



Korean Wave Cultural Influence And Fan Entrepreneurship Behavior towards Entrepreneurial Interests (Case Study On S1 Management Student, USU Faculty of Economics And Business)

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ABSTRACT

The purpose of this study was to determine whether there is a positive and significant influence simultaneously or partially on Korean Wave culture and Fan Entrepreneurship behavior on entrepreneurial interest in undergraduate (S1) students of Management, Faculty of Economics and Business, University of North Sumatra. The subjects of this study were undergraduate students (S1) in Management, Faculty of Economics and Business, University of North Sumatra from 2016 to 2019. The sample used was all 90 students. The dependent variable in this research is entrepreneurial interest (Y), while the independent variable includes Korean Wave culture (X1) and Fan Entrepreneurship behavior (X2). The data collection method used a questionnaire. The data analysis technique used descriptive statistical analysis, multiple regression analysis, F test, t test, and the coefficient of determination (R²). The results showed that Korean Wave culture and Fan Entrepreneurship behavior had a positive and significant effect on interest in entrepreneurship. Korean Wave Culture and Entrepreneurship Fan Behavior have an effect of 29.4 percent simultaneously.

Keywords : Korean Wave Culture; Fan Entrepreneurship Behavior; Entrepreneurial Interest; Popular Culture.

INTRODUCTION

So far, students tend to think about how after finishing their education and getting their Diploma, they can be accepted and work as Civil Servants or in State-Owned Enterprises. This happens because so far most students think that by working in the agency, the salary that will be received is definitely the amount, different from entrepreneurship, where the income depends on the results of sales. However, in the current Millennial Era with increasingly limited employment opportunities, finally many students are interested and look at a business profession that is quite promising in the bright future, namely entrepreneurship. Along with the development of the times, information technology is also increasing in this modern era. Through the mass media, people very easily get the latest information.

This can facilitate the spread of foreign cultures that are favored by the wider community called popular culture. In recent years, Korean fever has entered the industrial market in Indonesia, very quickly. The Korean Wave is a phenomenon of the flow or spread of South Korean popular culture to the international world. This can be seen how enthusiastic the Indonesian citizens who quickly accepted the culture brought from the ginseng country.

There are several things in Korean Wave such as, K-Pop (Korean Pop), K-Drama (Korean Drama), K-Food (Korean Food), K-Fashion (Korean Fashion). This is what makes capital owners and entrepreneurs to be able to create their market, where by creating a market that is in accordance with the conditions of the Korean Wave fever outbreak, it will make the formation of a society or a group of consumptive people. Seeing something like this, many parties are starting to see an opportunity to create a business and generate a decent income. They make replicas of various kinds of merchandise from K-Pop Idols because, one of the businesses that can generate considerable financial benefits is K-Pop merchandise. Fans tend to buy items related to their idols, whether they are official or not, plus the price of official merchandise is very expensive compared to replica merchandise so that many fans buy more replica merchandise. This is what makes many people see promising business opportunities in the K-Pop (Korean Pop) merchandise business.

This business opportunity also did not go unnoticed by fans, many fans took advantage of this business opportunity as a source of income. In general, they will start a business as a reseller of replica merchandise products from China. Not a few fans also started their business with goods that he produced himself. It can be seen that the enthusiasm of the fans is very large in buying and collecting products related to their idols. Almost all K-Pop merchandise sellers are fans, because he will become more aware of the wants, needs and pleasures of other fans and most of those sellers are students. So far, if you pay attention, the influence of other cultures and the enthusiasm of other cultural fan communities are not as strong as this Korean Wave culture in terms of making its fans very enthusiastic to compete to buy and entrepreneurship and work on creating their own products related to their idols.

