

## JAKARTA YOUTH'S LIFESTYLE AND FASHION ON TOP OF KOREAN WAVE

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**Abstract.** The Korean Wave, or the cultural wave originating from Korea, became a significant phenomenon in Indonesia in the recent years. Its popularity, especially among the youth, surged alongside the emergence of Korean dramas and K-Pop music. Given this phenomenon, the researchers were interested in examining how the Korean Wave influences shared lifestyle and fashion choices of the young people, particularly in Jakarta, one of the cities with the largest K-Pop fan base in Indonesia. This study employed a qualitative method with an ethnographic approach. The data were collected through observations and interviews with five respondents who are K-Pop and Korean Drama enthusiasts in Jakarta. The findings indicate that although each respondent has a unique styles and preferences, they share similar preferences in lifestyle and fashion due to the influence of the Korean Wave, such as get highly motivated, be more expressive, more realistic, and more confident. This influence is supported by the dissemination of information related to Korean lifestyle and fashion through social media.

**Keywords:** *Korean Wave, Youth, Lifestyle, Fashion, Ethnographic Approach, Shared Values.*

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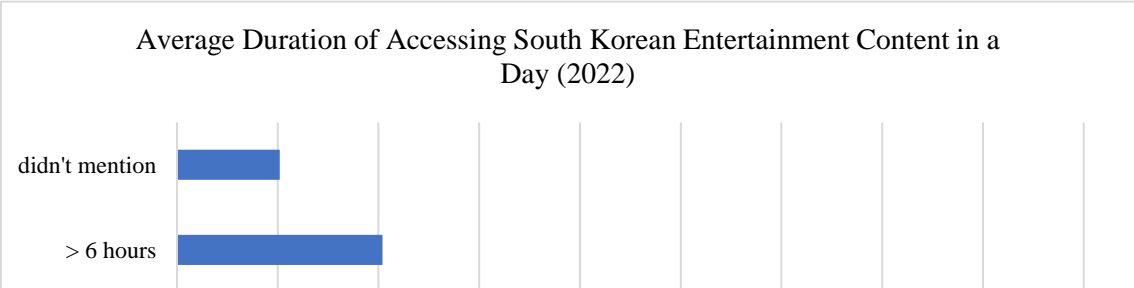
## INTRODUCTION

Over the last few years, the Korean wave became a phenomenon widely discussed by Indonesian society. The Korean wave is a term referring to Korean culture that greatly influences young people or teenagers, encompassing the fondness for Korean dramas and K-Pop music. Several factors contribute to the reason the teenagers are drawn to South Korean culture including fashion, cosmetics, and everything worn by K-Pop idols (Nastiti, 2010).

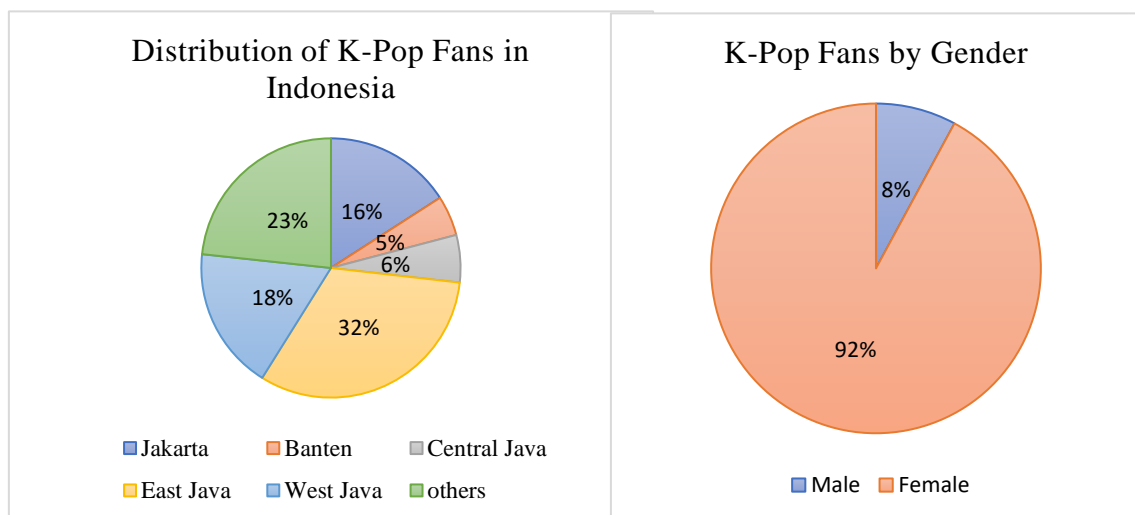
The Korean Foundation (2022) recorded a significant increase in the number of *Hallyu* fans, rising from 94 million in 2019 to a sharp 178 million in 2022, spanning to 118 countries. The popularity of the Korean Wave in Indonesia began around the early 2000s when Korean dramas started airing on private television stations. Several legendary Korean dramas such as *Autumn in My Heart*, *Winter Sonata*, and *Jewel in the Palace* were broadcasted during that time and immediately captured wide attention.

