The Impact of K-POP Culture on Student in Teachers' View

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Abstrak

Budaya K-POP bukan budaya asli dari Indonesia namun berasal dari Korea. Penelitian bertujuan untuk mengetahui dampak budaya K-Pop terhadap perilaku anak-anak sekolah dalam pandangan guru. Penelitian ini menggunakan metode kualitatif descriptif. Sementara responden dipilih dengan menggunakan teknik purposive yaitu menetapkan sampel dengan berbagai pertimbangan. Penelitian ini memilih guru sebagai responden. Hasil penelitian menunjukkan bahwa penyebaran budaya K-pop melalui media sosial seperti facebook dan instagram serta dunia digitalisasi seperti Tik-tok. Teman sesama ikut mempengaruhi penyebaran K-pop sebab teman yang lain akan ikut dengan perilaku temannya. Kemudian, budaya K-pop berpotensi untuk menggerus budaya lokal seperti angklung dan jaipongan pada masyarakat sunda sebab generasi anak sekolah bisa lebih menyukai budaya K-Pop. Kondisi ini dipengaruhi oleh peran orang tua. Ketika orang tua berliterasi budaya lokal sunda dan menjadikan budaya tersebut dalam perilaku kehidupan maka anak-anak dirumah akan mencontoh. Begitu juga disekolah, ketika sekolah menanamkan budaya lokal maka anak sekolah akan ikut dengan pembudayaan tersebut. Secara bersamaan lingkungan masyarakat turut mendukung budaya lokal maka akan ada filtrasi terhadap budaya dari luar negeri. Namun tidak salah bejalar budaya lain. K-pop juga menghasilkan nilai ekonomi sebab salon sebagai tempat mengubah gaya rambut akan laku, pashion bergaya korea juga akan laku serta menumbuhkan kuliner makanan dan minuman korea.

Kata Kunci: K-Pop, Budaya, Social, Dampak

Abstract

K-POP culture is not originally from Indonesia but comes from Korea. This study aims to determine the impact of K-Pop culture on the behavior of school children from the teacher's point of view. This research uses the descriptive qualitative method. Meanwhile, respondents were selected by using a purposive technique, namely setting a sample with various considerations. This study chose teachers as respondents. The results showed the spread of K-pop culture through social media such as Facebook and Instagram and the world of digitalization such as Tik-Tok. Friends also influence the spread of K-pop because other friends will follow the behavior of their friends. Then, K-pop culture has the potential to erode local culture such as angklung and jaipongan in Sundanese society because generations of school children can prefer K-pop culture. This condition is influenced by the role of parents. When parents are literate in Sundanese local culture and make that culture into life behavior, the children at home will follow the example. Likewise in schools, when schools instill local culture, school children will participate in that culture. Simultaneously, the community environment supports local culture, so there will be filtration of culture from abroad. But it is not wrong to learn about other cultures. K-pop also generates economic value because salons as a place to change hairstyles will sell well, and Korean-style fashion will also sell and grow Korean food and beverage cuisine.

Keywords: K-Pop Culture, Social, impact

INTRODUCTION

Korean culture spreads easily throughout the world, including Indonesia. We call this process Hallyu or the Korean Wave. Exposure to Korean fever occurs through entertainment channels such as music, drama, and movies. The emergence of Hallyu in Indonesia cannot be separated from the development of audiovisual technology (M.T, 2020). Korean Wave is a term for the spread of Korean pop culture globally in various parts of the world that began in the 1990s. In general, Hallyu triggers people in the country to learn Korean and Korean culture such as language, how to dress, and how to talk (Hendayana & Afifah, 2021). Hallyu encompasses the culture of traditional Korean combined with pop culture and then served in the form of Korean Drama. Existence Hallyu aroused the interest of foreign tourists to Korean culture, starting from historical places, culture traditional, tourist attractions, artists or celebrities, and also the food (Pramita & Harto, 2016). Korean Wave itself becomes soft power in South Korea through its popular culture which is exported to various countries in the forms of K-Drama, K-Pop, K-Style, culinary, and technology (Putri et al., 2019).

