

CHAPTER II

LITERATURE REVIEW

2.1 Phenomenology of Korean Wave in Indonesia

The Korean Wave phenomenon in Indonesia began to be known since the early 2000s, when various Korean drama titles began to be broadcast on national television stations. Starting with telenovela dramas and Chinese dramas, which paved the way for Korean dramas to gain a place to spread to Indonesian society. With the support of high ratings, Korean dramas became common and frequently broadcast shows. Some Korean dramas were even re-broadcast many times due to their popularity and high demand, such as *Autumn in My Heart*, *Boys Before Flowers*, and *Jewel In The Palace* (Akhmad, R. A., Unde, A. A., & Cangara, H. 2018).

In addition to dramas, Korean pop music also began to be featured on various Indonesian television programs. Music videos from Korean artists are often played on local Indonesian music shows, while coverage of their arrivals and concerts also became popular topics on various entertainment info shows. Several major Korean artist concerts such as the SMTOWN World Tour in Indonesia were even broadcast by RCTI, while the Wonder Girls concert was broadcast by Trans TV. Korean artists and groups are often invited to perform on music shows such as *Dahsyat* on RCTI, with boy groups such as BToB and Lunafly and solo singers such as Eru, Hangeng, and Lee Ji Hoon as guests (Akhmad, R. A., Unde, A. A., & Cangara, H. 2018).

However, lately, the popularity of Korean dramas and music on television has begun to decline. Only Indosiar still broadcasts Korean music concerts and

Korean dramas, and even then in the early morning time slot. Rajawali TV also still broadcasts several Korean dramas, although not as many as before. As a result, many Korean Wave fans have begun to turn to social media, which offers more varied content that can be accessed at any time according to their preferences (Akhmad, R. A., Unde, A. A., & Cangara, H. 2018).

Social media and the internet are now the main media that expand the Phenomenon of Korean pop culture. Korean music agencies such as SMTOWN, JYP ENTERTAINMENT, YG ENTERTAINMENT utilize platforms such as Facebook, Twitter, Tiktok, Instagram and YouTube to distribute their content. YouTube allows fans to watch music videos, concerts, as well as variety and talk shows featuring their idols. Korean drama fans can use legal streaming services such as Viu, Vidio etc. which provide the latest Korean dramas with Indonesian subtitles, while legal music download services such as iTunes, Spotify etc. can also be accessed to stream popular Korean pop songs.

In Indonesia, enthusiasm for the Korean Wave is very high, to the point that Korean pop songs often top the list of the most downloaded songs. Social media is also a means for fans to connect with communities that share the same interest in Korean pop culture. Fans join fanbases or forums on social media that provide the latest information about their idols. Each fandom has a different identity, such as ARMY for BTS fans and BLINK for BLACKPINK fans. Korean actors and actresses also have their own fandoms, such as Ki Aile for fans of actor Song Joongki.

2.2 Media Spreading Korean Wave in Indonesia

2.2.1 Drama

The drama "Endless Love," which aired in 2002, was the starting point for the spread of the Korean Wave in Indonesia. This drama was produced by the Korean government television station, KBS (Korean Broadcasting Station), (Surah Agung Nugroho, Hallyu and Indonesia, Universitas Gadjah Mada Yogyakarta, 2012.), successfully stole the attention of the Indonesian public with its touching tragic romance.

