

THE INFLUENCE OF K-POP IDOL ON STUDENT LIFESTYLE

Ziah Lestari Sembiring^{a*)}, Annisa Arrumaisyah Daulay^{a)}

^{a)} Universitas Islam Negeri Sumatra Utara, Medan, Indonesia

^{*)}Corresponding Author: ziahlestarisembiring@gmail.com

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Abstract. This study aims to determine the effect of K-POP Idol on student lifestyles. In this study, a qualitative approach was used with this type of descriptive research because the research is based on the philosophy of Postpositivism, used to examine natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combination). , data analysis is inductive/qualitative in nature, and the results of qualitative research emphasize the meaning of generalizations. The subjects in this study were Islamic counseling guidance students from the Da'wah and Communication Faculty. This study uses purposive sampling as a procedure for selecting subjects or informants. The results of the research are regarding Hallyu and its phenomena in Indonesia, especially among students and the influence of Hallyu on student lifestyles which in this study describes data that shows their lifestyle tends to be consumptive, hedonic, and does not make good use of free time. 8 out of 10 interviewees answered that their behavior to buy merchandise was included in consumptive behavior, while 2 other interviewees answered that their behavior was not included in consumptive behavior. The interviewees who answered that their behavior was classified as consumptive thought that because when they bought merchandise they spent a lot of money, felt they had to buy every time their idol took out merchandise, bought something that was not a need but only a wish, making themselves more curious about things they had never seen before. owned and foster a sense of panic buying. Some of them are aware that buying a quota to stream the idol's content and buying merchandise is wasteful, but they argue that this is only for entertainment and to entertain them when they are tired of the existing routine.

Keywords: K-Pop Idol; student lifestyle.

I. INTRODUCTION

Along with the times, information technology is also increasing so that through various mass media it can be easier to get information. This is what allows foreign cultures to enter and spread easily in Indonesia, such as Korean popular culture or called hallyu. Hallyu is the popularity of popular culture from South Korea in other Asian countries, such as Korean films, television dramas, and pop music [1]. In mid-1999, the term hallyu was coined by a Chinese journalist who was shocked by the popularity and rapid development of South Korean culture in his country. Hallyu started the era with South Korean cultural products such as K-drama and K-pop on the international stage, which made hallyu a brand that is embedded in the hearts of the people. It is undeniable that with the spread of hallyu culture, many people are interested in enjoying dishes from hallyu products, such as enjoying K-pop music, food, clothing, and things related to Korea which have started to spread in the market [2]. South Korea tries to introduce its various cultural products with their dramas that air on various TV stations as well as boybands and girlbands which not only present a genre of Korean pop music but with dances, costumes, attractive accessories and uniforms. The style of dress that fans consider unique makes fans able to create new trends among the public, especially among teenagers who are idolizing k-pop [3].

The discussion in this study is that many hallyu culture lovers will start consuming hallyu cultural products. Consumption of popular Korean products is able to form something that will produce a trend that will be followed by many people. The picture obtained from the opinion of Korean culture lovers will encourage the creation of a lifestyle. Where the lifestyle will provide a certain identity for the individual himself [2]. This phenomenon is interesting to study because basically students are an intellectual generation who will basically use their time to study, but with the current situation students spend more time on the student lifestyle itself, especially because it is easy for hallyu culture lovers to get information about hallyu culture that makes it easier for fans to imitate whatever it is that students see and enjoy in the real life of students as a lifestyle of k-pop fans [4]. The hallyu phenomenon is so endemic to teenagers and students in Indonesia. The scope of hallyu is not only about music but hallyu represents the whole of Korean culture itself, the great influence of hallyu on students is that it also includes drama, style, and others. At the same time, students are so obsessed with any hallyu culture that smells of Korea that they don't know about the world of entertainment in their own country, namely Indonesia, but they are more enthusiastic about and following developments in Korean entertainment, many of them prefer Korean-style fashion. And it's also not uncommon for them to name their social accounts with Korean names or use Korean letters [5].

