkan dana khusus demi mengadaptasi *style* budaya Korea dalam bentuk mengikuti fashion dan mengkoleksi barang-barang yang terkait dengan idolanya dari Korea. Meskipun demikian, pemuda mengaku bahwa nasionalisme Indonesia tetap menjadi pilihan pertama. Ketertarikan pada budaya Korea merupakan bagian dari kesenangan semata. Hal ini tidak berdampak pada kecintaannya pada nasionalisme Indonesia.

Keywords

Korean Culture,
Lifestyle,
Nationalism

Abstract

Korean culture, becoming popular in Indonesia, has impacted its lovers. In addition, the media also plays a role in causing the emergence of Korean fever in society. Korean culture and style have become popular culture, not only about music; many people also like dramas or films related to Korean culture. This development began to affect the public, especially Civics Education students at the University of Mataram. This research was conducted to explain the impact of Korean culture on the level of nationalism of youth interested in Korean culture. The results illustrate that young people are willing to spend special funds to adopt Korean cultural styles by following fashion and collecting items related to their idols from Korea. Even so, youth admit that nationalizing Indonesia remains the first choice. Being interested in Korean culture is part of the fun. It did not affect his love for Indonesian nationalism.

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INTRODUCTION

The advancement of the times goes hand in hand with the rapid development of technology with a variety of media. Currently, communication between people in different places is facilitated by the support of the Internet, making it easier for people to obtain news, communicate, and recognize other countries remotely. Ri'aeni et al. (2019) confirmed that the rapid development of technology causes no problems regarding distance. It is meant that long distances are not a problem and do not become difficult with the existence of technology. Information from very remote locations can be obtained quickly without having to visit the place in question.

Technological developments can be obtained through communication media such as cell phones and the internet so that someone can easily carry out daily interactions and communications. Anyone can complete their task of acquiring knowledge supported by the availability of communication media that includes communication technology in it. Technological developments have also penetrated the world of learning. The learning process, which was initially traditional without the support of technology, had an impact on less-than-optimal learning outcomes, in the end, changed drastically. The use of learning technology can increase learner participation in learning activities so that the results turn out to be optimal. The learning process becomes more exciting and encourages increased learning motivation in each learning activity (Ilham et al. 2022; Ismiati et al. 2022; Astika et al. 2023).

Even though technological developments are full of positive values, it is presumed that they cannot be separated from harmful things. One of them is the rapid spread of culture in a country. If this information is disseminated and received by people in other countries, there will be concerns about foreign culture's influence on a nation's culture. The impact of the spread and mixing of one nation's culture on another country seems challenging to avoid. It is not uncommon to find a mixture of cultures between various nations that occurs without the awareness of multiple parties (Ri'aeni et al. 2019).

The rapid development of technology, which impacts the cultural development of a nation, can be witnessed by people from other countries with different cultures. The rapid growth of a nation's culture is no longer the monopoly of that nation. Other nations can witness the frenetic development of a nation's culture as a sign of a barrier. If the process of interaction and communication between countries with different cultures, gradually without realizing it, can give a mix of positive and negative influences. Educators in educational institutions and society in

Indonesia recognize that the interaction between learners and communities with foreign cultures can no longer be limited. Remember, they have the freedom to access information by utilizing the availability of existing technology. There is a concern that the proliferation of foreign cultural details can affect the degradation of students and society on the national culture contained in the values of Pancasila. For example, the rise of youth's interest in Korean culture is feared to affect Indonesian values due to the influence of this culture (Ikrom and Others 2022).

The entry of K-Pop culture began to influence the psychological movement of its lovers, both positively and negatively. Psychological dynamics is a relationship between several psychological aspects of a person in describing an event (Sandra 2012) and (Rahmah, Zubair, and Alqadri 2022). In addition, some parts of humans are related to psychological changes that affect behavior in everyday life, namely the cognitive, affective, and conative aspects. Mental elements are components related to a person's response to an event (Gumelar, Almaida, and Laksmiwati 2021). Apart from that, other research was also conducted on saving students' national identity. In this research, the reconstruction of Pancasila values was carried out through the local wisdom of the Sasak people to protect local identity through civics lectures at the University of Mataram (Zubair, Ismail, and Alqadri 2019).

