



Analysis of the Influence of the Korean Pop Culture Phenomenon (K-Pop) on Student Learning Motivation

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ABSTRACT

The phenomenon of Korean Popular Culture or Korean Pop (K-Pop) has become a hot topic in recent years, including in Indonesia. This culture, originating from South Korea, encompasses various aspects such as music, dance with unique choreography performed by girl groups and boy groups, as well as dramas that have become widely popular. K-Pop culture has gained widespread appeal across all demographics, including children, teenagers, adults, and especially university students. Based on this phenomenon, the researcher conducted a study aimed at exploring the correlation between the K-Pop cultural phenomenon and learning motivation among university students. The research employed a quantitative approach, supported by primary data collection through the distribution of questionnaires to 18 respondents. The results of the study indicated that K-Pop culture positively impacts students' learning motivation. Some of the reasons cited for this positive influence include K-Pop's ability to enhance students' moods while studying, serve as a form of self-reward, provide unique motivation, and inspire students to pursue further education or work in South Korea. However, the study also revealed that K-Pop culture has negative effects on some students. Several respondents felt that K-Pop was a time-waster, as it led them to become too engrossed in watching K-Pop content, thus neglecting their academic priorities. This highlights that while K-Pop can be a source of motivation, excessive involvement in it may distract students from focusing on their studies.

Keyword: Phenomenon, K-Pop Culture, Motivation, Learning, University Students.

ABSTRAK

Fenomena budaya Korean Populer atau Korean Pop (K-Pop) menjadi perbincangan yang hangat dalam beberapa tahun belakangan ini, termasuk di Indonesia. Budaya yang berasal dari Korea Selatan ini terdiri dari berbagai macam aspek, seperti seni musik, tarian dengan koreografi unik yang dibawakan oleh girlband maupun boyband, maupun drama juga banyak menjadi digemari saat ini. Budaya K-Pop menjadi salah satu budaya yang banyak digemari oleh semua kalangan, termasuk anak kecil, remaja, dewasa dan yang terutama di kalangan mahasiswa. Berdasarkan fenomena tersebut, peneliti melakukan penelitian dengan tujuan untuk mengetahui korelasi antara fenomena budaya K-pop dengan motivasi belajar di kalangan mahasiswa. Metode penelitian yang digunakan adalah menggunakan pendekatan kuantitatif yang didukung oleh sumber data primer yaitu lewat pengumpulan angket (pengisian kuisioner) kepada 18 responden. Hasil dari penelitian menunjukkan alasan budaya K-Pop membawa dampak yang positif terhadap motivasi belajar mahasiswa budaya diantaranya karena K-Pop dapat meningkatkan mood yang baik pada saat mahasiswa sedang belajar, K-pop menjadi self reward bagi mahasiwa,memberikan semangat tersendiri bagi para mahasiswa, dan membuat mahasiswa semakin termotivasi untuk melanjutkan pendidikan atau bekerja di Korea Selatan. Namun, budaya K-pop juga membawa pengaruh yang negatif bagi mahasiswa. Beberapa mahasiswa berpendapat bahwa K-Pop hanya membuang-buang waktu karena membuat terlena menonton konten K-pop itu sehingga jadi mengesampingkan prioritas belajarnya.

Keyword: Fenomena, Budaya K-Pop, Motivasi, Belajar, Mahasiswa.



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1. Introduction

Culture, derived from the Sanskrit word *buddhayah*, is the plural form of the word *budhi*, which means intellect. Thus, culture encompasses everything related to human thought. In anthropology, E.B. Tylor (1832-1917) defines culture as a complex whole that includes knowledge, beliefs, arts, morals, laws, customs, and the skills and habits acquired by humans as members of society. This perspective indicates that culture is not merely physical artifacts, but also includes mental and social aspects that shape how humans interact with their environment and each other. Furthermore, Selo Soemardjan and Soelaeman Soemardi (Soerjono Soekanto, 1969: 40) describe culture as the totality of creations, inventions, and feelings of a society used to meet human needs in relation to the surrounding environment, and is passed down for the benefit of future generations. In this context, culture serves not only as a tool for survival but also as a means to express the identity and values upheld by a community. Culture is dynamic, universal, and reflected in human behavior.

