

Hallyu Effect: Korean Lovers Perception Towards Korean Culture

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ABSTRACT

This study aims to know: 1) different perceptions of UIN Malang Korean lovers' students about Korean Culture after being affected by *Hallyu*; 2) is there any interest in learning Korean Culture after being affected by *Hallyu* on UIN Malang students; 3) UIN Malang Korean lovers' students' perception toward Indonesian culture after the impact of *Hallyu* in Indonesia. This study uses the qualitative method. Documentation, observation, and the interview became the techniques used for this research. The result of this study shows that there is a different perception of Korean culture because of the effect of *Hallyu*. The Korean language and Korean manners are becoming some of the cultures that are interesting to learn. Furthermore, through the effect of *Hallyu*, there is decreasing in Indonesian culture.

Keywords: *Hallyu* effect; Korean lovers; Korean culture.

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INTRODUCTION

Globalization creates no borders between one and other countries in this world. That is because globalization cannot be separated from the development of technology. Due to technology, every aspect, such as a country's culture, can readily be accessed. Everyone can easily access it everywhere and every time they want. Furthermore, that causes many people are contributing a lot to the international countries in this world (Kumalaningrum, 2021). One culture that has significant power as a culture that spreads worldwide is South Korean culture.

Korea's Culture has now become well known and loved Culture around the world. Korean culture's popularization cannot be separated from Korean Wave, usually called *Hallyu*. *Hallyu* is a term used to indicate the incessant spread of South Korean pop culture globally, including in Indonesia (Zakiah et al., 2019). According to Yonhap (2021), in past years, the number of Korean lovers who are members of *Hallyu* fan clubs in 109 countries worldwide, excluding South Korea, increase to 104.770.000, which shows a 5.5% increase or 5.4 million from the previous year, which is 99.320.000. And based on the Korean Foundation for International Cultural Exchange in Liputan6.com (2021), Indonesia is country number four with the most interest in Korean Culture.

In addition, the Korean wave (*Hallyu*) is one factor that reaches all cultural products, such as the content of drama, film, music industry, and variety show, and later penetrated Society. *Hallyu* brings many positive impacts to South Korea, especially economically. According to

Martin roll (2021) *Hallyu* improved Korean country image and increased interest in Korean tourism. In 2019 Korea attracting total of 17.5 million tourists and earned USD 21.5 billion as the income. Furthermore, according to Statista.com (2022), manufacturing, wholesale and retail trade, accommodation and food service activities, and business activities contribute the most GDP for Korea, with the biggest GDP per sector being 516.46 KRW Korea government make progress due to the growth of the capacity for encourage K-Pop industry as the tool of diplomacy.

Furthermore, according to researches that conducted in London University, in the development of K-Pop they get benefit around five times from dollar that they invest for this industry. It's become possible because this industry can effect in the other Korea's selling product such as television and hand phone. For example, LG and Samsung two electronic Korean local brand that can be known around the word due to the effect of the separated of content video, music, and Korean movie (Tommy Soesmanto, 2018). And from the successful of K-Pop according to Nam Kyung-don (2022), the sales of the nation's top 400 albums increased 36.9 % from last year and sold out 57 million in 2021.

According to the researcher in Indonesia due to *Hallyu* many teenagers including college students love to watch K-Drama, K-music, following Korean style, and like Korean product such as skincare, makeup, and merchandise. In addition, Bang et al., (2021) stated that factors of artists and songs contributed positively to Korea's national image. K-pop generally affects the Korean images positively to Peruvians. This research shows that industry music positively contributes to lifting South Korea's image. Many people love the singer in a song or the actress in a drama. Those people will appreciate everything those people do positively, such as the model of the singer's use customs, how the actress respects her parents, how to greet other people, how to think, etc. It is not in frequency the people will imitate those cultures in their life. Furthermore, other research conducted by Pramadya (2021) showed that the Korean wave (*Hallyu*) had a significant impact on college students, which caused those college students to be interested in learning the aspects of culture from South Korea.