Previous research was conducted by Praundrianagari and Cahyono (2021), which showed that including K-Pop culture affected the consumption patterns and lifestyles of K-Popers students in Surabaya. In addition, K-Pop culture, especially Korean drama broadcasts, also influences adolescent behavior in daily life, especially in the search for identity (Angelicha 2020). On the other hand, the inclusion of Korean culture affects the psychology of students in Bojonegoro. For example, students become more motivated to learn foreign languages, especially Korean. Besides that, many moral values also positively affect students, such as enthusiasm for achieving dreams, which appear in several Korean dramas (Aufa, Mufid, and Wahdani 2022).

Students of the Civics Education Study Program, College of Education, University of Mataram, cannot be separated from the influence of the rise of K-Pop. The observations of these students showed that they were inseparable from the impact of K-Pop. Their renewal is inseparable from the swift currents of K-Pop culture. This culture is reflected in various forms, including cinema electronics, songs, food, ways of dressing, and different other cultural products. Undeniably, students' interest in the culture lies in the attractiveness aspect of cultural offerings. The Korean nation has creativity in informing the

development of their culture worldwide by utilizing various means of communication and, at the same time, disseminating diverse and interesting cultural products.

Considering that Civics Education students are Civics Education teacher candidates in education units in Indonesia, one of their duties and responsibilities is to protect Pancasila values. The noble values of the Indonesian nation, as contained in Pancasila, must be maintained to ensure the survival of the country and state. One of the nation's noble values that must be maintained and strengthened is the value of nationalism. Through this value, Civics Education teacher candidates know that Indonesian nationalism is a fundamental value that must be maintained as long as this nation exists globally. At this level, the influence of K-Pop is wary of not degrading the importance of youth nationalism, the noble culture contained in Pancasila, in Indonesia. Based on the description that has been explained, this study aims to determine the impact of youth's preference for K-Pop culture on their level of nationalism.

LITERATURE REVIEW

The environment where they live, the school, and the way parents educate can influence the formation of the identity of the younger generation. Likewise, school programs can provide opportunities for the younger generation to be more active and focus on developing learning (Herianto, Jahiban, and Dahlan 2020). Given the strong influence of the environment on the mindset of the younger generation, the younger generation must equip themselves with the ability to be active, think critically, and be responsible in social life (Herianto 2023). Youth must have critical power in obtaining and using that information for everyday life. With this crucial ability, it is challenging for youth to accept the influence they receive. The results of research conducted by Herianto et al. (2021) emphasized that strong self-ability determines whether or not a person influences what he receives. The strength of one's personality is the key to character education that directs a person to behave adequately and appropriately. Nationalism as part of character education is essential for youth to maintain the dignity of their nation (Herianto 2022). The youth are expected to always maintain Indonesian nationalism so as not to be influenced by foreign cultures.

Korean culture (K-Pop) is a foreign culture currently widely spread through mass media and has become very popular in the Asian region, such as China, Taiwan, Hong Kong, Japan, Indonesia, Thailand, and several other Asian countries. The form of Korean popular culture that is in great demand is

in the form of dramas, films, songs, and clothing styles which are the main attraction among the public. Korean culture, which is so popular and in great demand by the public, especially young people, is starting to make many Korean artists their idols. Young people's interest in Korean artists makes them follow the activities or lifestyle of the Korean artists they like. The youth's passion for their models can influence their behavior in everyday life (Yang, 2012). Without being aware of it by someone, the influence of this daily behavior can impact other, broader characters, for example, the values of Indonesian nationalism. The effect of K-Pop culture on a person becomes something that cannot be avoided when this influence occurs continuously in everyday life.

Current technological developments have resulted in young people easily obtaining information from anywhere in any form. The younger generation can quickly get information and access information through various technical media. The development of this technology makes it easier for the younger generation to access learning media. Technological developments can also make learning about a culture easier for the younger generation without visiting that country. The younger generation's preference for a culture other than their own is feared to have a positive or negative impact. The excessive enthusiasm of the younger generation for culture, especially K-Pop culture, is thought to make the more youthful generation too fanatical and forget the original Indonesian culture (Herianto 2013). Therefore, it is necessary to have learning strategies, motivation to learn from within students, and good communication skills, so that they can avoid the negative influences of foreign cultures (Herianto 2017). Young people must always take care of themselves to maintain the values of nationalism that are not affected by the heavy influence of K-Pop culture.

