THE INFLUENCE OF HALLYU WAVE ON STUDENTS 'LIFESTYLE COMMUNITY MEMBERS OF KOREA STUDY CENTER OF LAMBUNG MANGKURAT UNIVERSITY

Noviana Sari¹, Achmad Bayu Chandrabuwono²

¹ Department of Communication Sciences, University of Lambung Mangkurat
noviana_sari@ulm.ac.id

Abstract. Lifestyle describes the moral value for everyone who wears it. One of them is Korean culture which is better known Hallyu Wave. The Hallyu Wave phenomenon which means Korean fever refers to the popularity of Korean culture abroad and offers the latest Korean entertainment which includes movies, dramas, pop music, animation, games and products. Indonesia is also one of the countries affected by the spread of Korean culture that called Hallyu Wave. The Hallyu wave began to enter around 2000 in Indonesia through the spread of culture without any compulsion to do so because it was based on values, culture and policies. This is one of the effects of the Digital Age which is currently present and entered through various popular cultures. Student lifestyle in terms of dress style, speaking style to consumptive culture of student Hallyu fans wave members of the ULM Korean study center is divided into time and space as well as all other details that shape student's daily life. Hallyu wave among female students with a large contribution from the mass media in dividing space and time to be able to share their love for Korean shows, both Korean films and music. Those who are willing to spend hours on their love for Korean dramas and other Korean show. There was a change in their norms who usually didn’t do things like watching shows at midnight, and when they became interested in Korean shows they started to change their norms, marked by the fact that they like watching Korean dramas until midnight and can spend all episodes in one night. When they spend more time watching and using the product, their tastes change in style and behavior. And this is considered a new norm for members who like Korean culture.

Keywords: Lifestyle, Hallyu Wave, Korean Culture

INTRODUCTION

The life of modern society, among others, is marked by the high cultural traffic between countries which is supported by the sophistication of information technology and the role of the mass media. It affects to lifestyle. Lifestyle describes how much moral value that person is in the society around him. One of culture that is influencing various countries is Korean culture which is better known as K-pop or the Hallyu Wave or commonly known as the Korean Wave.

Hallyu Wave which means Korean fever refers to the popularity of Korean culture overseas and offers the latest Korean entertainment which includes movies and dramas, pop music, animation, games and so on. Indonesia is also one of the countries affected by the spread of Korean culture and it is very easy for the acculturation process to occur in its culture. The Hallyu Wave is able to shape the lifestyle and way of thinking of a person or society which is influenced by the Indonesian people, especially teenagers, which has an impact on the loss of nationalism and the fading of a culture that has been passed down from hereditary and replaced by a new culture that forms a different lifestyle. The spread of Korean culture is also assisted by various mass media that are actively introducing the culture.
and one of the mass media that is intensive in spreading this culture is the internet and television. Almost every day we can watch programs related to Korean culture on almost all television stations and the internet. This is what makes changes in the lifestyle of each society to increase.

Korean fans are emotional and give meaning to a cultural product. Cultural consumption is related to the individual's meaning of the pattern he wants to form as self-identity and in the midst of cultural traffic. Currently circulating various lifestyles that are believed to be able to provide a certain identity. Self as a form of human existence requires a variety of attributes that will make the self recognized by others. This effort is mainly carried out through a lifestyle that is able to provide an identity for oneself.

Lambung Mangkurat’s Korean Studies Center (pusat studi Korea ULM) is an institution that can become a center for information and language learning as well as the introduction of science and technology, Korean culture and arts in an effort to broaden horizons and increase foreign language skills for ULM students. The students who are members of the ULM Korean study center also experience lifestyle changes that are much different from other students, especially in the study of Korean culture. This has caused various assessments regarding the differences in the lifestyle of other students with students who are members of the Korean studies center. The researcher wants to know the influence of hallyu wave on students 'lifestyle community members of korea study center of lambung mangkurat university.

RESEARCH METHODS

The research approach is qualitative and this type of research is descriptive, because it does not attempt to find causality. This study only wants to see the influence of hallyu wave on students 'lifestyle community members of korea study center of lambung mangkurat university. The type of approach that will be used in this research is qualitative. This research raises the exploration of Korean popular culture which is now increasingly widespread and changes the lifestyle, including the dress style of many people. So that to support and more guarantee to conduct research, a qualitative approach is more possible.

According to Denzin and Lincoln (1994: 2) who define qualitative research as follows "Qualitative research is a multimethod in focus, involving an interpretive, naturalistic to its subject matter. This means that qualitative researchers study in their natural setting, attempting to make sense of or interpret phenomena in term of the meanings people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials-case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts-that describe routine and problematic moment and meaning in individual lives ". Which means that this definition suggests an a priori approach based on philosophical assumptions (interpretive naturalistic approach) on qualitative research and the multiple sources of information and narrative approaches available to researchers (Emzir, 2012: 1).