First, dynamic means that culture is constantly evolving and changing over time, influenced by various factors, including social, political, and economic changes. This indicates that culture is not static; it continuously adapts to new contexts and challenges faced by society. Second, universal indicates that cultural elements can be found across various communities worldwide. For instance, almost every culture has forms of art, language, belief systems, and social norms. However, despite these similarities, each culture also possesses unique characteristics that differentiate it from others. Third, culture manifests itself in human behavior, where humans, as cultural actors, play the roles of creators, participants, and beneficiaries of the culture itself. This reflects that culture is not only learned but also internalized and applied in daily life, creating the identity and values of the community.

In the context of globalization, culture has become more easily disseminated and accessible, one of which is the culture of Korean Pop or K-Pop. K-Pop has had a significant impact on the youth of various countries, including Indonesia. This culture, which originates from South Korea, encompasses not only music and dance but also lifestyle, fashion, and popular television dramas. K-Pop manages to capture the attention of many, especially young people, due to its strong visual and musical appeal. With advancements in technology, access to K-Pop culture has become increasingly easy, especially through social media, which allows fans worldwide to connect with each other. Reeves (2014) states that globalization accelerates the spread of culture through technological advancements. This is also the case with K-Pop, where through the internet and digital platforms, this culture rapidly transcends geographical boundaries and attracts the attention of the youth in Indonesia.

Social media, which the majority of people use today, has become a platform for channeling their interests and quickly obtaining information about the things they enjoy. Social media enables fans to interact directly with their idols, providing closer access to them. When an idol posts something on social media, such as text or photos, it becomes a particular attraction for fans. The freedom to respond to these posts through the comment section allows fans to express their feelings, creating a closer relationship between the idol and the fans. Several social media platforms actively used by K-Pop fans include Twitter, Instagram, Facebook, and YouTube. Twitter, for example, provides various features such as likes, replies, bookmarks, and topics that users can choose according to their interests. Additionally, Twitter has the capability to spread information rapidly through hashtags, which fandoms often utilize to create trending topics. This allows fans to share experiences and information, as well as strengthen their online community.

The role of Korean Pop (K-Pop) culture has a significant impact on students' motivation to learn. Learning motivation can be defined as the drive or desire to prioritize learning activities that can lead to positive changes, allowing set goals to be achieved. Learning motivation comes from within the individual, but it can also be influenced by external factors that create a spirit for learning. Motivation and learning are two interconnected concepts. The learning process itself is a relatively permanent change in individual behavior to acquire knowledge, skills, understanding, or attitudes that can transform the individual. Students with high learning motivation generally approach academic tasks more seriously and have a strong curiosity about learning materials. They understand the goals of learning and feel the enthusiasm that drives them to achieve those goals.

Based on this phenomenon, the researcher will conduct a study on the extent to which Korean Pop (K-Pop) culture influences learning motivation among students. This study aims to explore the relationship between affection for K-Pop culture and increased learning motivation, as well as understand how certain aspects of this culture can influence students' learning behavior. By using a quantitative approach and descriptive analysis, this research is expected to provide deeper insights into the positive and negative effects of K-Pop culture on students' learning motivation. The results of this study can contribute to the development of more effective strategies for enhancing students' learning motivation, as well as expand the understanding of the role of pop culture in the educational context. Through this research, it is hoped that useful information can be obtained for educators, educational managers, and the students themselves in utilizing K-Pop culture as a source of learning motivation. Furthermore, this research is expected to provide a new perspective on the interaction between pop culture and education in the current era of globalization, as well as its impact on the youth in Indonesia.

2. Method

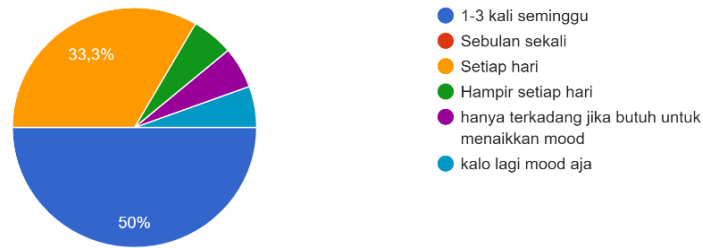
The research method used in this study is a quantitative method with a descriptive research type. Quantitative methods are approaches that focus on the collection and analysis of numerical data to answer research questions and test predefined hypotheses. By using this method, researchers can measure and analyze the variables involved in the study objectively. In the context of this research, the primary focus is to explore and analyze the influence of Korean Pop (K-Pop) culture on students' learning motivation. Through a quantitative approach, researchers can gather the necessary data to gain a better understanding of how K-Pop culture can influence students' behavior and learning motivation. This type of research is descriptive research, which aims to describe specific characteristics or phenomena. Descriptive research aims to provide information about the frequency, amount, and characteristics of the phenomena being studied, without altering or manipulating the existing variables. In this case, this study will describe the relationship between K-Pop culture and students' learning motivation based on data collected from respondents.