Nationalism is a love for the nation and country that is so high but does not look down on other nations. The spirit of nationalism or a sense of love for the motherland can also be referred to as an attitude of nationalism (Agustin 2011). Nationalism is the highest feeling of love or loyalty for each individual to be left to their own country (Kusumawardani and Faturochman 2004). Whatever the situation, a sense of nationalism must always be guarded and maintained. Even though these values continue to be influenced by the onslaught of foreign cultures. No matter how great the younger generation experiences the influence of K-pop, the love for Indonesia's nation and state will not fade. Even though the impact of K-Pop is currently in such a way, Indonesian identity is still well preserved and maintained. Awareness of the value of nationalism is an absolute prerequisite for always keeping the existence of the Indonesian nation and state.

RESEARCH METHODS

A qualitative approach is a social science approach that collects data analysis data in the form of sentences expressed orally or in writing that are actions or human behavior (Sugiono, 2016). The type chosen was descriptive, considering that the researcher wanted to describe the form of youth's fondness for K-Pop culture by students of the Civics Education Study Program, College of Education, University of Mataram, and the level of nationalism of students of the Civics Education Study Program, College of Education, University of Mataram. The research subjects were students in the study program with a penchant for K-Pop culture. The research subjects were determined purposively, including: having a penchant for K-Pop culture, having attended lectures related to nationalism values, and being active in extra-curricular organizations.

Data collection techniques used in qualitative research are observation techniques, interviews, documentation, and field notes. Researchers can adapt the data collection techniques used to the conditions at the research site. Data analysis in this study used qualitative analysis in which the investigation was carried out based on previously obtained data which will then be developed. Qualitative data analysis was carried out by analyzing data through three stages, namely data reduction, data presentation, and drawing conclusions. To ensure the validity of the data, researchers conducted data triangulation, including source, technical, and time triangulation.

RESULTS AND DISCUSSION

When collecting research data, the researcher conducted interviews which were preceded by conveying the research objectives to the research subjects. In-depth interviews were conducted with ten people. Based on the results of interviews with ten people who like K-Pop culture, the forms of K-Pop popular culture that are in great demand are in the form of dramas, films, songs, and clothing styles which are the main attraction among them. On the other hand, ten people use their free time to watch shows in the form of Korean dramas or movies. There are differences between the ten research subjects, both before getting to know K-Pop culture and after getting to know K-Pop culture. The research subjects watched more shows from within the country, both dramas and films by the nation's children, but after getting to know K-Pop culture, ten research subjects preferred K-Pop shows, both theaters and movies, as a filler in their spare time. They (8 people) even spent 2 to 5 hours of their free time watching K-Pop shows.

The research subjects' passion for Korean dramas and films and for making Korean shows as a

filler in their spare time has impacted their daily lives. Apart from spending more time watching Korean broadcasts, they also imitate language styles, such as using Korean terms in everyday life. Apart from imitating the language styles they learn from dramas and films; they are also interested in learning how to write from Korean culture. The ten research subjects who were interviewed were able to imitate or imitate Korean language-style terms. There were 8 out of 10 research subjects were interested in learning how to write the Korean alphabet.

Apart from dramas and movies, Korean songs are one of the things that are much loved by students who like Korean culture. Based on the results of interviews with ten people, on average, they want Korean songs and take their time to listen to them. Before getting to know Korean culture, they still listened to songs made by the nation's children, but after getting to understand Korean culture, the research subjects preferred to listen to Korean songs. Based on the results of interviews, three people said they liked the meaning or meaning of the Korean songs they listened to.

The fashion style is also one of the interesting things for connoisseurs of Korean culture. Nine people who enjoy dressing like their idol will imitate and buy things their model has, such as clothes, sweaters, hats, or scarves. There was only one research subject who did not like and followed the dress style of the Korean artist he wanted. Apart from imitating the dress style of the Korean artist they idolize, four people collect items that their idols have. These items are in the form of albums, posters, and light sticks.