According to Lodico, Spaulding, and Voegtle (2006) qualitative research which is also called interpretive research or field research is a methodology that is borrowed from scientific disciplines such as sociology and anthropology and adapted into educational settings. Qualitative research uses inductive reasoning methods and it is believed that many perspectives can be expressed. Qualitative research focuses on social phenomena and on giving a voice to the feelings and perceptions of participants under study. This is based on
the belief that knowledge results from social settings and that understanding social knowledge is a legitimate scientific process. Lodico, Spaulding, and Voegtle in (Emzir, 2012: 2).

The type of research used in this research is descriptive research type. This type of descriptive research is used to describe or explain and interpret in detail approaching the actual situation of a situation which is the object of research whose data takes the form of words and pictures rather than numbers. This type of descriptive research aims to make systematic, factual, and accurate descriptive of the facts and characteristics of a particular population or object. This study describes the reality that is happening without explaining the relationship between variables (Kriyanto, 2006: 69).

RESULT AND DISCUSSION

Lifestyle is a picture for everyone who wears it and describes how much moral value is in the surrounding community. One of the cultures that is influencing various countries is Korean culture which is better known as K-Pop or Hallyu Wave or Korean Wave. The phenomenon of the Hallyu Wave which means Korean fever refers to the popularity of Korean culture abroad and offers the latest Korean entertainment which includes movies, dramas, pop music, animation, games and so on. Indonesia is also one of the countries affected by the spread of Korean culture.

In data collection, researchers not only conducted interviews with the teaching staff of the Korean studies centre but also conducted interviews with several members of the Korean study centre and also some students at Lambung Mangkurat University (ULM) Banjarmasin.

In the interview, the researcher obtained data or information in the form of lifestyle through the Korean wave and various styles of lifestyle for ULM students through the Hallyu Wave. In in-depth interviews, researchers prepared a number of questions. Record answers or information obtained from informants and write important things down. Data taken from interviews as students of Lambung Mangkurat University as a Korean fan.

The results of direct interviews conducted by researchers with Key Informants are primary data and the main source of research, while the results of observations during the research are secondary data. The data obtained from the results of direct interviews with informants and the results of observations are categorized according to problem identification. How the student's lifestyle in terms of dress style, speaking style to the consumptive culture fans of female hallyu wave. Then the data is explained clearly and openly so that it can be concluded that the results of research on the lifestyle of members of the Korean ULM study centre through the Hallyu wave.

After collecting and compiling the necessary data, this time the researcher will describe the results of the study, namely the allocation of time to watch Korean dramas, dress styles and speaking styles, and consumptive products and also behaviours carried out by female students who are members of the ULM Korean Studies Centre through the Korean wave.

1. Allocation of Watching Korean Drama

In this section, the researcher will describe the research findings regarding the lifestyle of ULM students and members of the Korean study center. In this study, the student style divides time and space, and all other details that shape the daily life of female students. In connection with the lifestyle through the hallyu wave among female students with great contribution from the mass media. Student lifestyle in dividing space and time to be able
to spend their love for Korean shows, both Korean films and music. Like when the researcher interviewed the supporting informant, Fauziah:

“..... Suka. Genre yang disuka romantic comedy. Karena biasanya aku curious, jadi kalo drama korea on-going aku nontonnya ikut jadwal tayang dari korea. Terus dapat drakor yang sudah sampai selesai, nontonnya bisa 3 sampai 4 harian selesai sih”.

Similarly, Rahmawati, a lifestyle through the Korean wave, divides space and time to spare her time for Korean shows:


ULM students' lifestyle, which at first was normal, their sleeping hours did not pass at 12 at night, after liking Korea they were willing to sleep late to watch Korean dramas and variety shows they liked. Usually they watch the drama following the Korean broadcast schedule or wait a day or two so that the drama can be downloaded. It can also be via DVD, but if the DVD is usually a Korean drama that has aired for a long time like in 2013.

It feels unique and experienced because they are willing to spend hours and it can be until midnight.

There was a change in norms whereby those who normally don't do things like watching shows at midnight, and when they became interested in Korean shows started to change their norms. Their change in norm is marked by the fact that they like watching Korean dramas until midnight and can spend all episodes in one night. However, they know that as students there must be a lot of assignments, and they also watch Korean dramas and spend all the episodes when there are no assignments and lectures.

When they spend more time watching Korean shows, using Korean accessories and their tastes change in style and behavior.

2. Fashion style

In terms of dress, of course, every university has regulations that exist and students are required to follow these rules. The regulation is in the form of polite clothes such as loose clothing, if women who are not veiled are required to wear collared clothes, just like men who are required to wear collared clothes. The regulation was made so that students can be disciplined in terms of dressing and looking more worthy of being seen. For some students who like Korean, they will certainly find it difficult to mix and match the Korean style to go to campus. Korean style is really good and simple to mix with all kinds of items and it will make us look better in terms of dressing.

In terms of dress, both Indonesia and Korea do have their own characteristics when it comes to dressing. Because Indonesians dress very politely and rarely show their genitals, while in Korea, which has 4 seasons, they are free to wear whatever clothes they think are appropriate and suitable for the season. However, for ULM students who like Korean, they should think about which clothes / pants are good and not too tight to wear on campus.

