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Teenager's Perception of Kpop Cultural Adaptation in Indonesia

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Abstract. This research discusses about teenager's perception of kpop cultural adaptation in indonesia. The method is KPOP cultural adaptation for used in this research qualitative by is descriptive using a narrative approach with the main target is the teenagers in Indonesia. The results of writing this discussions obtain the information about the close relationship between cultural and adaptation of Korean in Indonesia. KPOP cultural adaptation consists of teenager's perception about things that will discuss are how many teenagers in Indonesia like kpop, the extent to which they know about kpop, the reasons that underlie this teenagers like kpop. Things they do to support their idol KPOP and also their opinions about the impacts that are caused by the existence of KPOP in Indonesia.

Keyword: *Cultural Adaptation, Indonesia, KPOP, Teenager's perception*

1 Introduction

Culture is important for all the things we do in this world. The beliefs that create religion, wars, the way of life and many challenges. The first thing we have to define isculture and why is it important in the work life. a notoriously difficult term to define. Culture consists in patterned ways of thinking, feeling, and reacting, acquired and transmitted mainly by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts: the essential core of culture consists traditional (i.e.historically derived and selected) ideas and specially their attached values [1]. In defines culture at managerial terms as "how people feel about the organization, the authority system and the degree of employee involvement and commitment"; he continues, adding that culture can be viewed as a widely held, shared set of values, beliefs and ideals [2]. Culture refers to society and its way of life. It is defined as a set of values and beliefs, or a cluster of learned behaviors that we

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share with others in a particular society, giving us a sense of belongingness and identity. Because of this, cultural understanding is becoming even more important because of the call to interact with manyindividuals from other countries and other cultures [3]. further adds three basics components of culture, namely: what people think, what they do, and material products they produce. All forms of culture exhibit unique ways and value systems that aid and affect individuals in their perception and reaction to different life circumstances [4].

Culture at its most basic level can be defined as shared symbols, norms, and values in a social organization [5]. In addition, [6] define culture as a system for creating storing, andprocess information. National culture refers to deeply set of values that are shared by members of a nation [7]. What forms cultures take depends on what individuals humans can think, imagine, and learn, as well as on what collective behaviors shape and sustain viable patterns of life in ecosystems. Cultures must be thinkable and learnable as well aslivable [8]. Culture is complex and operates at many levels. While country or ethnic origin is often used as a proxy for an individual team member's culturally oriented values, the two levels may actually capture different aspects of diversity. Surface-level indicators may be associated most with similarity-attraction and social identity effects, and deep-level indicators with information-processing and value incongruence effects There are many other documented definitions of culture. [9,10,11] all agreed that culture is based onlanguages, economy, religion, policies, social institutions, class, values, status, attitudes, manners, customs, material items, and education which subsequently influences managerial values [12]. Culture is an essential element in understanding how social systems change, because culture influences both the norms and values of such systems and the behaviorof groups in their interactions within and across systems. He states that the term "culture" is reserved as a whole, for nations, whereas the term "subculture" is used for the level of organization, profession, or family. Culture is the unique characteristic of a social group; the values and norms shared by its members set it apart from other social groups and is influenced by conscious beliefs. in addition, culture itself can be applied from one region to another region. this can also be said as a cultural adaptation.

In [13] explains the adaptation is the process of adjusting values, norms and behavior patterns between two or more cultures. It is assumed that when two or more races or ethnicities meet each other, then there will be a process of adaptation. The process itself is preceded by first contact and follow-up contact furthermore.

International migration has more than tripled in size between 1960 and 2015 [14]. Although the volume of migrant population by country of destination varies widely, history and research evidence have shown that immigration reshapes population and local communities, and new immigrants have significant impact on economic, educational, and labor systems. In addition, the interaction between immigrants and their host society culture influences the cultural landscape of

the migration countries. As the volume of international migration increases over time, it becomes more important to understand the process of intercultural communication between immigrants and their host society members, which becomes the building block of cultural changes that happen to both immigrants themselves and their host society. The current study examines a theory of cross-cultural adaptation [15] and explores its theorems based on a new methodological approach.

