



## The Reality of K-Pop Trends: When Visual Aesthetics and Modernity Dominate Cultural Traditions

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<http://dx.doi.org/10.18415/ijmmu.v11i1.5280>

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### **Abstract**

This article aims to find out how visual aesthetics and modernity play an important role in the transformation and dominance of Korean cultural traditions. It aims to explore the reality of K-Pop trends by using relevant literature approaches that address the development of K-Pop, visual trends, and their impact on Indonesian cultural traditions. The current reality of Korean Pop trends reflects a cultural shift, where fans tend to focus more on visual aspects than their own cultural traditions. Korean Pop (K-Pop) is a global cultural phenomenon that has taken over the global entertainment industry with its catchy music style and impressive visuals. Although K-Pop has become a global phenomenon that attracts millions of fans, there are concerns that the trend may lead to the neglect of traditional cultural heritage. The analysis shows that 1) Through Korean theater performances, K-Pop is introduced to Indonesia and becomes entertainment for the public, so that the younger generation in Indonesia is closer and more interested in K-Pop. 2) The current Indonesian young generation idolizes Korean artists because they like K-Pop culture in lifestyle, clothing, songs, and visualization. 3) One of the negative impacts of K-pop popularity on the existence of Indonesian culture is that many teenagers forget their own culture and ignore our country's culture, resulting in a lack of attention and appreciation for local culture. The popularity of K-Pop has affected the priorities of fans and caused a shift in traditional values towards a perfect appearance. Our country's traditional cultural values also seem to be marginalized by the popularity of K-Pop ranging from changes in traditional clothing styles, language and customs that seem to be replaced by the beauty and style standards set by K-Pop idols. 4) Some are concerned that K-Pop might influence the lifestyle of the younger generation, especially in terms of their clothing, hair and makeup. Some individuals will follow Korean fashion and beauty standards without considering the unique characteristics of Indonesian society. While K-Pop offers young people the opportunity to pursue a career in the global entertainment industry, it also risks losing the cultural roots and national identity of the generation.

**Keywords:** *K-Pop; Cultural Existence; Visual Aesthetics*

### **Introduction**

In the era of globalization, advances in information and communication technology have been felt by almost all levels of society. The openness of information makes us more free to do things on this

increasingly old earth, and technology is increasingly developing, especially in the era of globalization. In today's digital and internet era, people can easily get information all over the world. Broadcast information is integrated with cultural content. This leads to cultural acculturation, including art. (Masrurroh et al., 2023). Although modern telecommunication technology allows for the rapid spread of information, culture can also easily spread around the world. The term "cultural globalization" refers to the spread of a country's particular values and culture throughout the world.

The development of globalization has also brought Korean Pop music culture (K-Pop) to Indonesia. This cultural wave is so popular among teenagers that it encourages them to form a community of K-Pop lovers with their respective lifestyles. Indonesia is also affected by the spread of this culture, because developing countries are very easily affected by developed countries. The community of lovers of this culture continues to grow, forming a strong solidarity among members (Hidayati et al., 2022). Television was one of the most powerful early mass media in spreading Korean popular culture, and was supported by many other mass media that also participated in promoting the culture.

The influx of Korean dramas has become very popular in Indonesia through various channels and mechanisms, and partly due to the airing of Korean dramas on television and streaming platforms such as *Netflix*. Korean cultural influence has been extended by their concerts and music promotions. Art exhibitions, such as painting and photography, are often held to introduce Korean art to Indonesia. In addition, Korean food, fashion and goods can help introduce this aspect of culture to the Indonesian public. In addition, the cooperation factor between educational institutions and universities can also affect the exchange of knowledge and culture. The opening of Korean language training programs can also help Indonesians learn Korean language and culture. Cooperation between universities and educational institutions in Korea and Indonesia can help increase knowledge and cultural exchange. Korean food and drinks are becoming popular with the opening of restaurants and cafes that help introduce them to the local community. K-Pop music became the most favored culture in Indonesia after Korean culture was accepted in Indonesia. (Zahid & Rochim, 2019)..

