

# Analysis of Globalization Phenomena: Forms of K-Pop Cultural Fanaticism Among Students (Case Study of Sociology Student at Universitas Negeri Malang)

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**Abstract**— The culture of foreign nations entering Indonesia is a form of real influence for Indonesia which is a result of emerging technological developments caused by globalization. One of the cultures that entered Indonesia and made a big impact was the increasingly global Korean culture. This is evidenced through the many Korean music and films that are now popular with teenagers. Korean drama, music, and video are packaged uniquely based on their culture and practice obedient values towards ancestors, touching love stories that make teenagers like the products of the ginseng country. This is certainly very sad, teenagers should be the next generation and become role models for generations then it should practice good values. It is undeniable that the presence of Korean music in Indonesia is very popular with many people, they are willing to do anything to be able to fulfill their desires for what they like. Therefore, here we want to examine the level and impact of Indonesian youth fanaticism on music and Korean culture.

**Keywords:** *fanaticism, globalization phenomena, Korean culture, K-Pop*

## I. INTRODUCTION

Globalization of Korean culture is growing so rapidly that it is widespread and accepted by the world public with technology that is growing faster too, to produce a phenomenon of Korean Pop culture fever [1]. The biggest role in supporting the flow of globalization is with technology and media as products of technology [2]. Media as a product of technology also plays a role in creating image, branding, social status, and prestige [3]. Technology with various components in it has also helped in constructing one's understanding [4]. Culture is very important in the formation of certain group identities [5]. Technology becomes a tool in transforming the cultural identity, giving rise to a transcultural phenomenon.

Korea has succeeded in attracting the attention of parts of the world, including in Indonesia. Other Korean cultural products such as Korean drama, film, fashion, lifestyle, electronic products and the second after K-Pop are entertainment programs such as South Korean variety shows that are very popular and interesting [6]. It is packaged uniquely based on its culture and Korean dramas contain obedient values to ancestors and touching love stories make teenagers like the products of the ginseng country.

The phenomenon that occurred in Indonesia related to Korean culture such as the phenomenon of the Korean wave or "Hallyu" which took place in 2012 which affected the lives of young people at that time. Korean Wave is a term given to South Korean pop culture that is spread globally in various countries in the world, including in Indonesia. The Korean wave has indeed been prepared to be marketed internationally [6]. The spread of the Korean Wave does not escape the existence of mass media such as the internet that are linked to social media such as Facebook, Twitter, Youtube and so on [7]. This interest continues continuously among adolescents and it makes its enthusiasm.

Fanaticism is a belief that makes a person blind so he wants to do everything to maintain his beliefs [8]. Fanaticism is described as a form of enthusiasm and love that is very deep and extreme towards fanatical objects and coupled with active behavior [9]. This fanaticism can lead to aggressive behavior on social media. Aggressive behavior can be physical, aggression in the form of hatred, anger, or verbal [10].

The impact of the existence of K-pop culture raises the presence of fans and also a large number of K-pop communities called fandom [9]. According to a survey conducted by KBS in South Korea in 2011, that K-pop fans in Asian countries have 84 fan clubs with 2.31 million members in eight Asian regions, there are 25 fan clubs with 500,000 fans in 4 regions in America, while 70 fan clubs are present in 7 European regions, with 460,000 members [11]. [6] researched the phenomenon of fanaticism in the Bandung Runners community (a phenomenological study of fanaticism in the Runners Bandung community). The study explained the consequences of the phenomenon of the Korean Wave, so the community was formed. The community is a group that likes the Running Man variety show from South Korea. This study describes the process before and after becoming a Runners.

[12] researched Korean pop culture hegemony in the Korea Lovers Surabaya (KLOSS) community in 2014. The journal contained the process of hegemonizing Korean pop culture to KLOSS members. KLOSS is one of the communities that emerged due to the Korean Wave phenomenon that occurred due to the influence of the media and the influence of the KLOSS community itself.

[13] researched the description of the identity of late adolescent women who have k-pop fanaticism in Samarinda.