The fanaticism of students in Indonesia towards hallyu culture can be seen from their increasingly active use of the internet because the internet is one of their accesses to find out about the development of their idols. Not only that, students who like Korean culture also like to follow Korean dress styles or fashion, visit Korean-themed events and also like to cover Korean dances. These Korean dances or Korean dances were imitated by K-pop lovers from the South Korean boy bands they liked. [6]. Furthermore, the lifestyle of students here is starting to change because of the negative impact that is given from Korean culture and the lifestyle of students is now turning into a lifestyle that is completely hedonistic. Lifestyle itself is a pattern of daily behavior of a group of people in society [7]. According to [8] Lifestyle is a person's pattern of living in the world of life which is expressed in the activities, interests and opinions (opinions) concerned. Further according [9] Lifestyle is a blend of self-expression needs and group expectations for someone to act based on the prevailing norms.

According to Rianto, a hedonic lifestyle is a pattern of behavior that can be identified from activities, interests and opinions that always emphasize the pleasures of life [10]. furthermore [11] berpendapat bahwa gaya hidup hedonis merupakan sebuah pola hidup yang aktivitasnya hanya untuk mencari kesenangan hidup, dalam artian lebih sering menghabiskan waktu diluar rumah, senang dengan keramaian, senang membeli barang-barang mahal, dan selalu ingin menjadi pusat perhatian. According to [12] there are several types of lifestyles such as Consumptive Lifestyle Consumptive behavior is defined as a tendency to consume goods excessively without any consideration, teenagers only see from the side of pleasure and prioritize priorities rather than needs. Consumptive behavior, namely consuming goods that are actually less necessary in excess to achieve maximum satisfaction. Consumptive can be used for the use of money and time. Hedonism Lifestyle Hedonism is a view of life which assumes that pleasure and material enjoyment is the main purpose of life. It can be said that hedonistic behavior is more concerned with pleasure, no longer cares about the people around him.

Hedonism tends to be consumptive, because spending money to buy things that are only for pleasure without realizing the need. Wasting money to buy various unnecessary items just to show off expensive brands/items. And lastly Lifestyle in Free Time Utilization Free time is the most important part for everyone. As is known, the essence of human life, especially adolescents, is always marked by learning and private activities. Free time is relaxation, entertainment and self-development. However, many teenagers use the time to do whatever they like as a way to achieve goals according to their needs through the activities they choose to basically get satisfaction. Kotler stated that the factors that influence a person's lifestyle are pleasure-oriented [13] there are two factors, namely factors that come from within the individual (internal) and factors that come from outside the individual (external) Internal factors such as attitude, attitude means a state of mind and state of mind that is prepared to respond to an object in the organization through

experience and directly influence behavior. The state of the soul is strongly influenced by traditions, habits, culture and social environment. Furthermore Experience and observation Experience can influence social observation in behavior, experience can be obtained from all past actions and can be learned, through learning people will be able to gain experience. The results of social experience will be able to form a view of an object. Furthermore Personality is a configuration of individual characteristics and ways of behaving that determine the differences in the behavior of each individual. There are two main elements in the social system of class division in society, namely position (status) and role. Social position means a person's place in the social environment, the prestige of his rights and obligations. This social position can be achieved by someone with deliberate effort or obtained by birth. Role is a dynamic aspect of position. If an individual carries out his rights and obligations according to his position, then he carries out a role. And finally, culture includes knowledge, beliefs, arts, morals, laws, customs, and habits acquired by individuals as members of society. Culture consists of everything that is learned from normative behavior patterns, including the characteristics of thinking, feeling and acting. In addition, based on the results of research conducted [10] by 23% and research results [14] 38.94% stated that conformity is one of the factors that influence the hedonic lifestyle.

In modern times, many students, including teenagers, adopt a hedonic lifestyle because they are considered slang [15]. In the Big Indonesian Dictionary, students are defined as people who study at tertiary institutions. Next according [16] Students can be defined as individuals who are studying at the tertiary level, both public and private, or other institutions that are at the university level. Students are considered to have a high level of intellect, intelligence in thinking and planning in action. Critical thinking and acting quickly and precisely are traits that tend to be inherent in every student, which are complementary principles. So is the hallyu phenomenon in college students so far, most of them also like to imitate the style of dress like K-Pop Korean idols and also some of them dye their hair like Korean idols. And also many of them have a style of speaking in Korean when talking to each other. They also really like watching Korean dramas, covering songs, Korean dancing and really like participating in Korean-related events. This study aims to analyze the influence of K-Pop idols on student lifestyles. where at this time there are so many students who are fond of k-pop culture so that this phenomenon has an impact on students, and creates a high consumptive lifestyle of K-Pop intake, especially for students.

