Unveiling the Impact of Hallyu Phenomenon (Korean Wave) on the Adolescent Lifestyle in Indonesia

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ABSTRACT

The Korean Wave, known as Hallyu, has had a significant impact on the lifestyle of teenagers in Indonesia, reflecting the popularity of South Korean culture in Asia. This research explores the influence of Hallyu on the lifestyle of teenagers, with a focus on the inspiration provided by Korean idols. The quantitative research method involved 152 respondents through an online questionnaire. These findings can serve as a foundation for education and business strategies that are more aligned with the cultural realities of Indonesian teenagers.

Keyword: *Hallyu, Korean Wave, Lifestyle, Indonesian adolescents*

1. Introduction

Described in the study (Aprinta, 2023), globalization is evident in the global structure permeating the realms of politics, economy, and culture. This phenomenon involves cultural consumption through media, resulting in the exchange and dissemination of culture worldwide, creating opportunities for knowledge exchange. However, it also has the potential to lead to the erosion of local culture and the emergence of global cultural homogenization. The role of the internet as a catalyst for cultural globalization is increasingly felt, as easy and affordable connectivity facilitates rapid cultural and traditional exchange between countries.

Students who are enthusiasts of K-Pop often adopt Korean fashion styles, attend Korean-themed events, emulate dance moves from South Korean boy bands, and use Korean cultural products. The negative impacts of this involvement include a consumptive lifestyle, a lack of effectiveness in spending leisure time, and influences on the mental development of Indonesian students. Therefore, understanding how the Hallyu phenomenon influences the lifestyle of students and its impact on local cultural identity is crucial (Sembiring & Daulay, 2023).

2. Theoretical Background

2.1 Hallyu (Korean Wave)

"Hallyu" is a term in the Korean language that refers to the Korean cultural wave, particularly in the forms of music, television dramas, films, and Korean fashion styles, which have gained popularity outside of Korea, especially in Asia. This term is also known as the "Korean Wave" in English (Lee, 2019). "Hallyu" is a term that refers to the global popularity of South Korean popular culture (Sembiring & Daulay, 2023).

2.2 Lifestyle

Lifestyle refers to the way of life or behavioral pattern of an individual or group in their daily lives, involving choices related to fashion, food, entertainment, and other activities. Additionally, lifestyle also encompasses values, beliefs, and preferences that shape the identity of an individual or group within society (Sari & Chandrabuwono, 2020).

2.3 Research Framework and Hypotheses

According to the study by Sembiring & Daulay (2023), it is observed that the Hallyu phenomenon, especially K-Pop, has a significant influence on consumptive lifestyles, hedonistic tendencies, and a lack of effectiveness in utilizing leisure time among students. K-Pop enthusiasts tend to adopt fashion styles, attend Korean-themed events, emulate dance moves from their favorite South Korean boy bands, and consume Korean cultural products. Other negative impacts include the loss of local cultural identity and influence on the mental formation of Indonesian students.

The results of Widianingrum (2023) study indicate that Korean culture has a positive impact on the lifestyle of students at UIN Raden Mas Said, particularly in aspects such as fashion, hairstyle, and cultural trends. However, this research also highlights the negative impact of Korean culture on values within family and the modern environment. In this context, the study suggests that cultural exchange can have complex effects and needs to be carefully considered. The implications of this research are highly relevant in advocating for a healthy understanding and exchange of cultures among students in Indonesia.

The research by Br Perangin-angin (2022) findings indicate that Indonesian teenagers have a significant interest in Kpop, with the majority expressing a tendency to like Kpop. The study also documents various ways in which Indonesian teenagers support their favorite Kpop idols, such as purchasing related products, streaming on YouTube, and actively engaging with Kpop content on social media platforms. Additionally, this research identifies the impact of Kpop presence in Indonesia, as perceived by the respondents. These impacts include the evolution of music genres, influence on fashion styles, motivation to boost confidence and professionalism, as well as an increased interest in learning the Korean language and culture.

Based on theories related to each variable to be investigated, the researchers formulate the hypotheses as follows:

H: There is a significant influence of Hallyu (Korean Wave) on the lifestyle of teenagers in Indonesia.

3. Method

3.1 Research Instrument
3.1.1 Hallyu (Korean Wave)

Table 1.