Entertainment media, food, fashion and language are some of the ways Korean culture has entered and influenced Indonesian culture. Korean dramas have become very popular and are loved by the younger generation. One of the most famous elements of Korean culture that has entered Indonesia is K-Pop music. Music groups such as *BTS*, *Blackpink*, and *EXO* have loyal fans in Indonesia. K-Pop concerts are also very popular in Indonesia. K-pop is in high demand among young people today. (Marchellia & Siahaan, 2022). In addition, beauty products, festivals and cultural events also influence Indonesian culture.

Entertainment channels such as music, dramas, and movies lead to addiction to Korean dramas. The development of audiovisual technology is one of the causes of Korean cultural bias in Indonesia. (M.T, 2020). To date, K-Pop continues to be an integral part of popular culture in Indonesia. The exchange of information and culture in the media world eventually received a warm welcome and was even adopted by the public as a new form of cultural life. The lives of people in various parts of the world have been influenced by various products derived from Korean culture, including television dramas, songs, fashion, lifestyle, and industry. (Ri'aeni, 2019). Its pop music, clothing, and language eventually became very popular among teenagers, including in Indonesia. The reaction of the younger generation to the emergence of K-Pop in Indonesia is very diverse, but overall K-Pop has had a significant impact on popular culture and the behavior of the younger generation in Indonesia today. Some have become loyal fans, inspiring fashion, choosing careers in entertainment, encouraging generations to learn the Korean language, imitating *make-up* trends, consuming K-Pop online content on music platforms, involving themselves in K-Pop fan communities, so with K-Pop entering Indonesia many reactions have been generated and this has resulted in many of the younger generations increasingly forgetting their own Indonesian culture.

In the K-pop industry, "*visuals*" refers to the physical appearance of K-pop idols, which has a great influence on the industry. Attractive visuals can help K-pop groups gain international attention. A striking appearance can make a group or artist more attractive to the audience, which can help increase the group's popularity. A strong image can also affect album sales. Many K-pop fans are attracted to groups or artists because of their appearance, which can boost sales of albums, merchandise, and related products. K-pop artists or groups with famous looks often receive media attention, interviews, and appearances on various television shows and public events.

The influx of Korean culture in Indonesia has had many different impacts, both positive and negative. The impact can affect various aspects of life, including culture, society, economy and education. Too much cultural dominance from a country can threaten local culture and national identity. Especially if the local culture is not strong enough to compete. Korean culture often emphasizes certain beauty standards, which can put pressure on individuals to follow Korean trends. Korean dramas often lead to unrealistic romantic expectations, which can affect expectations in personal relationships. Over-reliance on Korean consumer products may negatively impact the local economy if local products are abandoned in favor of Korean products.

Starting from the above background, the problem formulations that will be discussed in this paper are 1) How did the K-Pop trend enter Indonesia? 2) What is the condition of the K-Pop trend in Indonesia? 3) How does K-Pop influence the existence of Indonesian culture and 4) How does visual aesthetics dominate the younger generation of Indonesia?

## ***Results and Discussion***

### **1. The K-Pop trend entered Indonesia**

The K-pop trend has been introduced to Indonesia quickly and strongly in recent years. There are several aspects that have led to the popularity of K-pop in Indonesia. The internet, especially social networks such as YouTube, Instagram, Twitter and other platforms, has allowed the K-pop fan community in Indonesia to easily access K-pop content. Music videos, live performances and the latest news about K-pop idols can go viral quickly on these platforms. Many famous K-pop groups conduct *tours* and concerts around the world, especially in Indonesia. This gives fans the opportunity to meet their idols in person and experience the thrill of a K-pop concert. There are several K-pop groups whose members are Indonesian or Indonesian. Groups such as "*Secret Number*" and "*Super Junior*", have been famous at home and abroad. K-pop fans in Indonesia have a strong community. They often organize meetings, events, and projects related to K-pop. This has solidified K-pop's popularity among the public. Some Indonesian radio and television stations also support K-pop music by broadcasting K-pop songs and airing K-pop related programs. Collaborations of K-pop artists with Indonesian artists have also occurred. This has exposed more people in Indonesia to K-pop culture. Korean music labels and music promoters play an important role in introducing K-pop to Indonesia by organizing concerts and promotions.