Of course this has an impact on the mental formation of Indonesian students. The students seem to have lost their identity and forgot their own culture, as well as giving rise to high consumptive behavior of K-Pop intake. This is what motivates the writer to discuss the tendency of students who idolize K-Pop idols which lead to a consumptive

II. RESEARCH METHODS

This research was conducted at the State Islamic University of North Sumatra. The subjects in this study were Islamic counseling guidance students from the faculty of da'wah and communication. This study uses purposive sampling as a procedure for selecting subjects or informants. The criteria for selecting subjects in this study were student k-pop fans. According [17] "In qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources, and data collection techniques involve more participatory observation, in-depth interviews (In Depth Interview) and documentation." This research is directed to analyze the influence of K-Pop idols on student lifestyles. where at this time there are so many students who are fond of k-pop culture so that this phenomenon has an impact on the mental formation of students, and creates a high consumptive lifestyle of K-Pop intake, especially for students.

III. RESULTS AND DISCUSSION

Hallyu and its Phenomenon in Indonesia Hallyu (Korean Wave) is a term used in relation to pop culture originating from South Korea, such as music (K-Pop), drama (K-Drama), culinary, beauty, language, culture to fashion which is spread widely. worldwide to various countries, including Indonesia. The peak of Hallyu was when a Korean drama entitled *What Is Love All About* was broadcast on Chinese television in 1997. Since then, Korean culture has continued to spread in Asian countries [17]. Indonesia is one of the countries in Southeast Asia that also experiences Hallyu. One of the types of Korean waves that are often found in Indonesia is music (K-Pop) and drama (K-Drama). The entry of K-Pop into Indonesia began with the emergence of several girl groups or boy bands who were increasingly popular at that time, such as BoA, BigBang, Super Junior, Wondergirl and many more. As time goes by, more and more girl groups or boy bands come from South Korea, such as BTS, Twice, Seventeen, Red Velvet, Enhypen, TXT and many more. K-drama or Korean drama (Drama Korea) is a Korean-language TV series that has various genres such as thriller, action, historical, romantic, comedy, and others [17]. K-Drama usually has 6-20 episodes, however, K-Drama with historical genre can reach 100 episodes per series. Currently, K-Drama connoisseurs can easily access their favorite dramas through various online applications such as Netflix, Viu, and Disney+. Apart from the genre or storyline of an interesting drama, the actors and actresses who play a role in the drama are often the reason why K-Drama is popular [17].

Indonesia is one of the countries that has a large number of K-Pop and K-Drama fans. K-Drama in Indonesia was broadcast for the first time since the 2002 World Cup which was held in South Korea. The 2002 World Cup was used by Indonesian TV stations to broadcast Korean dramas. One of the Indonesian TV stations broadcast two K-Dramas that were popular at that time, entitled *Winter Sonata* and

Endless Love. Along with the many K-Dramas that have started airing in Indonesia, one type of Korean Wave that has begun to enter Indonesia is K-Pop. The K-Pop phenomenon in Indonesia began to develop in 2009-2010 and since then many South Korean boy bands and girl groups have become known in Indonesia. Then, boy bands or girl groups from South Korea began to appear who held concerts in Indonesia. This shows that Korean music in Indonesia is starting to be well received and singers have many fans in Indonesia [17].

Furthermore, regarding the Consumptive Lifestyle, consumptive behavior is an attitude of buying goods in excess with the aim of just wanting and fulfilling desires, not a need that can lead to self-waste. According to Sumartono [17], consumptive behavior is an act committed by someone in the form of using an incomplete product, or buying an item because there is a gift offered by the brand that issued the product. Lina and Rasyid [17] argue that it is included in irrational actions because there are desires that are no longer rational. The dimensions of consumptive behavior have three aspects, namely (1) Impulsive Buying, meaning the behavior of someone who buys a product just because of a momentary desire without any consideration and thought of the impact that could occur in the future and is emotional. Next is (2) Non Rational Buying, this aspect is a form of behavior in which a person spends a lot of money without a clear need. Then the last (3) Wasteful buying, is consumptive behavior where someone buys products just for. Consumptive behavior can be influenced by several factors such as (1) product knowledge, (2) customer value, (3) pocket money, (4) product and purchasing power, and (5) money attitude. Meanwhile, according to Private and Handoko [17] the factors that influence a person's consumptive behavior are divided into two, namely external factors and internal factors. Internal factors that come from within a person include motivation, observation and learning processes, personality and self-concept, and beliefs. In contrast to external factors where these factors come from outside a person. As for what is included in the external factors are culture, social class, role model groups and family.