The success of the current Korean Wave cannot be separated from the support government which gives full support to the increase of the Korean Wave. Currently, where the South Korean government is very aggressively improving and spreading the Korean Wave in parts of the world, including Indonesia (Sendow et al., 2019). The first problem What arises is the loss of love for domestic products, then there will be a lack of concern for events in this country, and the role of the government must deal with the impacts caused by carrying out socialization or internalization of domestic culture. Besides, the problem What happens to oneself is the creation of consumerism behavior, namely: buying K-pop items such as accessories, CD albums, photo cards, posters, and so on and so on which is only based on the desire, not on need (Nisrina et al., 2020). Another detrimental consequence is it appears fanatism. This fanaticism takes the form of euphoria and various forms of emotional outbursts, such as feelings of happiness, gratitude, and even sadness and disappointment. This fanaticism also leads to appreciation among K-pop fans who believe that their idol is their lover. for example, when their idol related to the case was reported in a relationship romance with other idols, they suddenly burst into tears when they heard the news and try to close all access to social media that they had for a moment can avoid this news articles because they feel they have been cheated on by his lover, namely his idol (Pradata, 2018).

vid fans have an understanding of what is believed to be a thing true will be defended, and will be debated opinions that are considered inconsistent with fan understanding (Ardis et al., 2021). One example is the idol music of K-Pop. Idol music is the reason for liking K-Pop is because of the music that idols bring K-Pop is easy and fun to listen to, and the genre the music displayed is diverse so that it adds to the knowledge for respondents about music, as well as songs that sung by idols according to the emotional that fan feel (Dewi & Indrawati, 2019). This emotional bond between fans and idols can cause a sense of belonging to oneself fans, or what is often referred to as bias is mine among K-Pop fans (Almaida et al., 2021). However, fan war also has negative impacts, namely disrupting the school (due to staying up late to "fight" on social media), wasting their time, having no benefits, and behaving and talking rudely, so they are shunned by friends in the real world. It is argued that the participation of fans in the fan war Reflects their authenticity towards their idols, but fan war is also a reflection of the idol himself/herself. Releasing in the fan war indicates fans' weakness and their idol does not deserve to be idolized (Lastriani, 2018).

It is also supported by other drawbacks to convey that The negative impact is reduced interaction of students with parents because they are more choices to spend their time watching Korean drama films, so when they talk about their idols there is a sense of connection when they talk about it (Hafizuddin & Che, 2016). Cultural material in Korea that is diffused is drama, music, fashion, food, and language. The target audience for all materials accepted by teenagers, and adults, except the music is more in demand by teenagers initial, Positive impact on the audience, namely learning to save, do business, make friends, and earn experience. The negative

impact is living a wasteful life, the emergence of fan wars, the emergence of pornography and social media porno-action, love Korean culture more than their own culture (Zakiah et al., 2019). In that case, fans play an important role in the distribution of popular culture, especially pop culture. Fans give active involvement, enthusiasm, partisanship, and participatory cultural texts. Fans are a part that is most visible from the text and practice pop culture. Fans not only just enjoy the media but also identify themselves with the object of pleasure in the form of cultural products and their idols (Sabila Zahr, 2019).