The data used in this study is primary data obtained directly from the respondents. Primary data is data collected directly through data collection techniques designed by the researcher to answer research questions. In this study, the researcher used a questionnaire as a data collection tool, which serves to obtain relevant information regarding the influence of K-Pop culture on students' learning motivation. Data collection is carried out through the completion of a questionnaire (survey) by the respondents. The questionnaire in this study is designed with questions relevant to the research topic, namely the influence of K-Pop culture on students' learning motivation. The questionnaire consists of several questions divided into open-ended and closed-ended questions. This study collects data from 18 respondents with 9 open-ended questions, allowing respondents to provide more in-depth and detailed answers regarding their experiences. After the data is collected, the next step is to analyze the obtained data. Data analysis is conducted using descriptive statistical techniques to provide an overview of the collected data. Descriptive statistics will help researchers present the data in the form of tables, graphs, or charts that can provide clearer and more easily understood information.

3. Result and Discussion

In this section, the researcher will present the data and results of the study related to the formulated problem, which is how the culture of Korean Pop (K-Pop) influences students' learning motivation. Here, the researcher will report the findings obtained from the completion of questionnaires by 18 participants, which included 9 open-ended questions. These questions are closely related to the influence of K-Pop culture on the learning motivation of several students. The results of the data collection from this questionnaire will be transcribed by reducing the data, summarizing the data, and drawing conclusions.

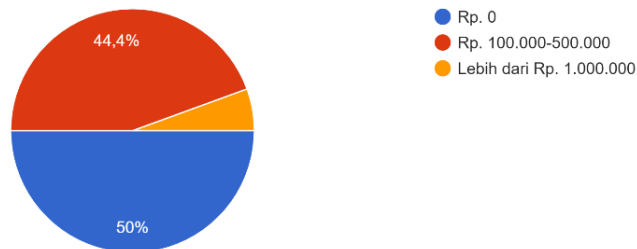
Seberapa sering Anda mendengarkan lagu kpop atau menonton konten kop?
18 jawaban



Picture 1.1

The pie chart in Figure 1.1 shows the percentages of respondents regarding how often they listen to K-Pop music or watch K-Pop content. Fifty percent of respondents chose 1-3 times a week. There are 33.3% who listen or watch every day. Five point six percent chose almost every day. The remaining respondents indicated that they listen to K-Pop songs or watch K-Pop content when they need to boost their mood. From these results, it can be concluded that half of the respondents spend time listening to music or watching K-Pop content within the range of 1-3 times a week.

Berapa total biaya yang anda habiskan untuk membeli merch idol kpop
18 jawaban

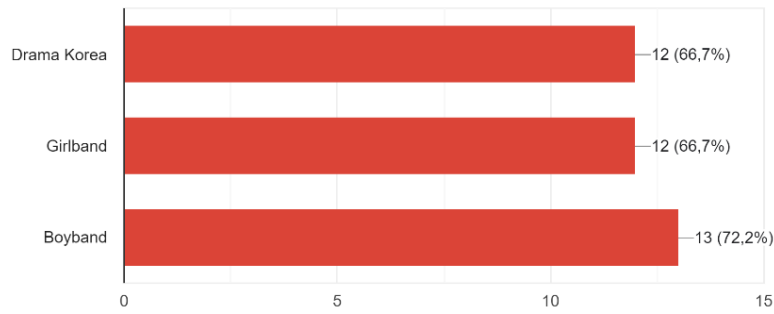


Picture 1.2

The pie chart in Figure 1.2 contains questions regarding the total amount of money spent by students on merchandise related to their idols. K-Pop merchandise includes items themed around K-Pop musicians, such as album sales, photocards, T-shirts, keychains, posters, lightsticks, stickers, and so on. In the blue diagram, it shows that 50% of students spent Rp 0.00 (zero rupiah). Next, there is a percentage of 44.4% who indicated that they only spent between Rp 100,000.00 and Rp 500,000.00 on merchandise. Lastly, 5.6% spent more than Rp 1,000,000.00. From this diagram, it can be concluded that half of the respondents do not exhibit hedonistic behavior in their spending on K-Pop merchandise.

Jenis budaya kpop apa yang anda gemari?

