

## **Hallyu Tsunami: How Korean Pop Culture Reshapes Indonesian Consumer**

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### **Abstract**

The global phenomenon known as Hallyu or the Korean Wave has a significant impact on many facets of culture and society. Due to the worldwide impact of Korean pop culture, Indonesia, one of the nations most affected by this cultural wave, has seen notable changes in consumer behavior. In addition to winning over Indonesian consumers' hearts, the Hallyu phenomenon has drastically changed their consumption habits, taste in food, fashion and way of life.

**Keywords:** Korean wave, pop culture, hallyu, culture, Indonesian consumers, mass culture, soft power.

### **INTRODUCTION**

Mass culture is a type of culture that emerged due to the advancement of information technology and is influenced by scientific and technological advancements. Mass culture first emerged in America and England, marking the beginning of pop culture. Originally, mass culture was people's beliefs about things they truly desired. Mass culture is expanding in today's world. The primary idea behind mass culture is to create a viewpoint that dominates the media to draw attention to better causes. Popular culture is a type of culture where popularity and weak morals or values are given priority. The word "mass culture," which refers to both mass-created and mass-consumed culture, is frequently associated with popular culture. According to John Storey, popular culture is broadly embraced by the community in which it is introduced. The mass media has a key role in introducing this culture in this situation. Mackey Kallis offered an alternative definition, claiming that popular culture is mass-produced, driven by consumer preferences, and formed by the people.

A term or phrase that describes South Korean popular culture that has been effectively spread worldwide is called the "Korean Wave". Korean Wave blends traditional and modern South Korean living to showcase the nation's culture. This occurrence led to the global recognition of other Korean wave products. The term "Korean Wave" refers to how South Korean culture is exported to other nations via music, film, television, animation, beauty and food. In China, television dramas were initially exported in the 1990s. By exporting more television dramas, South Korea is extending the Korean Wave phenomenon. K-pop, a popular music genre, has also been exported by the country to several nations in Asia, America, and Europe (X.Liu, 2007). The primary areas where the Korean wave phenomena originated are East Asia and Southeast Asia including China, Taiwan, Japan, Vietnam, Singapore, Malaysia, Philippines and Indonesia (Service, 2011).

Similar to other nations in Southeast Asia, Indonesia too experienced the Korean Wave effect in the early 2000s. Korean dramas like *Full House* (2006) and *Boys before Flower* (2009) as well as a few films like *My Sassy Girl* (2001) and *Marriage is a Crazy Thing* (2002) dominated this trend. Korean dramas and films have dominated the entertainment industry in this age by accurately describing people's expectations for their lives. The plot is original, emotional and appropriate for eastern culture. The second wave arrived in Indonesia in 2009 when several boy groups or girl groups like Wonder Girls, Girls Generation, Super Junior, BigBang, 2PM and the others arrived. These boy groups or girl group fan bases are growing even though they didn't debut before 2009. Appeared to strengthen in Indonesia between 2009 and 2010. Hit songs like Nothing, GEE, Sorry Sorry and others define Kpop fashion. Wonder girl 2009 single "Nothing" became the first kpop track to appear on the Billboard Hot 100. In 2012 PSY quickly followed this success with his single "Gangnam Style".

Pop culture in Indonesia has been greatly influenced by the Korean wave or Hallyu (source/reference). For Indonesians, Korean dramas, pop music, movies, food and fashion have all become significant aspects of everyday life. Teenagers and adults in Indonesia are huge fans of kpop music like BTS, BLACKPINK, EXO, NCT and TWICE (source that show the statistics?). It also establishes trends in particular haircuts, outfits, and even way of life. Korean dramas have gained popularity in Indonesia on their own. Many individuals in Indonesia, including teenagers and adults, enjoy Korean fashion trends, food, and cultural values, which are all conveyed in these dramas and, therefore, gain popularity among viewers. Korean food is no longer strange to us because so many Korean restaurants have emerged in Indonesia, making it easier for us to find Korean food these days. Aside from that, certain Indonesians who are influenced by the Korean wave are beginning to adopt the Korean way of life, which includes skin care, sports and entertainment.

