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K-Pop as a Popular Culture Influencing Indonesian Student's Lifestyle

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ABSTRACT

This research examines the impact of the Korean Wave (K-Pop) on the lifestyle of Indonesian students, with a focus on the aspects of music, drama, and Korean pop culture trends from some existing research. South Korea, through its wave, has created a cultural phenomenon that not only encompasses entertainment but also influences various aspects of student life. The study identifies that the influence of K-Pop extends beyond music, penetrating into students' clothing styles, daily language usage, and even consumptive behavior. Students, as an active group following the developments in Korean pop culture, experience significant impacts on their lifestyle. The growth of Korean culture in Indonesia creates a distinctive identity and lifestyle among students, reflected in clothing patterns, hairstyles, and daily language inspired by Korean culture. This research employs a qualitative descriptive approach to gain in-depth understanding of how K-Pop influences students' lifestyles. By integrating findings from various previous studies, this research examines positive impacts such as increased knowledge and expanded social circles, while also noting negative effects such as consumerism and changes in student behavior. The importance of increasing students' self-awareness and self-control regarding cultural influences, promoting local culture by educational institutions, instilling consumer education, and raising awareness of the role of social media in shaping students' perceptions of lifestyle is emphasized. Thus, it is hoped that students can wisely utilize cultural influences while maintaining their local cultural identity.

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INTRODUCTION

South Korea has an entertainment industry that is dejected to ignore, covering various sectors such as electronic products, cars, and entertainment such as TV shows, music, and dramas. The Korean Wave, which is often associated with dramas and K-Pop, involves various aspects of life and industry, including electronics and automotive. Although laypeople may be more familiar with Drama and K-pop, keep in mind that the Hallyu wave encompasses much more than that.

It is important to know that the term Hallyu or Korean Wave first appeared in Chinese media in the 1990s, when the "Korean fever" was widespread. In 1997, the Korean drama "What is Love About" was broadcast by Chinese television stations, and from here Hallyu's popularity spread throughout Asia and eventually spread throughout the world. The Korean Wave has had a big impact on various aspects of lifestyle, including music preferences,

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fashion and entertainment trends, especially among students who actively follow developments in Korean pop culture or what is usually called K-Pop. Thus, the influence of K-Pop does not only cover the field of music, but also permeates the lifestyle and daily habits of students.

According to Anwar (2018) the influence of K-Pop on student lifestyles in Indonesia is a rapidly growing phenomenon, and this can be traced to the early period of the Hallyu boom in the country. In 2002, Indonesia began to experience the Hallyu wave through the drama series "Endless Love" whose original title was "Autumn in My Heart". This drama, starring Song Hye Kyo, was a great success in attracting the attention of Indonesian audiences. At that time, Indonesia was heavily influenced by Mandarin/Taiwanese dramas, such as "Meteor Garden" (2001), "Putri Huan Zhu" (1998), along with the boyband phenomenon F4, and so on.

The success of "Endless Love" brought new colors to the Indonesian entertainment panorama and marked a shift in audience interest from other Asian dramas. This drama was even played over and over again, strengthening Hallyu's position in people's hearts. Other Korean dramas, such as "Winter Sonata" (2002), "Memories in Bali" (2004), and so on, have also contributed to penetrating the Indonesian market. Thus, it can be seen that the beginning of the Hallyu boom in Indonesia was marked by the success of Korean dramas which then formed a strong foundation for the influence of K-Pop on student lifestyles. This phenomenon does not only cover the entertainment aspect, but also penetrates fashion trends, daily lifestyles, and even preferences in the world of music. As time goes by, K-Pop continues to play an important role in shaping and changing the lifestyle of Indonesian students (Anwar, 2018).

The specialty of Korean dramas lies not only in the story, but also in the packaging which involves an OST (soundtrack) which was specifically created to support the atmosphere of the drama. This soundtrack provides added value because the Korean songs used are popular among the audience. Interestingly, the popularity of Korean songs does not only depend on the popularity of Korean dramas themselves, because the help of dubbing or subtitles allows global audiences to enjoy the drama. Various Korean songs in Korean have their own charm, which later paved the way for the K-Pop trend.

Although the K-Pop trend started with the success of the Taiwanese boy band F4 involved in the Mandarin drama "Meteor Garden", Korean songs have a unique appeal because they maintain their original language. This is a significant difference from previous contexts, such as the songs in the Mandarin drama "Meteor Garden" which were sung in Mandarin. Moreover, the popularity of Korean songs remains high even though they remain in their original language, Korean, and this has been proven in the achievement of K-pop's unrivaled popularity to date.

