

## THE DEVELOPMENT OF K-POP POPULAR CULTURE ON THE LIFESTYLE OF THE MILLENNIAL GENERATION

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### **Abstract**

Indonesia's growing K-pop music culture plays an important role in the daily lives of the millennial generation. Changes in thinking, behavior and communication are all due to the influence of K-pop music. From fashion, music to films, it invaded Indonesia and was received with great joy especially in the capital city of Jakarta. The life of the millennial generation follows this pop culture trend. If previously society was very westernized, now Korean pop culture is very popular among young people. Korean pop culture is currently moving like Western pop culture before. Korean pop culture includes all patterns of people's daily activities, such as lifestyle, music, films, fashion and food. The influx of K-POP culture has had a negative impact on teenagers, one of which is making Indonesian teenagers forget time and love foreign cultures rather than loving their own culture, increasing people's love of music, creativity, people's interest in learning culture, language and trends from Korea so that things This can broaden the horizons of other countries. Many schools in Indonesia eliminate lessons about regional culture and traditional dances. Apart from that, there are very few television shows that cover regional culture in Indonesia or advertisements that highlight regional culture.

**Keywords:** K-Pop Popular Culture, Lifestyle, Millennial Generation

### **INTRODUCTION**

With the development of increasingly modern times and increasingly rapid technology, this is accompanied by the development of social media and the internet which makes it easier for us to access various information, communicate, and be able to see and know the outside world without having to visit that country. Rapid technology not only disseminates information quickly, but also facilitates the dissemination of cultures in all parts of the world (Amalia, D., et al, 2023). Currently, the most popular mass media is K-POP culture, as we already know that K-POP culture is increasingly global, generally among teenagers. Various kinds of Korean cultural products have

entered into people's lives in various parts of the world, ranging from Korean dramas, songs, lifestyle, fashion as well as industrial, culinary and technological products.

Recently, K-POP culture has become increasingly popular, especially among teenagers who not only admire the music genre, but everything related to Korea is very interesting among teenagers. Many teenagers are obsessed with things related to Korea, so they don't know much about the Indonesian entertainment world, instead they are more focused on developments in the entertainment world in Korea. They consider following these developments to be in line with modernity which is currently widespread. Many of them choose to follow Korean-style fashion, study Korean writing and language, so they don't learn their own regional language (Arisandi, P. H., et al, 2023).

The existence of K-Pop in Indonesia cannot be separated from its fans which continue to increase every year. Based on data from Google Trends, search results via Google with the keyword K-Pop as a music genre experienced increases and decreases during 2012-2020. Searches related to K-Pop on Google have increased and also decreased. People tend to search directly on social media rather than through search engines.

The development of K-POP culture in Indonesia began with the emergence of the best-selling and most popular Korean drama at that time, *Endless Love* in 2022, which aired on private television. The storyline is very interesting and easy to understand and does not have long episodes so it is interesting for the audience to enjoy, and is played by actors and actresses who are not only attractive but talented. This Korean drama series was the beginning of the introduction of other Korean culture in Indonesia. The influence of K-POP culture among teenagers aims to not idolize K-POP culture excessively, so that Indonesian teenagers do not do deviant things (Jayanti, I. G. N., et al, 2022). The influx of K-POP culture has had a negative impact on teenagers, one of which is making Indonesian teenagers forget time and love foreign cultures rather than loving their own culture, increasing people's love of music, creativity, people's interest in learning culture, language and trends from Korea so that things This can broaden the horizons of other countries (Supendi, V. C., & Winarko, H. B, 2023).

Due to advances in technology and transportation as well as the large number of fans of Korean music groups who often perform concerts in Indonesia, of course this will attract mass media to cover it, this could be an opportunity to promote Indonesia to the outside world, attracting foreign

tourists to visit Indonesia. In this way, it can strengthen cooperative relations between Indonesia and South Korea and increase the country's foreign exchange (Pradipta, N. A., et al, 2024). Behind the positive impact, of course there is a negative impact, namely a very significant shift in culture and morals, apathy towards the nation's own culture, changing the mindset of the younger generation to always imitate all aspects of Korean culture. In the name of globalization and modernization which encourages the younger generation to embrace a liberal life amidst the social crisis which continues to erode national cultural identity (Bupu, H., & Kasiyan, K, 2024).

