

**THE INFLUENCE OF THE WORLD OF K-POPERS ON
LIFESTYLE OF STUDENTS OF UIN RADEN FATAH
PALEMBANG**

**Adela Zinta Sari¹, Sinar Saprini², Dwie Asbania³, Lidia⁴, Yudi Latama⁵,
Pipit Kun Maya⁶, Ayi S. Ruqayyah⁷, Na'ilah Imtitsal Lathifah⁸, Adelia
Apriliana Bella⁹, Jevi Saputra¹⁰**

Universitas Islam Negeri Raden Fatah Palembang^{1,2,3,4,5}, UIN Raden Mas Said Surakarta⁶,
Universitas Islam Negeri Raden Intan Lampung⁷, Institut Agama Islam Negeri Kediri⁸,
Poltekkes Kemenkes Bengkulu⁹, Universitas Tridinanti¹⁰
Email: adelazinta01@gmail.com

ABSTRACT

The K-Pop world is now starting to go global, many groups of teenagers admire the artist who lives in the country of ginseng. The purpose of this study is to find out how K-Pop influences the lifestyle of teenagers in college students such as how to dress, buying idol goods, and so on, besides that it is also to find out how the impact is getting from the K-Pop world. This research method is a quantitative research with a pretest-posttest design. The subjects of this study were determined using a simple random sampling technique, in which the sample was 30 students of UIN Raden Fatah Palembang. The data were analyzed using the SPSS test with the Paired Sample Test technique where the value of Sig (2-tailed) was 0.023 0.05. The results showed that there was a significant influence between the world of K-Pop and the lifestyle of college students. Thus, it can be concluded that the K-Pop world influences the lifestyle of Raden Fatah State Islamic University students from the results of the Pre-Test and Post-Test of the experimental group, before and after being given treatment in the form of watching the music video "Make A Wish" by NCT U.

Keywords: Kpopers World, Lifestyle, Students

INTRODUCTION

Korean fever is indeed being loved by Indonesians, especially millennial teenagers, starting from the costumes used by their idol singers which always attract attention, even as evidenced by the emergence of many productions of clothes whose designs are the same as these idols, such as shops selling all kinds of goods related to K-Pop. So without realizing it, many teenagers, especially Korean Pop fans, are starting to change their

lifestyle, especially in the field of fashion because K-Pop fashion itself looks attractive, simple and fashionable so that unconsciously it makes all of this a habit and lifestyle for fans in living their daily lives. -the day.

According to Kotler, translated by Bob Sabran, 2009: 210 (in Simbolon et al, 2020) says: "Lifestyle is broadly defined as a person's pattern of life in the world which is expressed in his activities, interests and opinions. Lifestyle describes the whole person who interacts with the environment."

According to Kurniawati et al, 2021 (in Sumarwan, 2011) Lifestyle is a description of behavior, pattern and way of life that is shown how one's activities or activities, one's interests and interests. A person's lifestyle usually changes quickly following the trends around him. For example, someone who changes his fashion style because it adapts to changes in his life.

The emergence of popular culture can provide several changes to lifestyles which can be in the form of hedonism and materialism (Dewi at all, 2021), which is because this popular culture focuses more on emotions and satisfaction (Sugihartati, 2017).

According to David, 1996 (in Solihah et al, 2019) Lifestyle are patterns of action that distinguish one individual from another. In addition, lifestyle can help understand what people do, why and whether what they do is meaningful to themselves and others.

K-pop fans or so-called K-poppers tend to follow their idol's lifestyle, like what and how their idol eats, the style of speech, the style of dress and even places to relax. K-pop fans are often stereotyped because they tend to go crazy and get excited when they see or discuss their idol. Due to some of the things above, the lifestyle of K-pop fans has begun to change and is not like Indonesian society in general (Solihah et al, 2019).

Students who are K-poppers can experience changes in clothing styles, which will slowly but surely change to "Korean style". By utilizing existing social media such as YouTube accounts to view idol dress styles, Twitter, Instagram, or other social media that can make it easier for them to change clothing styles (Maghfirah et al, 2022).

Then the way of speaking can also change to Korean like the use of the word *Annyeonghaseyo* (안녕하세요) a word that means "hello" or "hi" in Indonesian. This word can be used to greet someone or to reply to someone else's greeting. In Korean, This word is often used in everyday conversation.

Korean Pop or better known as K-Pop is a form of popular culture from Korea that has gone worldwide. The pop culture of this ginseng country has become a unique and unusual phenomenon. Unique Korean music, as well as stunning visuals, really makes for a very interesting mix. Being one of the entertainment sub-sectors that lifts the South Korean economy, the influence of K-Pop is undeniably very interesting to enjoy (Pandeinuwu et al, 2022).