Korean dramas aired on private television stations have unconsciously influenced the behavior and actions of their viewers. Through those dramas, Indonesian society takes pride in implementing aspects of Korean culture such as in their language, clothing, foods, and tourist destinations. The presence of Korean dramas in Indonesia has led to the formation of Korean enthusiast communities, the emergence of online shops selling Korean-related products, the establishment of Korean cultural centers, and the provision of Korean studies programs. The introduction of K-Pop music genres through Korean drama have further impacting the growing interest in Korean Wave (Putri, et al., 2019). Around early 2010s, the Korean Wave in Indonesia expanded with the introduction of Korean boy bands and girl bands such as Super Junior, Big Bang, SNSD, and Wonder Girls.

Based on the survey conducted by Kadata Insight Center (KIC) and Zigi.id in 2022, with 1,609 Korean entertainment fans respondents in Indonesia showed that South Korean entertainment enthusiasts access Korean entertainment content ranging from less than 1 hour to over 6 hours per day. They surveyed Generation Z and Millennials who enjoyed South Korean entertainment content such as K-Pop songs, music videos, films, drama series, reality shows, and so on.



**Picture 1. Average Duration of Accessing South Korean Entertainment Content in a Day**

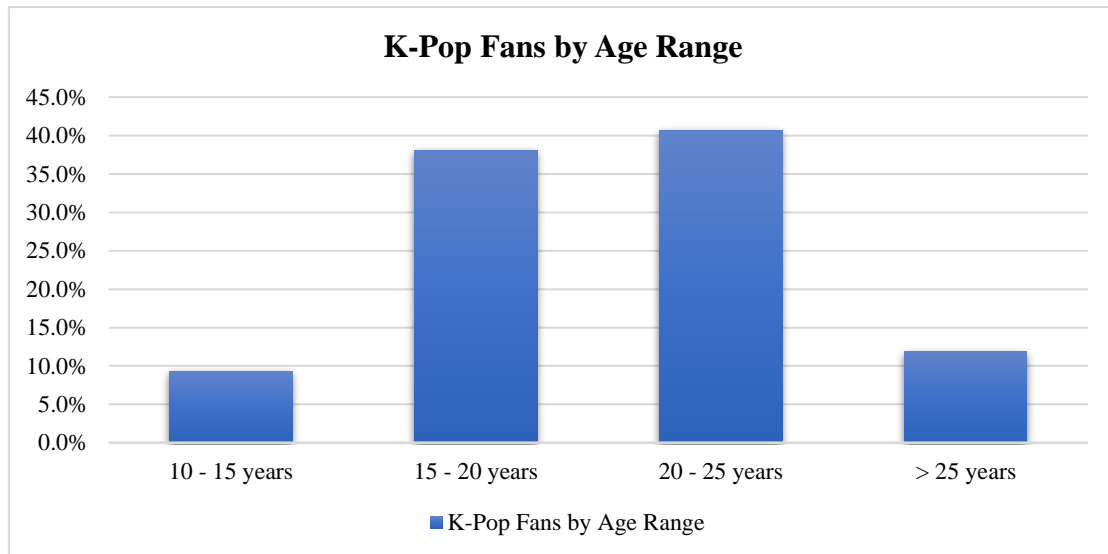


**Picture 2. Distribution of K-Pop Fans Based on Region and Gender**

Gradually, the popularity of K-Pop continues to grow showed by the significant increase of the number of fans. According to the survey conducted by IDN Times in 2019, as shown in Picture 1, K-Pop fans are spread across all provinces in Indonesia, with the majority concentrated in Java Island, accounting for 76.7% of the total, while the remaining 23.2% are outside Java. Fans come from various demographics, including young people to adults. The majority of K-Pop fans have diverse backgrounds, ranging from students to private sector employees, and including both women and men. Below

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are the data on the distribution of K-Pop fans in Indonesia based on region, gender, and age.



**Picture 3. K-Pop Fans by Age Range**

Given that K-Pop fans come from diverse backgrounds and age groups, their ways of expressing their interest are of many kinds. They range from collecting albums, photocards, and merchandise to attending fan meetings and concerts held both domestically and internationally. The fans are willing to go extra miles by adopting the lifestyle and fashion of their K-Pop idols. With the advancement of information technology, K-Pop fans find it increasingly easier to access various resources, including purchasing items that support their interest, such as accessing K-Pop idol videos and buying albums from their favorite K-Pop idol groups (Aqilah, 2022).