Because of this success, local television stations in Indonesia began to diligently import Korean dramas. Dramas such as "Jewel in the Palace," "Princess Hours," "Coffee Prince," "Winter Sonata," "Full House," "My Sassy Girl Chunhyang," and "Boys Before Flowers" which were broadcast by Indosiar also gained popularity that was no less than before. Other stations such as SCTV, TV7, and RCTI also aired dramas such as "Glass Shoes" and "Lover," as well as "Beautiful Days" aired by TV7 in 2003. SCTV itself, between 2002 and 2003, aired various Korean dramas such as "Invitation," "Pop Corn," "Four Sisters," "Successful Bride Girl," "Sunlight Upon Me," and "Winter Sonata." (Surah Agung Nugroho, Hallyu and Indonesia, Universitas Gadjah Mada Yogyakarta, 2012.) The drama "Winter Sonata" became one of the most popular and memorable dramas for the Indonesian people, aired by SCTV in 2002 every Monday at 19:00, and repeated by Indosiar in September 2004 every Monday-Thursday at 15:30. The success of this drama shows the great interest of the Indonesian people in Korean dramas which generally raise the theme of family and interpersonal conflict in an interesting and not too heavy narrative frame.

(Surah Agung Nugroho, Hallyu and Indonesia, Universitas Gadjah Mada Yogyakarta, 2012.)

Not only romantic dramas, Korean dramas also often present silly scenes that make the story lighter and more entertaining, with fewer episodes than Indonesian soap operas, usually only around 16 to 25 episodes. These factors make Korean dramas quickly popular in Indonesia. In fact, the actors and actresses in these dramas often become new idols for Indonesian audiences. Another things that made of the popularity of Korean dramas is the emergence of Indonesian soap operas that imitate the format and story of Korean dramas, such as the soap opera "Cinta Cenat Cenut" starring the famous Indonesian boyband, Smash. This shows how Korean dramas have inspired the local entertainment industry.

2.2.2 Music

Through Korean dramas that have successfully stolen the public's attention, K-Pop music has also begun to mushroom in Indonesia.

This can be seen from the increasing number of girl bands and boy bands in Indonesia that are oriented towards K-Pop music. When viewed from the beginning of the development of music in Indonesia until now, Indonesian music has undergone many changes. However, currently more and more Indonesians prefer K-Pop to be interested in.

Smash and 7icons are the first Indonesian boy bands and girl bands to rock the music scene in Indonesia. Since then, various girl bands and boy bands have emerged from Indonesia such as Cherrybelle, Supergirlies, Tina with the Girls, Bexxa, Hitz, XOXI, Coboy Junior and others. In fact, various talent searches have

been held for girl bands and boy bands from Indonesia to get coaches in Korea. (Surah Agung Nugroho, Hallyu and Indonesia, Universitas Gadjah Mada Yogyakarta, 2012.)

2.2.3 Food

Many Korean drama fans are interested in trying Korean food after seeing it in the drama. Currently, in Indonesia there are many restaurants that serve typical Korean dishes along with the spread of the Korean Wave. Some Korean foods that are popular with Indonesians include kimchi, bibimbap, bulgogi, japchae, and ramyun noodles. (Surah Agung Nugroho, Hallyu and Indonesia, Universitas Gadjah Mada Yogyakarta, 2012)

2.3 The Development of the Spread of South Korean Culture (Korean Wave/Hallyu) in Indonesia

The spread of South Korean culture in Indonesia, both positive and negative, has had an important role, especially on teenagers. The presence of Korean culture in Indonesia has given rise to various sides, both positive and negative. (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).

2.3.1 Positive Sides

2.3.1.1 Savings Culture

Many teenagers in Indonesia were inspired by Korean culture, including their idols. Many of them are willing to save to buy original goods from Korea or even visit South Korea. In addition, the urge to save also arises from the desire to see their idols' concerts in person. "So that they inevitably need to save so they can buy and go to South Korea. In addition, there are many teenagers who are fans

of Korean girl bands and boy bands and of course they really want to see all their idols' concerts in person which indirectly encourages them to learn to save and save so they can see their favorite idols" (Dhiya, 2018). (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).

2.3.1.2 Learning an Entrepreneurship

Teenagers who are interested in business take advantage of the opportunities from the popularity of Korean culture by selling products related to South Korean boy bands and girl bands as well as famous artists. The products they sell include t-shirts, jackets, paintings, bags, mugs with pictures, and shoes. In addition, "in addition, teenagers who will open this business will definitely get a lot of information about South Korea so that they can learn Korean or English to open relationships with friends in various countries" (Dhiya, 2018). (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).