By the 2000s the Korean Wave has entered the Indonesian market, but its existence is still not visible. Until 2011 K-Pop began to be featured on television shows that aired weekly South Korean music, causing people to become more familiar with the existence of boy bands and girl groups from the country of ginseng. They put out easy listening music pieces and energetic dance moves, making K-Pop easily recognized and liked by the public, especially young people. At its peak, Korea succeeded in breaking its popularity using music as a trend among young people. Call it PSY's "Gangnam Style", which is viral and loved by many people. Followed by Super Junior, Girls Generation & Big Bang (Pandeinuwu et al, 2022).

The existence of K-Pop is so big that it has an impact on student life, both positive and negative impacts. The positive impact of Korean Pop or K-Pop is that you can learn about the culture of other countries, especially Korea, broaden your horizons by learning the Korean language, for those who want to continue their studies in Korea, this will foster enthusiasm for learning to get scholarships.

The negative impact is that they will tend to imitate idol styles and Korean culture which are not in accordance with the culture in Indonesia, fanatical feelings can have an impact on reducing love for their own country's culture, lifestyles related to fashion needs will also of course be affected, for example like someone imitating their idol's hair style which is

painted in colorful colors that are not in accordance with Indonesian culture, imitating the idol's dress style they like and so on.

RESEARCH METHODS

The research method used is quantitative with a one group pretest posttest experimental design, using a lifestyle scale, the scale uses a modification of the Likert scale, by providing 5 alternative answers, namely Strongly Agree, Agree, Neutral or Fairly Agree, Disagree and Strongly Don't agree. The dependent variable in this study is the lifestyle of UIN Raden Fatah students. The sampling procedure was carried out by providing a questionnaire instrument with 20 items.

RESULTS AND DISCUSSION

Data collection techniques in this study used quantitative methods with a one group pretest posttest design, using one group as a sample, where a group of subjects was given treatment within a certain period of time. Measurements were made before and after the treatment was given. The difference between the initial measurement results and the final measurement results is the effect of the treatment given. The data collection method uses a questionnaire where the types of questions in the questionnaire are divided into two, namely: open and closed. All methods have the goal of obtaining a measure of the variable. Then the main objective of the questionnaire is to gather information on variables with questions sequentially (Sugiyono, 2017). Furthermore, the data collected is then calculated using SPSS, which is as follows:

Table 1

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Pre-Test	30	44	72	58.47	5.975
Post-Test	30	50	78	60.90	6.965
Valid N (listwise)	30				

Conclusion:

Based on the descriptive analysis test above, the distribution of the data obtained is:

1. The Pre-Test variable can be described as a minimum value of 44 while a maximum value of 72 and an average of 58.47. And a standard deviation of 5.975
2. The Post-Test variable can be described as a minimum value of 50 while a maximum value of 78 and an average of 90.20. And the standard deviation is 6, 965

Table 2
Normality Test Results

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Pre-Test	.124	30	.200 [*]	.961	30	.331
Post-Test	.151	30	.077	.965	30	.419

*. This is a lower bound of the true significance.

*. Lilliefors Significance Correction

Decision :

1. Sig. Value Pre-Test 0.331 > 0.05. Then the data is normally distributed, so the Per-Test variables are normally distributed.
2. Sig. Value Post-Test 0.419 > 0.05. Then the data is normally distributed, so the Per-Test variables are normally distributed.

Conclusion :

Based on the results of the normality test, it is known that the value of Sig. Pre-test 0.331 > 0.005 and Sig. Post-Test 0.419 > 0.005, then the data is normally distributed

Table 1.3
Paired Sampel Test

	Paired Differences	t	df	Sig. (2-

		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				tailed)
					Lower	Upper			
Paired Sample T-Test	Pre-Test	-					-		
	Post-Test	2.433	5.550	1.013	-4.506	-.361	2.401	29	.023

Based on the results of testing the hypothesis using the Paired Sample T-Test method, the value of $p = 0.023$ is obtained, it can be interpreted that the value of $p > 0.05$, which means that there is a significant change between the world of K-Pop and the lifestyle of students after being given treatment.

CONCLUSION

The world of K-pop is defined as a wave phenomenon of Korean culture that is most liked by teenagers. High consumption of K-pop affects lifestyle. Individual lifestyle can be viewed from three aspects, namely activities, interests, and opinions. Activities, such as spending free time watching K-Pop content, buying K-Pop related products such as idol photocards, albums, or other K-Pop product designs. Then interest is like showing pleasure or prioritizing K-Pop over others. Opinion is like realizing that K-pop can have both positive and negative impacts on themselves and the surrounding environment.

So that the emergence of K-Pop has created a new style among students who change their lifestyle to become their idol culture to make it look more modern and classy. From there, it can be seen that the influence of the K-Pop world on students at Raden Fatah State Islamic University Palembang influences and develops into a habit and behavior in changing their lifestyle.

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