The negative impact of culture is westernized behavior which tends to be pragmatic, hedonistic, and consumptive. Such behavior is certainly very contrary to the ideology of Pancasila so it becomes a threat to the Indonesian people in strengthening their national identity based on Pancasila (Annisa Istiqomah, 2020). They are some factors why a person involves love hardly about Korean culture including motivation. The process of motivation is triggered by the existence of unmet needs in a person. Furthermore, these needs create pressures (tensions) that encourage individuals to try to suppress or relieve the pressure in question. Need itself can be utilitarian (functional or practical benefits) or hedonic (emotional or experiential benefits). In this case, marketers are trying to create, communicate, and deliver products and services that are capable of meeting the benefits that consumers expect so that the pressure felt can be reduced or lost (Irmanto & Tjiptono, 2013). It is underpinned by another finding to reveal that The phenomenal rise of K-Pop isn't it escape from the role of the mass media in the presence of a very big fan idolizing K-Pop and making K-Pop a social identity. The fan can be said to be a follower who is very enthusiastic about anything done by the idol, so always represent what has been witnessed by the idol in life social (Khairil et al., 2019).

In addition, Industry influence advertising is very effective in the spread of Korean pop culture, this looks from some products spread across the Indonesian market. If you visit online shopping, so many products beauty, clothes, and Korean accessories wave. Even food products in Korea has also become a trend in culinary choices for the community in Indonesia, so don't wonder if there are so many Korean Wave restaurant here in Indonesia (Simbar, 2016). Then, an external factor in the form of an invitation from other people to create, join and run a goal that blends K-Pop. The form of imitation of the K-Pop fan community is dress style, dance, collection of goods, language, and community activities (Marbun & Azmi, 2019). The positive influence comes when young people can create something creative in the field of music such as being a composer, being able to get to know the culture of other countries and learn about it is one of the positive impacts of this phenomenon of consumption of Korean pop culture.

The outbreak of the Korean fever epidemic (Korean wave) for students in Indonesia has triggered students' interest in learning foreign languages, so this will make it easier for them to find jobs with their foreign language skills (Firmansyah, 2019). The other benefit that the people can gather when they involve in K-pop is that Korean dramas motivate them to learn, gain new knowledge, get to know South Korean educational culture, have the enthusiasm to participate in scholarship programs to South Korea, learn new languages (Prasanti & Ade Irma Nurmala Dewi, 2020). On behalf of the issues, the research intends to discover the impact of K-Pop on students based on the teacher's perspective. There are two effects of K-Pop namely the detrimental effect and the benefit of K-pop to the student. The drawbacks of k-pop to society and culture as well as economic benefits. In contrast, the research also investigates the advantage impact on the social, economic, and culture of the student. It continues to discover numerous factors that impacted students to love K-pop.

METHOD

Research with the topic The Impact of K-POP Culture in Student in Teacher View. The research was conducted at the SMA Al-Falah Cibinong. The research used a qualitative method approach. Qualitative researchers are interested in understanding how people interpret their experiences, how they construct their worlds, and what meaning they attribute to their experiences (Merriam, 2014). Typically, in this research use qualitative phenomenology Typically, this research uses qualitative phenomenology. The sample collection

technique in this study uses the purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (P, Honey., Santoso, & Girahani, 2018). The sample selected in this study was determined by a teacher who has a doctoral education. Educational qualifications for teachers include considerations for obtaining quality data and data by research. Selection based on educational qualifications allows respondents to answer all questions during in-depth interviews. There are three types of data collection in this study including observation, conducting in-depth interviews, and conducting documentation. In-depth interviews were not conducted directly in this study but were carried out by in-depth interviews using digitalization remotely. This is done to avoid direct contact and prevent the spread of COVID-19.

In this study, researchers conducted interviews with Azhar Al-Wahid. He is a teacher who teaches at one of the schools, namely SMA Al-Falah Cibinong. Several questions were asked during in-depth interviews including asking about the positive and negative impacts of K-Pop culture on school children. The negative impact is related to students' learning motivation when listening to music from K-pop, building social relationships with friends, learning the Korean language, and getting to know the culture of other countries. In addition, as a motivation to spread culture from Indonesia to other countries and at the same time the economic benefits arising from the arrival of K-pop. Meanwhile, the negative impact will be asked regarding the negative impact of fanaticism and learning achievement as well as the impact on cultural sustainability. Other questions were also asked such as the media for the spread of K-pop culture and the factors that caused students to join and adopt K-Pop culture. The interview data was completed with documentation data, including searching the relevant literature and adding and strengthening the findings from the interview data. This study also involved other researchers to conduct interviews with respondents so the interviews were conducted by researchers but also assisted by other researchers.