The importance of this phenomenon can be measured by the resilience of Hallyu's popularity in Indonesia. As time progressed, South Korea succeeded in gaining increasingly entrenched popularity, marked by the continued existence of their Fansclub and an increase in the number of fans involving various groups. Interestingly, this popularity is no longer dependent on television, as the internet plays a major role in spreading the Hallyu wave. Thus, the influence of K-Pop on the lifestyle of Indonesian students can be identified as an

integral part of the Hallyu phenomenon which has taken its own place amidst Indonesian pop culture. The development of Korean culture in Indonesia is a manifestation of globalization in the dimensions of communication and culture. Globalization in this dimension occurs due to the process of creating, duplicating, emphasizing and intensifying the exchange and dependence of information in the world of entertainment, in this case the world of Korean entertainment. This dependency is still in a concrete dimension. However, if the Korean Wave is not accompanied by an appreciation of national culture, it is feared that the extension of national culture will shift its value to marginal (peripheral) culture. Moreover, the largest percentage of Korea Wave recipients in Indonesia are teenagers. Even though teenagers are a milestone in national development (Hapsari, 2019).

Several studies have discussed the role of K-Pop consumption in the lifestyle of students in various countries. In a study conducted by Chen (2023) on adolescents and adults in the city of China explained that K-Pop culture exposure significantly correlates with consumer behavior, particularly affecting young females' irrational purchases driven by emotional connections to idols, merchandise, and fandom-related activities. Another study also conducted in the Philippines by Carigma et.al (2024) explained that Korean trends and media effects on people and society can negatively impact academic performance among students in higher education institutions. In Indonesia there is also research that discusses how the influence of K-Pop on Muslim students, Solihah and Sudrajat (2019), who emphasise that the influence of K-Pop on Muslim students is not only the influence of K-Pop. K-Pop modernity impacts students' lifestyles and character education in social science learning, with high consumption intensity reducing concentration during social studies learning. Research on the influence of K-Pop on student lifestyles has often been discussed. This research wants to conclude how patterns of influence in the consumption of K-Pop on students from the perspective of findings from previous research.

This phenomenon has had a significant impact on fans of Hallyu culture, who have started consuming various Korean cultural products. This consumption is not just for entertainment, but is also able to form new trends that are followed by many individuals. The opinions and views of Korean culture fans encourage the formation of a unique lifestyle. This lifestyle not only creates trends, but also provides a special identity for individuals who adopt it Masturah (2020). Research regarding the influence of K-Pop on student lifestyles is interesting because students are basically an intellectual generation who are expected to use their time for learning activities. However, in the current context, there is a shift where students tend to spend more time on their personal lifestyle. Furthermore, Hallyu culture lovers' easy access to information about Korean culture allows them to easily imitate and adopt aspects of life they see in their daily lifestyle, as highlighted by Sinaga (2021).

This lifestyle can also be observed among students in Indonesia. This phenomenon illustrates that K-Pop 's influence has gone beyond mere entertainment, and has seeped into students' lifestyles, values and identities. As this trend develops, significant changes in students' behavioral patterns and lifestyle preferences may occur as a direct impact of the influence of Korean pop culture.

According to Olivia et al (2019), the Hallyu phenomenon in Indonesia has a significant impact on the lifestyle and mindset of students who are influenced by Korean culture. This phenomenon is manifested in the high level of emulation among teenagers, where they tend to imitate everything related to Korea, including clothing styles, how to speak using Korean words, as well as cuts and hair colors that are popular in Korea. Indonesian students' fanaticism towards Hallyu culture is reflected in their increasingly intensive activities using the internet as the main means to follow the developments of their idols. Apart from that, students who are fans of Korean culture also express their interest through Korean-inspired clothing styles, attending various Korean-themed events, covering Korean music popularized by Korean singers, and even imitating Korean dances often performed by boybands or girlbands from South Korea which they idolize.

Thus, it can be seen that the influence of K-Pop is not only limited to the entertainment aspect, but has created changes in student lifestyles. This emulation of Korean culture encompasses various dimensions, including physical appearance, clothing style, social activities, and even involvement in artistic activities such as dancing. Through these activities, Indonesian students show how profound the impact of Korean pop culture is on aspects of their daily lives. Therefore, this research analyses the impact of the Korean Wave (K-Pop) on the lifestyle of Indonesian students, with a focus on the aspects of music, drama, and Korean pop culture trends from some existing research.