According to IDN Times (2019), young people is the largest group in the K-Pop fans demographic. This is not surprising considering that young people, especially teenagers aged 10 to 21, are in a transitional period from childhood to adulthood characterized by physical, sexual, cognitive, and emotional changes (Allen & Waterman, 2019). According to the World Health Organization (2022), young people are individuals aged between 10 and 24 years old. This phase is recognized as a transitional period from childhood to adulthood. Young people often undergo rapid growth, cognitive development, and the search for identity. They are also in the process of building more complex social relationships. Additionally, young people are at a stage where they begin

to take personal responsibility for decisions and have the opportunity to participate in social activities.

Individuals in the young adult age category are typically in the process of self-discovery, trying new things, and seeking a role model to emulate, which in this context, could potentially be a K-Pop idol. As known for their loyalty and fanaticism, K-Pop fans are often aspired to adopt the lifestyle, style, and fashion of their idols. Therefore, it's not uncommon for the fans, especially among young people, to purchase clothing, bags, shoes, or other accessories similar to those worn by their idols. This consumer behavior indirectly influences the perspectives regarding their lifestyles and fashion.

The impact and influence of the Korean Wave on fans, especially in lifestyle and fashion, are intriguing phenomena to explore, particularly among young people in Jakarta, one of the cities with the largest fans population in Indonesia. Therefore, this research aims to investigate whether the fans' lifestyle and fashion preferences, especially among young people, have changed since they became the fans of South Korean entertainment. Additionally, the research aims to identify shared values among the Korean Wave young fans in Jakarta regarding their lifestyle and fashion.

## **RESEARCH METHODS**

This research using a qualitative method with an ethnographic approach. The qualitative research design involves purposive sample selection, open data collection, analysis of text or images, representation of information in tables and graphs, and providing personal interpretation of findings (Creswell, 2014). Ethnographic research is a process in describing, analyzing, and interpreting diverse cultural patterns exhibited through behaviors, beliefs, and evolving language over time (Creswell, 2015).

The ethnographic method approach, as described by Rosramadhana et al. (2020), is one of several approaches in qualitative research. Communication scholars explained its primary aim as exploring the structure and function of language within a culture and how that language is used in individual interactions within it. Additionally, ethnographic research aims to interpret the dynamics of social groups, prevailing systems, roles played, and social interactions occurring within society.

