

THE INFLUENCE OF KOREAN CULTURE ON THE LIFESTYLE OF STUDENTS AT RADEN MAS SAID STATE ISLAMIC UNIVERSITY (UIN): POSITIVE AND NEGATIVE IMPACTS ON FAMILY EDUCATION AND THE MODERN ENVIRONMENT

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Abstract. The influence of Korean culture has had a positive impact on the lifestyle of students at Raden Mas Said State Islamic University (UIN), particularly in areas such as fashion, hairstyles, and the adoption of Korean cultural trends. This research aims to investigate the influence of Korean culture on the lifestyle of students at UIN Raden Mas Said. The study employs a quantitative descriptive research method and gathers data by distributing questionnaires to UIN Raden Mas Said students. The results of this research indicate that Korean culture has been well-received by UIN Raden Mas Said students. The statistical analysis demonstrates a high level of significance (0.000) with a significance level of 5% (0.05), resulting in a p-value of 0.1329. Furthermore, all calculated values are less than the tabular values, affirming the validity of all questionnaire statements. In conclusion, this study reveals that Korean culture has made a substantial impact on the lifestyle of UIN Raden Mas Said students, with positive outcomes. The findings contribute to a comprehensive understanding of the influence of foreign cultures on the younger generation, highlighting both the advantages and potential challenges they pose within the context of family education and contemporary society.

Keywords: Korean culture; UIN students' lifestyles; local culture; family education; modern environment

I. INTRODUCTION

Students have become increasingly reliant on digital media in this era, as nearly everyone leverages social media [1]. Social media stands out as one of the primary platforms. We refer to the audience as those actively engaged with this medium [2]. According to [3], the target of messages conveyed by sources (which may be individuals, organizations, political parties, or nations) is referred to as the audience. The growth of pop culture is one of the outcomes of communication technology advancements. The term "popular culture" is used to define this phenomenon [4]. This phenomenon has occurred because popular culture can function as an industrial product, even a commodity, beyond mere consumption [5]. The presence of social media has a cultural impact as it can foster a specific cultural milieu and subsequently disseminate it, leading to the popularity of a particular cultural product [6]. To ensure that what is created by the media is embraced by the general public as a cultural value, one that may even serve as an example for society [7]. Furthermore, we can access information in any format, regardless of its origin from various regions around the world, thanks to the ease of using social media [8]. Indonesia is renowned for its immense cultural richness. Each region in Indonesia possesses unique local cultures, including language, customs, music, dance, and cuisine [9]. However, despite this diversity being one of Indonesia's greatest assets, we cannot overlook the fact that local Indonesian cultures are

increasingly facing the threat of extinction [10]. Even though this cultural wealth has gained global recognition, it is disheartening to note that many Indonesians show insufficient concern for preserving their own local cultures. According to [11], one of the primary factors contributing to this lack of attention toward local culture is modernization and globalization. In this era of globalization, foreign cultures, particularly those from the West, are becoming increasingly dominant in media and lifestyles. Popular cultures such as foreign music, films, and fashion are often more valued than local cultures. Consequently, the younger generation tends to be more drawn to global trends than their own traditional culture [12].

Local culture represents the ancestral heritage that must be safeguarded and continuously preserved. To preserve and uphold local culture, the community needs to cultivate a strong sense of concern and responsibility [13]. Regrettably, the majority of Indonesians tend to gravitate towards foreign cultures and forsake their local heritage [14]. The lack of community concern for local culture is also evident in the limited support and attention from the government in preserving it. The government should play a more active role in developing and conserving local culture, such as allocating funds for the establishment of museums or providing artistic training [15]. According to [16], listening to music and watching films are common activities among Indonesian society. However, many people frequently engage with

foreign music and films that are not part of our own culture. When we are overly influenced by foreign cultures, we tend to disregard or even reject our own heritage [17]. This leads to the loss of uniqueness and the richness of local culture. Local culture should be regarded as a precious treasure that not only introduces us to ancient stories but also provides us with a unique perspective on the world [18]. One notable example is South Korea, with its distinctive and diverse culture, which has garnered global attention in recent decades [19]. The Korean cultural phenomenon known as "Hallyu" or the Korean Wave has influenced various aspects of human life, including lifestyle. This scholarly article will examine the impact of Korean culture influences, such as K-drama, K-pop, and Korean cuisine, on the lifestyle of students at Raden Mas Said State Islamic University (UIN) [20].