In Indonesia, the Korean cinema industry also had a significant influence. In Indonesia theaters, a number of commercially successful Korean films are played to generally positive reviews from viewers. Movies like "Train to Busan" and "Parasite" gained a lot of attention and were highly regarded in Indonesia (source?). Some of them even got prizes from international film festivals. The Korean wave has infused Indonesian popular culture with new colors and details, embracing a wide range of facets of people's lives including music, movies, entertainment and lifestyle. Without a doubt, the Korean wave will continue to have a big influence on Indonesian popular culture as a predictable feature as this phenomenon develops.

## **METHOD**

The secondary data method is a research strategy that addresses research questions or test given hypotheses by utilizing secondary data or data that has previously been obtained by others. In this instance, the data used comes from preexisting sources rather than being directly gathered by researchers through surveys, interviews or observations. Utilizing data from a variety of sources, including market research reports, academic publications, consumer surveys, scientific articles and other sources that address the impact of Korean pop culture or Hallyu in Indonesia is one way to employ secondary data approaches.

Statistics regarding the popularity of Korean dramas, movies and music in Indonesian, surveys about consumer preferences for Korean foods and lifestyle, an examination of social media content that demonstrates Korean pop culture are some examples of secondary data that can be used in this journal review.

## **FINDINGS AND DISCUSSION**

In recent decades, Korean pop culture, also referred to as the Korean wave or hallyu, has played a major role in changing Indonesian consumer behavior. This problem affects not only the entertainment side of things but also a number of other facets of daily life, such as social media usage, fashion trends, lifestyle and food habits. Major changes in Indonesia's patterns of entertainment consumption have been brought about by the Korean wave. A growing number of Indonesians are using their leisure time to watch Kpop concerts, Korean dramas and Korean movies. As a result, there is a growing demand in Indonesia for Korean entertainment content with local TV stations airing Korean dramas and Korean movies being shown in theaters. Aside from that, Kpop concerts in Indonesia often sell out, demonstrating the strong passion of the Indonesian audience for the Korean entertainment sector.

Indonesian consumer behavior has changed in terms of social media usage due to the Korean wave. Kpop enthusiasts regularly engage in online networks, such as X Twitter group and forums to exchange knowledge, images, videos and firsthand accounts in an atmosphere that strengthens and broadens the influence of the Korean wave in Indonesia. In addition, promo increase wave related events or items is another common activity for Indonesian influencers and celebrities which increases their appeal to their fan base.

### **Music**

Korean Entertainment, especially in the music industry, has a huge impact on International and Indonesian consumers. The music of Korea, particularly Kpop, has gained huge popularity among Indonesians. Indonesians are huge fans of Kpop groups like BTS, BLACKPINK, EXO, NCT, TWICE and the others, which has a direct impact on the nation's music consumption habits. Kpop events in Indonesia are consistently a huge success, demonstrating the enthusiasm of Indonesian fans for the Korean music scene. Indonesia's habits of entertainment consumption have changed due to the influence of Korean music. The popular soundtrack of Korean dramas have encouraged listeners to delve further into kpop music. This boosted the Korean wave in Indonesia by establishing a connection between the Korean music and drama sectors.

### **Movie**

Korean movies are becoming more and more popular in Indonesia, where they frequently play in the cinemas. Indonesian film enthusiasts have shown a great deal of interest in the high standard and diversity of Korean movies. Fans of Korean movies frequently anticipate the arrival of the country's newest films with great anticipation. They also actively participate in film festivals and activities that promote Korean movies. Korean movies had a significant impact on Indonesian popular culture, as seen by the local adoptions of several of the successful Korean movies in the country like *Miracle in Cell No 7*.

