

The Influence of Korean Culture on Teenager's Behaviour

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ABSTRAK

Teori Belajar Sosial Bandura digunakan dalam penelitian ini, yang menggunakan pendekatan deskriptif kualitatif purposive sampling. Studi ini menyelidiki bagaimana budaya Korea memengaruhi perilaku remaja. Suatu masyarakat dan gaya hidupnya disebut budaya. Untuk memberi kita rasa memiliki dan identitas, budaya adalah kumpulan nilai, kepercayaan, atau kebiasaan yang dipelajari yang kita bagi dengan orang lain di masyarakat tertentu. Satu hasil globalisasi adalah perkembangan budaya Korea di Indonesia. Dengan cepat, budaya Korea menyebar ke Asia Timur dan beberapa negara Asia Tenggara, khususnya Indonesia. Makanan, pakaian, dan keinginan untuk memiliki tubuh yang mirip dengan idola Korea adalah semua contoh bagaimana budaya Korea memengaruhi banyak aspek.

ABSTRACT

Bandura's Social Learning Theory was used in this research, which used a descriptive qualitative purposive sampling approach. This study investigates how Korean culture influences adolescent behavior. A society and its lifestyle are called culture. To give us a sense of belonging and identity, culture is a collection of learned values, beliefs, or habits that we share with other people in a particular society. One result of globalization is the development of Korean culture in Indonesia. Quickly, Korean culture spread to East Asia and several Southeast Asian countries, especially Indonesia. Food, clothing, and the desire to have a body similar to Korean idols are all examples of how Korean culture influences many aspects.

INTRODUCTION

Culture has a vital role in all the disciplines pursued in our society. The beliefs that give rise to religion, conflicts, societal norms, and numerous obstacles (Sudwintari & Perangin-angin, 2022). Culture refers to the collective beliefs, values, customs, and behaviours that characterise a society and shape its way of life. Culture is characterised as a complex and swift transmission of values and beliefs, or a collection of observable behaviours that we share with others in a specific society, providing us with a sense of belonging and identity. Consequently, the significance of cultural understanding is becoming even more as a result of the need to engage with numerous individuals from diverse countries and cultures (Girls & Lee, n.d.). Culture encompasses all acquired knowledge and behaviours that conform to established patterns, encompassing cognitive, emotional, and behavioural traits (Lestari Sembiring & Arrumaisyah Daulay, 2023). The field of information technology has advanced over time, making it more convenient to get information through many forms of mass media. This facilitates the infiltration and dissemination of foreign cultures, such as Korean popular culture, commonly referred to as Hallyu, throughout Indonesia. Hallyu refers to the widespread appeal of South Korean popular culture, including films, television dramas, and pop music, throughout several Asian nations (Lestari Sembiring & Arrumaisyah Daulay, 2023). Currently, K-Pop continues to attract a substantial number of enthusiasts globally. Since its emergence in the mid-2000s, K-Pop has garnered a substantial following in Southeast Asia and has since expanded its reach to Europe, the United States, and South America (Kurniadi & Triana, 2020). The Korean Wave exemplifies the cultural