For K-POP lovers, Korean culture is a special attraction in their lives which makes them really love Korean culture. In Indonesia, there are various kinds of restaurants with Korean nuances, which take concepts from Korean culture and the food served is also Korean-smelling food. Korean culture provides a positive image for its lovers throughout the world, but teenagers must be balanced with Indonesian cultures which are unique and diverse and can preserve the cultures that exist in Indonesia.

## **RESEARCH METHOD**

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

## **RESULT AND DISCUSSION**

### **K-pop Culture and Fandom**

#### **A. Understanding Culture**

According to Koentjaraningrat, culture comes from the Sanskrit word buddhayah which is the plural form of budhi which means "mind" or "reason". According to Koentjaraningrat, culture is the ideas and work of humans, which must be familiarized with learning, along with the entirety of the results of that culture and work (Koentjaraningrat, 2004).

From the definition above, it can be concluded that culture is abstract in nature which will influence the level of knowledge which includes ideas or notions in the human mind in everyday life. It is not surprising that culture is what makes patterns of thought, religion, language, social organization, living equipment and so on formed.

According to the Big Indonesian Dictionary, the word "pop" means "popular". According to William, Raymonds (2018) there are four meanings such as:

1. Many people like it;
2. Type of lowly work;
3. Work created or done to please other people;
4. Or a culture that is created for oneself;

It can be concluded that popular culture is a culture that has developed, for a view of life, such as practice, as a work that many people like. And the characteristic of popular culture itself is that it is a culture that has become a current trend that is followed and liked by many people and has become popular culture. A form of Korean popular culture is Korean TV drama soap operas, for example Boys Before Flowers, Full House. Next there is fashion, pop music from boy bands and girl groups such as Bigbang, BTS, EXO and others. And also Korean reality shows such as Running Man, Infinity Challenge, and others.

#### B. Korean Pop

According to Oh, I., & Lee, H. J. (2014) kpop is a type of popular music originating from South Korea. Songwriters and producers learn a lot about music globally with the aim of bringing change and incorporating elements of their country into their creations. The mecca of Korean Pop music is an idol group because it has higher popularity compared to solo singers.

According to Shin, H. (2009) Korean Pop is a genre or type of music originating from South Korea. Korean Pop has a characteristic, namely that the songs are cheerful and have a fast musical tempo and the song lyrics use Korean mixed with a little English and are accompanied by modern dance. Apart from that, most of the idol group members are Korean who have beautiful and handsome faces, are fashionable, and have good performance. This is what makes many young people in Asia imitate the Korean Pop style.

Based on the description above, it can be concluded that Korean Pop is a type of music originating from South Korea which incorporates the country's own culture, and usually the musicians who are in demand are soloists and idol groups consisting of teenagers who have good potential in the world of entertainment. For example: BoA, IU, Super Junior, NCT, BTS, SNSD, EXO, and others.

#### C. Perception Process

Munandar Soelaeman quoted from the Department of Education and Culture as saying that there are three main components in the perception process, namely:

1. Selection is the process of filtering the senses against external stimuli, the intensity and type of which can be a lot or a little.
2. Interpretation is the process of organizing information that has meaning for someone. Just like the past, the system adopted is motivation, personality, intelligence and so on. Processing complex information received becomes simple.
3. Interpretation and perception are translated into behavior as a reaction. In the perception process, namely selecting, interpreting and rounding up the information that arrives (Fitriani, R, 2021).

#### D. The Attraction of Kpop

Kpop has the characteristics of music that provides special pleasure for its fans so that it is increasingly popular and consumed by many people every day. Consumption of Kpop music will ultimately give rise to a group that is the most visible part of the audience for cultural texts and practices (Storey, J., & Rahmawati, L, 2006).

The 2002 Korea Japan World Cup event was a mixture of old and new culture or acculturation of Indonesian and South Korean culture which ultimately resulted in Korea becoming a top four power in the world of football. This makes South Korea's name increasingly global and various television channels in Indonesia want to compete in showing Korean films and dramas (Choi, J., & Maliangkay, R, 2014).