This research differs from previous research, focusing on *Hallyu's* impact on the Korean image. This research deeply discusses the research subject's view of Korean culture that affected Indonesia. The object of this research is Maulana Malik Ibrahim State Islamic University of Malang students in the education department who are Korean lovers. The goals of this research will answer the following question: 1) How are UIN Malang Korean lovers' students' different perceptions toward Korean culture after being affected by *Hallyu*? 2) Are UIN Malang Korean lovers' students interested in learning Korean culture after being affected by *Hallyu*? 3) How are UIN Malang Korean lovers' students' perceptions toward Indonesian culture after the impact of *Hallyu* in Indonesia?

METHOD

This study uses the qualitative method. This qualitative method aims to understand phenomena of what is experienced by research subjects, such as perception, activity, behaviour, and motivation (Lexy J. Moleong, 2006). The process of that study includes essential efforts such as questioning and procedural questions, collecting specific data from participants, guiding the analysis of data from specific subjects to general subjects, and interpreting the meaning of the data (Creswell, 2010).

The research type used in this article is descriptive analysis. Descriptive analysis is a method that aims to analyze, record, describe, and interpret conditions that are currently happening or exiting. In addition, the descriptive analysis method aims to obtain information about the current state and see the relationship between the existing variable (Mardalis, 1995). The

descriptive type is used in this article because this research used a qualitative method. So, the data conducted in this article is primarily descriptive in the form of statements and descriptions. This research is not focused on numeric or statistical data processing, even though this research does not reject qualitative data.

Observation and interview. The researchers used the observation approach because researchers were in the same research environment. The documentation approach used in this research is to collect secondary data sources from scientific literature, such as papers, magazines, books, journals, and official documents published or from other relevant resources. Furthermore, the last is an interview. This approach is chosen to know deeper and check the primary data directly and get a more productive interview result.

Qualitative is the data analysis technique that uses in this research. This technique is conducted in some ways: Data reduction, which is choosing some primary data that is appropriate to the focus of the research; presentation the data, which is presenting the data in the form of words, sentences, symbols, images, graphs, matrices, charts, tables, and schematic. Furthermore, the last is data verification, which is testing the data that has been collected, the testing is empirical, so the data's objectivity, validity, and reliability were tested. The population of this study is all UIN Maulana Malik Ibrahim Malang students from all majors who are Korean lovers. This study's sample is ten UIN Maulana Malik Ibrahim Malang students from the Education Department with various majors who are Korean lovers. The data reduction is conducted from interviews. The interviews were conducted with those ten sample students of UIN Maulana Malik Ibrahim Malang from the Education Department with various majors who are Korean lovers. The interview was held for five days from 18th- 22th May 2022. The question given in the interview is open-ended because the answer does not give yes or no answers and asks the opinion of all participant groups.

The following questions are for gaining the Korean lovers' perception of Korean culture:

1. What is your perception of Korean culture after being affected by *Halhyu*?
2. Are there any different perceptions? Moreover, why does it happens?
3. After many effects of *Halhyu*, are you interested in learning the Korean culture?
4. After many effects of *Halhyu*, are you interested in learning the Korean culture?
5. Why are you interested to learn Korean culture?
6. What Korean culture have you imitated?
7. Why do you imitate that culture?
8. Before you are interested in or know Korea, do you know a bit about the culture?
9. From where do you know the culture?
10. Compared to Indonesia, which culture do you think is better? What is the reason?
11. How is your perception toward Indonesian culture after the impact of *Halhyu*?

These questions are expected to answer the main problem raised by the researcher in this study.

FINDING

- Observation

The research found that many aspects of Korean culture enter Indonesia through *Halhyu*, such as Korean music, movie, drama, fashion, food, etc. The impact of *Halhyu* also makes Indonesian people like Korean Culture and become Korean lovers, including college students of UIN Maulana Malik Ibrahim Malang. Most students from UIN Maulana Malik Ibrahim Malang are Korean lovers. It can be known that many college students of UIN Malang who are Korean lovers imitate the Korean culture in their daily activities, such as their fashions, posting some content related to Korea on their social media, and studying the

Korean language. The researcher also found that many platforms on Internet can be sources of the spread of Korean culture, which show that technology has a big impact on the spread of Korean culture.