dissemination to foreign nations through worldwide marketing (Melisa et al., 2023). The enhancement of the Korean lifestyle in Indonesia is a consequence of globalisation. The Korean lifestyle is rapidly proliferating in East Asian nations and select Southeast Asian nations, notably Indonesia (Suminar, 2019). South Korea endeavours to promote its diverse cultural offerings through its television dramas broadcasted on multiple channels, as well as through boybands and girlbands that showcase not only Korean pop music but also incorporate captivating choreography, distinctive attire, and appealing accessories. The distinctive fashion choices embraced by fans enable them to establish novel trends within the general population, particularly among teens who idolise k-pop (Valentina & Istriyani, 2017). Within a brief period, it has garnered a substantial following, ranging from hundreds to thousands, and even millions, of enthusiasts of this Korean pop music phenomenon. The fan community then established an autonomous subculture, revitalising the Korean pop music industry and transforming it into a worldwide recognised subculture. Typically, individuals who are enthusiastic about Korean culture, particularly K-Pop enthusiasts, tend to be teenagers (Fibrianto et al., 2020). The Korean wave is disseminated through the media. Mass media theories suggest that media consumption has the potential to exert impact on human conduct. Children acquire conduct by observing others, both via direct real-life experiences and indirectly through media exposure. Undoubtedly, the most efficient method of teaching a child a certain behaviour is to exemplify the behaviour and encourage the child to imitate it, which is precisely what television accomplishes. Observational learning involves cognitive processes like as attention and retention, which can alter the interpretation, storage, and recall of a model's behaviour (Ramadhani & Linadi, n.d.). The literature demonstrates the possible impacts that might arise in every setting where Korean culture is observed, and we have identified significant patterns about the connections with Korean culture that can shape the behaviour of audiences, particularly adolescents who constitute the primary consumers. This research seeks to delineate the various impacts that may emerge as a direct and indirect consequence of Korean culture, particularly on adolescents.

METHOD

Research Design

The study was conducted at Pamekasan, Madura. This study employed a qualitative approach by administering questionnaires to a sample of 127 participants. The survey gathered data from participants evaluating the impact of Korean culture on the behaviour of teenagers. Descriptive qualitative (QD) research aims to address inquiries on the individuals, actions, locations, and processes involved in an event or experience. It involves a comprehensive analysis to identify emerging patterns within the event (Kim et al., 2017). The sampling method employed in this study has been purposive sampling. The selection of this sample method was based on its alignment with the study's objectives and its ability to generate the necessary data. This work employs Bandura's social learning theory.

RESULT AND DISCUSSION

The Korean Wave originated from the dissemination of Korean dramas across Asia, subsequently extending its influence globally. *Endless Love* and *Winter Sonata* were the Korean dramas that initiated the Korean Wave in Indonesia. Several Korean dramas were introduced to Indonesia in the early 2000s, following the popularity of Japanese and Taiwanese dramas. In addition, as stated by Wikipedia and *tribun jabar*, there is a growing trend among Indonesian individuals to like and idolise Korean boy bands, girl bands, and solo singers. Presently, popular music groups among Indonesian youths include Super Junior, SHINee, 2PM, Big Bang, 2AM, and 2NE1. Meanwhile, Korean dramas such as *Lie To Me*, *The Greatest Love*, *The Thorn Birds*, *Twinkle Twinkle*, and *Boys Before Flowers* are included. Popular Korean reality series, like *We Got Married*, *Running Man*, *Dream Team*, and *Happy Together*, enjoy widespread adoration. Indonesian adolescents also hold great admiration for Indonesian girl/boy bands that share a similar concept with Korean girl/boy bands. The live concert of the SM Town vocalist in Jakarta, Indonesia was recently a resounding success, with a significant number of tickets sold.

According to the book published by the Korean Culture and Information Service, the impact of Korean celebrities' appearance and fashion sense is highly influential in captivating young admirers worldwide. Clothing stores in Japan, China, and Southeast Asia are adorned with an abundance of posters featuring K-pop performers. Bookstores are replete with periodicals that showcase the most recent fashion trends in the realm of K-pop.

The media exerts a significant impact on the extent of consumption among the younger demographic. A study revealed that contemporary youngsters exhibit reduced reliance on their parents for acquiring knowledge about consumer values. Young individuals are susceptible to advertising due to their limited cognitive abilities,



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which make them unable to effectively resist appealing and skillfully crafted commercial messages. Research on the impact of behaviour has demonstrated that television advertising significantly influences children's desire for products, and youngsters who watch more television are more inclined to request marketed items (Valkenburg, 2000). Furthermore, these findings are also applicable to adolescents. In Indonesia, there are numerous shops and online retailers that offer a wide selection of Korean-inspired clothing and footwear. Contrary to the advertisements, Korean dramas, including the popular drama "Dae Jang Geum," frequently showcase Korean cuisine, which has the ability to entice viewers to experience it in real life by dining at Korean restaurants or food courts (Cho, Korean Culture and Information Service, Setiawan). Currently, the inclination towards Korean culture has broadened beyond just popular culture to encompass several aspects of Korean lifestyles, such as cuisine, fashion, travel (specifically visiting film locations), and sports (Metaveevinij, Valuee.). In Indonesia, Korean fashion advertisements are prevalent on social media, internet websites, and physical businesses in malls.