According to [21], Korean culture has become an extraordinary global phenomenon. K-drama and K-pop, integral parts of this culture, have achieved unparalleled popularity worldwide. Students at Raden Mas Said State Islamic University (UIN) are no exception to this wave. They actively engage in consuming Korean cultural content and swiftly adopt various aspects of Korean culture into their lifestyles [22]. This scholarly article aims to delve deeper into the influence of Korean culture on UIN students, with an emphasis on its impact on family education and the modern environment. K-drama and K-pop have become primary forms of entertainment for many students [23]. They spend hours watching Korean dramas and listening to K-pop songs. Additionally, as per [24], Korean restaurants and cuisine have become part of their culinary choices. This creates an environment rich in Korean cultural elements that have the potential to influence the thinking and behavior of students [25]. The influence of Korean culture has brought about positive effects on the family education of UIN students [26]. One of these effects is an increased interest in learning the Korean language. Students who may have previously had little interest in foreign languages are now motivated to understand the Korean language to comprehend K-pop lyrics and dialogue in K-dramas [27]. This drives their interest in foreign language acquisition, which can open up broader educational and career opportunities [28]. However, not all of the cultural impacts of Korea in family education are positive. Some students might become overly fixated on Korean culture to the extent that they neglect traditional values within their family education [29]. For instance, the ethics and social norms in Korean culture may differ from those in the local Indonesian culture. This could lead to conflicts of values within their families and communities [30].

Korean culture has also influenced the modern environment of UIN students. This influence can be observed in their clothing styles, hairstyles, and daily lifestyles [31]. At times, this creates social pressure to conform to Korean cultural trends, which can pose a challenge in maintaining their own cultural identity [32]. On the flip side, it also creates opportunities for positive cultural exchange and a deeper understanding between Korean culture and local culture [33].

Korean culture can be defined as a collection of values, beliefs, customs, traditions, arts, and language that have evolved in both South and North Korea. Korean culture has a strong influence from Confucian teachings and comprises traditional elements that have existed for thousands of years, as well as modern elements that have developed alongside technological advancements and the entertainment industry. Korean culture is also known as "Hallyu" or the "Korean Wave," which refers to the increasing global popularity of Korean culture [34]. One prime example of Korean culture highly favored by Indonesian youth is K-pop. The K-pop phenomenon has swept across the nation, with thousands of enthusiastic fans following Korean idol groups, watching their music videos, and even adopting fashion trends and hairstyles inspired by K-pop stars [35]. With a multitude of diverse groups and songs, K-pop has become an engaging form of entertainment deeply ingrained in the pop culture of Indonesian youth, connecting them with Korean culture through music and spectacular stage performances [37]. Furthermore, K-dramas have become an undeniable phenomenon among Indonesian youth. With profound storylines, strong characters, and high-quality production, K-dramas have successfully captured the hearts of young Indonesian viewers [38]. These Korean dramas not only entertain but also present stories that forge strong emotional bonds with viewers, often imparting life lessons and exploring relationship dynamics. With various genres on offer, ranging from romance and comedy to thriller, K-dramas have become an irreplaceable source of inspiration and entertainment for Indonesian youth [39].

Lifestyle of Raden Mas Said State Islamic University (UIN) Students

Based on interviews with 10 sampled UIN students, UIN students are recognized for their strong academic drive and active involvement in various organizational activities. Additionally, UIN students tend to uphold Islamic principles in their daily lives, engaging in worship and avoiding behaviors deemed inconsistent with Islamic values. They also participate actively in social activities, both within and outside the campus community. Furthermore, UIN students tend to keep up with the latest trends in fashion and lifestyle while maintaining a sense of decorum and propriety in their attire and demeanor.

Local Culture at Raden Mas Said State Islamic University (UIN)

Raden Mas Said Surakarta State Islamic University (UIN) is an Islamic institution of higher education with its own unique cultural distinctiveness. The local culture at Raden Mas Said Surakarta UIN is closely intertwined with Islamic values, where both students and the academic community hold religious principles in high regard in their daily lives. Furthermore, the local culture at Raden Mas Said Surakarta UIN is also reflected in various religious activities such as religious gatherings, sermons, and communal prayers conducted within the campus environment. Additionally, Raden Mas Said Surakarta UIN engages in social initiatives aimed at assisting the local community and improving their quality of life.