In theory [16] of cross-cultural adaptation is based on the general systems perspective, according [17, & 18] General systems theory assumes that individuals adapt to challenges from a given environment and try to maintain equilibrium within the system by using various forms of communication. According to Kim's model, a sojourner or an immigrant goes through a cycle of stress-adaptation growth dynamics when trying to adjust to a new cultural environment. In the meantime, how each individual interacts with coethnic and host members and consumes ethnic and host mass media significantly mediates the process of adaptation. Another opinion in [19] that states that everyone's motivation to adaptation is different. The ability of individuals to communicate in accordance with new cultural norms and values depends on their adaptation process. However, everyone must face the challenge of adapting in order to benefit from his or her new environment. Furthermore, emphasized that each individuals must undergo an adaptation process when meeting or interacting with a different environment and culture. Based on the research, Kim found that there are two stages of adaptation, these are cultural adaptation and cross-cultural adaptation. Cultural adaptation is the basic process of communication, where there is a message messenger, medium and message recipient, so that the encoding and decoding process occur. This process is defined as the rate of change that occurs when an individual moves to a new environment. There is a process of sending messages by local residents in the new environment that can be understood by individual immigrants, this is called enculturation. Enculturation occurs at the time of socialization. Cultural adaptation itself has often occurred in society, especially for teenagers in Indonesia. this happens because there are so many foreign cultures that have entered and developed in Indonesia. One of the cultural adaptations currently affecting for teenagers in Indonesia is the cultural adaptation from South Korea which has begun to be applied for teenagers in Indonesia.

Koreans into K-POP, a global musical genre produced and enjoyed by Koreans and those of other nationalities. This new development has revolutionized the perception of the popular music industry in Korea's post-developmental society, as Korean children dream of becoming K-POP idols. The Korean government is also actively promoting Hallyu and K-POP as part of an effort to reorient the entire Korean economy toward creativity and away from the previous emphasis on mass production of cheap goods. Continued government support of K-POP as a new export industry, and TV stations' incessant obsession with K-POP audition programs work together to transform Korean post developmental society. It is clear that Korean society is taking up a new national role of exporting popular culture, including such creativity-intensive industries as

fashion, films and dramas, food, and sports.

The Korean Wave primarily started with a few well-made television dramas that were popular in East Asia, and the local cultural industries have advanced several cultural forms, including K-pop and digital games, which have gradually penetrated global markets. When Korean culture started to penetrate several Asian countries in the late 1990s. Since then, Korea has continued to develop several forms of popular culture that have penetrated other parts of the world. The local cultural industries have advanced several cultural forms, including popular music (K-pop), animation, and digital games, which have gradually penetrated global markets. The Korean government has substantially changed its cultural policy, in particular to capitalize on the Korean Wave as a means of soft power to enhance the national image. Korean popular music has become one of the most important cultural forms in recent years. As Psy's "Gangnam Style"proved, K-pop has become a new growth engine driving hallyu, with newly decorated idol group musicians (e.g., Big Bang, Girl's Generation, JYJ, and BTS) becoming popular in both Asian and Western countries in the 2010s.

South Korea is well-known as a country that is responsible for spreading the Korean wave (hallyu) all over the countries. Korean popular culture is a cultural hybridity product that links Korean tradition, Confucian culture, and western popular culture in the form of music, drama, and movies. In these decades, the Korean wave has spread rapidly throughout the world. In Indonesia itself, just like any other countries in Southeast Asia, the effect of the Korean wave appeared in the early 2000s and was dominated by Korean drama. There are some factors on why this culture; in the product of music, movies, and drama, is so acceptable in Indonesia. Despite the fact that Korean popular culture is always fresh and upgrading its quality regularly, the similarities in the term of morals and values that these countries adhere are big factors why the Korean wave is more than just a global phenomenon. On the other side, the interest of South Koreans in Indonesia is existing Korean cultural adaptation has grown rapidly and expanded globally in the last two decades. Its existence tends to be accepted by the public from various circles, so thatit results a phenomenon of "Korean Wave" or also known as Hallyu. This phenomenon can be found in Indonesia and its impact is felt in everyday life, especially in the generation of teenagers. The massive development of information technology due to globalization has become a major factor in the large amount of public enthusiasm for the Korean Wave in Indonesia. Korean Wave itself was initiated and very synonymous with the world of entertainment such as musics, dramas, and variety shows which are packaged attractively and present Korean cultures. along with the time, Korean culture is widely implemented in everyday's life, Korean culture lovers, from fashion, make-up, Korean skincare, food, and accent of language. Then this research will explain about teenager's perception of KPOP cultural adaptation in Indonesia. things that will discuss are how many teenagers in Indonesia like KPOP, the extent to which they know about KPOP, the reasons that underlie this

teenagers like KPOP. and also their opinions about the impacts that are caused by the existence of KPOP in Indonesia

2 Methods

This study applies one of the study methods, descriptive qualitative. And this study uses narrative approach. In contrast to the other approaches, narrative can be a study method or an area of study in and of itself. According to [20] focuses on the former, and defines it as a study of experiences as expressed in lived and told stories of individuals. This approach emerged out of a literary, storytelling tradition and has been used in many social science disciplines.