METHOD

This research aims to evaluate and find out how K-pop influences student lifestyles. A qualitative approach was chosen by researchers to analyze in depth the implementation of the methods. Qualitative descriptive approach in this research generates data with constructionism and critical theories that use interpretative and naturalistic methods. Constructionism emphasizes the role of personal experiences and social interactions in shaping individual meanings and understandings. Through content analysis, some previous study, of students' personal narratives, the researcher examines how K-Pop influences various aspects of their lives, including their fashion choices, language use, and social interactions. Critical theory is employed to examine both the positive and potentially negative effects of K-Pop, such as consumerism and hedonistic behavior. By using these complementary approaches, the study provides a comprehensive understanding of how K-Pop shapes the lifestyles of university students in Indonesia, allowing for the analysis of both individual experiences and broader social and cultural impacts. The result of this research is translated into researchers being concerned with understanding the individual human experience in its unique context. In short, this research only discusses a social phenomenon of K-Pop on student lifestyles through a literature review of several existing studies.

This research uses a descriptive method or approach, in line with the Zed concept quoted by Rahayu (2020), where qualitative descriptive research is defined as a series of activities related to the analysis of events, phenomena or social conditions. The data contained in this research was obtained through a literature review of five previous research. Which is then sorted and grouped according to the results. The approach used is a descriptive analytical approach. Case study analysis is done by the researcher to identify the influence towards the

research variable, in this case Indonesian students' lifestyle. According to (Nasser, et al., 2021), analytical descriptiveness is an effort to find facts and results from someone's ideas through a process of search, analysis, interpretation and generalization of findings from research that has been carried out. This research process, as explained by (Ulfah & Arifudin 2019), is aimed at producing descriptive data in the form of written information after conducting a content analysis of a text. The subsequent presentation of research findings was implemented in the result After the researcher has collected information that is relevant to the problem that will be revealed in this research, the next step is to analyze and present the information to draw conclusions.

FINDINGS AND DISCUSSION

Findings

The influence of K-POP on student lifestyles has been the focus of several studies. These studies provide in-depth insight into how the influence of K-POP permeates students' lifestyles, including the way they dress, speak and interact. Thus, these studies provide a deeper understanding of the complex dynamics between the K-POP phenomenon and changes in student lifestyles. The following are some examples of such research:

Table 1. Review of Related Studies

	Previous Study	Purpose of the Study	Result of the Study
1.	Oktavia, 2021	Understanding the influence of Korean culture (K-pop) on lifestyle among PLS students at Riau University	The research results show that Korean cultural variables have a positive and significant influence on lifestyle
2.	Mawatdah, 2022	Understanding the influence of Korean culture (K-pop) on the lifestyle of students at the Ushuluddin and Philosophy Faculty of UIN Ar-Raniry Banda Aceh	The results of the research show that there is an influence of Korean culture (K-pop) on the lifestyle of students at the Ushuluddin and Philosophy Faculty of UIN Ar-Raniry Banda Aceh
3.	Simanjuntak, 2022	Explaining the factors that cause students to become Korean lovers	The research results show that Korean cultural variables have a positive and significant influence on lifestyle
4.	Ramadhan, 2022	Explaining the influence of Korean Drama on the Ethics	The research results show that there is an influence of Korean

	Previous Study	Purpose of the Study	Result of the Study
		and Lifestyle of Communication Science Students	Drama on the Ethics and Lifestyle of Communication Science Students
5.	Rosyada, 2022	Understanding the Cultivation of the Korean Wave in the K-FANS Lifestyle of IAIN Kudus Students Through Online Media	The research results prove that the Korean wave phenomenon can be accepted in various countries, especially the Korean continent.

Based on several studies in Table 1, several things related to the research were obtained which will be presented as follows.

Lifestyle

Lifestyle is a person's way of living which is identified by how people spend their time and money, what they consider important in their life and what they think about the world around them. The form of a lifestyle can be a lifestyle based on appearance, through advertising media, modeling from idolized artists, a lifestyle that only pursues pleasure to an independent lifestyle that demands reasoning and responsibility in behavior patterns (Oktavia, 2021). Lifestyle is an individual's way of life which is characterized by how the individual spends his time (activities), what is considered important in his life (interests), and what he thinks about the world around him. A person's lifestyle includes body, clothing, way of speaking, entertainment during free time, food and drink, house, vehicles and so on which are considered as indicators of consumer taste and style (Rosyada, 2022).