Hedonism Lifestyle According to the Big Indonesian Dictionary (KBBI) hedonism is a view that considers that every pleasure and enjoyment in material form is the main goal in one's life. Hedonism can also be interpreted as a view of life which assumes that a person will feel happy by seeking as much happiness as possible and in any way must avoid feelings that can make him feel pain. Simply put, hedonism refers to the notion of pleasure over pleasure. So, people who adhere to the hedonistic view of life argue that happiness and pleasure can be achieved by doing lots of fun and avoiding painful things in the world. According to [17] that hedonism is something that is considered good according to the pleasure it also brings. So according to Burhanuddin, people who have a hedonistic view of life think that things that can bring trouble, suffering, and are unpleasant are things that are not good. Hedonism can end positively but can also end negatively in the lives of people who adhere to the view of hedonism and the surrounding environment. Hedonism itself does not come because of the person's initiative, but because

there are factors that influence the person to finally have a hedonistic lifestyle.

Further Utilization of Free Time Based on the theory of George Torkildsen in his book entitled leisure and recreation management [17] the definition relates to the first free time. done. Where there is more time that is owned to do everything according to the wishes that are positive. This statement is supported by Brightbill who thinks that free time is closely related to the category of discretionary time, namely time used according to our own choices and judgments. Second, free time as an activity (leisure as activity) Free time is formed from all teaching and entertaining activities. will follow his own wishes whether to rest, entertain himself, increase knowledge or develop skills objectively or to increase participation in society. and finally leisure as a positive mood or mentality (leisure as an end in itself or a state of being). it is not caused by factors that come from outside. Nor is it the result of leisure, holidays, weekends, or extended vacations. With so many definitions of free time, it can be concluded that free time is time that has a free position to use and that time is outside the routine daily activities so that it can be used according to everyone's wishes. Furthermore, regarding Hallyu and the Consumptive Lifestyle, Hedonic, and Utilization of Their Fans' Free Time Interviews conducted by researchers with the research title "The Influence of K-pop Idol on Student Lifestyles" obtained a total of 10 informants who had different experiences and opinions regarding the questions raised. has been provided by the researcher. As many as 8 female informants and 2 male informants from Islamic counseling guidance students from the Faculty of Da'wah and Communication.

Table 1. Years of Resource Person Likes K-Pop

How long have you been a K-Pop fan?	Number of Sources
2 years/less	3
3 years	2
4 years	3
5 years/more	2

Regarding the experience of the interviewees, 3 interviewees have liked K-Pop for 2 years/less, 2 interviewees for 3 years, 3 interviewees for 4 years, and the remaining 2 have liked K-pop for 5 years or more. This shows that K-Pop has a big influence on the interest of the interviewees because it has succeeded in making the interviewees like it for years. Based on the answers of the interviewees, the talent possessed, the singer's actions, and his face are the biggest reasons why the interviewee likes K-Pop. The other reasons are because of his work, personality, and motivating songs. One form of fan support for their idols, usually they will watch content alias works from the idol which they can access on many platforms, such as YouTube, Spotify, and many others. In fact, when their idols are nominated for awards or awards, their fans are willing to stream for hours or vote many times for the idol to win. Even if that means sacrificing a lot of the time they have.

Table 2. Duration of Watching The Idol's Content

How Much Time Is Spent Watching Your Idol Content?	Number of Sources
1-2 Hour	5
3-4 Hour	3
5-6 Hour	2

The time spent by the interviewees to watch their idol content or watch Korean dramas varied. 5 sources spent at least 1-2 hours, 3 sources spent 3-4 hours, and 2 sources spent up to 5-6 hours watching their idol's content every day. Sources have various opinions about why Hallyu, especially K-Pop, can be very famous and spread throughout the world. The source said that the reason behind the spread of the Korean wave, which is so fast and much loved by all people in the world, is because of the marketing strategy carried out by entertainment parties that can attract the attention of many people, the amount of content that is presented, the Korean lifestyle that is easily accepted by children. young people in Indonesia, there are technological advances that make Hallyu spread faster, talent from idols or actors and actresses, there is cooperation between the government and non-government such as a company where this can be a bridge for Hallyu to enter something more quickly country, and Korean culture which has its own uniqueness and characteristics.