The ethnographic method is often used to focus on specific activities of a community, rituals, language, beliefs, lifestyles, and other aspects of the community's

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life. According to Hancock (2019), data collection techniques in ethnographic research include formal and informal interviews, often interviewing individuals on multiple occasions, and observing participants and non-participants. In this study, the researcher utilized direct observation and in-depth interviews with informants to examine and understand the dynamics and the influence of K-Pop in the lifestyle and fashion of young people, particularly in Jakarta. The participants were recruited with purposive sampling. In determining the samples, this study attempted to align with the research objectives based on sample characteristics. According to Spradley (1979), the steps in conducting ethnographic research are selecting informants, conducting interviews with informants, making ethnographic notes, posing descriptive questions, conducting ethnographic interview analysis, creating domain analysis, posing structural questions, creating taxonomic analysis, posing contrast questions, creating component analysis, discovering cultural themes, and finally, writing ethnography. In this study, the informants recruited were teenagers residing in Jakarta. Their age range from 10 to 24 years old.

## RESULTS AND DISCUSSION

The data were collected through observation and interviews at Lotte Shopping Avenue, South Jakarta. This location was chosen because the mall is one of the favorite places for a gathering for K-Pop fans. It features some spots such as *Kwangya*, which sells merchandise and hosts a cafe owned by the SM Entertainment agency, Lotte Alley, resembling the streets of Korea with attractive photo spots, photo boxes, and a food court, as well as Korea 360 which offers a cafe, hand printing machine, and K-Pop idol signatures from SM Entertainment. The cultural booths presenting South Korean culture, and stores selling products from South Korea are also can be found here.

Observations were carried out by visiting *Kwangya*, Lotte Alley, and Korea 360, then mingling with the young K-Pop fans engaging in activities at these locations. Below are documented observations from the observation sites.



**Picture 4. Lotte Alley, Lotte Shopping Avenue**



**Picture 5. Korea 360, Lotte Shopping Avenue**



**Picture 6. Kwangya, Lotte Shopping Avenue**



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The respondents of this study are young individuals who are fans of the Korean Wave, aged between 10 and 24 years old. Below is the respondent data table for this study.

**Table 1. Data of Respondent**

No	Name	Age	Place	Education
1	Afiyah	14	Central Jakarta	Junior High School
2	Dilla	18	South Jakarta	College
3	Ocha	19	East Jakarta	College
4	Yasmin	24	South Jakarta	<i>Unknown</i>
5	Adi	24	West Jakarta	<i>Unknown</i>

This study employed open-ended questions with 5 respondents from Table 1, representing Korean Wave fans in Jakarta. Subsequently, the researcher analyzed the results of observations and interviews to develop personas for each respondent. These personas were then classified to identify shared values. Below are the results of the interviews with the respondents.

**Table 2. Results of Respondent's Interview**

No	Question	Respondent				
		Afiyah	Dilla	Ocha	Yasmin	Adi
1	How has the Korean Wave (K-pop or Korean dramas) influenced your lifestyle?	Since watching Kdrama, I like to mix and match outfits, because Korean people's outfits are really good.	Very influential, used to just stay at home and not pay attention to fashion. Now I often buy Korean style clothes.	Now the color is influenced by the currently popular K-Pop characteris tic, namely green, so	Outfits change, especially outfits for going out and concerts. Now I prefer Korean style and	Many are influenced by current fashion styles, especially G-Dragon BigBang's fashion. For a lifestyle that can be



No	Question	Respondent				
		Afiyah	Dilla	Ocha	Yasmin	Adi
		(be more expressive)	Now I prefer to take part in birthday events at cafes and interact with K-Pop friends. (be more expressive) (be more confident)	every time you see green you automatic ally think of the boy band you like. (be more expressive )	apparently like to mix and match clothes. For lifestyle, try diet tips, lifestyle, exercise style and eating patterns (be more expressive )	emulated, such as the way they train, discipline, and how they deal with obstacles and haters. (be more expressive) (be more confident)
2	How has Korean culture influenced your interest in fashion shopping?	I usually shop at online stores like Shopee. I like to mix cardigans with skirts.	Nowadays, many stores display Korean idols, so their target market is K-Pop fans. Therefore, whenever buying something, people tend	It has a significant influence, especially when shopping for concert attire. Now, people immediately look for outfits	Nowadays , before buying anything, I always consider whether the item is cute or not. I usually purchase outerwear	From a practical standpoint, I usually adjust my fashion choices based on the occasion, such as during photo shoots or when making videos. I