The aim is to see the consistency of the respondents' answers to the questions given. With current conditions that severely limit mobility, especially for socializing out of the house, gratitude can be covered with sophisticated technology so that interviews can be carried out. This is done through Video Calls, Whatsapp, and Voice Notes in a focused manner, using a certain question structure and is focused on the main problem. In this research mixing some methods for collecting data deem as the best method for valid data namely triangulation. The triangulation of various methods can be applied by combining qualitative methods (e.g. interviews and participant observation), quantitative methods (e.g. questionnaires and tests), or qualitative, and quantitative methods (Hester & Adams, 2017). Merging in various ways can be considered as a way to get quality data so that the data becomes valid. The bankruptcy of the data is influenced by the combined method of data collection because the methods from one will be interconnected and mutually supportive.

RESULT AND DISCUSSION

K-Pop culture originating from Korea has begun to penetrate generations of school children, including school children who are in high school. Korean culture entered Indonesia with various types of culture including in terms of music, fashion, food and drink, and drama. This culture is adopted by schoolchildren because, in the era of globalization, digital technology is unavoidable so the spread of K-pop can be easily done. The K-pop distribution media starts from Tik Tok with Korean cultural content, and social media such as Facebook, Instagram, and YouTube. Technological development information brings a change in society. The birth of the media social makes behavior patterns society is shifting good culture, ethics, and norms there is. Indonesia with number large population of various cultures, ethnicity, race, and religions variety has a lot of potential for social change (Istiani & Islamy, 2020). The development of communication technology in this modern century is a progress in the field of mass culture so that its influence also occurs in all aspects of life. Both urban communities and people who are far from government centers also experience changes that occur as a result of the development of communication technology. Technology and culture themselves grow and develop together with the progress of human civilization which has the concept of religion and state (Yoga, 2019). Internet as

one of the impacts of the development of new technology basically can not only be a door to know how the culture that exists in the community in a certain area but become a tool in the expression of that culture alone. Because the rapid development of Information and Communication Technology has resulted in the impact and influence of culture on society, both in the form of positive impacts and impacts negative (Setiawan, 2018). This media is a channel that can transfer culture easily, including across countries. While the technology cannot be denied or rejected because the technology has a positive value. Parents have difficulty controlling their children because it is impossible for their children to be supervised 24 hours a day. Even the facilities provided by parents such as cellphones and television can be used by children to find out about K-Pop. There are other ways to spread K-pop so that high school students want to join in because there are friends who have joined. The influence of the surrounding environment makes school children follow the style and behavior of friends who see it from a culture that is not native to the local **culture**.

Plus, K-pop culture is a very trending culture, so schoolchildren follow what's trending. The spread of K-pop culture has a bad impact on local culture. For example, culture in West Java. In the land of Sunda, it is famous for its cultures such as angklung and jaipongan music. This music can no longer be loved and lacks fans when the culture from outside enters a country, including Indonesia. Over time, local culture has eroded so that the younger generation no longer understands the values of local Sundanese culture. If the local culture can be made like K-pop by spreading it to various media, it can strengthen the local Sundanese culture. Even the local Sundanese culture must be implemented in schools, including students, in families at home, and in the community. These three environments affect the preservation and cultivation of culture for the younger generation. When the three environments are no longer supportive, the younger generation at school also doesn't have an example to follow. Schools are children's second homes after home, schools must be set up properly so that the culture of the archipelago can be spread so that school children can understand their culture and make it a behavior. It's just that cultural values have not been maximized in schools. Although currently teachers should wear batik clothes once a week, students have not been directed to use these cultural attributes. Meanwhile, foreign cultures are very vigorous movements in Indonesia. This causes the power of spreading local culture to lose in quantity.