Evidence indicates that older prepubescent females (ages 11 to 16) are prone to experiencing depression following exposure to a slender, idealised television clip compared to a neutral television clip. Allegedly displayed significant physical discontent. They viewed portions from her three films in a haphazard sequence, which either directly (thin ideal programmes) or indirectly (melodrama) emphasised thin ideals, or were neutral in their content. After viewing television programmes that emphasised a lean physique, they expressed a preference for a more slender body type compared to when they watched television programmes with a neutral focus. The findings indicate that watching television programmes featuring slim-ideal adult figures has a direct impact on the desired body shape of older prepubertal girls (Anschutz, D.J., et al). In addition, a higher number of girls indicated that they made an effort, to some extent, to resemble figures shown in various forms of media such as television, movies, and magazines. According to Taveras et al., there is a positive correlation between the aspiration to resemble media figures and increased levels of physical activity among older children and adolescents. Research has established a correlation between media consumption and negative body image, the tendency to idealise specific physical attributes, and engagement in diet and exercise behaviours. Adolescents who are dissatisfied may develop an intense fixation on attaining a physical form that is nearly impossible to achieve, either to impress the opposite sex or for other motivations. In severe instances, eating problems may manifest. Nevertheless, considering the possible adverse consequences of body dissatisfaction, it is pertinent to examine if specific characteristics can mitigate the detrimental impact of being exposed to idealised body standards depicted in the media. It is of utmost significance. This investigation has the potential to motivate society to actively promote a favourable body image among youths (Brown, J.D, et al). Engaging in plastic surgery and adopting Korean fashion trends are both endeavours aimed at emulating the appearance of Koreans (Dator, Potipan). Furthermore, Korean dramas frequently exhibit similar attributes. Attractive physical appearance, well-proportioned physique, and optimal body composition (Metaveevinij). Furthermore, Korean pop stars often showcase endearing and aesthetically pleasing uniform outfit images that adhere to the boy/girl band concept, exemplified by artists such as Susita and Syanne.

The mass media has a crucial role in providing valuable information for the educational development of teenagers (Baran, Bworn J.D, Sastromiharjo). Studies indicate that films are a superior method for engaging students' attention and evoking empathy compared to text alone (Yadav, Aman). Foreign language television was regarded as a valuable medium. Despite the rapid pace of speech and the potential interference of background noise, individuals tend to favour the contextual cues offered by visual information, particularly in melodramas that extensively rely on gestures. The ability to comprehend the language, despite its complexity, adds value to the overall experience (Fallahkhair, et al). Subtitles in videos might enhance students' endeavours in learning foreign languages (Zanon, Noa Talavan). Furthermore, Korean dramas and music predominantly circulate in the format of videos. Notably, literature has demonstrated that Hallyu exerts an influence on viewers, prompting them to acquire knowledge of the Korean language and culture (Wikipedia, Hidayati, Nuri). Nevertheless, the increasing number of individuals who are inclined to watch dramas accompanied by Korean soundtracks and express curiosity regarding the Korean names of the characters and actors serves as an indication of the prevalence of Korean popular culture in the everyday media consumption of viewers (Chen, Kelie, 2011). The subtitle menu for Korean dramas offers language options for Indonesia and other nations, while certain DVDs provide the additional feature of Chinese dubbing. By watching Korean dramas with subtitles, viewers can acquire knowledge of both the verbal and non-verbal communication used by the characters. Moreover, it has been shown that a significant number of young individuals in Indonesia has the ability to fluently sing Korean songs in the Korean language. A significant number of Indonesian youths are avid followers of Korean musicians and aspire to acquire singing and

dance skills in order to emulate these artists (Jung, Sun, 2011). Nevertheless, there are apprehensions in numerous nations that this occurrence could diminish the inclination of young individuals to acquire knowledge about their own culture and nationality (Chen, Metaveevinij, Rezkita).