- Interview

After the research found that many UIN Maulana Malik Ibrahim Malang students like Korean culture and imitate their daily life, the researcher also interviewed them. The interview was conducted with ten sample students who are students of UIN Maulana Malik Ibrahim Malang from the Education Department with various majors who are Korean lovers. They are selected through open requirements. The focused interview was held five days from 18th- 22th May 2022. Furthermore, the interview starts with the researchers giving some questions. Next, the participants answered those questions. The question given in the interview is open-ended because the answer does not give yes or no answers and asks the opinion of all participant groups.

From the result of the interviews, the researcher got the following answers:

For the first question, all participants agree that there are many different perspectives of Korean culture after being affected by *Hallyu*. It made the Korean culture well-known around the world. It also made many tourists want to come to Korea. They want to get more close to the Korean culture itself.

For the third question, all the participants stated that there is a different perception of Korean culture after being affected by *Hallyu*. Most of the participants said that they think that Korean culture is the same with Chinese culture, some of them also think that Indonesia and Korean cultures have a big gap, one of them also said that before knowing Korean culture through *Hallyu* she thought that North and South Korean are same.

For the third, fourth, and fifth questions, 100% of the participants agreed that they were interested in learning about Korean culture. It is because some of them want to know the uniqueness of the Korean culture itself. Some of them are interested in learning how Korean culture respects parents, polite fashion, and greets others. According to them, learning the Korean language is more important than knowing more deeply when learning Korean culture. However, even if they learn the Korean culture, they do not apply all Korean culture; he will defend Indonesian culture. Only knowing Korean culture can be used as a comparison to the Indonesian culture.

For the sixth and seventh questions, one of the participants mentioned that they had imitated the fashion style of Korean culture because it looks more simple and elegant. Furthermore, some of the participants stated that they have learned about the management time of Korean people. They learn of the importance of being on time. Besides that, they also learn how to respect their parents, learn the Korean language, and they will apply some of the languages with their friends. They learn Korean culture because, according to them, it is enjoyable, does not harm them and brings good behavior impact on their life.

For the eighth and ninth questions, 80% of participants said that they had never known about Korean culture before they were interested in or know Korea. Moreover, 20% said they never knew Korean culture before they liked it. They know it from the internet, television, books, and social media platform. One of them also said that they knew it after many boy bands from Korea entered Indonesia. Using the internet, they can also watch Korean dramas in which the action mostly shows Korean culture. Instead of advertisement, the action of K-drama shows the habits of Korean people when greeting other people, respecting parents, and others' cultures. A family who are Korean lovers also can be one of the sources to know the Korean culture. Therefore, many college students from university know many kinds of the culture which almost imitated them.

According to the participant's opinion, there is no best one about culture in the last two questions, number ten and eleven. Every country has its own unique culture. If talking about culture, of course, there are many plus and minus aspects. It is about how the people from one country make their own culture looks more interesting to the foreign. In Indonesia itself, many teenagers do not preserve Indonesian culture.

Nevertheless, there is also the participant who said that the culture of Indonesia is the best because it is very varied and does not eliminate the element of cultural authenticity. They all said that the Indonesian culture is shifting from Korean culture. It is because they were very excited to learn about Korean culture until they forgot the authenticity of the Indonesian culture. It is a challenge for teenagers to protect the Indonesian culture forever.

DISCUSSION

Over time, it becomes normal and inevitable for a society to enjoy other cultures, especially if that culture is present in popular culture products. That arises mainly from the intersection known as globalization, which is already commonly used to describe interactions in which the world becomes one and seems borderless (Media et al., 2006). With globalization, popular culture products from other countries can penetrate geographical boundaries, so their scope becomes very large. The audience is no longer within national borders but can reach an international scale.

