



# The Korean Wave Phenomenon on Students' Religious Attitudes

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## Abstract

This study aims to find out what are the effects of shifting religious values arising from the Korean Wave, especially K-Pop and K-Drama. This study uses qualitative methods with a phenomenological approach, research data taken through interviews just sung with twenty-five informants. All research and observation data were then analysed using Miles and Huberman. The results of this study indicate that there are five trends due to the Korean wave towards religiosity students include: i) prefer to learn about Korean, ii) postpone worship, iii) interested in studying Korean history, iv) more memorized Korean music, v) interested in learning korean rather than arabic. The results of this study can be used as initial data for future researchers in examining different issues related to this problem as well as various issues that are relevant to this context. The implications of the content presented have contributed to the shift in religiosity for some of their fans, including students. The attitude of fanaticism shown at both the low and high levels, namely Celebrity Worship Syndrome, is of course a new phenomenon for the Korean entertainment industry.

## INTRODUCTION

Parents are the first supervisors in the family, as well as being responsible for determining the direction and future of their children (Kaputra et al., 2021). In this case, it is clear that the influence of parents plays an important role in controlling their children, especially in social media. One example is the addiction to consuming Korean content, especially K-drama and K-pop. K-drama and K-pop are currently the most popular Hallyu products for Indonesian teenagers. Initially, Hallyu did not immediately spread to the Asian market, but to the closest areas to South Korea, namely Japan and China. The word Hallyu itself was originally popularized by a Beijing journalist through the Beijing Youth Daily newspaper in November 1999 regarding the news of the success of the K-pop concert in Beijing (Sun & Liew, 2019). But as time goes by, the Korean wave is now spreading widely to all corners of the world.

Especially during the current Covid-19 period, K-drama and K-pop audiences have drastically increased from teenagers to adults (Prasanti & Dewi, 2020). K-drama and K-pop are the cultural outputs offered by South Korea and have successfully spread in several countries in the world which cannot be separated from the role of the mass media (Putri et al., 2019). This also affects student learning hours to decrease due to consuming too much K-drama and K-pop which can spend hours each day (Jung, 2011). K-drama and has become a fashion mecca for its fans because of its modern fashion along with the times, then K-

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drama and K-pop also make the audience indirectly learn Korean from the drama (Putri et al., 2019).

The characteristics of today's youth tend to have big ambitions to succeed, due to the increasing number of role models they idolize. With these characters that are adaptive to foreign cultures, of course it creates two ramifications where Korean fans can cultivate a new culture in a more positive or negative direction. K-Pop and K-Drama have now become idol figures in the eyes of their fans. Besides just enjoying their work, not a few teenage fans are starting to be interested in being fanatical. This generation was born when the digital world began to penetrate and develop rapidly in the world. This generation is very proficient in using technology in all aspects and daily functions (Lee & Lee, 2020; ). It is now much easier for K-drama and K-pop enthusiasts to get their favourite Korean content using just a smartphone. K-drama K-pop connoisseurs usually share information about Korean dramas and K-pop that they know, so that sharing can make it easier to spread the content (Putri et al., 2019). Indonesia is a country in Southeast Asia that has received the impact of Korean wave products such as K-drama and K-pop by offering a lifestyle from Korean culture (Wulandari, 2023). Korean wave has now become nutrition among teenagers, especially students. A feeling of interest, attention, more desire that someone has for something, without any encouragement.

Research related to the issues and problems that the authors raise in this study, it needs to be explained that research related to the Korean wave effect has been widely discussed by previous researchers. However, after the author has read and analysed all of these articles, in general it can be concluded that some previous studies such as Jung (2011); Putri et al., (2019); Prasanti & Dewi (2020) have focused more on the effects of K-dramas. Meanwhile, the effects of K-pop are minimal. Therefore, the authors believe that research aimed at analysing the effects of the Korean wave, especially K-pop among adolescents, needs to be made into a scientific study within the framework of enriching the literature and exploring what are the impacts arising from the Korean wave.

As the author has stated in the background section of this article that, at this time there is a phenomenon of the spread of K-Pop and K-Drama as well as Korean culture or commonly referred to as K-Wave or in Korean it is called Hallyu (Widyaningrum et al., 2023). A fan who is a social being cannot be separated from other humans, because humans need other people in their lives. Humans will develop as humans if they associate with other humans (Nuraeni & Lubis, 2002). Bandura theory explains human behaviour in the context of continuous reciprocal interactions between cognitive, behavioural and environmental influences (Lesilolo, 2019). For students coming home from college and time off is spent watching K-Pop and K-Drama. K-Drama, K-Pop, K-Sport, and K-Fashion are the cultural outputs offered by South Korea and have successfully spread in several countries around the world. Which cannot be separated from the role of the mass media (Putri et al., 2019). K-Pop and K-Drama are K-Wave products that are most in demand by Indonesian teenagers at the moment. Especially during the current COVID-19 period, K-Pop and K-Drama connoisseurs have increased dramatically from both teenagers and adults (Prasanti & Dewi, 2020). Research related to the issue of the influence of the Korean Wave on students has been widely studied by previous researchers such as Rabah et al., (2023); Widyaningrum et al., (2023); Putri et al., (2019) but the researchers above only focus on the behavior of students who is the result of modelling, where behavior is only focused on the style of speech and dress.