Analysis

The possible impact of increasing attitudes and behaviours on the Korean Wave is not isolated. The behaviour is influenced by two additional components derived from Bandura's Social Learning Theory, namely the individual and the surrounding environment (Grusec, 1992). An individual, whether a person or an adolescent, have cognitive processes that enable them to engage in thinking and decision-making. Additionally, they have a distinct personality that impacts their interactions with other individuals. Furthermore, the behaviour is not solely impacted by the environment, which is introduced by the Korean Wave via the media. For instance, a young woman may face fear or financial constraints that prevent her from undergoing plastic surgery; also, the dating norms depicted in K-Drama may not align with an individual's unique personality and personal history.

We prioritise the acquisition of knowledge regarding the aspects of these findings. First and foremost, it is imperative to conduct additional studies to thoroughly investigate the specific behavioural impacts on adolescents. Furthermore, it is imperative for all parties involved to enhance their understanding of the impact of media and the Korean Wave, particularly on adolescents. Furthermore, irrespective of Korean merchandise, Indonesia and other Southeast Asian nations might recognise the potential of drama and music in bridging geographical gaps. Both media platforms can serve as a novel method to promote cultural exchange across ASEAN countries and utilise social learning mechanisms to reinforce national values among teens, while also effectively conveying health messages. For instance, topics such as nutritious diet, sexual and reproductive well-being, and the impacts of cosmetic surgery, among others.

Discussion

The media's dissemination of the Korean Wave exerts an influence on consumers, fans, and predominantly young viewers. Research on media's impact on adolescents has corroborated findings about the potential influences that may arise from viewing and idolising Korean culture, particularly its music and dramas. The literature on the Korean Wave has identified certain augmented habits among its audience. Upon analysing the literature, it is evident that these findings likely emerged as a result of the observational learning process outlined in Bandura's Social Learning Theory. The process entails acquiring behaviours, seeing models, and engaging in media-based modelling, which promotes the widespread dissemination of ideas, beliefs, and behaviours within society. Consequently, this phenomenon can yield benefits such as the enjoyment of delectable Korean cuisine, admiration for alluring and captivating Korean celebrities, the appeal of speaking and singing in the Korean language, the leniency observed among teenagers, and the opportunity to enhance the bond between fans and stars through attending concerts and visiting Korea. These values can lead to actions such as purchasing, wearing, and dating, similar to the model, after undergoing the cognitive process of perceiving similarities between themselves and the actor. As a result, teenagers will be capable of adopting the actor's perspective and empathising with their experiences, ultimately forming friendships and strong connections.

Bandura's social theory and its subsequent developments. Cognitive Theory posited that individuals are more inclined to integrate and perhaps emulate activities that are regularly portrayed by attractive models who receive rewards or avoid punishment. According to the Social Learning Theory, the likelihood of imitation is higher when the media consumer perceives the portrayal as realistic and feels a sense of identification or want to be similar to the media figure (Brown, 2001). In accordance with the Korean wave phenomenon, numerous adolescents aspire to emulate Korean celebrities as role models, both in terms of appearance and behaviour.

CONCLUSION

Korean culture permeates worldwide society through the influence of kpop idols, Korean dramas, and numerous media platforms. This cultural dissemination occurs rapidly in the period of globalisation, initially reaching ASEAN countries and subsequently expanding to other nations, including Indonesia. Based on the aforementioned studies, it can be inferred that Korean culture have the capacity to impact the conduct of adolescents. Individuals who are initially captivated by Korean idols and dramas gradually adopt their manner of dress, dating customs, physical appearance, Korean cuisine, and more.

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