2.3.1.3 Adding More Experience and Friends

Teenagers who like Korean music often form or join communities based on their idols, called fandoms. "Generally, they will create various communities according to the girlband or boyband they like and will be given their respective fandom names. From this group, they will be able to exchange information, create special events for fellow fandoms or commonly known as fanmeetings, and they can also learn Korean together (Dhiya, 2018). (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).

2.3.2 Negative sides

2.3.2.1 Wasteful Life

On the other hand, there are also teenagers who become wasteful because of their obsession with Korean dramas and original products from South Korea. "Teenagers who are very obsessed with Korean dramas and even goods from Korea make them spend a lot of money just to watch concerts and go on vacation to Korea just to get original goods from Korea. Even though they save and save to get these items, it is not a good thing because the large amount of money that has been collected will be wasted on useless items" (Khalilah, 2015). (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).

2.3.2.2 Fanwar

Differences in musical tastes among teenagers often trigger conflicts between fandoms. When a teenager doesn't like another fandom, they tend to invite that fandom to war, which can trigger a war between fans. "As we know, every human being has different tastes and musical preferences. So with this, there will definitely be people who create their fandoms according to their preferences. However, it is not uncommon for many teenagers to make fun of other fandoms just because they don't like some things. The emergence of this differentiation creates a war between fans and generally appears in cyberspace but does not appear in the real world" (Dhiya, 2018). (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).

2.3.2.3 Prioritizing South Korean Culture over Own Culture

Fanaticism towards Korean culture makes some teenagers more interested in learning Korean culture such as language and dance than Indonesian culture. Usually teenagers will have a fanatical nature towards Korean culture which causes teenagers in Indonesia to tend to be interested in learning about Korean culture such as language, dance, and so on compared to learning about Indonesian culture itself, for example traditional dance, traditional language and so on (Khalilah, 2015). This has the potential to reduce the sense of love and pride in Indonesian culture and change the identity of teenagers, "Indonesian society also overestimates South Korean products and judges that Indonesian products are not as great as South Korean products (Khalilah, 2015). (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).

2.3.3 Addressing Cultural Shift Due to Korean Wave

The Korean Wave phenomenon has had an important role that continues to spread and slowly reduces interest in learning local culture. If allowed to continue, this can cause identity confusion among Indonesian teenagers. Excessive and unreasonable actions are the result of their fanaticism towards Korean idols, which is triggered by the popularity of the Korean Wave throughout the world, including in Indonesia. Therefore, special steps are needed to deal with these fanatic fans. (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).

2.3.3.1 To address the problem of fan

Counseling guidance approaches for adolescents in Indonesia can be done in several ways. First, it is important to invite fanatic fans to reflect on the

irrational basic ideas that have driven their behavior. Next, we can challenge them to evaluate their views on the Korean Wave phenomenon. In addition, it is also necessary to show that their current mindset may be illogical. By explaining that these beliefs are useless and even have the potential to cause emotional and behavioral disorders in the future. They need to be directed to replace irrational ideas with rational ideas that have an empirical basis and are more constructive for their development.

2.3.3.2 By Introducing Indonesian Culture Better

As good Indonesian teenagers, we should know and appreciate Indonesian culture more than the culture of other countries. The strategy used by Korean culture to attract interest in the spread of the Korean Wave should be used as inspiration by Indonesian teenagers, not to be imitated in its entirety. Indonesian teenagers need to further develop their abilities as part of the Indonesian nation. We must recapture the attention of Indonesian teenagers who have been distracted by foreign cultures. Most importantly, we must strengthen and repackage our culture so that Indonesian teenagers are interested and proud of the culture that our country has. (Kustiawan, W., Efendi, E., Candra, W., & Zein, P. 2023).