### **Lifestyle or Needs of the Millennial Generation**

#### A. Lifestyle and its Dynamics

Lifestyle is a unique pattern that is reflected in consumer activities, habits and preferences. Philip Kotler, a marketing expert, emphasizes that lifestyle is not only influenced by culture and personality, but also by the environment. Eating habits, exercise, social interactions, and product preferences are some aspects that are closely related to a person's lifestyle. Interestingly, lifestyle can be the main driver in making consumption decisions (Widodo, R. A. P., & Pandin, M. G. R, 2021).

Lifestyle cannot be separated from change. Kotler emphasized that lifestyle evolution occurs along with changes in societal values and norms. This transformation can be indicated by technological developments,

changing the way individuals or groups deal with everyday life. These aspects influence preferences, purchases, and social interactions.

#### B. Teenage Lifestyle Changes

Adler in Candra, D (2022) explains "that lifestyle is something unique for each person who has struggled to achieve a special goal, even in life, it has been determined by certain people wherever they are. However, everyone has the right to develop their personality according to their own lifestyle or desires. So everyone has goals, feelings of inferiority, strives to be superior and can color or not color their superior efforts with social interests, so each person has a different lifestyle.

David Chaney, in his book entitled "Lifestyle" explains lifestyle in various forms, but they are still interconnected. Lifestyle is part of everyday social life in the modern world and is a special form of modern status grouping. Lifestyle can be interpreted as the procedures that people follow in living their daily lives. Many experts provide insights into lifestyle explanations. For example, he explains that, "Lifestyle describes a person's entire self interacting with his environment." This overall self-image is a combination of the need for self-expression and the group's expectations of a person and the group's expectations of a person in acting based on applicable norms (Wijaya, T ., et al, 2020).

Hurlock in Timmerman, K (2015) said "teenagers spend more time outside with their peers as a group, so it is understandable that the influence of peers on attitudes, conversations, interests, appearance and behavior is greater than the influence of family," When teenagers tend to choose to make friends or hang out with their peers, their frequent interactions with their peers can influence attitudes, conversations, interests and behavior.

Weber in Madara, S. R., et al (2018) suggests that equality of status is expressed through equality of lifestyle. In the social sector, this lifestyle can take the form of restrictions on close interactions with people of lower status. Lifestyle is a product produced as a result of progress in various fields through human creativity, taste and initiative. Lifestyle can be understood as a visible characteristic of a person, which marks a system of values, as well as attitudes towards oneself and one's environment.

Based on the formulation of understanding from several experts above, it can be concluded that lifestyle is a way of life that is based on easily recognized patterns of behavior relating to how people live, how individuals spend their money and how individuals allocate their time to

achieve specific goals that the person has determined in their life. particular life in which he finds himself. In essence, lifestyle is how a person wants to be perceived by other people, so lifestyle is closely related to how he forms an image in the eyes of other people, related to the social status he holds. To reflect this image, certain status symbols are needed, which play a very important role in influencing consumption behavior. You could say that social status is society's appreciation for the prestige achieved. If someone has achieved a certain achievement, he is worthy of being placed in a certain layer in society.

### **Korean Pop Culture Phenomenon among Millennial Teenagers in Indonesia**

Adolescence is a period when a person is still easily influenced by the environment and his character is still unstable. One of them is interest in K-pop culture, which is currently a rapidly growing pop culture. Kpop culture can encourage the attitudes of teenage consumers due to the phenomenon of buying K-popstuff. This consumerist attitude is a consequence of the development of globalization. Factors That Make Young Generation Like K-Pop According to Nanda Rossalia, Clinical Psychologist at the Indonesian Psychological Association, connecting with an idol, even if only on social media, is one of the reasons why many young people like K-pop (Jayanti, I. G. N., et al, 2022).

Indonesia's growing K-pop music culture plays an important role in the daily lives of the millennial generation. Changes in thinking, behavior and communication are all due to the influence of K-pop music. From fashion, music to films, it invaded Indonesia and was received with great joy especially in the capital city of Jakarta. The life of the millennial generation follows this pop culture trend. If previously Jakarta society was very westernized, now Korean pop culture is very popular among young people. Korean pop culture is currently moving like Western pop culture before. Korean pop culture includes all patterns of people's daily activities, such as lifestyle, music, films, fashion and food (Alam, W. M., et al, 2023). This cultural offering is based on a market that is very possible and profitable for Korea, especially in Indonesia, Korean pop culture is very accepted and has followers from various levels of society. Kpop is not only defined as music, but is more related to all cultures in South Korea.