For this reason, the use of batik must also be applied to students so that students are properly accustomed to their cultural identity. It is boosted by the environment that will affect the educational process taking place. Character building in the school environment is very necessary because a child has enough time to be in a school environment or be outside the school environment with friends in one school (Nasution, 2020). In school, students not only get knowledge, but students can also interact with the surrounding environment such as teachers and a supportive physical environment(Siahaan & Meilani, 2019). In the community environment, namely at the lowest level such as villages, they must be involved in maintaining culture by involving children. While this movement is still not optimal, even from the community it has become a cultural learning medium for school children. If they are accustomed to a Sundanese cultured environment, school children will love the culture from an early age where they live, develop, and grow. Likewise with families, when families get used to using local Sundanese cultural identities at home starting from clothes, music, and food and drinks, children will love their own culture. Parents have a big role to play in cultural literacy for school children at home and at the same time apply culture to daily behavior so that there are examples for children to imitate. When the foundation is not there then the children will not get a touch of culture. At least school children at home have a strong foundation of the local culture so that when dealing with the global culture they can maintain local culture. Even though he joined the global culture, he did not leave the local culture. We can imagine when school children do not have a local cultural foundation but global culture is intensively entering our country, then that culture can affect children, including **K-pop**.

Then if parents also do not have a strong cultural foundation, it is impossible to transmit it to children through activities at home, even though school children stay at home for a long time compared to school. K-

Pop culture is not wrong because in the country of origin it is not prohibited but when entering Indonesia, you will be faced with local culture and social life. This matter indicates that parents as the person in charge of education first and foremost. Parents have a role very large information child's personality, without all realizing parental behavior and personality good or not imitated by the child. Learning about good attitude, behavior, and language will shape the child's personality that's good too (S & Rusydi, 2017). Cultural activities in the community do exist but are still seasonal, such as cultural activities when commemorating independence day, even though if you want to instill cultural values, it must be done more often. K-Pop culture does not fit like men who like women because they wear lipstick and colored hair. Of course not by local culture, but there is something that can be imitated from K-Pop, including the tradition of cleaning. It all depends on how we respond to foreign cultures that enter our country. When one can make a selection of cultural values that come, one can survive from cultural goals that are not following local culture. Even though foreign cultures come and enter our country, if students are equipped with local culture lessons, they can manage themselves to choose and filter which ones to follow and which ones not to apply in life. However, the positive values of foreign cultures such as K-Pop are numerous. The Korean drama players are classified as taking care of themselves from cleanliness and appearance and fighting spirit. This clean behavior can be imitated so that it becomes life for students and the fighting spirit of K-pop needs to be imitated.

Clean behavior is an achievement because people who like to be clean are people who are implementing healthy behavior. Coupled with the confidence of K-pop players have high self-confidence. This aspect can be imitated by students because self-confidence will avoid being inferior to others. There is a social lesson on how students can speak in front of a crowd or the public because appearing in front of a crowd is not something easy. When students are enthusiastic and have high self-confidence, they will become students who excel because self-confidence is an important thing to become successful students in the future. When they graduate from high school and go on to university and graduate, it will be different between those who have high confidence and those who don't. Then, K-pop can also build social relations and friendships among students from various regions who are fellow lovers of K-Pop culture. When there is a group of K-Pop lovers then they will join and exchange information and at the same time, there is communication. Socially, including building social networks through culture. At the same time, it will hone the ability to communicate socially with other people and understand other people who are lovers of K-Pop culture. Another advantage is that K-pop culture can help school children's learning achievement. Korean songs are very touching for students because they are following the moods of students who are still teenagers. When the child is still a teenager, he will tend to be happy with the theme of love according to their stage of development. When there is a song that touches the heart it will help the learning process. The adolescence period is also known as the search period for the identity of a person. At this time, someone starts wanting to know the world broadly outside, has strong emotions not stable, and has curiosity very high. The state of the youth who are still in the identification stage self causes a teenager very easily to be influenced by the environment which creates negative behavior in adolescents such as violence or aggression (Agung Prasetya et al., 2019). Basically, there are three types of children who are learning, namely audiovisual, visual, and audio. There, there are three types of children who are learning, namely audiovisual, visual, and audio. Children who learn while listening are children who belong to the audio category where when they learn and listen to music at the same time. Here there is a positive value because it can affect the value of learning. At the same time as a motivation for school children to learn languages such as Korean. When there is K-pop culture and students like it, they will also learn Korean directly. When the language is studied well, it will be useful for them in the future because many companies require students who can speak foreign languages. Even as a way to introduce foreign cultures so that students understand directly the culture from abroad. Another positive impact is the economic impact because Korean culture enters various aspects of life including the world of music, cuisine and drinks, style and style, and also the style of dress. It will directly open up business opportunities for people who understand the trending opportunities. Various possibilities will be profitable for