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No	Question	Respondent				
		Afiyah	Dilla	Ocha	Yasmin	Adi
			to prefer the Korean style. (be more expressive)	their biases wear, and if they find them cute, they'll search for similar outfits to match. Nowadays, when buying clothes, they always use the keyword "Korean Outfit." (be more expressive )	or shoes that match my bias (idol), and all my fashion and beauty preference s are inspired by Korea. Even local products with Korean idol brand ambassad ors tend to sell better. (be more expressive )	prioritize selecting items that look good and also consider whether they can be mixed and matched. However, sometimes it becomes excessive because if there's fashion similar to that of my idol, I immediately buy it because I want to resemble or cosplay as them. (be more expressive)
3	Has the Korean	-	The standards of	Let's be realistic	Let's be realistic,	Before and after getting

No	Question	Respondent				
		Afiyah	Dilla	Ocha	Yasmin	Adi
	Wave (K-pop or Korean dramas) influenced your perception of beauty?		Indonesia and Korea's beauty are different, so it's better not to follow the Korean standards. (be realistic)	because Indonesia ns and Koreans can't be equated. (be realistic)	we can't follow Korean beauty standards. (be realistic)	to know K-Pop, it's been influential because all K-Pop idols are beautiful, but now I focus more on their aura.
4	Does the Korean Wave (K-pop or Korean dramas) affect your lifestyle as a student?	Usually, my sleep schedule on weekends is disrupted because I binge-watch Korean dramas. My study activities are somewhat disrupted because of watching Korean dramas.	My sleep pattern remains the same. However, my study habits have changed; now they are more organized as I make to-do lists. (highly motivated)	My sleep pattern is affected, especially if there's no work or school the next day, I tend to stay up late watching content or music videos of NCT boyband. My study habits have	My sleep pattern remains the same. Even if I stay up late, it's because I've always enjoyed staying up late, not necessarily because of K-Pop. Studying has become more	There's no effect on my sleep pattern.

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No	Question	Respondent				
		Afiyah	Dilla	Ocha	Yasmin	Adi
				<p>changed because of the Covid pandemic and online schooling. So, while studying, I listen to K-Pop songs. Then, if NCT releases new content, I prefer to finish my assignments first and then watch NCT content until satisfied. I'm also motivated to learn Korean so</p>	<p>organized and diligent, inspired by TikTok content about studying with aesthetic to-do lists. (highly motivated)</p>	

No	Question	Respondent				
		Afiyah	Dilla	Ocha	Yasmin	Adi
				I can understand what they're saying.  (highly motivated)		
5	Does the Korean Wave (K-pop or Korean dramas) influence your career choices and future plans?	When watching the drama "The First Responders," I became interested in becoming a detective or forensic expert. While watching "While You Were Sleeping," I aspired to become a prosecutor. However, my ultimate goal is to	It didn't influence my career choice, but it made me more diligent in my work. It made me think about how to make money more smoothly.  (highly motivated)	It influenced me because now I'm looking for a scholarship to further my education in South Korea.  (highly motivated)	It doesn't affect my career choice, as K-Pop is just entertainment.	It doesn't affect my career, but it does influence decision-making for the future, like choosing trending songs for dance cover competitions. Also, they serve as an example in terms of discipline in work.  (highly motivated)

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No	Question	Respondent				
		Afiyah	Dilla	Ocha	Yasmin	Adi
		become a doctor because of watching "Dr. Romantic." (highly motivated)				
6	How do you perceive the role of social media in shaping the perception of young people in Jakarta regarding their lifestyle and appearance related to the Korean Wave?	The role of social media, especially Instagram, in sharing Korean culture makes it easy for us to mix and match outfits and gain a better understanding of what Korea is like. (be more expressive)	The role of social media is crucial, especially for promotion.	Its influence is significant, as the information provided on social media about K-Pop shifts the lifestyle, fashion trends, and even food choices more towards the	The influence of social media is immense, to the extent that even elementary school students have social media accounts and they start following K-Pop idols. In terms of	Its influence has both positive and negative aspects. For instance, there are influencers who create makeup transitions resembling Korean artists and recreate makeup looks similar to those of idols. (be more expressive)