Apart from speaking style, the ten people who were interviewed also imitated some of the positive things from the Korean artists they liked. The positive things are in the form of attitudes and behavior and being polite and more disciplined. One of the ten research subjects became even more active on campus or in the classroom. They said they wanted to imitate the artist they liked to achieve their goals. The research subjects became more involved in asking questions in class during lecture hours before getting to know Korean culture. They follow this positive thing after watching broadcasts that show the enthusiasm of the artists they like in achieving their dreams.

Based on the findings of the data above, it can then be described various essential things related to youth's passion for K-Pop culture, as follows:

1. Youth response to Korean cultural influence

Lifestyle is a person's behavior to show his/her identity. Based on the results of interviews with research subjects, internal and external factors can influence the lifestyle of fans of Korean culture. Internal factors that change our attitudes. Attitude is a state of mind and a state of mind that is prepared to

respond to something. In this case, the research subjects answered positively to the entry of foreign culture, namely Korean culture. In addition to attitude, observation, and experience support an individual's lifestyle formation. Experience influences social observation of behavior. Experience is gained from past actions. The results of social experience form a view of an object. Subjects said that their knowledge of knowing Korean culture also influenced their lifestyle.

The following internal factor is personality. Personality is a configuration of individual characteristics and ways of behaving that distinguish them from other people. Personality influences the tastes one chooses. The subject of this research has a forceful personality; he sticks to that choice when choosing something. As for his preference for Korean culture, this is a choice he has made for a long time. In addition to personality factors, there are other motives, namely an urge that makes someone do something. As for what those who like Korean culture feel apart from the artists, good drama stories, also because of the taekwondo sport that is there that makes one research subject like Korean culture.

Besides internal, there are also external factors that affect the lifestyle of the research subjects, namely the reference group. The reference group here is a group that has a direct or indirect influence on a person's attitudes and behavior. The peers and electronic media used by the research subjects are indirect reference groups that influence their attitudes and behavior. Their penchant for opening websites also helps them find information about the idol artists they like. Peers made a significant contribution to the research subjects in appreciating Korean culture and having friends who both like Korean culture makes them not feel alone in enjoying them, and there is a medium for research subjects to exchange experiences.

2. The level of nationalism of youth who are interested in Korean culture

Nationalism is an understanding that considers that the highest loyalty of each individual must be left to the national state. Based on the results of interviews with research subjects who are fond of Korean culture, several things influence their lifestyle, such as communication habits and spending free time, as well as collecting various items. Their interest in Korean culture does not necessarily change the outlook on the life of the research subjects. They still love the State of Indonesia very much, as evidenced by the research subjects who still participate in activities or important days, such as the celebration of August 17, the anniversary of independence, and other holidays. Research subjects also still wore their traditional regional clothes. The

inclusion of Korean culture in various forms that can attract the interest of its audience still cannot eliminate or replace the original culture or daily habits that the research subjects have learned from childhood.

Their love for their homeland and their own country is still embedded in the research subjects. A Korean culture is only an object they are happy to fill their free time with. They still choose and sort the shows they watch. The research subjects only used, imitated, and learned some of the most uncomplicated vocabulary or parts of Korean culture that they knew. They remember the country and the original culture of Indonesia. Research subjects' identity and love for their own country are not easily changed and are influenced by the introduction of Korean culture in Indonesia. The environment where they live and the upbringing of the research subjects' parents are also factors that make the research subjects still love the culture of the country. They must remember the lessons about a culture they learned from childhood because of their fondness for Korean culture.

CONCLUSION

Aspects of Korean culture can influence the lifestyle of its connoisseurs, including how they communicate, spend their free time, and determine their fashion style. The environment and how students are taught also influence the formation of one's identity. Therefore, there are differences in forming one's identity, especially when Korean culture enters. Young people only sometimes spend their time enjoying K-Pop shows. They sort out certain events to fill their spare time and need help to follow the flow. The research subjects only used, imitated, and learned several Korean terms. The identity and love for the motherland and national culture of the research subjects did not necessarily change and were influenced by the presence of Korean culture.

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