Family Education

Family education is the process of learning and skill development provided by families to their children [40]. Families play a pivotal role in shaping the character and behavior of children. Family education can be regarded as a factor that influences how Raden Mas Said Surakarta State Islamic University (UIN) students absorb and respond to Korean culture [41]. A strong and effective family education fosters critical and selective attitudes among UIN Raden Mas Said Surakarta students when it comes to embracing Korean culture. This enables them to make positive choices and avoid negative aspects. Conversely, inadequate family education can impact how UIN Raden Mas Said Surakarta students assimilate Korean culture. If family education does not impart good religious values and ethics, then students might be influenced by Korean culture that contradicts the religious values and ethics they uphold [42].

Modern Environment

The modern environment is an ever-evolving and increasingly complex context, particularly in terms of technology and lifestyles. The modern environment can have both positive and negative impacts on individuals, and in the realm of law, modern environmental law establishes provisions and norms to regulate human actions with the goal of safeguarding the environment from harm [43]. The modern environment can be considered a factor influencing how Raden Mas Said Surakarta State Islamic University (UIN) students absorb and respond to Korean culture [44]. A strong and rapidly evolving modern environment can influence how UIN Raden Mas Said Surakarta students embrace the evolving Korean culture, allowing them to adopt modern lifestyles that align with Korean culture [45]. However, the modern environment can also have adverse effects on the lifestyles of UIN Raden Mas Said Surakarta students. An increasingly complex and interconnected environment can trigger social issues such as gadget addiction or the spread of false information through social media [46]. Therefore, UIN Raden Mas Said Surakarta students need to be equipped with a solid understanding of the modern environment so that they can make informed decisions when assimilating Korean culture [47].

Peer Group (Fan Clubs)

Fans of Korean culture typically form fan clubs or groups united in their admiration for idols or artists. These fans often come together when their idols have music events [48]. One of the common K-Pop groups is referred to as the "K-Pop Fandom." The term "K-Pop Fandom" is an acronym for "fans kingdom," which pertains to fan clubs of Korean idols. The most robust fandom in the world belongs to BTS.

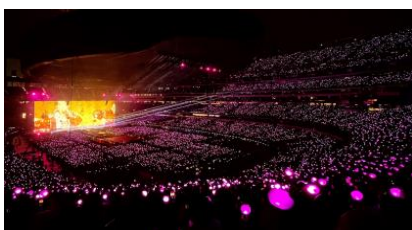


Figure 1. BTS Fandom.

BTS stands as the largest K-Pop fanbase, with over 18 million followers worldwide [49]. Indonesia is notably the country that discusses K-Pop the most on social media platforms. At Raden Mas Said State Islamic University (UIN) Surakarta, several students are enthusiastic fans of Korean idols and are part of Korean idol clubs. However, there are also those who admire Korean culture in terms of style and fashion without being part of a specific Korean idol club. Based on the above definition, the hypothesis of this research is that the Hallyu phenomenon, the Korean wave, influences the lifestyle of Raden Mas Said State Islamic University (UIN) Surakarta students.

II. RESEARCH METHODS

The research methodology is a crucial component of any study as it outlines the steps that will be employed to collect and analyze the necessary data to address the research questions. This study utilizes a Quantitative research method with the aim of systematically identifying and measuring the impact of Korean culture on the lifestyle of UIN Raden Mas Said students, particularly within the contexts of family education and the modern environment. The research adopts a cross-sectional survey design, which will be conducted once at a specific point in time. This design was chosen because it allows for data collection from various respondents representing diverse backgrounds and experiences related to Korean culture and their lifestyles. The population in this study includes all active UIN Raden Mas Said students at the time of the research. The research sample will be selected using a simple random sampling method from this population. The determined sample size will enable the generalization of the research findings to the entire population. The primary instrument used in this research is a specially designed questionnaire.

The questionnaire will comprise a series of structured questions covering aspects that have an impact on family education and adaptation to the modern environment. Data will be collected through the distribution of questionnaires to respondents selected as the research sample. The data collection process will be conducted meticulously and controlled to minimize and ensure the accuracy of the gathered information [50]. The collected data will be analyzed using quantitative statistical techniques such as regression analysis, t-tests, and descriptive analysis. These analyses will be employed to identify relationships between the variables under investigation and to address the research questions.