Korean culture was first introduced to Indonesia through Korean theater performances around the 2000s. When aired on television, Korean dramas have become one of the preferred entertainment options for Indonesians, both teenagers and mothers. (Pristalisa, 2022). Besides being famous for dramas, Korean culture is also famous for K-Pop, which is currently in great demand by Indonesian teenagers. One of the first K-Pop music groups in Indonesia was Super Junior. They released a song titled "*Sorry*", "*Sorry*" in 2009 which became very popular in Indonesia, especially the younger generation. Other K-Pop groups that gained great popularity in Indonesia in early 2010 were *2NE1*, *Girls' Generation* and *BIGBANG*. They performed at various concert events in Indonesia. At that time, K-Pop concerts began to be held in Indonesia and became a highly anticipated event by K-Pop fans.

The reaction of the younger generation when K-Pop entered Indonesia is very diverse and depends on each individual. K-Pop has become a phenomenon that has become a lifestyle for the younger generation in Korea. (Aprilia & Nasution, 2023). In the beginning, K-Pop did not immediately attract the attention of Indonesian youth. Some people may be *skeptical* or unfamiliar with the Korean music genre and culture. Although the number is not large, there are some people who started to become loyal K-Pop fans from the beginning. They may be introduced to K-Pop through Korean dramas or their friends and are more interested in Korean culture. Korean dramas are one of the main factors that help introduce Korean culture to the younger generation. Some of the younger generation are very fond of Korean dramas which makes them closer to K-Pop. Not all young people react positively to K-Pop. There are also opinions that criticize this phenomenon, such as considering it a foreign culture that interferes with local culture or calling it a form of "plastic music".

## 2. The Current State of K-Pop Trends in Indonesia

The world today, especially Indonesia, loves Korean culture, be it in terms of lifestyle, fashion, songs, or dramas. K-Pop is especially popular among the millennial generation. Everything related to Korea raises more than just admiration, such as buying Korean music albums, cosmetics, clothes, and food. They also want to use or buy things to show their love. Although Korean culture is very closed by nature, with the development of technology and communication today, Korean culture has become very open. K-Pop, which is currently on the rise in Indonesia, especially among teenagers, has a significant impact on the younger generation. (Valenciana & Pudjibudojo, 2022)..

Idol visuals, stage presence, idol songs, and idol demeanor are the main factors that make the younger generation become K-Pop fans. The term "*idol image*" refers to the physical features and clothing choices of K-Pop idols. Although it is difficult to explain why they like *boy bands* or *girl bands*, there is no denying that it is the attractive appearance or looks of the *boy band* or *girl band* members that attract teenagers. Some of these fans actively buy records, and read fan books on social networks to keep up to date with their favorite *boy bands*. In addition, many people travel with *photocards* of their idols.

The younger generation now likes to put up posters in their rooms featuring pictures of their idols. Their interest in Korean dramas is the basis of K-Pop. They are already in an environment that loves Korean things. They believe that Korean music genres fulfill their tastes. Since then, they have grown to love K-Pop culture and admire Korean boy bands and girl bands. Many also initially idolize a certain actor, but it doesn't last long. They are too fanatical, watching concerts, collecting music videos of their idols, and listening to Korean songs.

Some people initially liked *Super Junior*, but then switched to *Got7* because they liked the *boy band's* graphics, songs, and music. The younger generation thinks *Got7's* members have attractive faces and match the male appearance they want. They also believe that *Got7's* song lyrics are easy to understand because they tell stories about life, contain the spirit of life, and are fun to listen to. *Got7* fans will join the *Ahgasse* fandom, a community made up of people who love *Got7*.

The presence of fans is one form of audience power to determine their interest in media and the results of the media they use. The fans are characters who actively react and always follow all the developments of their idols, starting from small things both positive and negative. Fans are very involved in the development of their idols and actively follow various types of idol activities. The involvement of fans in various issues related to their idols greatly affects their behavior in building *engagement* with their idols which they show through their presence. The existence of fandom is a form of increasing recognition of them and a forum for group formation to be able to exchange thoughts, ideas or other things about their idols. Fans usually gather group members who have the same interests, hobbies, and are part of the same fandom.