Indonesia can imitate Korean habits and strategies which can preserve and even spread its culture. Looking back, Indonesia has many potential and talented young people who are creative and innovative. The Indonesian

Millennial Generation must be proud of their authentic Indonesian identity. There are idol stars in Indonesia with beautiful and handsome faces and good acting skills. Indonesia is also not behind in terms of talented singers. Indonesian pop songs are actually no less interesting than Korean songs, in fact several Korean artists often sing Indonesian pop songs (Kurniawan, B, 2018).

In recent years, generations have been bought into labels by popular culture. The newest label is millennial. Millennials are the generation born after 1980, the first to come of age and enter emerging adulthood in the new millennium. Two prominent characteristics of millennials are ethnic diversity and connection to technology (Sanrock, 2016). Adolescence is the 5th stage of life according to Erik Erikson's theory (Feist, et al, 2009), namely Identity vs Identity Confusion. Teenagers find out about themselves, who they are, their identity. Teenagers look for new roles to find sexual, ideological and career identities. The seeds of identity develop from infancy, childhood and school years.

Nowadays, teenagers' daily lives cannot be separated from gadgets, social media and internet access, making it easier to obtain various kinds of information that can be accessed quickly. One example is the Korean Wave. The Korean Wave spread very quickly through social media and digital platforms that can be accessed for free. The popularity of the Korean Wave is currently booming in Indonesia, especially among millennial teenagers. Supported by several studies, one of which is by Puspitasari & Hermawan (2013) with the title Lifestyle of K-Pop Fans (Korean Culture) in Expressing Their Lives Case Study of K-Pop Lovers in Surakarta, stating that K-Pop fans are mostly school children (SMPSMA) and college kids. It can also be said that middle school and high school students and college students are included in the teenage category.

This phenomenon is an opportunity for several companies in Indonesia to make Korean artists as advertising stars/brand ambassadors for their products. Marketing and advertising are used especially in marketing products online. There are many conveniences provided by technological advances in this era to spread the Korean fever which has even entered a new phase called the Neo-Korean Wave (CULTURE, K, 2011).

Many products marketed in Indonesia feature South Korean idol artists and stars to attract the interest of millennial teenagers. It is not uncommon for some products to use the slogan "millennial" to attract the interest of today's teenagers. The accelerated pace of how Korean cultural values are

supported by advertising media which then conveys a message that becomes a new trend among society, especially teenagers. Directly, the effect on consumer behavior that is given can gradually influence the value of a culture (Semenik, R. J, 2012).

However, in this modern era, teenagers generally access music videos and K-Pop songs via streaming on music platforms. They use this internet access to increase the number of viewers and music charts. Not a few also access using more than 1 gadget. They also compete to promote songs or products from their idols, generally through social media. It is on these social media accounts that teenagers usually use their Korean identity, such as Korean names written in Korean letters (Hangeul/한글). They also use photos of Korean artists as their profile pictures (Rahmi, S, 2020).

From the Korean Wave phenomenon that has been described, the author sees that the enthusiasm of millennial teenagers in Indonesia is very large. However, what about their enthusiasm for local culture? Seeing that the elements of Indonesia's original culture are starting to fade, they are starting to disappear. Many schools in Indonesia eliminate lessons about regional culture and traditional dances. Apart from that, there are very few television shows that cover regional culture in Indonesia or advertisements that highlight regional culture. Previously, there were many television shows covering the culture of a region, as well as many product advertisements highlighting Indonesia's nature and culture. Indonesia can emulate the ways and strategies of the Korean people who can maintain and even spread their culture. If you look back, Indonesia has a lot of potential and talented young people who are creative and innovative. Indonesian millennial teenagers should be proud of their true identity as Indonesians. Indonesia is no less in having idol stars with beautiful and handsome faces as well as good acting skills. Indonesia is also no less talented in having talented singers. Indonesian pop songs are actually no less interesting than Korean songs, in fact several Korean artists often sing Indonesian pop songs.

## **CONCLUSION**

Indonesia's growing K-pop music culture plays an important role in the daily lives of the millennial generation. Changes in thinking, behavior and communication are all due to the influence of K-pop music. From fashion, music to films, it invaded Indonesia and was received with great joy especially in the capital city of Jakarta. The life of the millennial generation follows this pop culture trend. If previously Jakarta society was very westernized, now

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