18 jawaban

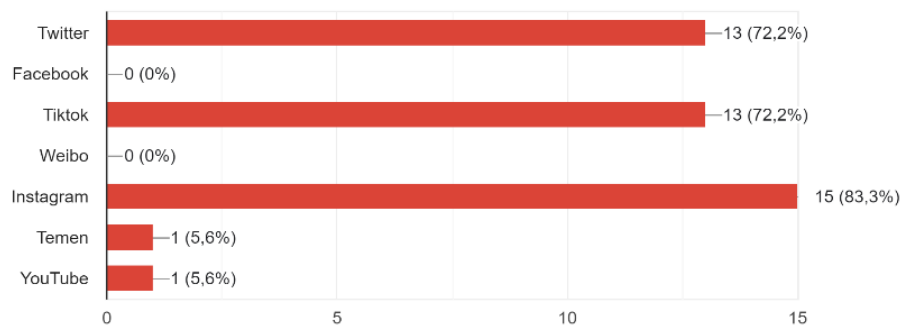


Picture 1.3

The bar chart in Figure 1.3 displays the percentage of responses regarding which types of K-Pop culture are favored by the respondents. The answers to this question allow for multiple selections. K-Pop culture in the boyband category ranks first as the most favored among respondents, with a response percentage of 72.2%. Following this are Korean dramas and girl groups, which share the same position, with a response percentage of 66.7%. From this, it can be concluded that respondents have a greater attraction to the performances of boybands, whether it be in terms of visuals, vocals, dance, rap, or other achievements of their idols.

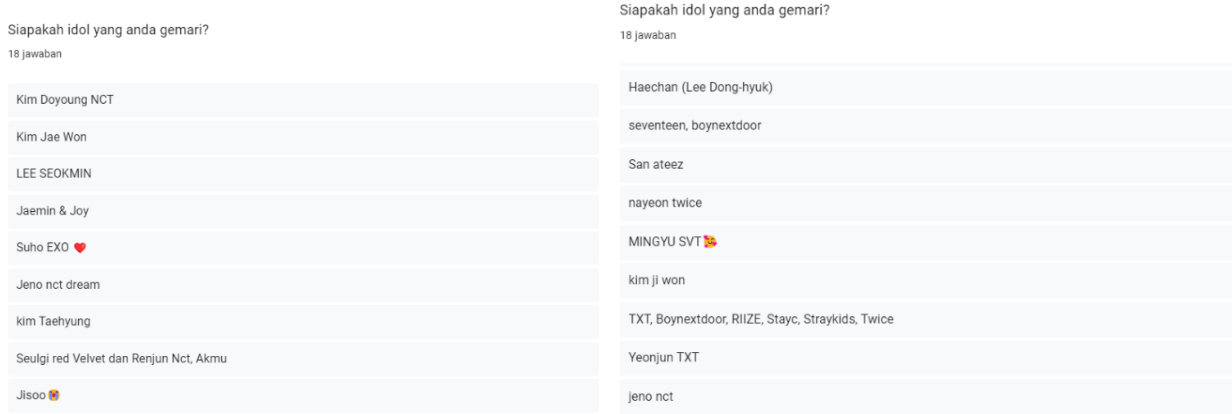
Dari mana Anda biasanya mendapatkan informasi terbaru tentang grup/idol K-Pop favorit Anda?

18 jawaban



Picture 1.4

The bar chart above contains a question about which platforms the respondents use to obtain the latest information about their idols. Social media platform Instagram is the most frequently used, with 83.3% of respondents obtaining the latest information from Instagram. The second place is held by Twitter and TikTok, both favored by 72.2% of respondents. The remaining sources include YouTube and peers, each with a percentage of 5.6%. From this, it can be concluded that no respondents use Facebook or Weibo to get the latest information about their idols. Respondents predominantly use Instagram, Twitter, TikTok, YouTube, and their peers for updates.