Several *e-commerce* platforms such as Shopee, Tokopedia, and Lazada have made K-Pop groups their product ambassadors. Even K-Pop groups are often invited to Indonesia to attend *e-commerce* events. This marketing strategy has proven to be quite effective because when the name K-Pop is mentioned, many Indonesians are immediately interested. Some Indonesian products also attract great attention by using K-Pop groups as advertising stars, and the products are very quickly sold out in the market. For example, Tokopedia utilized the popularity of *BTS* and *BlackPink*, and *Scarlett* products with *Twice* and *Song*.

### 3. The Influence of K-Pop on the Existence of Indonesian Culture

Fans of pop *boy bands* and *girl bands* often get a negative view from society. They are considered to overly glorify their idols and consider foreign cultures better than all cultures, including Indonesia's own. They proudly imitate the dances of the music groups they love. Unfortunately, not many young people are proud of traditional dances as their country's identity and culture. This is a very concerning situation and has the potential to damage the nation's original culture.

Korean music bands are one of the factors for cultural acculturation in Indonesia. Korean pop trends have positive and negative impacts that can be a challenge for Indonesia in the future. (Masrurroh et al., 2023). The impact of K-Pop culture on the existence of Indonesian culture is an important phenomenon in various aspects. While K-Pop culture has a positive influence in increasing business opportunities, and enriching cultural experiences, there is also a concern that too much focus on K-Pop may distract from Indonesia's own culture and traditions. Therefore, it is important to find the right balance between appreciating Korean culture and preserving traditional Indonesian culture. While K-Pop culture brings a number of positive impacts in Indonesia, such as an increased interest in Korean culture and the development of the entertainment industry, there are negative aspects that both the government and the younger generation should be aware of.

The negative impact that can arise as a result of the popularity of K-pop culture on the existence of Indonesian culture is that many teenagers forget their own culture and neglect the culture of our country where there is less attention and appreciation for local culture. (Safitri & Hanifa, 2023).. The popularity of K-pop emphasizes the attractiveness of Korea which can lead to a decrease in appreciation for Indonesian local culture. People, especially the younger generation, may be more interested in elements of Korean culture such as music, fashion, and food, while Indonesian culture begins to be forgotten. K-pop culture often emphasizes a perfect appearance, which can create pressure on individuals to meet a very maximal standard of beauty. This can have a negative impact on mental health as well as self-confidence, especially in teenagers, who may feel the need to conform to the image of K-pop. The neglect of local culture can affect the preservation of traditional cultures, languages and other local traditions that are at risk of losing relevance due to lack of interest and support from the younger generation themselves.

The growing appetite for Korean culture may hinder the development of Indonesia's local cultural identity. A strong cultural identity is essential for strengthening a sense of nationalism and pride in one's culture and history. Heavy attention to K-Pop, especially among students, can distract from learning. Some of the young fans will spend too much time and energy on K-Pop related activities rather than prioritizing their studies. Teenagers who should spend time exploring things, trying new things, improving their capacity and other activities to realize their future dreams, now prefer pure entertainment such as watching Korean content series with no time limit, buying expensive albums and trying to do unpleasant actions, cannot control themselves and are negatively influenced, and neglect their responsibilities as students. Especially among adolescents who are still in school, there is a concern that their intuitive motivation to achieve their dreams and realize themselves by enjoying Korean culture by spending time, money and not thinking about subjects anymore studying at school. (Jaya et al., n.d.)

The negative impact on culture is more and of course our culture will decline. Many young people are no longer interested, reluctant, and even ashamed to use Indonesian culture but are more interested in foreign cultures (Sri Yenti et al., n.d.). (Sri Yenti et al., n.d.). It should be more balanced. Too much focus on foreign pop culture such as K-Pop can lead to social alienation for individuals who cannot participate in the trend. This can interfere with interpersonal interaction and social integration. It is important to remember that K-Pop's reputation does not mean neglecting local culture, and many people can still maintain a healthy balance between appreciating foreign culture and preserving local culture. For the government, educators, and society, it is important to raise symmetrical awareness and the importance of preserving and advancing Indonesia's local culture while appreciating foreign cultures.

K-Pop often promotes a lifestyle that is very different from the traditional culture of Indonesian society. For example, K-Pop's emphasis on perfect physical aesthetics and idealized body image can influence views on beauty and the body that differ from traditional cultural norms. This can lead to people feeling dissatisfied with their appearance, especially among teenagers. When people start learning Korean to understand K-Pop lyrics or just to communicate with their K-Pop idols, it can threaten Indonesian as the national language and disrupt Indonesia's own cultural identity. This can also have an impact on the use of regional languages which are largely Indonesian cultural heritage.