One of the things that benefit from this globalization is the Korean Wave or *Hallyu*. Korean Wave or *Hallyu* get a positive impact because Korean culture easily entered and was massively consumed by other countries; one of them is Indonesia. Mass media also have a big role in mass media and electronics. Mass media make it Indonesian people, easier to access information that relates to Korea, from fashion and other products such as music and dramas (June et al., 2021). These phenomena also changed with the actors playing in the contest. In the past two decades, a new style of globalization occurred, which is globalization from the Asian region, unlike our common previous knowledge that globalization, known as western culture product, dominates in America.

Those are related to Interviews conducted by the researcher, and most respondents know Korean culture through the Internet. The Internet is the most popular source for the respondent to learn the Korean Culture. Nowadays, we can easily access the Internet everywhere and every time. They got information about Korean culture over there, which can be from Social media, Web browsing, etc. Using the Internet, they can also watch Korean dramas in which the action mostly shows Korean culture. Instead of advertisement, the act of K-drama shows the habits of Korean people when greeting other people, respecting parents, and others' cultures. A family who are Korean lovers also can be one of the sources to know the Korean culture. Therefore, many college students learn about many cultures that almost imitate them.

In addition, besides technology, Korean culture can affect many countries because *Hallyu* or Korean Wave got support from the Korean government and the media, not walking alone. All factors cooperate and ensure that Korea can manage their value in other countries' eyes. They also worked their quality and produced culture produces with a large and significant quantity that can reach any circle without discrimination (Valentina & Istriyani, 2013). A good collaboration from many factors in Korea made Korean culture loved by everyone worldwide.

As a result, the separation of Korean culture through *Hallyu* and Korean culture became loved by many people worldwide. That creates a different view of Korea. According to Park Gil-sung (in Pramadya & Oktaviani, 2021) stated that Shout Korea used to often associated

with a place of industrial labour, poverty, and the Korean war. Still, since the excitement of the Korean wave, everyone has changed their perception of Shout Korea. Nowadays, Shout Kore is known as a country with pop culture, amazing products, and a culinary.

The different views or perceptions of Korean are also shown in the interview. The respondents said that *Hallyu* brought a different perspective on Korean Culture before being affected by *Hallyu*. Most of them think that Korea, Japan, and China have similarities, especially in the alphabet, but after being affected by *Hallyu*, they know that those countries are different. Another opinion from the respondents is that they think Korea and Indonesia have a big gap, but there is some similarity Between Indonesia and Korean culture.

Not only stop there, but most of the respondents also gave opinions about how their views toward Korea after being affected by *Hallyu*. Most of them say that Korean Culture became more widely known, *Hallyu* brought a positive impact on the country and indirectly introduced Korean Culture, they also noted that *Hallyu* could attract tourists to visit Korea. The effect of Hallyu makes many people interested in Korean culture.

Furthermore, this phenomenon is explained in the international relation, that a culture can have a significant role for a country. The Korean Wave or *Hallyu* phenomenon is explained by some national branding, soft power, and public diplomacy theories. Joseph Nye Jr (in Pramadya & Oktaviani, 2021) states that soft power is an aspect that can use to persuade someone far away without any compulsion. Korea's success in making their creative cultural product tools for their soft power. Korea can use their soft power well. The development of technology and information also supports this.

The public diplomacy of Korea through *Hallyu* has a high success rate. This diplomacy makes someone who did not know become to know the Culture and the introduction process through entertainment media. That can make the viewers curious and research their country (Pramadya & Oktaviani, 2021). Through Interviews were conducted that diplomacy is successful. Many respondents want to learn and are interested in Korean Culture because they are curious about Korean Culture. Some reason they are interested in learning about Korean Culture is that learning new things is their hobby, they watch K-Drama, to increase their knowledge, learning Culture is fun, and Korean Culture is unique. The Korean language has become the Culture that has gained their interest. Another culture is Korean manner, Korean food and Korean style.