Lifestyle can also be seen from the way you dress, habits, and so on. Lifestyle can be assessed relatively depending on the judgment or perception of other people. Lifestyle can also be used as a good or bad example. Examples of a good lifestyle are eating and resting regularly, eating 4 healthy 5 perfect foods, and so on, while examples of a bad lifestyle are speaking impolitely, eating carelessly, and so on.

According to Mowen and Minor, there are nine types of lifestyle, namely as follows (Sumarwan, 2011:45):

- Functionalists. Spend money on things that matter. Average education, average income, mostly manual workers (laborers). Aged less than 55 years and married and has children.
- Nurturers. Young and low income. They focus on raising children, then building a home and family values. Education above average.
- Aspirants. Focuses on enjoying a high lifestyle by spending above-average amounts of money on status items, especially a place to live. Has classic Yuppie characteristics. Higher education, office worker, married without children.
- Experientials. Spending above average amounts on entertainment, hobbies and pleasure items. Average education, but above average income because they are office workers.

- e. Succeeders. Established household. Middle-aged and highly educated. Highest income of the nine groups. Spend a lot of time on education and self-improvement. Spends above average money on work-related things.
- f. Moral majority. Large expenditures on educational organizations, political and church matters. Is in the empty-nest stage. Second highest income. Single breadwinner.
- g. The golden years. Most are retirees, but the income is third highest. Purchasing a second residence. Spending heavily on capital-intensive products and entertainment.
- h. Sustainers. Adult and oldest group. Retired. The largest level of income is spent on daily necessities and alcohol. Low education, second lowest income (Ramadhan, 2022).

Factors that Influence Lifestyle

There are 2 factors that influence a person's lifestyle, namely factors that come from within the individual (internal) and factors that come from outside (external). Internal factors include attitudes, experiences and observations, personality, self-concept, motives and perceptions, while external factors consist of reference groups, family, social class and culture. Currently, Korean popular culture (K-pop) has succeeded in attracting the attention of young people. Korean popular culture is considered to attract attention because it is able to create distinctive characteristics/images that other cultures do not have. Korean culture (K-pop) is of interest to PLS students at Riau University for several reasons, namely:

- 1) Korean music is considered interesting because it has its own characteristics, such as boybands and girlbands which are icons of Korean music. The combination of beat music and energetic dance movements is a characteristic of Korean cultural music (K-pop).
- 2) Korean dramas present dramas with different concepts, with plots that are as concise as possible and not long, unlike Indonesian dramas/soap operas.
- 3) An interesting variety show because it displays entertaining shows and has a different concept for each episode (Oktavia, 2021).

Korean Cultural Phenomenon in Indonesia

In some day, several individuals can do activities that are related to Korean wave culture, such as listening to music, watching dramas or watching other Korean wave shows. By turning Korean wave culture into entertainment or a hobby, a new lifestyle identity can emerge. Making K-pop music their music taste, broadcasting drama series or variety shows as their daily viewing is a depiction of a new lifestyle identity for fans.

Actually, Korean wave fans themselves don't realize that this phenomenon can change their lifestyle. It started out of curiosity about Korean wave culture, and eventually became a fanatical fan base. Indirectly, fanaticism becomes an inherent trait in fans. It can be seen from how they view and evaluate the Korean wave; with the various enthusiasm and expressions they show when reacting to things related to the Korean wave. And also, how they tell their stories when they became fans of Korean wave culture.

The phenomenon lets Indonesian students spend approximately one to three hours looking for information related to his favorite idol. And as many as two people spent more than five hours looking for information about their idol. To obtain information related to their idols, they use online media such as YouTube, join fan groups on the Line, WhatsApp, Telegram applications. View videos related to idols via TikTok. In fact, these sources of information were deemed insufficient, so they also downloaded applications similar to

Weverse, Bubble and Lysn. The Weverse application is a free application for fans to interact, tell stories with their idols and fellow fans. Meanwhile, the Lysn and Bubble applications are applications similar to Weverse, but these applications are paid for fans (Rosyada, 2022).