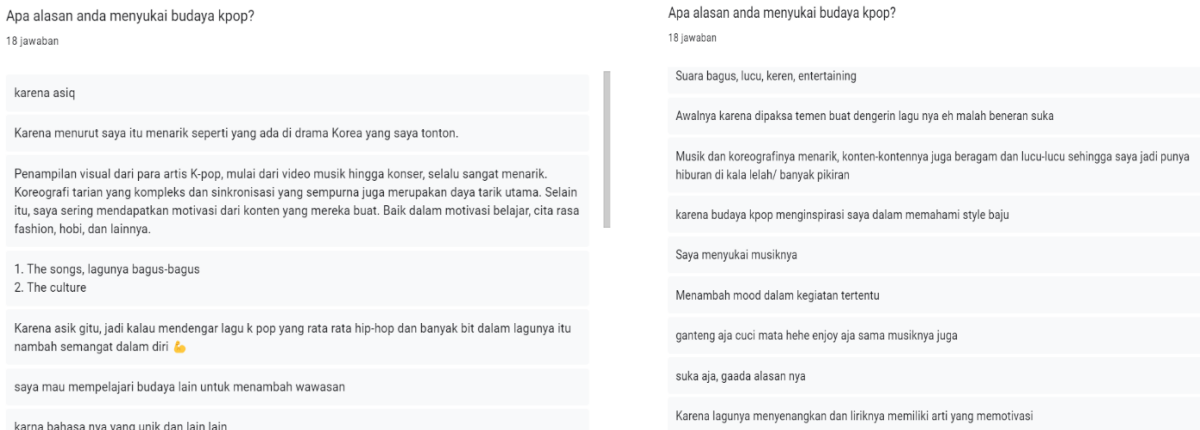


Picture 1.5

Nama Responden	Jawaban
Inisial V	Kim Doyoung NCT
Inisial CE	Kim Jae Won
Inisial AK	LEE SEOKMIN
Inisial L	Jaemin & Joy
Inisial AA	Suho EXO
Inisial AN	Jeno nct dream
Inisial I	kim Taehyung
Inisial AF	Seulgi red Velvet dan Renjun Nct, Akmu
Inisial CA	Jisoo
Inisial C	Haechan (Lee Dong-hyuk)
Inisial IO	seventeen, boynextdoor
Inisial ZA	San ateez
Inisial Y	nayeon twice
Inisial D	MINGYU SVT
Inisial A	kim ji won
Inisial R	TXT, Boynextdoor, RIIZE, Stayc, Straykids, Twice
Inisial Z	Yeonjun TXT
Inisial M	jeno nct

Table 1.1

Table 1.1 presents the initials of the respondents and their answers to the questions attached in Figure 1.5.



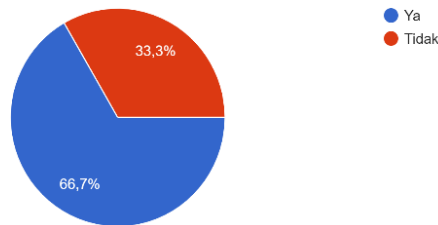
Menurut saya, karena ada beberapa hal yang relate dan juga ada beberapa budaya yang menurut saya membawa dampak positif jadi saya ingin terapkan di kehidupan saya

fashionnya, lagunya, sama orang-orangnya ganteng

Picture 1.6

Figure 1.6 contains the reasons why respondents like K-Pop culture. The majority of respondents indicated that K-Pop has its own unique excitement. Additionally, respondents believe that K-Pop can lift their mood in certain situations. The unique and interesting choreography and music also make respondents feel more enthusiastic about their daily lives.

Apakah dengan adanya budaya kpop mempengaruhi motivasi belajar anda?
18 jawaban



Picture 1.7

The percentage results in the diagram in Figure 1.7 show that 66.7% of respondents answered "Yes," feeling that K-Pop culture influences their motivation to learn, while 33.3% of respondents answered "No," believing that K-Pop culture does not impact their learning motivation.

A. Positive Impact of Korean Pop Culture (K-Pop) on Student Learning Motivation

The development of Korean Pop culture (K-Pop) in Indonesia today can be seen from the increasing number of enthusiasts for all aspects offered by South Korea. In this era, K-Pop culture is not just a form of entertainment; it also has many positive effects on several students. In the survey, students described various impacts they directly experience from K-Pop. Some of the positive effects mentioned by the respondents include feelings of motivation derived from their idols, especially through their pre-debut journeys and struggles that led them to their current successes. Others expressed enthusiasm about their dreams of continuing their education and careers in South Korea. Additionally, some stated that they are motivated to study in order to achieve success and eventually meet their idols.