3 Results and Analysis
3.1 Results

This research is conducted to determine the perceptions of teenagers regarding the presence of KPOP cultural adaptation in Indonesia, with 24 respondents (female 20 person and male 4 person). with the age category as in Table 1 below.

Table 1. The Age Of The Respondents

Gender	The Age Of The Respondents (Year)						
	20	21	22	23	24	25	26
Female	2	1	0	6	10	1	1
Male	2	0	0	0	2	0	0
Total	**4**	**1**	**0**	**6**	**12**	**1**	**1**

This research is aimed for teenagers who have completed their undergraduate education, with the aim that respondents who have completed their undergraduate education are more able and wise in conveying their perceptions about the presence of KPOP cultural adaptation in Indonesia. The results of research using a questionnaire system through Google form, regarding KPOP in Indonesia starting with 24 respondents who have filled in the questionnaire, It was found that the number of respondents who liked KPOP and who did not like KPOP was as shown in Table 2 below.

Table 2. Respondents who like and Do Not Like KPOP

Gender	Respondents (Person)	
	Who Like KPOP	Who Do Not Like KPOP
Female	15	5
Male	2	2
Total	**17**	**7**

Even though, the number of respondents who do not like KPOP is quite large, some respondents who did not like KPOP still knew the meaning of KPOP itself. while those who like KPOPZ must know for themselves. The meaning of KPOP, namely KPOP is Korean pop, which meansa music genre that gives a new color to the entertainment world in the world of the music industry. Data of respondents who like and do not like are as in Table 3 below.

Table 3. Respondents Who Know and Did Know The Meaning Of KPOP

Gender	Respondents (Person)	
	Who Know The Meaning Of KPOP	Who Did Not Know The Meaning of KPOP
Female	17	3
Male	3	1
Total	**20**	**4**

On the other hand, the number of respondents who like KPOP and know the meaning of KPOP does not guarantee that they know and do not know the origins of how KPOP came to in Indonesia. this is evident in the Table 4 below:

Table 4. Respondents Who Know The Origins Of How The Advent Of KPOP In Indonesia.

Gender	Respondents (Person)	
	Who Know The Origins Of How The Advent Of KPOP In Indonesia	Who Do Not Know How KPOP Is Present In Indonesia
Female	15	5
Male	3	1
Total	**20**	**4**

Regardless of whether or not the respondents like kpop, whether or not they know the meaning of kpop, and whether or not they know how kpop hadie is in Indonesia, the respondents have chosen the options listed on the questionnaire from which they get information about KPOP. and this is shown in Table 5.

Table 5. Information About KPOP

Information About KPOP	Gender (Person)	
	Female	Male
Friends or relatives	10	4
social media	6	0
Print media (newspaper / magazine)	0	0
Electronic media (TV, radio, internet)	3	0

Total	**20**	**4**

On the other hand, the respondents are also asked to fill in their perceptions about whether they like fashion and make-up in the style of KPOP artists and their reasons. And on average, the answers to the reasons that they write if they like fashion and make-up in the style of KPOP artists are simple fashion but look cool and make up naturally. With respondents who answered as in Table 6.

Table 6. Fashion And Make-Up From KPOP Artist

Gender	Respondents (Person)	
	Loving Fashion And Make-Up From KPOP Artist	Who Do Not Like Korean Fashion And Make-Up
Female	16	4
Male	2	2
Total	**20**	**4**

In addition, the presence of KPOP culture that is present in Indonesia has given the desire of teenagers to become KPOP artists. This can be seen from the number of respondents who want to become KPOP artists. The first reason is that if there is a chance, she wants to be the first kpop artist to wear a hijab. the second reason is he wants to hang out with other kpop artists, and also wants to gain popularity. While most respondents do not want to become kpop artists with the number of respondents, namely as in Table 7.

Table 7. Teenagers' Desire to Become KPOP Artists

Gender	Respondents (Person)	
	Who Want to Be KPOP Artists	Who Don't Want To Becom KPOP Artists
Female	3	17
Male	1	3
Total	**4**	**20**

With the reasons are given that it is not in accordance with the existing culture in Indonesia, does not have talent in the world of dance and singing, is not in accordance with the religious creeds that are adopted by some of the respondents, and also just likes to enjoy music. Furthermore, the things that make teenagers in Indonesia amazed by the kPOP culture is the dance choreography that they have. The results of the perceptions are obtained by the respondents. Namely as in Table 8.