those who have a profession to open a salon business. Young people especially those in high school will go to salons to imitate the hairstyles of K-Pop idols and at the same time will dye their hair according to what their idols do**.**

For residents who understand this trend, they will also open a Korean food business where this business can be sustainable because more and more young people like the trending culture. At the same time, it will open a business of many types of certain clothing related to Korean cultural styles. Plus it increases the digital economy because of the spread of culture using the channels of the digital world. Besides the positive values of a culture that comes from outside such as Korean culture, there are negative values. Students who are acutely poisoned by K-pop will spend a lot of time watching things related to K-Pop on the internet. Students who can't manage time can forget the lessons or materials given by the teacher so they don't do homework. Even students can wake up late because they spend a lot of time at night looking for information about K-pop culture so they can miss school or come late to school. In terms of health, when students can't manage time to study but spend more time watching k-pop then they can get sick. Sleeping late at night is not good for their health so it interferes with their performance studying at school. Coupled with a life of hedonism or consumerism since adolescence at school. The extravagant behavior of spending a lot of money to buy things related to K-pop such as fashion styles related to idols will make students spend a lot of money. When you don't have money and ask your parents life you can't, you can be desperate to steal money that is owned by your parents. At the same time doing out of bounds to be able to buy anything related to K-pop. One side of student life, especially in high school, must learn to be frugal because frugality is good behavior. If the wasteful behavior continues, it can be imagined that one day the behavior will get worse.

CONCLUSION

The spread of K-Pop culture ranging from music, drama, and clothing as well as venturing into Korean food and drinks cannot be separated from social media such as Facebook, TikTok, Instagram, and other social media. This social media quickly spreads a culture to other places so that it affects the local culture. The Impact can be a negative or positive impact. The negative impacts include local culture, such as Sundanese culture, which can no longer be recognized if it is too late to introduce the local culture to students because Korean culture is quite trending among students. Coupled with peers who follow the culture it will easily influence other students. At the same time, it can foster consumptive behavior because they want to continue to follow and buy things related to K-Pop culture. When students cannot manage their study schedule by following K-pop trends, it can have an impact on learning achievement. However, K-pop culture is synonymous with personnel who behave cleanly so that they look beautiful and handsome. If this behavior is used as a habit in students' lives, it can bring clean behavior in life. At the same time fosters self-confidence in students because K-pop players are very confident when appearing in public. Even Korean music is quite pleasant to hear so it can be a friend to study with students so that students can absorb lessons well. The spread of culture is also influenced by the role of parents, schools, and communities. When these three environments support the spread of local culture such as Sundanese culture, children have a strong foundation to filter the entry of other cultures. Although it is not wrong to learn about culture from the outside. Economically, K-pop culture helps to grow a livelihood because salons as a place to change hairstyles will be sought after by students, culinary stalls can also grow to offer Korean cultured food and drinks, and clothes identical to those worn by idols will be sold by sellers.

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