LITERATURE REVIEW

Entrepreneurship

Entrepreneurship is about discipline. Where the process of creating something different occurs by putting all his time and energy into facing life's challenges. And with discipline apply a systematic process of applying creativity and innovation in meeting needs and monitoring opportunities in the market (Zimmerer & Scarborough, 2005). The definition of entrepreneurship according to Tarmudji (2000) is Entrepreneurship when viewed from its etymology Derived from the words "wira" and "effort", the word wira means "exemplary" or exemplary, while "effort" means "strong-willed". So an entrepreneur can be interpreted as follows: "A person who is strong-willed in carrying out useful actions and deserves to be a living example". Or more simply formulated as, "A strong-willed person in business who deserves to be a living example". To become a successful entrepreneur, an entrepreneur must have determination and a strong will to achieve his business goals. Entrepreneurship is the creation or innovation carried out to produce new products / services in a new organizational organization. Factors that influence entrepreneurship include company conditions, courage to take risks, innovation and culture (Schuler, 1986). From the definition above, it can be concluded that an entrepreneur must be able to see opportunities, analyze opportunities, innovate and make decisions to achieve useful profits for himself or the surrounding environment and the continuation of his business before these opportunities are utilized by others. Successful entrepreneurs usually spur a dream and try to realize it because of the high confidence in the success that can be achieved.

Entrepreneurial Interests

According to Djaali (2012), interest is a sense of liking and a sense of attraction to a thing or activity, without anyone commanding it. Interest is essentially an acceptance of a the relationship between oneself and something outside of oneself. The stronger or closer the relationship, then the greater the interest. If a person has exercised his earnestness to an object then this interest will lead one to pay attention in more detail and have the desire to participate in or possess the object. Interest in entrepreneurship is a tendency of the heart in the subject to be interested in creating a business that then organizes, organizes, bears risk and develops the business he creates. The interest in entrepreneurship comes from within a person to create a business field (Subandono, 2007). Based on the definition above, what is meant by entrepreneurial interest is the desire, attractiveness and availability to work hard or strong-willed with the concentration of attention to try to meet the needs of life without being afraid of the risks that will be faced, learning from the failures experienced, and developing the business it creates. The interest in entrepreneurship is not only a desire from within but must look forward to the potential of setting up a business.

Korean Wave culture

Basically the Korean Wave is a translation of the term Hallyu in Korean which means "Han current/flow". The "Han" referred to here is Hankuk or Korean. Hallyu Wave or Korean Wave (Indonesian: "Korean Wave") is a term given to the global spread of Korean pop culture in different countries of the world. Generally, the Korean wave triggers many people in the country to learn Korean culture. Korean wave refers to the worldwide spread of South Korean culture or the love of South Korean cultural exports. The term Korean Wave or Hallyu was coined in mid-China 1999 by Beijing journalists was surprised by the rapidly growing popularity of Korean entertainment and culture in China when South Korean dramas were exported and became very popular in those days. (Ri'aeni, Musiam, Pertiwi, & Sugiarti, 2019)

According to Ariffin (2013), Korean Wave also known as Hallyu Wave, is the popularity of a popular culture of South Korea in other Asian countries. South Korean Popular Culture such as movies, television dramas, and pop music is very strong and television dramas are one of the popular culture icons in this Korean Wave. The development of the Korean Wave in Indonesia is unlikely to advance like this without a large enough contribution from fans, in fact they will not hesitate to buy various kinds of goods related to their idols regardless of the price, because if it is **related** to their idols, things it will still be done.

Not only K-Drama and K-Pop are growing rapidly in Indonesia but South Korean fashion, skincare, and food have been very widespread in Indonesia, in addition to some of these things, the most dominant is food. At this time it is very easy to find South Korean specialties, most South Korean food entrepreneurs will adjust the ingredients used to produce South Korean specialties in accordance with Indonesian culture, namely Halal ingredients because Indonesia is a predominantly Muslim country, therefore Korean Wave food products can develop and be quite well received among the Indonesian people. These entrepreneurs also adapted their restaurant concept with a theme that strongly resembles a restaurant in South Korea so that visitors can feel the atmosphere like eating in a South Korean restaurant. This is what makes the development of Korean Wave in Indonesia even more rapid apart from the consequences of drama and music, because many people can see promising business opportunities in this day and age due to the influence and enthusiasm generated by this Korean Wave in Indonesia.