The research was conducted in 2014. The purpose of the study was to describe teenagers' identity, especially teenage girls and the process of fanaticism towards K-Pop in Samarinda.

[14] researched conformity and fanaticism in Korean Wave teens (research on the community of Super Junior fans club ELF "Ever Lasting Friend") in Samarinda. The purpose of this study was to determine the conformity and level and enthusiasm of Korean Wave adolescents in the ELF Junior Superclub fan community in Samarinda.

From the exposure of some of the journal references, we conducted a different study from previous research. Therefore, we conducted a study on "Phenomenon and Forms of K-pop Culture Fanaticism in Students (Case Study of Sociology UM Students of 2017)". The purpose of this study is to find out the form of fanaticism towards K-pop culture and student perspectives on K-pop culture with local culture in Indonesia.

## II. LITERATURE REVIEW

According to KBBI fanaticism is defined as a belief (belief) that is too strong against the teachings (politics, religion and so on). There are five types of fanaticism, including ethnic fanaticism, national fanaticism, ideological fanaticism, religious fanaticism, sports fanaticism. The tendency of humans to boast about something they have or that they believe will lead to an attitude of fanaticism, someone who is fanatical has a strict guard against himself and does not accept input from outside. He felt that he was the one who was the most straight and right. This fanatical nature is bad for someone because he can brainwash and eliminate moral values in him. Fanaticism is an understanding or behavior that shows excessive interest in something. According to KBBI fanaticism is defined as a belief (belief) that is too strong against the teachings (politics, religion and so on). There are five types of fanaticism, including ethnic fanaticism, national fanaticism, ideological fanaticism, religious fanaticism, sports fanaticism. The tendency of humans to boast about something they have or that they believe will lead to an attitude of fanaticism, someone who is fanatical has a strict guard against himself and does not accept input from outside. He felt that he was the one who was the most straight and right. This fanatical nature is bad for someone because he can brainwash and eliminate moral values in him. Pop now occupies its place among teenagers. This is because K-Pop music can anesthetize its fans from dynamic music to fashion modes that are popular in Korea. Examples: hairstyles, clothes, bags, shoes, accessories worn, and much more.

The culture of Korean pop music or K-Pop will not be what it is now if not for its fan base, because fans/fan groups (fandom) are the most visible part of the text audience and the practice of pop culture [15]. In a short time, it has netted hundreds, thousands, and even millions of fans of this Korean pop music culture. The fan community then formed an independent sub-culture and made the Korean pop music culture industry alive

today and become a sub-culture that is present globally. And generally Korean Lover (as K-Pop fans are called) are teenagers. Indeed, not only teenagers are affected by K-Pop fever, but even parents today are also not spared from this phenomenon. But the focus of this phenomenon is teenagers, why are teenagers? Because adolescence is an age where someone is in the process of finding identity so that it is easily influenced. So clearly, teenagers are the center of attention of this K-Pop fever.

The term attitude in English called attitude was first used by Hebert Spencer [16], who used this word to designate a person's mental status [17]. We can translate that attitude with attitudes towards certain objects, which can be attitudes or attitudes, but that attitude is accompanied by a tendency to act by the attitude of the object. So that attitude is precisely translated as the attitude and availability of action on something. Attitude is always directed towards something, an object. There is no attitude without the object. [18] One characteristic that is typical among adolescents is identification (imitation, uniformity) behavior in a group. For this reason, they usually need "patrons" (for example, role models) to be used as examples of behavior. This is based on adolescence because it is a transition (transition) from childhood to adulthood. In this period there are changes in emotions and social changes in adolescents. Adolescence is full of turmoil, full of the introduction and adventure of new things and the search for identity. To find their identity a teenager feels challenged and interested in proving his intellectual abilities [19]. Teenagers in this period are very unstable and easily affected by things that are seen and things that happen around them.