Variable	Sub	Indicator	No Item		Item
			Favorable	*Unfavorable*	
Hallyu	Drakor	Role Model	-	9,2,7,4,5,6,3,8,1	9
		Expression of idolization	10,11	16,13,18,15,12, 17,14,21,20,19	12
Total Item			2	19	21

3.1.2 Lifestyle

Table 2.

Variable	Indicator		No Item		Item
Lifestyle	Activity		Favorable	Unfavorable	
		Hobby	1,3,4	2	4
		Entertainment	10,8,7,6,9,11	5	7
		Shopping	14,13,12	-	3
		Holliday	15	16,19	3
	Interest	Media	18,17,21	20	4
		Mode	24,23	22	3
		Food	-	-	-
		House	26,25	-	2
		Job	-	-	-
	Opinion	Self	-	-	-
		Prodct	-	-	-
		Social issues	29,28,27	-	3
Total Item			23	6	29

3.2 Data Analysis

The collected data were analyzed using SPSS 27.0 for Windows. The analysis included an assessment of the measurement model to test the validity and reliability of the model, classical assumption tests, and to verify the effects in the theoretical model using T-tests and F-tests. This analysis process followed the recommendations from (Riyanto & Hatmawan, 2020).

4. Results and Discussion

4.1 Sample

According to Sugiyono (2018), a sample is a segment with various characteristics taken from the total population or is a portion of the population that has been chosen and considered as an adequate representation of the entire population. This research was conducted with a sample size of 152 teenagers who are enthusiasts of Hallyu (Korean Wave) in Indonesia. The sample selection was done using the Convenient Sampling method.

Table 3.

Descriptive Statistics	N	Min	Max	Mean	Std. Dev
Hallyu *(Korean Wave)*	152	48.00	101.00	87.5724	12.27262
Gaya Hidup	152	69.00	138.00	120.4737	12.60660

The sample collection results of 152 individuals yielded data, with 55.3% being female, while male respondents reached 44.7%. In terms of age distribution, 24.3% of respondents were aged 12-16 years, and the remaining 75.7% were aged 17-25 years, where teenagers who are enthusiasts of Hallyu (Korean Wave) in Indonesia are dominated by those aged 17 years and above. The distribution of online questionnaire submissions is fairly evenly spread across various locations in Indonesia, with the following results: Jakarta 42 respondents, Tangerang 11 respondents, Bekasi 9 respondents, Bogor 5 respondents, Solo 8 respondents, Medan 6 respondents, Palembang 18 respondents, Lampung 6 respondents, Surabaya 12 respondents, Yogyakarta 4 respondents, Semarang 8 respondents, Bandung 6 respondents, Jambi 4 respondents, and 13 respondents from other cities. The interest in types of Hallyu (Korean Wave) products reveals that Korean dramas scored 15.1%, films 22.4%, music 20.4%, fashion 43.4%, food 27.6%, language 15.1%, and games

4.6%, with fashion being the most favorite product for Indonesian teenagers.

4.2 Validity and Reliability Analysis

The Validity Test was conducted by applying the results of the instrument analysis with N 152, in cases where the probability of significance (p-value) for Bartlett's sphericity test is below 0.1, the validity analysis is considered acceptable.
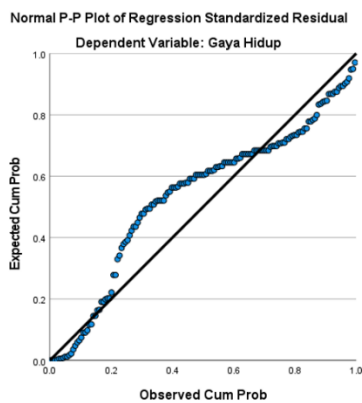
Table 4.

Reliability Statistics	Cronbach's Alpha	N of Items
Hallyu (*Korean Wave)*	.968	21
Lifestyle	.919	29

The reliability test of the constructs used in this study, through the examination of Cronbach's alpha values, yielded the following results: Hallyu at (.968) with an N of items 21 and Lifestyle at (.919) with an N of items 29. This indicates that the construct reliability is assured, as it exceeds 0.7, which is the criteria indicated according to Cahyani et al. (2016)
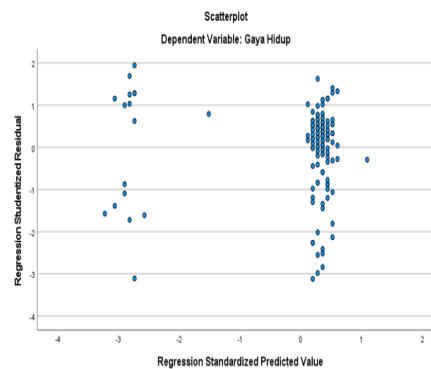
4.3 Classical Assumption Test

A. Normality test

Table 5.