Table 8. Respondents' Perceptions About KPOP Dance Choreography

Respondents' Perceptions About KPOP Dance Choreography	Number of respondents (Person)
Cool, very compact, nice and difficult	15
Time and effort very hard	1
Very interesting and ebergic	3
Unique	1
Do not like About KPOP Dance Choreography	4
Total	**24**

Other perceptions that make teenagers like KPOP based on respondents who have filled out the questionnaire. Namely as in Table 9

Table 9. Reasons To Like KPOP

Reasons To Like KPOP	Number of Respondents (Person)
He visuals of KPOP artists and the cute nature of KPOP artists	16
Inspiring and quality KPOP of song lyrics	8
Total	**24**

Some of the respondents who have filled out the questionnaire, for the respondents who like KPOP, some of them are willing to do things as a form of their support for the KPOP artists that they like. As in Table 10.

Table 10. Things That Respondents Do To Support Their Artists

Things That Respondents Do To Support Their Artists	Number of respondents (Person)
Participate In Online Voting	3
Buy An Album	2
Watch Programs The Are Related To Their Favorite KPOP Artist	1

Things That Respondents Do To Support Their Artists	Number of respondents (Person)
Buy Items That Are Related To Favorite Idols	1
You Tube Streaming	6
Like Every Posts About Idols On Social Media	2
Total	**24**

Meanwhile, there are several impacts caused by the existence of KPOP in Indonesia. The following is the perception of the respondents as in Table 11.

Table 11. Respondents' Perceptions About The Impact Of Kpop Cultural Adaptation In Indonesia

Respondents' perceptions about the impact of KPOP cultural adaptation in Indonesia.	Number of respondents (person)
The music genre is more developed	1
Style of clothing that is not in accordance with Indonesian culture	1
Confidence, work hard, discipline, and professionals that can be imitated in training talents and abilities	3
A lack of interest in the Indonesian nation's work	4
There are some fans who are too fanatical. thus creating a bad image as a KPOPER in Indonesia	3
Raises a desire to increase the ability to learn Korean language and culture	10
Cooperation between two countries	1
Save diligently	1
Total	**24**

3.2 Analysis

In the 2000s, slowly but surely, Korea began to poison Indonesian society with various music KPOP that aired on private television stations. The Indonesian teenagers welcome the entry of Korean music into Indonesia, because at that time the Indonesian teenagers are bored with the music that are trend in Indonesia. Of course, this greatly affects the number of viewers for Indonesian songs. it is likely that the number of viewers for the music videos of Korean songs is greater than the number of music videos for Indonesian songs.

The majority of teenagers think that the music videos of Indonesian songs have a quality that is not good. but the facts on the ground show that Indonesian songs is now starting to rise and has a quality that is not inferior to foreign songs. as a teenager from Indonesia should appreciate

more musics or songs that are made in Indonesia. It's okay to listen Korean musics or Korean songs, but don't underestimate or even forget Indonesian musics or songs. Again, the strong current of globalization has made Korean musics and songs area new addiction. Everything about Korean cultural adaptation is very popular for most Indonesians. The musicians who are in these boy groups or girl groups become new idols for teenagers in Indonesia.

4   Conclusion

The entry of Korean cultural adaptation to Indonesia is like two sides of a coin, on the one hand it has a positive impact. Such as increasing teenagers' love for music, creativity, teenagers' interest in learning about Korean culture, language, and trends. it can broaden the knowledge they have about other countries. Due to advances in technology and transportation and the large number of fans of Korean music groupsoften visiting Indonesia to hold concerts, of course it will attract international media to cover.

It can be used as an event to promote Indonesia to the world, attracting foreign tourists to visit Indonesia. In this way, it can strengthen the cooperative relationship between Indonesia and South Korea and increase foreign exchange. The negative impact of Korean cultural adaptation entering Indonesia is that it causes a very significant cultural and moral shift, apathy towards the nation's own culture, changes the mindset of the teenagers to always imitate and imitate all aspects of life that everything about Korea.

The name of globalization and modernization, it encourages the younger generation to adopt a liberal life in the midst of a social crisis that continues to erode national cultural identities. We cannot blame the Korean wave that hit in Indonesia. Because inessence, all countries will experience "change", but it is all the people who determine. Want to change for better or worse. People also have to think critically and act wiselyin facing all the "waves" that come. Equip yourself with knowledge and wisdom in dealing with life and all changes so that you are not easily influenced by things that are not necessarily good and true.

The teenagers must be proud of all forms of Indonesian culture, must continue to strive to preserve and inherit Indonesian culture. Don't just be busy boasting about the culture of other nations for the sake of social existence.

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