Adolescents who are influenced by K-Pop culture know and follow the development of K-Pop culture more than their own culture. (Muhammadiyah Mataram et al., n.d.). They are more aware of Korean-made products or brands than their own country's products. Indonesian traditional arts such as dance, music, and visual arts, may lose their appeal as teenagers become more interested in K-Pop and Korean culture. This could threaten the existence of rich and diverse local cultures and arts. Many teenagers spend more time watching K-Pop than studying Indonesian culture. This may cause their knowledge of traditional Indonesian culture to be limited and they may have a better understanding of Korean culture. The difference in cultural preferences between the younger generation who are more influenced by K-Pop and the older generation who are more attached to traditional Indonesian culture can lead to conflicts within families and communities. This can threaten social solidarity and family values.

If Indonesian culture loses its appeal to tourists due to a lack of interest in traditional culture and arts, then Indonesia's cultural tourism industry may suffer a setback. The impact is that there will be a change in the interests of tourists. Most tourists interested in K-Pop will most likely focus more on K-Pop concerts, shows, and destinations related to Korean culture, such as Korean restaurants and K-Pop stores. As a result, Indonesian cultural destinations may be forgotten or less popular, which could hurt cultural tourism businesses and sites.

While Korean culture attracts tourists, there is a risk that Indonesia's local culture will be undervalued. This could lead to a decline in interest in traditional art performances, dance, music, and local cultural exhibitions. This impacts local artists, crafters and cultural supporters who rely on cultural tourism. Lack of interest in Indonesia's traditional culture can lead to a decline in revenue from the tourism industry. Culture-related businesses, such as souvenir shops, restaurants and accommodation in tourist destinations, may experience a significant drop in revenue. With the emergence of foreign cultures, Indonesian culture will gradually change. Conversely, if in the era of globalization, people, especially the younger generation, can reconcile the influence of foreign cultures but still uphold the noble values of Pancasila, this can strengthen the identity of the Indonesian nation and maintain the identity of the Indonesian nation in the presence of regional culture. (Rafida, n.d.).

When local culture loses its appeal to tourists, it can affect cultural preservation efforts and jobs related to traditional Indonesian culture. Artists, crafters, and cultural activists may find it difficult to preserve their cultural heritage. The government and investors may focus more on developing infrastructure and K-Pop-oriented tourist attractions, thus possibly neglecting the development of K-Pop-oriented tourist attractions for Indonesian culture.

#### 4. Visual Aesthetics Dominate Indonesia's Young Generation

Some are concerned that K-Pop could influence the way of life of the younger generation, especially in terms of dressing, hairstyles and makeup. Some people will adopt Korean beauty and fashion standards without considering the uniqueness of Indonesian culture. K-Pop is known for its highly fashionable and dynamic fashion style. K-Pop celebrities often wear unique and brightly colored clothing, which can inspire the younger generation to adopt similar clothing trends. Activities carried out by teenage fans of K-Pop culture include typical interactions between members of the Korean cultural community, such as the use of typical symbols, characterized by K-Popers, imitating their idols such as imitating their style of dress and makeup. (Hidayati et al., 2022). This can generate a temporary fashion style in the teenage environment, where they try to adopt the appearance of K-Pop celebrities. It can also create a strong demand for fashion products similar to those worn by K-Pop favorites. K-Pop celebrities' hairstyles are often unique and diverse. Their hair may have bright colors, off-center cuts, and elaborate buns. This can influence the younger generation to try to keep up with various unique hairstyles or even change their look completely by dyeing their hair in unique colors as well. This can be a sign of self-expression but can also be risky if not done carefully.

The spread of K-Pop in the country has made the younger generation love beauty products (Mellicia & Utami, 2022). A common makeup trend in the K-Pop world is natural makeup, with a focus on bright and clear skin. This may encourage young people to seek similar skin. K-Pop trend makeup often includes the use of Korean cosmetics and skincare products. Some people may apply this makeup without taking into account their skin type or needs, which may negatively affect their skin health. One of the main concerns is that young Indonesians may focus too much on adopting K-Pop trends and increasingly forget or even lose sight of the uniqueness of Indonesian culture. This could suppress appreciation of Indonesia's rich cultural diversity and traditions.