Factors that Cause Indonesian Students to Like Korean Culture

The factors that cause students to become Korean lovers are internal factors and external factors. The internal factors that students like the Korean wave include are attitudes, motives, personality, experience and knowledge. The internal factor of becoming K-poppers is because seeing the struggles of every actor or idol in Korea is very motivating because the Korean industry is very tough. As for other internal factors, Korean idols look very handsome and beautiful, so their appearance also starts from their clothing style, hair style, the accessories they use are very good and attractive, and their mindset and personality so they are suitable to be used as role models.

External factors for students becoming Korean lovers are due to family environment, friendship and social media, where they were initially interested in the Korean wave due to external factors, namely being introduced to them by the closest people, namely relatives or campus friends, so they started looking for information or news about it. interesting drama or boy band so that you become a Korean lover. Another factor in initially becoming interested in the Korean wave was accidentally watching a Korean drama broadcast on a television station and accidentally watching or listening to a song on the YouTube platform (Simanjuntak, 2022).

Positive and Negative Influence of Korean culture on Student Lifestyle

As a result of the Korean fever, Korean bands began to emerge which were successful among students. Of course, there are good sides and bad sides, as is the case with Korean culture. The positive impact of K-Pop culture is that it certainly entertains its fans. The music they provide is suitable for listening to when relaxing and doing tasks so that it makes the head calm and relaxed. By getting to know Korean pop, students have broader insight into the outside world (Mawatdah, 2022).

The positive impact of becoming a Korean lover is having a fairly wide range of friends, some even from outside the city because they are part of their favorite fandom group. Mentally it is also better because you are always encouraged and motivated by bias and fellow fandom friends. And another positive impact is having a fairly wide circle of friends, some even from outside the city because they are part of their favorite fandom group. Mentally it is also better because you are always encouraged and motivated by bias and fellow fandom friends. Apart from that, another positive impact is increasing insight into Korean culture, knowing a little Korean (Simanjuntak, 2022).

The negative impact of becoming a Korean lover is that you are more consumptive and hedonistic because you often buy K-Pop prints, the prices of which are quite expensive and collect items related to the Korean wave such as photo cards, posters, albums, tumblers, light sticks, clothes, etc. wallpapers, stickers and other prints related to idols or biases whose prices are quite expensive or can be said to be expensive. This Korean wave also influences the lifestyle of Korean lovers students, starting from clothing styles that imitate Korean idols, for example: *Na Jaemin* from boy group NCT and Kim Taehyung from boy group BTS, hair styles also change according to the hair color they like, they are more consumptive and can Hedonists are said to be willing to save and spend money to be able to buy prints or objects such as photo cards, posters, albums, tumblers, light sticks, clothes, wallpaper, stickers and

other prints related to idols or biases which are relatively expensive and more wasteful. also uses internet quota for streaming and updates to find out the progress of his idols, buys the same accessories with bias, eating style also changes to imitate Korean people's eating style, speaking style also occasionally uses Korean to K-popers friends.

It's more wasteful in using internet quota because every time you open your cellphone you open YouTube, Instagram to watch the idol variety shows you like, often forget the time when you've started watching programs or variety shows related to bias, often sleep late at night, often cry or not. obviously, and some even become fujoshi (a term for women who like boys love) or like shows that show relationships between men and men. Another negative impact is that they love Korean products more in the industrial sector such as films, dramas, music, boybands, girlbands because they think Korean products are better than their own country's products, especially in the film and drama fields, also Korean artists and idols are more talented compared to the artists and idols of their own country (Simanjuntak, 2022).

It cannot be realized that the change in students becoming fans of the Korean wave can give rise to fanaticism which can create a consumer lifestyle. All consumption activities that have been carried out such as listening to K-pop music, watching dramas or variety shows, looking for information about idols without paying attention to the time, and buying merchandise without considering the usefulness of the goods are a depiction of the consumer lifestyle of fans of Korean wave culture (Rosyada, 2022).

Discussion

Based on a series of research regarding the influence of K-Pop on student lifestyles, it can be concluded that the K-Pop phenomenon has a significant impact on various aspects of student life. These studies provide an in-depth understanding of the complex dynamics between K-Pop and changes in student lifestyles. One of the studies conducted by Eldarmi Oktavia, Wilson, Daeng Ayub (2021) at the University of Riau, Pekanbaru City, shows that Korean culture, especially K-Pop, has a positive and significant influence on student lifestyles. Factors such as music, drama and variety shows are the main attractions. Student lifestyles, including clothing patterns, makeup, and food preferences, are reflected in Korean culture as a reference. Research conducted by Depi Mawatdah (2022) at the Ushuluddin and Philosophy Faculty of UIN Ar-Raniry Banda Aceh highlighted how students are creative in fashion inspired by K-Pop. Apart from that, there are visible changes in everyday language and adaptations to Korean-style eating styles. Students take inspiration from Korean culture in various aspects of daily life.