The Korean wave in the entertainment industry is very useful for consumers, not only for consumption but also to practice it in daily life, and even become part of their lifestyle. This impact affects Indonesia culturally on several aspects, those aspects are fashion, food, and beauty. These three aspects are part of pop culture which is often depicted in Korean drama films and the K-pop music industry celebrity culture is a culture that cannot be separated from the mass and pop culture that exists today. Being an idol is something that many people admire and desire. A fan who likes music or a film tends to also have an interest in the music singer or film actor. This sense of connection is part of soft power diplomacy, where soft power diplomacy is the ability of a country

with its persuasive communication to change other countries' views of that country. Unconsciously, many consumers want to look like the people they idolize in terms of haircuts, clothing styles, food, and even buying branded goods that can be said to be expensive used by the idols they idolize.

## **Fashion**

Fashion is one of the most important aspects in Korean Entertainment. The term 'Korean Style' has also become one of the different types of style that many young people want to wear these days. Many Korean idols wear famous and branded brands, not only wear them. Many of them also become brand ambassadors for international brands, such Gucci, Gentle Monster, Chanel, The North Face, etc. Many famous brands use Korean Idol as their brand ambassador not just because they are popular, but the engagement rate is also high. Many of the fans of Korean Idol do notice what brand their idol wears, and some of those who have high social class might have interest in purchasing them.

Many new business opportunities have emerged from this pop culture, namely (*jasa titip*) or personal shoppers. Personal Shopper is a service that provides services for consumers to buy goods that are not available in their country. For example, someone wants to buy Nike shoes, but the shoes are a Korean special edition, which is only available in Korea. The consumer pays some money to the personal shopper to buy the shoes, also with all the additional costs such as shipping fees, shopping fees, and taxes to send them to Indonesia.

Some Korean Wave impact to fashion in Indonesia such:

a. New fashion trends:

The Korean Wave introduced new fashion trends that were not previously seen in Indonesia. The Korean dress style, sometimes known as "K-Fashion," is distinguished by its informal, stylish, and feminine traits. Some popular trends are:

- Loose and oversized clothing, such as sweaters, shirts and slacks, is becoming a popular style in Korean fashion.
- Layering is the practice of wearing multiple layers of clothing to achieve a smart and fashionable appearance.
- Pastel colors: Soft and neutral pastel colors like white, cream, pink, and light blue are popular in Korean fashion.
- Hats, necklaces, bracelets, and earrings are popular accessories in K-Fashion style.

b. Popularity of Korean brands:

The growing popularity of the Korean Wave has helped Korean fashion firms in Indonesia. Uniqlo, Basic Edition, and 8 Second, Gentle Monster are among the most popular K-Fashion brands. This popularity not only engages the Korean consumer but also international consumers like Indonesia consumers.

c. K-Fashion Inspired Local Fashion Business:

Many local fashion entrepreneurs are inspired by K-Fashion and are beginning to offer products influenced by Korean style. This supports innovation and development in Indonesia's fashion sector.

d. Culture of Imitating Idols:

K-Pop and K-Drama fans frequently mimic their heroes' wardrobe styles. This stimulates fashion trends influenced by the appearances of these idols.

e. Social impact:

The Korean Wave had a societal impact in addition to its fashion influence. K-Fashion trends can boost self-esteem and inspire people to express themselves more freely.

### **Beauty**

Korean beauty standards have a very significant impact on beauty trends that occur in our country, namely Indonesia. Skincare and makeup products from Korea have become very popular among Indonesian people. One of the main factors in making beauty products that are in demand is product innovation and the quality and safety of the ingredients used by them. Their skincare style, known as the “10 steps Korean skincare routine” has become a trend among Indonesian teenagers who care about skin care. Korean makeup products are also known for their long-lasting and natural finish.

Korean makeup products are also increasingly popular in Indonesia. Korean-style makeup is famous for its natural and “dewy” appearance which produces a radiant and fresh skin effect. Foundation with a “dewy” finish and lip tint with natural colors are favorite makeup products for Korean Pop Culture fans in Indonesia. The influence of Korean Pop Culture can also be seen in the perception of ideal beauty among Indonesian people. Many Indonesian people are inspired by Korean celebrities who have clean, bright and healthy skin. The concept of “glass skin” or skin that looks as clear as glass has become very popular among Kpop fans. As a result, demand for skin care products that can provide this effect is increasing rapidly in Indonesia. Apart from skincare and makeup products, Korean Pop Culture also influences body care trends in Indonesia. For example, facial treatments such as facials use techniques similar to those used in Korean beauty salons. The use of sheet masks is also starting to become popular among Indonesian people, because it provides convenience and effectiveness in providing extra care to the skin.