In K-Pop culture, performance is often emphasized as an important aspect in building a celebrity's image and inspiring fans. While appearance has always played an important role in the entertainment industry, K-Pop often puts forward high standards of beauty and places great emphasis on appearance. The impact of such repression on individuals, especially teenagers, can have a negative impact on their mental health and personality development. Teenagers tend to imitate the lifestyle and attitudes of K-Pop culture, such as imitating the style and fashion of their idols and even often using Korean when meeting friends who have the same interests. (Aris et al., 2023)

Korean Pop culture has not only spread culturally but has also penetrated into many other aspects such as clothing styles, beauty products, cuisine, and lifestyle. This widespread Korean Pop culture has made Indonesian K-pop fans increasingly fond of Korean beauty products. Especially teenage girls who are very curious and want to imitate their behavior (Savitri Setyo Utami). (Savitri Setyo Utami, n.d.). The high standard of beauty in K-Pop culture seems to put pressure on a person to achieve what is considered a "perfect" appearance. This can include various aspects, such as clear skin, ideal body shape, or perfect makeup. This pressure is felt just as strongly for K-Pop artists as it is for the fans who inspire them. The pressures of meeting very high standards of beauty can lead to mental health problems, such as excessive appetite, anxiety, hysteria and even depression. Some young people feel insecure or inadequate if they do not meet these standards. This can lead to feelings of low self-esteem and unhappiness. Too much focus on appearance can have a detrimental effect on one's personal development, especially in the teenage years. They may spend too much time and energy trying to achieve the ideal appearance, at the expense of time that should be spent honing and developing their skills, social relationships, and self-esteem for the better.

K-Pop culture also motivates a "*selfie*" culture and performance-focused social media utilization. This may cause individuals to become increasingly conscious of their appearance and spend too much time producing a complete and perfect image on social media. People who are never satisfied with their

appearance may tend to feel socially isolated because they feel inferior or uncomfortable around other people. This can hinder the formation of healthy social relationships that are essential for good personal development.

The perception of awareness of K-Pop that is growing, will have an impact on parents' concerns about physical changes in children such as the use of bleach and drugs that can beautify the appearance (Aris et al., 2023). It is important to realize that beauty is very subjective and each individual has their own qualities. It is important for people, especially the younger generation, to understand that appearance is not the only thing that is essential in judging oneself and others. Mental health education and understanding, as well as the development of positive self-esteem, are crucial in overcoming the unrealistic beauty standards in K-Pop culture. Korean Pop music can make listeners forget and disregard real life, experience unusual jealousy and emotional instability. (Mahmudah, 2015). In the context of education, it is important to encourage more proportional education that teaches the importance of good personal development, mental health, and positive self-evaluation.

Strong interest in K-Pop often leads young fans to spend a lot of their time keeping up to date, watching music videos, concerts, and interacting with friends in fan communities. This is often distracting and takes away from time that could be spent doing useful activities and studying. Many people may be tempted to "just watch a video" or "follow a piece of content", which can then turn into hours of distracting activity. K-Pop can influence the emphasis on education and academic achievement which is a very crucial issue among people in all parts of the world, including Indonesia. This can have a negative impact on the process of educational development and academic success for the younger generation and also on the level of motivation to learn where they will often lose track of time because they are too engrossed in K-Pop culture, causing them to fall behind in their studies. (Sri Yenti et al., 2022)..

The lack of balance between K-Pop interests and study time can lead to neglected lessons, homework, and exam preparation. This can lead to poor academic performance, especially if young fans feel too involved in the world of K-Pop rather than taking care of schoolwork. When academic performance declines due to high interest in K-Pop, parents and teachers are often worried. They may have to work harder to motivate young fans to focus on the education process and things that are useful for the rest of their lives, rather than things that are detrimental to their own. The love for their idols can cause dependency and impair emotional well-being.