Jika iya, apa prestasi atau pengaruh positif lainnya yang anda dapatkan setelah menjadi peminat kpop terhadap motivasi belajar anda?
18 jawaban

Salah satu contohnya, menonton konten kpop dapat menjadi sebuah self reward untuk saya

Saya jadi semakin semangat belajar karena saya bercita-cita pergi untuk belajar/bekerja di Korea Selatan. Saya juga berusaha mempelajari bahasa Inggris dan Korea agar suatu saat saya dapat bepergian dan tidak memerlukan translator sehingga saya dapat menikmati perjalanan saya sendiri

Sangat banyak. Satu hal yang bisa saya ceritakan mungkin lebih keras mencapai tujuan. Beberapa idol K-Pop yang saya gemari sering sekali membahas masa predebut mereka ataupun perjuangan mereka hingga bisa di titik yang sekarang. Selain itu, saya merasa mendapat teman berjuang juga untuk menempuh hari-hari biasanya

I want to meet them so I study harder

Saya bisa belajar sambil dengerin lagu kpop jadi ga ngantuk deh.

jadi lebih bekerja keras seperti mereka, karna mereka sedari kecil sudah dididik untuk menjadi idol

Jika iya, apa prestasi atau pengaruh positif lainnya yang anda dapatkan setelah menjadi peminat kpop terhadap motivasi belajar anda?

18 jawaban

- saya jadi suka dan pandai berbahasa korea
- Sebagai peminat KPop, musik musiknya membuat saya semangat belajar karena beberapa dari lagi KPop membantu saya fokus saat belajar. Lainnya para idol KPop juga mendorong saya untuk mau terus belajar, karena beberapa dari mereka tetap melanjutkan/ memprioritaskan pendidikan mereka ditengah kesibukan menjadi seorang idol, hal itu sangat memotivasi saya sehingga terus produktif dan mau belajar.
- Kpop idol dalam perjalanannya untuk comeback/ tampil dengan lagu-lagu baru yang sempurna harus memiliki persiapan yang matang dan tidak lama. Dari situ saya belajar bahwa, untuk mendapatkan sesuatu yang baik, pasti harus melalui kesulitan. Maka, termotivasi untuk giat dalam belajar dan pantang menyerah.
- Tidak ada pengaruhnya
- pengaruh positif yang saya dapatkan ketika saya malas belajar, saya mendengar lagu kpop akan menambah semangat belajar saya
- lebih termotivasi buat belajar sih soalnya biar dapet kerjaan bagus terus bisa fansign

Saya termotivasi dengan slogan TXT "not elevator but stairs" yang memiliki maksud bahwa tidak ada usaha yang instan, sehingga mendorong saya untuk terus bekerja keras

saya sering mendengarkan lagu kpop sambil mengerjakan tugas kuliah dan saat dikampus saya juga sering menyetel lagu kpop supaya tidak bosan dan termotivasi untuk mengerjakan tugas studio yang mengharuskan di kelas dalam waktu yang lama

melihat wajah oppa membuat otak saya tenang

Picture 1.8

B. Negative Impact of Korean Pop Culture (K-Pop) on Student Learning Motivation

Everything has its positive and negative impacts, and the emergence of Korean Pop culture is no exception. While some respondents do not feel significantly affected by the negative impacts, others believe that K-Pop culture can lead fans to become overly fanatic or excessively devoted to their idols. Additionally, the availability of K-Pop content can cause respondents to become too focused or distracted, leading them to neglect their priorities in studying or completing assignments.

Jika tidak, apa pengaruh negatif yang anda dapatkan setelah menjadi peminat kpop terhadap motivasi belajar anda?

18 jawaban

- tidak ada
- Jadi sibuk main twitter
- Pengaruh negatif di aku ga ada si, soalnya aku bukan tipe yang over gitu, jadi aman ajah.
- Mungkin kadang terlalu seru nonton reality show nya kali ya? Jadi agak mengesampingkan tugas
- jarang belajar karena sibuk mendengarkan musik kpop
- Tidak mempengaruhi motivasi belajar saya
- gaada
- terkadang, malah lebih fokus menonton kpop daripada belajar atau mengerjakan tugas
- terlalu fanatik membuat saya malas bersosialisasi

Picture 1.9

4. Conclusion

This research was conducted to examine the impact of the Korean Pop (K-Pop) culture phenomenon on student learning motivation. Based on the data obtained from the study, K-Pop culture significantly boosts the motivation of many students to learn. The reasons for this include their inspiration from the hard work of their idols, who have achieved success. K-Pop also enhances students' moods due to the entertaining music and content available, motivating them to work hard and pursue their dreams enthusiastically. However, some students also experience negative effects from K-Pop culture. They feel that this culture can make fans overly fanatic or excessively devoted to their idols. Furthermore, the K-Pop content can distract respondents, leading them to neglect their prioritized tasks.

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