Adolescence is a human resource asset that is the backbone of the future generation of the nation. According to [20]. Youth is a period of transition from the period of children to adults. Generally, adolescents identify themselves with someone who is considered an idol. When adolescents idolize a character, they will identify themselves with the character, then try to manifest themselves like the figure of the idol's figure [21]. The way is by identifying the characteristics, abilities or skills possessed by the idol character. And consciously or not this creates a lifestyle change in adolescents [22]. The culture of pop music, magazines, concerts, festivals, comics, interviews with pop stars, films, and so on, shows that at the same time it is proof that this will provide greater opportunities for teens to see it more often, and provide a great opportunity for attitude or behavior as witnessed.

The researcher uses the theory of S-O-R communication (Stimulus, Organism, Response) in this study about the use of this theory in the communication process that is related to changing attitudes or how to change the attitude of communicants [23]. In this case, the researcher wants to examine the influence that K-Pop culture has on the attitudes of adolescents to change. The term K-pop (Korean Pop) is a type of popular music originating from South Korea, this type of music has started to develop rapidly in Indonesia around the past

2011. The response from the community was very enthusiastic so that the Korean wave term (k-pop fever) emerged. The relationship between k-pop music and the fading of the love of the homeland is that when someone is fanatical about k-pop, his mind will be more dominant in the work of the Korean state than in his own country.

### III. METHOD

This type of research is qualitative. Qualitative research methods are methods by which researchers as research instruments. The approach used is descriptive research. Descriptive research was chosen because it tried to describe the facts about the symptoms to be investigated, and can describe how the form of the fanaticism of 2017 sociology students who like K-pop.

The method used in this study is observation and interview. Observations can be called jumping directly into the field, obtained through observation of 2017 sociology students who like K-pop. This observation method is used because it can make it easier to get data from the field by directly observing how their behavior and ways of liking K-pop. The type of sampling used in this study was purposive sampling. This type of sampling was chosen to fit the objectives of the study and be able to produce the right or appropriate data. And another method that will be used in this research is an interview. the interview is a conversation between two or more people who have the purpose of getting information from the resource person. In this study, the speakers who will be interviewed are 2017 sociology students who like K-pop.

### IV. RESULTS AND DISCUSSION

#### A. *Forms of Kpop Cultural Fanaticism Among Students*

K-pop stands for Korean Pop (Korean Pop Music). K-pop is a type of popular music originating from South Korea. Korean music has two main elements, namely fashion and the music itself. This Korean music has been known since the 1930s. The development of K-pop in Indonesia is very rampant, and usually, Korean music brings the theme of hip-hop dance and choreography and elements that appeal to teenagers [24]. Teenagers usually like music, drama, and boyband and girl band from South Korea. For teenagers, K-pop music can provide entertainment for those who are in the middle of working on assignments or are saturated with very busy daily activities. The rapid development of Korean music among teenagers has led to the emergence of the term k-pop fans, which is the addiction of teenagers to love Korean pop music.

Adolescence is an important period for individuals because at this time someone will experience a transition as well as changes in both emotions, thought patterns, actions and things to all others. Also, at this time someone will also look for identity and will experience a lot of creepy age (dreaded). According to Hall [25] adolescence is a period of "Sturm und Drang"

(hurricane and storm), a period of emotions and sometimes emotional outbursts, which arise due to conflicting values. [26] Hurlock divides adolescence into two, namely early adolescence (11 / 12-16 / 17 years) and late adolescence (16 / 17-18 years).

K-POP fans have their way of expressing their joy. Like watching a concert, buying an album comes to meet and greet their idol boy band. Based on the results of the research conducted, the following is a summary of the results of interviews with adolescents, especially sociology students of the class of 2017 regarding the forms of fanaticism towards pop culture.

This following table is the analysis of the Forms of Kpop Cultural Fanaticism among Students.