So, it can be concluded that Korean Pop Culture has a big influence on beauty trends in Indonesia. From skin care products to makeup, Korean beauty culture has seeped into Indonesian popular culture and shaped consumer preferences when it comes to skin care and physical appearance.

Many Indonesian Beauty and Skincare brands already used Korean idols as their brand ambassador as their marketing. Y.O.U beauty, MS GLOW, Azarine, Avoskin, Scarlet Whitening are some of Indonesia’s popular brands that used Korean artists who have become Brand Ambassadors for Indonesian Skincare. This decision is considered effective, because the visual appearance of Korean people can be said to be very in line with the beauty standards that are shaped in women in Indonesia, such as bright skin, straight hair and a slim body. This beauty standard has criticism because a lot of Indonesians genetically have dark skin and wavy hair. where to achieve beauty that is shaped in society's mindset makes them insecure and tries to follow that standard.

### **Food**

In the food sector, Korean Pop Culture also has a significant impact in Indonesia. More and more Korean restaurants are popping up in various cities in Indonesia. offers a variety of popular Korean dishes such as ramyeon, bulgogi, bibimbap and many more. Indonesian people, especially Kpop fans, are starting to look for and enjoy Korean food as part of their lifestyle

inspired by Korean culture. Apart from that, Korean food is also often used as a theme in culinary events or culinary festivals in Indonesia. Indonesian people not only enjoy the taste of Korean food but are also interested in trying to cook it themselves at home. This phenomenon also creates opportunities for young entrepreneurs in Indonesia to open culinary businesses with Korean food concepts. The number of Korean restaurants popping up in Indonesia shows that Korean food has become an integral part of the culinary industry in Indonesia. Korean recipes have also become popular among Kpop fans who want to experience Korean-style culinary experiences at home.

However, Korean Food still becomes controversial, because Korean food products do not have halal labels on their packaging and might contain pork as their ingredient. As a solution, many Indonesians who try to imitate Korean food to sell in Indonesia replace the ingredient with beef or chicken. Soju halal is one of the products that is adapted into Indonesian consumer taste who wants to experience Korean culture, because originally soju was supposed to contain alcohol. This soju still tastes like ordinary soju but is alcohol free.

## CONCLUSION

Reflects significant changes in Indonesian consumer behavior caused by the influence of Korean pop culture. The spread of Korean pop culture has had a significant impact on various aspects of Indonesian people's lives. From entertainment to lifestyle, Korean pop culture has completely altered consumer preferences and trends in Indonesia.

Korean Pop Culture influences Indonesian fashion trends in addition to entertainment. Korean Style has emerged as one of the most popular fashion trends among young Indonesians. Many fans are inspired by Korean idols' clothing styles and the well-known brands they wear. In the Indonesian market, there is an increasing demand for fashion products inspired by Korean pop culture. Many Indonesian and international brands are responding to this trend by launching collections inspired by Korean style, resulting in significant business opportunities in the Indonesian fashion industry.

Korean Pop Culture has an impact not only on the entertainment and fashion industries, but also on other aspects of daily life in Indonesia, such as food and beauty. Korean restaurants are popping up all over Indonesia, serving a variety of popular Korean dishes like kimchi, bibimbap, and bulgogi. This phenomenon demonstrates that Indonesians are interested in both entertainment content and Korean culinary culture. Aside from that, Korean beauty products are very popular among Indonesians, who are inspired by the beauty of Korean idols. Korean skincare and makeup products are now extremely popular in Indonesia, with numerous online and offline stores selling a variety of Korean beauty products.

The conclusion of this review is that Korean Pop Culture has significantly shaped and penetrated Indonesian consumer behavior in various aspects of life, from entertainment to daily lifestyle. This influence continues to grow as the popularity of the Korean Wave in Indonesia increases, and it is important to continue to monitor and understand its impact in capturing future cultural trends and consumer habits.

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