

CHAPTER V

CLOSING

This study explains how teenage K-pop fans in Indonesia internalize Korean culture in their daily lives. The identities formed show the integration of Korean culture, such as music, fashion, food, and values introduced by K-pop idols, without leaving behind local cultural elements. This process occurs through cultural adaptation that is not only in the form of imitation, but also re-conceptualization according to the local social and cultural environment. Social media plays an important role as the main means to access K-pop content, build cross-cultural communities, and open up space for teenagers to combine new cultural elements with their original identities.

The findings show that teenage K-pop fans are able to balance Korean culture with local culture, creating a unique hybrid identity. Inspiration from K-pop is seen in lifestyle, beauty standards, and self-development, such as discipline and self-care. Through fandom communities, both online and offline, teenagers find space to express their identities, expand their cultural horizons, and build social networks. The Korean Wave phenomenon, especially K-pop, is not only an entertainment trend, but also a place for self-exploration and cultural interaction, creating a rich identity with a blend of local and global values.

1. Academic Implications

This study contributes to popular culture studies and cross-cultural studies in Indonesia. Using a phenomenological approach, this study opens up opportunities for further academic studies on how foreign cultures can be integrated into local cultures through the process of cultural adaptation. The

findings also highlight the importance of understanding popular culture as a tool for identity formation and social networks, not just entertainment consumption. Academics can use these results as a reference in studies on the spread of global culture to the younger generation in Indonesia.

2. Practical Implications

The results of this study can be a practical guide for parties engaged in the entertainment industry, especially in the field of K-pop or other foreign popular cultures, to better understand how these cultures are received and adapted by Indonesian youth. Fandom managers, schools, and youth communities can also use these findings to create activities that support the development of positive identities through popular culture, while still considering local values. In addition, the industry can use these insights in marketing strategies that are more inclusive and relevant to the young segment in Indonesia.

3. Theoretical Implications

Theoretically, this study supports the cultural adaptation theory of Gudykunts and Kim (2003) and the acculturation theory of John W. Berry (2005), by showing that the process of cultural adaptation can occur through a blend of local and global elements without replacing the original identity. This study also shows that cultural adaptation is not only about adopting new cultural elements, but also about internalizing values that are in line with an individual's identity. These findings can enrich the theory of cultural adaptation by adding a new dimension related to cross-cultural adaptation that is not linear, but integrated simultaneously.

4. Social Implications

Socially, this study highlights the role of the Korean Wave, especially K-pop, as a means for adolescents to form social identities and community networks. These findings suggest that popular culture can create a space for young people to express themselves and build cross-cultural social ties. The government and youth organizations can use these results to develop programs that support positive cultural interactions and reinforce the values of tolerance and openness to other cultures. This can also help reduce negative stereotypes about fans of foreign cultures, by showing that involvement in global culture does not have to be in conflict with local values.

5. Recommendations

a. Academic

This study opens up opportunities for further exploration of the Korean Wave phenomenon in a cross-cultural context. Future studies can expand the scope by involving informants from different age groups or regions in Indonesia to understand the differences in the acceptance of Korean culture. In addition, other qualitative studies can focus on the dynamics of K-pop fandom specifically, such as involvement in online activities and its role on adolescent identity.

b. Practical

The results of this study can be a reference for educational institutions to design more interesting and relevant Korean language and culture learning programs. In addition, creative industries, such as fashion and food, can adopt elements of K-pop culture as a strategy to target the Indonesian youth market. Educational campaigns can be developed so that

fanaticism towards foreign cultures remains balanced with the preservation of local culture.

c. Theoretical

This study enriches the understanding of Bandura's cultural adaptation theory and Social Learning theory. This study shows how individuals adopt cultural behaviors and values through the process of observation, representation, behavioral production, and motivation. Further research can develop this theory by studying the process of internalizing foreign cultures in the digital context and globalization in the current technological era.

d. Social

This study provides an understanding of how the Korean Wave phenomenon shapes adolescent social interactions. These recommendations can be used to encourage tolerance and understanding of cultural differences among the younger generation. The K-pop fandom community can also be directed to become a positive space that supports the development of personality, creativity, and more productive social activities.