Fanaticism

According to Seregina, Koivist and Matilla (in the journal Pertiwi, 2013), fanaticism is a very important phenomenon in modern culture, marketing, as well as personal and social reality society, this is because culture is now very influential on the individual and the relationships that occur in the individual create a belief and understanding in the form of relationships, loyalty, devotion, love, and so on (Pertiwi, 2013). Fanaticism is defined as an extraordinary devotion to an object, where "devotion" consists of passion, intimacy, and dedication, and "extraordinary" means beyond the usual

average or level of the object that can refer to a brand, products, people (e.g. celebrities), television, or other consumption activities.

According to Thorne and Burner (in Princess, 2019), there are 4 main characteristic points of fanaticism that is:

1. Internal involvement
2. External involvement
3. Desire to have
4. Social interaction

These main characteristics underlie 4 points such as, high liking and admiration, addiction, desire to belong and loyalty. The first point is that high liking and admiration are actions of the characteristics of internal engagement, the fans have a different perspective and attitude from the non-fans. The second point, namely addiction or opium is an action of external engagement characteristics, where the fan shows the involvement of the object of his fanaticism through behavior and actions. The third point is that the desire to have is an act of the characteristic desire to have, where the act of buying and collecting material objects such as albums, posters, merchandise, and others is a real action of these characteristics. The fourth point is loyalty, based on the characteristics of internal involvement just like the first point, where loyalty shows that interest in the Korean Wave goes beyond the usual level (Putri, 2019).

Fan Entrepreneurship Behavior

The most fundamental learning of entrepreneurship is to understand "how opportunities to create 'future' goods and services are discovered, created and exploited, by whom, and with what kind of consequences". While being an established field of study in an organization and management literature (e.g., McGrath and MacMillan, and others), entrepreneurial researchers have largely ignored the broader social dynamics and cultures that companies instill. This may explain why the concept of entrepreneurship It is still overlooked in popular culture learning. However, entrepreneurial learning is at the core of understanding the ways in which popular culture entrepreneurs, both individuals and companies inside and outside the established industry manage and leverage new marketing channels, access potential consumers, incorporate new means of promotion, and create avenues for related products and services (Otmazgin, 2018).

According to Otmazgin (2018) in his journal entitled Fan entrepreneurship (Fandom, Agency and The Marketing Of Hallyu In Israel), Fan entrepreneurship is a term for a fan (admirer) who is also an entrepreneur. This fan will use his fun into an effort that can help him earn income. In general, fan entrepreneurship is found in the Korean Wave area, as we know that Korean Wave is very dominating the world at this time because, the products produced by South Korean Idols such as albums, merchandise, light sticks, clothes, posters, and others are more, more varied and more routinely produced than the products produced by Idol Western. However, there are some important differences that should be reconsidered to discuss more about fan entrepreneurship. First, entrepreneurs in popular culture are faced with relatively high uncertainty. Popular culture entrepreneurs work in highly dynamic environments where consumers tend to change their minds quickly and where products have very short marketing periods (e.g., marketing periods for K-Pop albums, South Korean movies, or K-Dramas). Their work is influenced not only by macro conditions that cause fluctuations in consumption, but also by changes that sometimes change as a result of globalization (Otmazgin, 2018). Second, because they harness the appeal of this popular culture, the work of these entrepreneurs has broader social and cultural implications for consumers. Unlike entrepreneurs in other fields, entrepreneurs in this area of popular culture generate value not only in an economic sense, but also in terms of emotions, identification and perception to generate excitement and enthusiasm for its consumers. (Otmazgin, 2018) Finally, unlike in other sectors driven by the economy, the motives of these popular culture entrepreneurs are not purely commercial only but closely related to the Korean Wave fandom. In general, these entrepreneurs are a fan, because they

will better understand the wants and needs of other fans. They will also be more up to date with the latest products. (Otmazgin, 2018)