TABLE I. MATRIKS KPOP FANATICISM

Questions	Interviews	Answer
How do you express to fantastic you against pupular culture Kpop ?	Resource Person 1	“Actually i’m not fanatically, maybe even me not fanatic. Im just like it and only some for example like boyband and i’m just admire it. And to express that yes its normal I just watched the video clip or watch the program my idol”
	Resource Person 2	Yes if I’m just limited just follow the development, so for example if there are things I just saw trending, for example there is a new MV or new noband I see the trending, "and also indeed I like it too watch drakor or talk talking about Korea so and also like the dance and never been overhanged too”
	Resource Person 3	Last one which in my opinion is rather wow that’s right when watching the concert one of my idol groups, super junior is right at the concert again Jakarta. And what am I, too, Drakor’s collection and idol’s MV that group

*B. Comparison of Kpop Culture with Original Culture Based on Student Perspective*

In the 21st century, Korea managed to expand its wings by mastering the international world through films, dramas, and music that smelled Asian. During the very rapid development of

the times and the erosion of the existence of this traditional culture, Korea managed to maintain its cultural authenticity through films and dramas in which it taught adherence to parents, sacredness in romance, life in the Joseon era and others. This advantage has resulted in teenagers being amazed by the products of this country of ginseng.

Based on the table it can be seen that on average the speakers expressed their fanaticism by watching video clips from their favorite idols or artists, watching concerts and watching and collecting Korean dramas.

The arrival of Korean boyband and girl band to Indonesia began to arrive when in 2012 and 2013, enthusiastic enthusiasm from the community was very large, the Korean state managed to spread its culture to other countries to spread sustainable cultural influences. This certainly has an impact on the fading of indigenous cultures in Indonesia, where adolescents who are more dominant pay attention to outside culture than their own culture, so that it causes inequality and many perspectives that emerge from teenagers. Based on the results of the research conducted, the following is a summary of the results of interviews with adolescents, especially sociology students of the class of 2017 regarding their perspectives on the comparison of indigenous cultures with KPOP culture. A person's decision to buy is also influenced by personality traits, including age, occupation, economic conditions, lifestyle and self-concept. People who have good salary jobs will love shopping in modern retail because according to him this has become a consumptive pattern in his life.

TABLE II. MATRIX OF COMPARISON OF KPOP CULTURE WITH ORIGINAL CULTURE

Questions	Interviews	Answer
“As students we should prefer our own culture. What is your opinion?”	Resource Person 1	Yes, it is indeed culture kpop is an outside culture and we should be more like your own culture, but if according to me yes while it still has an impact positive for me why not. After all, I like it the same as kpop it doesn't give negative impact for people others too. Instead, obey I actually developed my talent in the field of dance because it covers more often Korean dance. And one more even though I like the same

Questions	Interviews	Answer
		kpop I never missed it my own culture, the proof until now I still like it learn traditional dance.
	Resource Person 2	"It's true as a student we must love more own culture but right form of love is not must be expressed in such a way and according to me I'm still reasonable and it's fine if we also like outside culture. the point we like outside culture does not mean us not like culture own"
	Resource Person 3	"When it comes to like kpop culture I think I've entered personal interest. So in my opinion it's not a problem what needs to be debated is which is preferred KPOP culture or culture Indonesia, because it is conscious or not aware of the two cultures same use is the same people who are kpop fans. Yes, maybe in terms of music that person prefers kpop from other aspects such as food or possible interaction patterns more comfortable with culture own"

The table above contains answers from the speakers and based on the answers it can be concluded that by liking the KPOP culture it does not mean they forget their own culture, the love of their own culture can be expressed with other things. And while the outside culture is positive why not, in essence by liking outside culture does not mean not liking your own culture.

**V. CONCLUSION**

Music has an influence on someone who listens to it, emotions and feelings will be created when the listener lives the music deeply. In the past seven years, Korean music has spread in Indonesia and developed very fast, the presence of K-Pop music and culture has been welcomed by the Indonesian people to the emergence of K-Pop fever, which is the joy and opiate of Korean music that makes them fanaticism extreme views about a particular thing, ideology or object that makes someone very cheering on something he likes. This causes the fading of the love of the homeland of the youth, the moral values in the Pancasila slowly begin to disappear, therefore it is necessary to cultivate attitudes to realize behaviors based on the Pancasila so that the embedded soul loves the culture of one's own country.

But from interviews that have been done by liking K-Pop culture does not mean they forget their own culture, love for their own culture can be expressed with other things. And while the outside culture is positive why not, in essence by liking outside culture does not mean not liking your own culture.

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