No	Question	Respondent				
		Afiyah	Dilla	Ocha	Yasmin	Adi
				Korean style.	lifestyle, many are inspired by Korean-style diet content or aesthetic study planners. There is also a growing interest in activities like gym workouts and pilates to emulate their idols. (be more expressive )	

After conducting the observations and interviews, the results were analyzed to identify and derive personas and shared values from the respondents. Below are the results of the persona data analysis and shared values from the respondents.



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**Table 3. Analysis of Respondents' Shared Values Data**

No	Respondent	Persona	Persona of Lifestyle and Fashion	Shared Value
1.	Afiyah (14 years old)	<p>The persona of this respondent is as follows:</p> <ol style="list-style-type: none"> <li>1. Become more motivated</li> <li>2. Become more expressive in outfit selection</li> <li>3. Become more confident</li> </ol>	<p>The Lifestyle and Fashion Persona are as follows:</p> <ol style="list-style-type: none"> <li>1. Become more expressive</li> <li>2. Become more realistic</li> <li>3. Become more confident</li> <li>4. Highly motivated</li> </ol>	<p>Some shared values regarding the influence of the Korean Wave (K-Pop and Korean dramas) on lifestyle and fashion are as follows:</p> <ol style="list-style-type: none"> <li>1. Become more expressive</li> <li>2. Become more realistic</li> <li>3. Become more confident</li> <li>4. Highly motivated</li> </ol>
2.	Dilla (18 years old)	<p>The persona of this respondent is as follows:</p> <ol style="list-style-type: none"> <li>1. Become more expressive</li> <li>2. Become more interactable (confident)</li> <li>3. Become more realistic</li> <li>4. Highly motivated to be organized in learning and working</li> </ol>		
3.	Ocha (19 years old)	<p>The persona of this respondent is as follows:</p>		

No	Respondent	Persona	Persona of Lifestyle and Fashion	Shared Value
		<ol style="list-style-type: none"> <li>1. Become more realistic</li> <li>2. Become more expressive in outfit selection</li> <li>3. Become more confident</li> <li>4. Highly motivated to be more enthusiastic about learning</li> </ol>		
4.	Yasmin (24 years old)	<p>The persona of this respondent is as follows:</p> <ol style="list-style-type: none"> <li>1. Be more expressive</li> <li>2. Become more realistic</li> <li>3. Highly motivated to study in a more organized manner and adopt a healthy lifestyle</li> </ol>		
5.	Adi (24 years old)	<p>The persona of this respondent is as follows:</p> <ol style="list-style-type: none"> <li>1. Become more expressive</li> </ol>		

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No	Respondent	Persona	Persona of Lifestyle and Fashion	Shared Value
		2. Become more confident 3. Highly motivated to be more disciplined		

Based on the research findings, each respondent has their own persona, but there are overlapping preferences among them regarding their lifestyle and fashion, resulting in shared values. Shared values obtained are Korean wave makes respondents more expressive, more confident, and highly motivated. Korean style makes it easier for respondents to express themselves on the outfits they use. Korean waves such as Korean dramas and K-Pop make respondents have ideas in choosing daily outfits so that they become more confident. They also become more motivated in studying and working, more disciplined, and inspired about their future goals and choices.

### CONCLUSION

The results of this study conclude that the Korean Wave, encompassing Korean dramas and K-Pop, significantly influences the lifestyle and fashion trends among the younger generation in Jakarta. Based on the results of observations and interviews, the shared value is that the Korean wave makes young people become more expressive, more confident, more realistic and get highly motivated. The young people experienced increased motivation in education and career aspects, showed improvement in discipline, and felt inspired in setting their future goals, increasing their confidence in expressing their clothing and accessory styles by combining them in Korean-style mix and match.

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