In addition to feelings of excessive love, the transformation experienced by adolescents is due to the fact that they are at an age where they still want to find their identity or their identity is not yet sufficiently formed. Teenagers are expected to have the ability to control or control their emotions and need to understand the positive and negative impacts of adopting foreign cultures because not all foreign cultures can be applied in everyday life. Seeing such a reality, many K-Poppers close the scope of friendship with others and even with the environment where they live so that they experience personality transformation or changes in character. (Pancasila and Citizenship Education et al., 2021).

It's important to remember that an interest in foreign popular culture doesn't have to override education. This interest should be a source of inspiration and motivation if guided wisely. Due to the prevalence of the K-Pop phenomenon, the emotional state of its fans has been affected to some extent, both positively and negatively. In addition, these fans are faced with various pressures and responsibilities in their daily lives, which sometimes results in a mismatch between expectations and reality. (Diesma Nur Afidah & Surya Patria, 2023). Parents, teachers and oneself must work together to ensure a healthy balance is maintained between K-Pop interests and good academic outcomes. This can include effective time planning, limiting leisure time and taking a systematic approach to learning and good time management for active and rewarding learning.

The spread of Korean Pop through various means is also facilitated by internet access and various social media that make it easier for people to access available information even in different languages.



(Rachmad Rinata et al., 2019). The role of social media in spreading K-Pop culture is very important and has a significant impact on fans and the general public around the world. Differences between idols, music genres and differences in the attitudes and behavior of group members sometimes lead to clashes between fans on social networks. (Latifa & Harianto, 2023).. However, sometimes social media has a negative impact, including social pressure and competition between fans, which can affect mental health. Social media outlets such as Instagram, Twitter, Facebook, YouTube, and TikTok provide K-Pop fans with easy access to K-Pop-related content, music videos, photos, and news. These platforms also facilitate interaction between fans and K-Pop artists.

Social networks play an important role in the communication activities of K-pop fans, especially the role of Instagram features which are often used by K-pop fans to communicate with other fans on Facebook. (Marchellia & Siahaan, 2022).. Social media creates online communities where K-Pop fans interact with each other, share interests, and discuss various things about their favorite K-Pop celebrities. This creates a sense of community among fans. Social media allows K-Pop celebrities to promote themselves and communicate with their fans directly. It is natural for fans to experience an extraordinary level of curiosity towards the celebrities they like, and this behavior includes seeking out the latest information and making it a subject of discussion. (Pradata, 2019). They may share personal content, inform about new projects, new concert venues, or give fans an insight into their personal lives. K-Pop can connect fans with consumers or loyal customers who buy its music products. (Tanliana & Utami, 2022).

## **Conclusions**

From the above discussion, it can be concluded that the K-Pop trend has a significant impact on Indonesia's younger generation. These include lifestyle changes, increased interest in the Korean language, different social media usage, and generational conflicts that may arise due to differences in cultural preferences between the younger generation and the millennial generation. The K-Pop trend has become an integral element of popular culture in Indonesia and influences various aspects of life. K-Pop's influence on Indonesia's cultural existence includes music, fashion, cosmetics, language, social networking and social activities. Although it has a positive influence on the development and creativity of the entertainment industry, it can also threaten the survival of Indonesian traditional culture if not managed wisely.

It is important to maintain a good balance between respecting Indonesia's traditional culture and adopting the positive elements of K-Pop to maintain the sustainability of Indonesian culture and support the development of an inclusive and diverse popular culture. For the younger generation, it should be remembered that. Education is the key to long-term success. Don't let K-Pop obsession get in the way of academic priorities. Hopefully, the younger generation can prioritize learning and acquiring skills that will be useful in the future. Don't forget your Indonesian cultural roots. If you follow the K-Pop trend then it's entertainment but don't forget the rich traditions and culture Indonesia has inherited. Our culture is an important part of our identity. Use inspiration from K-Pop to develop your own creativity.

It could be that fanaticism towards an idol can lead to a desire for something hallucinatory. We often see it, especially among teenage girls who claim to be the girlfriend or even wife of their idol. If it's just used in jest, it's quite normal; however, if it's overdone, it's dangerous. Admiring something too much is definitely not good for yourself or others. It is natural to admire and like something, especially an idol. But liking should be balanced and not excessive. Liking Korean culture is not bad, but as Indonesians, we must participate in developing our own culture so that our culture is preserved and not eroded by technological advances and ongoing globalization.

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