METHODS

This research is a quantitative study. The population in this study was all active students of Strata-1 (S1) Management, Faculty of Economics and Business, University of North Sumatra from 2016 to 2019, totaling 865 students. The sample in this study was 90 students who were taken using the Slovin formula with purposive random sampling technique. The dependent variable that will be measured in this study is entrepreneurial interest. The independent variables of this study are Korean Wave culture and Fan Entrepreneurship behavior.

According to Sutanto (in Sifa, 2016) entrepreneurial interest is measured by indicators of feelings of pleasure, interest, attention and involvement. The cultural indicators of the Korean Wave according to Ariffin (2013) are role models and expressions of idolization. Indicators of Fan Entrepreneurship behavior according to Otmazgin (2018) are embedded in the local context, high uncertainty and dynamic environment, broader social and cultural implications, new ways of communicating with the Korean Wave community.

The data collection method in this study is a questionnaire with the data analysis method is descriptive statistical analysis, multiple linear regression analysis. Before multiple linear regression analysis is carried out, a prerequisite test is first carried out consisting of validity and reliability tests and normality tests. In addition, a classical assumption test consisting of a multicollinearity test and a heteroskedasticity test was carried out.

RESULT

The number of samples in this study was 90 students from a total population of 865 students. Based on a descriptive analysis, the percentage obtained by the average student's entrepreneurial interest was 33.52 percent. The average Korean Wave cultural propagator is 34 percent. Meanwhile, the average influence of Fan Entrepreneurship behavior is 34.5 percent. Hypothesis testing of this study uses multiple linear regression analysis with two free variables, namely Korean Wave culture (X1) and Fan Entrepreneurship behavior (X2). The bound variable is the interest in entrepreneurship (Y) as follows:

Table 1. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Be		
1 (Constant)	-1.934	6.538		-.296	.768
Budaya Korean Wave		.163	.182	2.025	
Perilaku Fan Entrepreneurship	.330	.126	.500		.046
	.702			5.553	.000

a. Variable Dependent: Berwirausah Minate

Source: Processed Researcher (2020)

Based on Table 1, the results of the multiple linear regression equation are obtained as follows:

$$Y = -1,934 + 0,330 X_1 + 0,702 X_2$$

Based on the equation can be interpreted as follows: 1. A constant value (β_0) of -1.934 indicates that the variables Korean Wave Culture and Behavior Fan Entrepreneurship is considered constant at the variable level of Entrepreneurial Interest. 2. The value of the regression coefficient of Korean Wave Culture (β_1) is $0.330 > 0$, which is positive. This means that the Korean Wave Culture variable positively affects entrepreneurial interests. 3. The value of the regression coefficient of Fan Entrepreneurship Behavior (β_2) is $0.702 > 0$, which is the value of positive. This means that the variable Fan Entrepreneurship Behavior has a positive effect on Entrepreneurial Interest.

Table 2. **Test Results F**

	Mod	Sum of	d	Mean	F	Si
1	Regression	296.3	2	148.1	19.5	.00
	Residual	660.0	87	7.5		
	Tot	956.4	89			

a. Dependent Variable: Entrepreneurial Interest

b. Predictors: (Constant), Fan Entrepreneurship Behavior, Korean Wave Culture
Source: Processed Researcher (2020)

Based on Table 2, the $F_{hitung} (19.533) > F_{tabel} (3.101)$ and significance (0.000) values were obtained $< \alpha (0.05)$. This means that the variables of Korean Wave Culture and Fan Entrepreneurship Behavior simultaneously have a significant effect on the Entrepreneurial Interest of Strata-1 Management students, Faculty of Economics and Business, University of North Sumatra.