The source also thought that K-Pop could spread throughout the world because many people liked the persistence of their idols when they were trainees years before debut, the songs that were created were very inspiring and motivating, the singers could provide positive energy or provide examples of good behavior where this can have a good impact on fans, the music is pleasant to hear, good vocals and stunning, interesting and different performances and choreography. Liking K-Pop can have both positive and negative impacts on fans. The positive impact felt by respondents who like K-Pop, among others, is wanting to learn a new language such as English or Korean, saving diligently, feeling happy, feeling that their idol supports whatever they do, opening their own business, knowing and learning about new cultures, seeing the struggle and persistence of their idols to achieve their dreams so they can encourage themselves, get moral lessons through songs or Korean dramas, expand friendships both inside and outside Indonesia, reduce stress, manage savings, become more confident, become khan entertainment when there is a lot of work, and can learn to respect time. Apart from the positive impact, the interviewees also felt the negative impact of liking K-Pop such as often losing track of time, being more extravagant, playing social media too long, being lazy to do something because you are too late watching your idol's content, forgetting other priorities, being consumptive, over-imagining, focusing more on foreign culture than your own culture, addiction buying merchandise, delaying worship, and being impulsive.

Table 3. Number of Merchandise Purchased

How Much Merchandise Have You Purchased So Far?	Number of Sources
Less than 10 pieces	1
10-20 pieces	3
30-40 pieces	3
More than 50 pieces	3

The K-Pop industry often issues merchandise that fans can buy. In this regard, 10 sources stated that they had bought their idol merchandise. As many as 1 interviewee answered that they had less than 10 merchandise, 3 interviewees had 10-20 pieces of merchandise, 3 interviewees had 30-40 pieces of merchandise and 3 resource persons had around 50 more merchandise. Most of the respondents buy merchandise one to three times per month. Other respondents often buy four to six times per month and more than 10 times buy merchandise per month. 60% of respondents buy merchandise through e-commerce such as Shopee, Tokopedia, Lazada and others. Meanwhile, 40% of respondents prefer to buy merchandise through online shops on Instagram, Twitter or other social media. Respondents often buy different types of merchandise, however, most of the respondents answered that they often buy one type of merchandise, namely photocards. Other types of merchandise frequently purchased by respondents were albums, lightsticks, posters, dolls, key chains, drinking bottles, tote bags, pouches, Blu-ray dramas, and other fan-made merchandise. Buying merchandise sometimes requires a lot of money. A total of 1 interviewee spent around IDR 300,000 – IDR 400,000, 2 interviewees spent around IDR 500,000 – IDR 600,000, 4 interviewees spent around IDR 800,000 – IDR 900,000, and 3 interviewees spent more than IDR 1,000,000 to buy the desired merchandise. The reasons for the interviewees to buy K-Pop merchandise were for their own pleasure, the desire to collect, support and appreciate their idols, following the new era of their idols, self-rewards, cute designs, considering whether the items purchased will be used or not, items that can be used, buy if necessary, increase album sales figures and for keepsakes. Some of them are aware that buying quotas for streaming idol content and buying merchandise is wasteful, but they argue that this is only for entertainment and entertainment when they are tired of the existing routine, so it can be said that they live hedonistically.

8 out of 10 interviewees answered that their behavior to buy merchandise was included in consumptive behavior, while 2 other interviewees answered that their behavior was not included in consumptive behavior. The interviewees who answered that their behavior was classified as consumptive thought that because when they bought merchandise they spent a lot of money, felt they had to buy every time their idol took out merchandise, bought something that was not a need but only a wish, making themselves more curious about things they had never seen before. owned and foster a sense of panic buying.

IV. CONCLUSION

Based on the results and discussion presented in this study, it can be concluded that Hallyu is a South Korean industry and culture that has successfully penetrated the world, including Indonesia. The entry of Hallyu in Indonesia is dominated by young people, one of which is from university students. Even though they are currently studying, K-Pop-loving students still make time to watch their idol's content and don't even hesitate to spend a lot of money to buy idol merchandise, as a form of their support for the idol they like. So it can be said that the influence of K-Pop Idol on student lifestyle is a hedonic style, aka consumptive attitude.

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