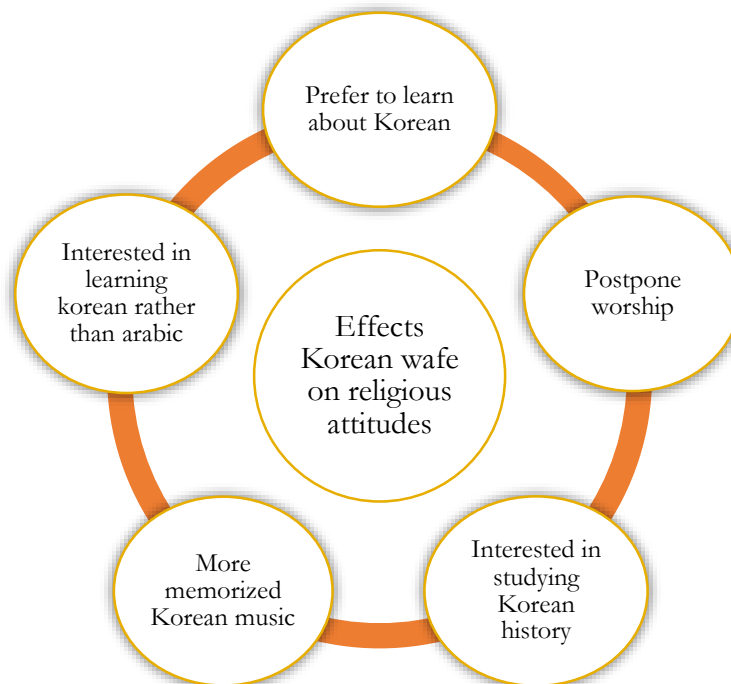
## METHODS

This study uses a qualitative method with a phenomenological approach. According to Ziakas & Boukas (2014) the phenomenological approach is used to develop understanding or explain the meaning of an event experienced by a person or group. The selected informants have met four criteria, namely understanding well the problem under study, still active in the field being studied, having time to provide information to researchers, and

provide information in accordance with the facts that occur in the field (Emmel, 2014). To meet the criteria as an informant, all informants are active students who are K-Poppers and K-Drama lovers in the 2018, 2019, 2020 and 2021 entry years with the age category 18-21 years. After the interviews were completed, all informants were taken, a transcript process was carried out, then the authors took themes that were in accordance with research needs. The analysis process is carried out by the writer using Miles and Huberman analysis.

## RESULT AND DISCUSSION

Based on the author's interviews with twenty-five informants, the results of the study found five tendencies that occurred in students religious attitudes due to the Korean wave. The five effects Korean wave on religious attitudes, can be seen in the following figure:



In order to make it more interesting, in the following the author will describe excerpts from interviews with informants based on the five themes described above. The description of the interview that the author presents is in the form of a short statement excerpt from the informant when the interview was conducted. Although the interview excerpts were delivered by the informant in a slightly different language, the intent and purpose were more or less the same.

**First** prefer to learn about Korean. This theme is stated by several informants below. From the interviews that have been conducted by the author with informants, this theme about excerpts of interviews holding regular ta'lim, he report interview excerpts prefers to enjoy Korean content rather than studying religion was stated by informants 1, 3, 6, & 8 as excerpts from the below:

*..K-pop and K-drama greatly affect my worship, one of which is that I tend to enjoy Korean content rather than religion (Informant 1). ... After getting to know the Korean wave, I feel very far from religion, sometimes i tend to watch Korean content... (3). ... With this Korean wave, I tend to enjoy the content they present... (6). ...I have felt a lot of impact after getting to know the Korean wave, in the past often listened to religious lectures but after getting to know the Korean wave I rarely listened to religious lectures and was more interested in enjoying Korean content... (8).*

**Second** postpone worship. This theme was stated by several informants below. From the interviews that have been conducted by the author with informants, this theme about excerpts of the interview create a religious atmosphere, he report interview excerpts delay postponing prayer because watching the idol concert & K-Drama, was stated by informants 1, 3, 5 & 7 as excerpts from the below:

*...When enjoying Korean content, for example K-drama, which lasts a long time, sometimes I prefer to finish the episode first and postpone the prayer (Informant 1). ...I sometimes postpone my prayers in order to enjoy my idol content,... (3). ...I know it's time to pray, but because I'm curious about what's going on, I finish the film first and then I pray... (5). ...Korean content does have a very strong appeal, this can be a reason for me to prefer to enjoy it and postpone my prayers... (7).*

**Third** interested in studying Korean history. This theme is stated by several informants below. From the interviews that have been conducted by the author with informants, this theme about excerpts from the interview starting the activity with monotheism sentences, he report interview excerpts more deeply into the history of Korea than Islamic history, was stated by informants 1,3, 5, & 7 as excerpts from the below:

*...Prefer to find out about Korean history rather than Islamic history (Informant 1). ...I'm so interested in Korean content, I even find out more about the history of the ginseng country than Islamic history... (3). ...The habit of enjoying Korean content makes us interested in finding out about Korean history compared to Islamic dates... (5). ...More interested in finding out Korean history than Islam, because if you go there you will already be familiar with the country,... (7).*

**Fourth** more memorized Korean music. This theme was stated by several informants below. From the interviews that have been conducted by the author with informants, this theme about excerpts from the interview instilling the teachings of monotheism from an early age, he report interview excerpts memorize Korean songs more than memorizing the holy verses of the Qur'an was stated by informants 1, 2, & 4 as excerpts from the below:

*...It's undeniable, Korean songs are very good to listen to, this is what makes me listen to and memorize Korean songs more often than memorizing the holy verses of the Qur'an (Informant 1). ...Because I often listen to Korean songs, I memorize them reflexively, because the instruments and music are fun, I memorize them faster... (2). ...Korean songs have such a strong appeal that anyone who hears them will definitely be interested and if they are interested they will automatically listen and enjoy the song more often than memorizing the Qur'an... (4).*

**Fifth** interested in learning Korean rather than Arabic. This theme was stated by several informants below. From the interviews that have been conducted by the author with informants, this theme about excerpts from the interview inviting them to take part in da'wah activities, he report interview excerpts more interested in learning Korean than Arabic was stated by informants 1, 6, & 8 as excerpts from the below:

*...While enjoying Korean content, I also spontaneously memorized the vocabulary (Informant 1). ...I'm interested in learning Korean because I have a dream to meet my idol later... (6). ...In my opinion, Arabic is more difficult to learn than Korean, because if you want to learn Korean, we can only watch dramas and content... (8).*

The Korean wave seems to have started an international marketing strategy in the 2000s on Indonesian glass screens. Television does give a big influence in marketing strategy compared to other mass media. In a matter of decades, the Korean market has mushroomed and is very popular among Indonesian people. This is motivated by various aspects, namely: Quality of Content, Social Aspect, Psychology Impact, and Global Market Standards (Manalavan & Jayakrishna, 2019).

Based on the information I got from the informants, data was obtained that they knew K-Pop and K-Drama initially from peers and relatives. But over time they started trying to consume Korean content on their own without coercion from anyone (Stetz, 2023). One of my informants said that he set aside a special time of at least three hours every day to view Korean content and interact with K-poppers. Some are even willing to buy knick-knacks for their idols as collections and spend money to buy concert tickets which can be considered very expensive. They are also more interested in learning Korean so they can understand what their idols say. They also often imagine as if they are going to marry their idol.

From the data above, it can be concluded that the level of fanaticism of K-Pop and K-Drama fans at Padang State University is classified as high-level fanaticism or Celebrity Worship. This K-Wave also greatly influences students' religious attitudes (Widyaningrum et al., 2023). Among them are delaying postponing prayers, more interested in learning Korean



history than Islamic dates, more interested in learning Korean than Arabic, and memorizing Korean songs more than verses from the holy Qur'an (Mujani et al., 2022).

Based on the research that the authors have done regarding the effects that occur due to the Korean wave on students' religious attitudes. It clearly found five important themes related to the effects of the Korean wave on students' religious attitudes. The five findings that the same.

## CONCLUSION

This research has succeeded in uncovering five effects that arise on students' religious attitudes due to the Korean wave. The five models are preferring to enjoy Korean content rather than studying religion, delaying postponing prayers because of watching idol concerts & K-Dramas, exploring Korean history more than knowledge of Islamic history, memorizing Korean songs more than memorizing the holy verses of the Qur'an, being more interested learn Korean instead of Arabic. K-Wave which is endemic, especially K-Pop and K-Drama, in fact has an impact on the religiosity of fans, especially students. Some of the attitudes of students who claim to be connoisseurs of Korean content have in fact shifted from their competency standards as Islamic students. In addition, to prevent a shift in religiosity, at least this research can be used as a basis and reference for subsequent researchers to study issues related to this or issues that are different but have similarities in context and intent.

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