Table 3. **t Test Results**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.934	6.538		-.296	.768
	Budaya Korean Wave	.330	.163	.182	2.025	.046
	Perilaku Fan Entrepreneurship	.702	.126	.500	5.553	.000

a. Dependent Variable: Entrepreneurial Interest

Source: Processed Researcher (2020)

Based on the results of the t-test in Table 3, the results were obtained:

1. The value of the regression coefficient of Korean Wave Culture (β_1) = $0.330 > 0$, with the calculation $(2.025) > t_{tabel} (1.988)$ and significance $(0.046) < \alpha (0.05)$ This shows that the Korean Wave Culture variable has a positive and significant effect on Entrepreneurial Interest, meaning that every 1 unit of Korean Wave Culture, the Entrepreneurial Interest will increase by 0.330 units, and vice versa.
2. The value of the regression coefficient of Fan Entrepreneurship Behavior (β_2) = $0.702 > 0$ with a count $(5.553) > t_{tabel} (1.988)$ and significance $(0.000) < \alpha (0.05)$ This shows that the variable Fan Entrepreneurship Behavior has a positive and significant effect on Entrepreneurial Interest, meaning that every 1 unit of Fan Entrepreneurship Behavior increases, the Entrepreneurship Interest will increase by 0.702 units, and vice versa.

Table 4. Coefficient of Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557 ^a	.310	.294	2.75445

a. Predictors: (Constant), Fan Entrepreneurship Behavior, Korean Wave Culture

b. Dependent Variable: Entrepreneurial Interest

Source: Processed Researcher (2020)

Based on Table 4.14 it is known that the value of the coefficient of determination (Adjusted R Square) is 0.294 or 29.4 percent. This shows that 29.4 percent of the Entrepreneurship Interest variable can be explained by free variables, namely Korean Wave Culture and Fan Entrepreneurship Behavior and then the remaining 70.6 percent is explained by other factors not contained in this study.

The Influence of Korean Wave Culture on Entrepreneurial Interests

The value of the regression coefficient of Korean Wave Culture (β_1) = 0.330 > 0, with a count of (2.025) > t_{table} (1.988) and significance (0.046) < α (0.05). This shows that the Korean Wave Culture variable has a positive and significant effect on Entrepreneurial Interest.

The respondents agreed that they were interested in starting entrepreneurship in the Korean Wave field because it was a pleasure for them. They see that nowadays not only official products are promising to be traded but products of their own creation are also quite promising and this is an opportunity for respondents who like to make their own creations of Korean Wave goods. They can also sell other Korean Wave products such as K-Fashion or K-Food because this is not too unfamiliar to other people. This shows that Korean Wave culture has a positive and significant effect on Entrepreneurship Interest.

The Effect of Fan Entrepreneurship Behavior on Entrepreneurial Interests

In general, fans like to collect items related to Korean Wave as a form of support for their favorite Idols so many fans have begun to take advantage of this situation by creating their own products related to Korean Wave because they know and understand the tastes and desires of fans like himself. Many respondents also agreed with this statement. Followed by many respondents who agreed that respondents would try to make product innovations that could be sold as a fan and the respondents also agreed that they felt that they would benefit more if they promoted on social media fandoms. This is further reinforced by the statement of respondents who also agree that to facilitate and facilitate the influence of fan entrepreneurship behavior on entrepreneurial interests is to make connections to the fandom. Because fan entrepreneurship will be successful if business people can get the hearts and trust of fandoms. This shows that there is a positive influence of this fan entrepreneurship behavior with the entrepreneurial interest of S1 Management students, Faculty of Economics and Business, USU.

CONCLUSION

Based on the results of the explanation above, it can be concluded that:

1. Korean Wave Culture and Fan Entrepreneurship Behavior simultaneously have a significant effect on Entrepreneurial Interests
2. Korean Wave culture has a positive and significant effect on Entrepreneurial Interest.

3. Fan Entrepreneurship behavior has a positive and significant effect on Entrepreneurial Interest.

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