Table 6.

B. Multicollinearity test

Table 7.

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	60.058	5.493		10.933	.000		
Hallyu (Korean Wave)	.690	.062	.672	11.105	.000	1.000	1.000

a. Dependent Variable: Gaya Hidup

4.4 Hypothesis test

4.4.1 t test

The t-test is conducted to determine whether the independent variable X has an influence on the dependent variable Y. This t-test is performed by examining the significance of the hypothesis analysis results.

1. H0: There is no influence of Hallyu (Korean Wave) on the lifestyle of teenagers in Indonesia.

2. Ha: There is an influence of Hallyu (Korean Wave) on the lifestyle of teenagers in Indonesia.

Table 8.

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	60.058	5.493		10.933	.000		
	Hallyu (Korean Wave)	.690	.062	.672	11.105	.000	1.000	1.000

a. Dependent Variable: Gaya Hidup

Based on the t-test analysis in Table 8, it can be concluded that the calculated t value is greater than the tabulated t-value (11.105 > 1.655). Therefore, the alternative hypothesis (Ha) can be accepted, while the null hypothesis (H0) can be rejected. This result indicates a significant influence between the Hallyu scale and the lifestyle of teenagers in Indonesia.

From the significance value (sig), it can be stated that if the sig value is greater than 0.05, there is no influence between the Hallyu variable and the lifestyle variable. On the contrary, if the sig value is less than 0.05, it can be concluded that there is an influence between the Hallyu variable and the lifestyle variable. With a sig value of 0.001, which is less than 0.05, it can be interpreted that there is a statistically significant influence between Hallyu and the lifestyle of teenagers.

4.5 Linear Regression Analysis

4.5.1 F test

Table 9.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10827.241	1	10827.241	123.311	.000^b
	Residual	13170.653	150	87.804		
	Total	23997.895	151			

a. Dependent Variable: Gaya Hidup
b. Predictors: (Constant), Hallyu (Korean Wave)

With an observed F value of 123.311 supported by a significance level of 0.001 < 0.05, it can be concluded that the regression model is applicable, and the variable Hallyu has a significant influence on the Lifestyle variable (Y). In other words, these results indicate a basis for using the regression model and predicting that the Hallyu variable has an impact on the Lifestyle variable.

4.5.2 Determination Coefficient test (R^2)

Table 10.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.672^a	.451	.448	9.37040	1.581

a. Predictors: (Constant), Hallyu (Korean Wave)
b. Dependent Variable: Gaya Hidup

The data in the table above shows a correlation or relationship value (R) of 0.672. This information is accompanied by output results indicating a coefficient of determination (R Square) of 0.451. With this value, it can be interpreted that the independent variable (Hallyu) has an influence of approximately 45.1% on the dependent variable (Lifestyle).

5. Conclusion

Based on the analysis and data processing using Google Form and SPSS 27 for Windows, it was found that

the majority of respondents were female (55.3%) and most were aged 17-25 years (75.7%), while the rest were aged 12-16 years (24.3%) and came from various regions in Indonesia. The research results indicate that the phenomenon of Hallyu (Korean Wave) has a significant positive impact on the lifestyle of teenagers in Indonesia, with a calculated t-value (11.105) greater than the critical t-table value (1.655).

Quantitatively, the influence of Hallyu on the lifestyle of teenagers reaches 45.1%. However, 54.9% of teenagers' lifestyles are influenced by other factors beyond Hallyu. These factors can be grouped into internal factors, such as personality, observation, experience, motives, and self-concept, as well as external factors, such as social class, reference groups, culture, and family. In conclusion, the Hallyu phenomenon plays a significant role in shaping the lifestyle of teenagers in Indonesia. However, it is important to note that other internal and external factors also contribute to the lifestyle of teenagers, emphasizing the importance of understanding the context and complexity of these factors in detailing their influence.

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