Most respondents also implement Korean Culture in their daily life, especially the manner culture of Korean such as bow, eating with chopsticks, and on-time culture. Some also follow the style and use the Korean language for someone interested in Korean. The reason why they imitated those cultures is that many cultures of Korea are polite and very unique. Society will accept that polite culture in Indonesia. The kinds of polite culture such as how to greet people, how to respect parents, etc. The style of the custom in Korea looks more simple and comfortable according to them. They also want to try something new that there is not in Indonesia, such as some food recipes. They will try those recipes because they are almost always motivated to try them. Furthermore, for the language, they are really happy to learn even only 5% that they can. They want to show their friends that they can and are still learning the Korean language.

Through *Hallyu*, Korean Culture can be introduced. More than 50% of the respondents did not know about Korean culture before they liked it. Nevertheless, now they know the name of the country 'Korea' made them happy. Almost all respondents know the Korean culture from the Korean wave or *Hallyu*. It can be from K-drama, K-pop like BTS and others. For them, it can be entertainment and make a color in their life. However, there is also the

research subject who already knows about Korea before they like it. They know it from boy and girl bands in Korea booming in Indonesia.

Korea can cause many Indonesian people to learn about their culture, showing the Korean's success in using their soft power. Most of the respondents realized that massively Korean culture negatively impacts Indonesian culture. They all said that the Indonesian culture is getting shifted from Korean culture. They are very excited to learn about Korean culture until they forget the authenticity of the Indonesian culture. It is a challenge for teenagers to protect the Indonesian culture forever.

In addition, when the respondents asked about which is the best between Korean culture and Indonesian culture, they said that there is no best one about culture. Every country has its own unique culture. Of course, talking about culture has many plus and minus aspects. It is about how people from one country make their culture look more attractive to foreigners. In Indonesia itself, many teenagers do not preserve Indonesian culture. However, there is also the respondent who said that the culture of Indonesia is the best because it is very varied and does not eliminate the element of cultural authenticity.

Toward this research, the researchers believe that Indonesian culture can also be the soft power of Indonesia with the support of every aspect, government, media, and society. The statement of one respondent confirms this statement; he said that even though he likes Korean, he still upholds Indonesian culture, especially the Java Culture.

CONCLUSION

Korean wave (*Hallyu*) is one factor that reaches all cultural products, such as the content of drama, film, music industry, and variety show and later penetrated society. Korean culture quickly entered and was massively consumed by other countries; one of them is Indonesia. The Internet is the most popular source for learning Korean Culture. Through *Hallyu*, Korean Culture became more widely known. *Hallyu* brought a positive impact on the country and indirectly introduced Korean Culture. *Hallyu* also brings the different perceptions of Korean. Many people think that Korea, Japan, and China have similarities, especially in the alphabet, but after being affected by *Hallyu*, they know that those countries are different. Another opinion is that they think Korea and Indonesia have a big gap, but there is some similarity Between Indonesia and Korean culture. Many people also noted that *Hallyu* could attract tourists to visit Korea, and the effect of *Hallyu* made many people interested in Korean culture.

Due to *Hallyu*, many people are interested in learning about Korean Culture. Some reasons are that learning new things is their hobby, watching K-Drama can increase their knowledge, learning about Culture is fun, and Korean Culture is unique. One of the Korean cultures that gains the most interest in learning is the Korean language. Another culture is Korean manner, Korean food and Korean style. Korean Culture is also implemented in daily life, such as bowing, eating with chopsticks, and other good Cultures.

As a result, many of the original cultures from every country decreased due to the massive spread of Korean culture. For example, in Indonesia, the original culture of Indonesia slowly decreased; many Indonesian people like Korean culture more than Indonesian culture itself. In conclusion, toward this research, the researchers believe that Indonesian culture can also be the soft power of Indonesia with the support of every aspect, government, media, and society. So, there is also some suggestion for future research. The researcher does another research about this topic in a different place and uses a different focus to discuss.

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