III. RESULTS AND DISCUSSION

The Influence of the Korean Wave on the Lifestyle Patterns of Raden Mas Said State Islamic University Students in Surakarta

In this era of globalization, Korean popular culture, known as the Korean Wave, has become a global phenomenon. It not only influences the entertainment industry but also creates significant impacts on various aspects of life,

including the lifestyles of people [51]. Students, as active members of society who consume popular culture, including K-drama, K-pop, and Korean cuisine, may also undergo changes in their lifestyle behaviors. In this article, we will present the results of a quantitative research study conducted to investigate the influence of the Korean Wave on the lifestyle behaviors of students at Raden Mas Said State Islamic University in Surakarta. This study involved 200 student respondents from various faculties at Raden Mas Said State Islamic University in Surakarta. Respondents were selected using a simple random sampling method. They were asked to complete a specially designed questionnaire comprising relevant questions related to the research topic, including inquiries about their consumption of Korean media, habits of watching K-drama, listening to K-pop music, and preferences for Korean cuisine.

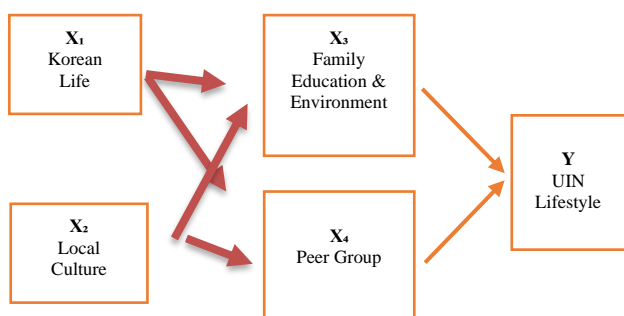


Figure 2. Interrelated Variables.

First, we conducted a reliability and validity test on the data to understand the characteristics of the respondents and their level of exposure to the Korean Wave, as follows:

Table 1. Results of Reliability Test

(Source: researcher's document).

VARIABLE	CRONBACH ALPHA	KRITERIA
X1	0,753	<u>Reliabel</u>
X2	0,916	<u>Reliabel</u>
X3	0,894	<u>Reliabel</u>
X4	0,899	<u>Reliabel</u>
Y	0,890	<u>Reliabel</u>

Based on the reliability test results in the reliability test table, it is known that variable Y has a Cronbach Alpha greater than 0.60. Therefore, it can be concluded that all the questionnaire items in variable Y are reliable. The findings of this study indicate that the Korea Wave has a significant influence on the lifestyle behavior of students at Universitas Islam RM Said Surakarta. The consumption of Korean media, such as watching K-dramas and Korean variety shows, has become an integral part of the lives of most students. However, it is important to note that not all aspects of student lifestyle behavior are influenced by the Korea Wave. This may be due

to the fact that K-pop music tends to have a more limited impact on physical behavior.

Based on the validity results as shown in the data processing above, it is evident that for all questionnaire items, the calculated r-value > the critical r-table value, and the significance value (0.000) < the 5% significance level (0.05). Therefore, it can be concluded that all statements in the questionnaire are valid. In the context of family education and the modern environment, this research provides valuable insights. Parents and educators can understand how Korean pop culture influences young people, enabling them to take appropriate steps to integrate positive values and address any potential negative impacts. It is important to note that this study has some limitations. One of them is that the data was obtained through a self-reporting questionnaire, which may affect the validity of the results.

IV. CONCLUSION

Based on the research findings, it can be concluded that there is an influence between the Impact of Korean Life, Korean Culture, Family Education & the Modern Environment, Peer Group, on the Ethics and Lifestyle of UIN Raden Mas Said students. It is known, based on testing through SPSS 25 application, that the Sig.- (2 tailed) values for each variable X and Y are less than the 5% error level. When examining the r-table and r-calculated values, it is evident that the r-table value (0.1329) obtained from the r-value table with the formula $df = (N-2)$ where N = the number of respondents or $df = (218 - 2) = 216$. In the r-table, column 216 with a significance test for a two-tailed test of 0.05 yields a value of 0.1329. Therefore, it can be concluded that if $r\text{-table} < r\text{-calculated}$ and $\text{sign}-(2 \text{ tailed}) < 0.05$, it means that each indicator in variables X and Y is valid and can be used in further testing, namely the reliability test. Furthermore, in the reliability test, it can be concluded that the questionnaire design given to the respondents is reliable. This is evident from the Cronbach's alpha values of 0.753, 0.916, 0.894, 0.899, and 0.890, all of which are greater than 0.06.

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