Researchers also made observations at Korean Studies Centre on their dress styles, which researchers saw that they dressed like students in general and there were no Korean
clothes or accessories that they wore. But according to the narrative of one of the research informants, there are at least 1-2 people wearing Korean-style jackets. Here the researcher wants to ask the informants about several things about Korean dress, such as what they think Korean fashion is, what style they like the most and their opinion about whether or not the ULM students apply Korean fashion to the campus. And this is the narrative put forward by sister Yuli as the Teaching Staff at the Center for Korean Studies:

“..... Korean fashion itu adalah tren gaya berpakaian yang ada di Korea. Saya lumayan suka seperti over-sized shirt, casual blazer dan long coat. Dan untuk digunakan kekampus gaya fashion yang saya suka sepertinya masih mengikuti peraturan kampus...”

As an interview with Nina:

“.... Aku suka Korean fashion yang tertutup dan santai kaya musim dingin (baju panjang, jaket, dan celana juan itu bagus) ditambah lagi dengan pemilihan warna-warna yang cocok. Kalau memakai untuk sehari-hari sih aku biasanya ngambil atasannya aja baju panjang. Tapi menurut aku tergantung jenis fashion korea yang mana sih yang akan dipakai. Kalau masih dalam ranah sopan dan tertutup itu boleh saja, tapi kaloo kaya fashion idol-idol rasa-rasanya itu ga cocok untuk dipakai kekampus...”

There are some who are interested in following the Korean fashion because it is swag, casual, or simple. And there are also those who are not interested because they don't feel that they are just right to be used at Indo or go to college. Due to regulations that prohibit wearing open and strict clothes, that's why some are not interested in following Korean fashion. Dress style through Korean wave among ULM students, it can be said that they are more careful in choosing clothes to wear on campus. Because what we see is the opposite style of dress that makes Korean fashion a bit difficult for women who wear hijab to follow, even if you want to follow the most you can only wear clothes and clothes that are long covering the buttocks and not tight.

3. Speaking Style

Who doesn't know Hangul. Hangul is the same as Alphabets, only the pronunciation is different. Hangul is the official name for the language that uses Korean letters used by Korean society. The speaking style of ULM students through the Hallyu wave currently causes many Korean fan students to understand more or less Korean languages. At ULM itself, there is a place for students who like Korean to learn how to speak properly and properly and get to know Hangul and other Korean culture. There they are taught step by step to recognize Hangul letters until finally they can speak Korean correctly with native speakers. There are also those who are self-taught by only relying on Korean dramas or learning online via YouTube. From there they began to be able to speak Korean little by little and could understand the most basic languages such as why, no, yes in Korean. For them, being able to speak Korean is one of the goals that Korean enthusiasts.

Based on this, the student's lifestyle in terms of dress style, speaking style to consumptive culture of Hallyu wave fan student members of the ULM Korean study center is divided into time and space as well as all other details that shape student daily life. hallyu wave among female students with a large contribution from the mass media in dividing space and time to be able to share their love for Korean shows, both Korean films and music. Those who are willing to spend long hours for their love of Korean dramas and other Korean shows (Korean Variety Show).
The lifestyle of Korean studies at ULM was initially normal, their sleeping hours did not pass at 12 at night, after liking Korea they were willing to sleep later to watch Korean dramas and variety shows they liked. Usually they watch the drama following the Korean broadcast schedule or wait a day or two so that the drama can be downloaded. It feels unique and experienced because they are willing to spend hours and it can be until midnight. They have said that watching Korean dramas can spend a full day from day to night and if there are no college assignments. But when there is a college assignment, the time to watch Korean dramas is 1-2 episodes and the time is only 2 hours per day. This is because Korean shows such as Korean dramas according to them have a meaning and message to convey to Korean drama lovers, the episodes are few, and can drain emotions. Most of the ULM Korean studies center members interested in Korean culture are the boy group and their food and continue to Korean films and dramas with the romance and comedy genres. Their interest makes them want to know more about Korea, including Korean dramas, such as the players and other artists through websites.

There was a change in their norms who usually didn't do things like watching shows at midnight, and when they became interested in Korean shows they started to change their norms. Their change in norms is marked by the fact that they like watching Korean dramas until midnight and can spend all episodes in one night. When they spend more time watching Korean shows, use Korean accessories and their tastes change in style and behavior.

CONCLUSION

Based on research that has been conducted by researchers at the Community Members of ULM Center for Korean Studies, especially the Hallyu Wave regarding Lifestyle, Dress Style, Speaking Style, and Consumptive Behavior. Then the conclusions are Members of ULM Center for Korean Studies are willing to spend long hours for their love of Korean dramas or other Korean programs. In terms of dress style, only a few members of the Center for Korean Studies, Lambung Mangkurat University are interested in following the style of dress worn by their favorite artist. But, speaking style, members of ULM Center for Korean Studies, further explore how to speak Korean in the social life of fellow Korean fans or other Pusko members. In consumptive culture, members of ULM Center for Korean Studies really enjoy and buy more Korean and Indonesian products such as make-up and skincare. Most of them consider this as an identity and a form of their love for Korean products, but with the existence of Indonesian culture, it turns out that Korean fans still like it their own culture without diminishing the sense of nationalism in them.
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