Meanwhile, the study by Friska Aprilia Simanjuntak, Hambali, Indra Primahardani (2022) from Riau University shows that students who are fans of K-Pop or KDrama, known as "Korean lovers," experience positive impacts such as having a wide range of friendships and mental improvement. However, the negative impacts include consumerism and hedonistic behavior, where students are willing to spend money and time to buy merchandise and follow Korean lifestyle trends. Research by Rahmad Ramadhan, Ridwan Hadi, Galuh Septian Fajri (2022) at UIN North Sumatra shows that the influence of Korean dramas can influence student ethics and lifestyle. Statistical analysis shows a significant relationship between the variables studied.

Finally, research by Amrina Rosyada, Primi Rohimi (2022) at IAIN Kudus via online media highlights how the Korean wave influences students' language knowledge, technology and lifestyle. Korean wave fans often unconsciously change their lifestyle, from the time spent searching for information to purchasing merchandise.

Overall, the K-Pop phenomenon not only creates trends in music, drama, and entertainment, but also shapes students' identities and lifestyles. Although there are positive impacts such as increasing knowledge and the scope of friendship, negative impacts such as consumption and changes in behavior also need to be considered. So, it is important for students and related parties to understand this impact holistically.

The results of the discussion regarding the influence of K-Pop on student lifestyles from several studies show that there are positive and negative impacts. Therefore, a number of suggestions can be taken to manage these influences wisely. First, students are advised to increase self-awareness of the influence of culture, including K-Pop, on their lifestyle. The importance of self-control in managing time, money and consumer behavior needs to be emphasized in order to prevent negative impacts such as wasting money and time.

Furthermore, it is necessary to encourage students to develop a balanced lifestyle where foreign cultural influences such as K-Pop do not replace local values. Understanding that acceptance of foreign culture should not displace local cultural identity is an important key in this process. Better consumer education is also needed so students can make wise financial decisions. This includes the ability to differentiate between needs and wants and understand the long-term impacts of consumer behavior.

Universities and educational institutions can play a role in promoting and supporting local culture as an integral part of student lifestyle. Activities such as art exhibitions, local musical performances, and cultural heritage promotion can help students stay connected to their cultural roots. Student awareness of the role of social media also needs to be increased. Engaging them in open discussions about the impact of social media, especially in the context of K-Pop culture, can help them better understand how social media influences their thought patterns and actions regarding lifestyle. By implementing these suggestions, it is hoped that students can take advantage of cultural influences, such as K-Pop, positively, while still maintaining local cultural identity and managing their lifestyle wisely.

CONCLUSION

This research has explored the significant impact of the K-Pop phenomenon on the lifestyles of Indonesian students. The findings indicate that K-Pop influences various aspects of student life, including fashion choices, language use, and social interactions. The studies reviewed provide a comprehensive understanding of how K-Pop not only entertains but also shapes the identities and behaviors of students, reflecting a complex interplay between global cultural trends and local practices. The significance of this study lies in its contribution to understanding the cultural dynamics at play in the lives of Indonesian students. By examining the K-Pop phenomenon, this research highlights the broader implications of global cultural exchanges and their effects on youth identity formation. It underscores the importance of recognizing how external cultural influences can reshape local lifestyles, thereby enriching the discourse on cultural globalization. The implications of this research

are multifaceted. Firstly, it suggests that educational institutions should acknowledge the role of popular culture in shaping student identities and lifestyles. By integrating discussions about cultural influences into the curriculum, educators can foster critical thinking among students regarding their consumption of global media. Additionally, the findings indicate a need for awareness programs that help students navigate the balance between embracing global trends and maintaining their local cultural identities. Future research should focus to discuss the long-term effects of K-Pop on student lifestyles, particularly in terms of mental health and academic performance. It would be beneficial to conduct longitudinal studies that track changes in student behavior over time as they engage with K-Pop culture. Furthermore, comparative studies across different cultural contexts could provide insights into how K-Pop influences students in various countries, enriching our understanding of its global impact. In conclusion, while K-Pop presents opportunities for cultural engagement and social connection among students, it is crucial to approach its influence with a critical lens, ensuring that students can enjoy these cultural phenomena while remaining grounded in their local identities.

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