# CHAPTER I

# INTRODUCTION

In this chapter, the researcher presents an introduction to the research. So that, the introduction is divided into six points, as follows: (1) Background of the research, (2) Statements of research problem, (3) Objectives of the research, (4) Significance of the research, (5) Scope and limitations of the research, and (6) Definition of key terms. Each point is explained in the paragraph below.

## A.     Background of the Research

English is the most commonly spoken language in the world that can connect people with the world. English is also necessary for the field of education. Based on Law Number 20 of 2003 concerning National Education, article 37 paragraph 1, which requires local content in the primary and secondary education curriculum. This is evidenced by the existence of English which is used as a compulsory subject. At the university level, all study programs also provide general Basic English courses for one semester or even two semesters even though the study program taken is not related to English. This shows how important it is to learn a foreign language, especially English which has been chosen as an international language.

However, not a few students find it difficult when learning English. This is due to several reasons. First, students have difficulty understanding the material from the curriculum that has been set by the school. Second,

English is not their mother tongue. As a student who grew up not with the English language as the mother tongue, this is quite difficult for students to catch up with the material. The third is lack of practice. The schools are more focused and emphasize grammar and pronunciation so that students have several difficulties such as being embarrassed to speak English, afraid of making mistakes in pronunciation, and afraid of incorrect grammar. Whereas the essence of learning English is not about good grammar and good pronunciation, but being able to understand, convey, and receive the information conveyed. Besides that, another reason is the lack of learning motivation so students feel bored and unmotivated when learning English. Therefore, some students choose to learn English independently.

Independent learning is a method or learning process in which a learner owns and controls his or her learning. Independent learning can not only be done at school but can also be done independently anywhere and anytime. Independent learners are also able to set goals, make choices and decisions about how to meet their learning needs, take responsibility for building and implementing their learning, monitor their progress in achieving their learning goals, and self-assess learning outcomes. By exploring the things they are interested in, students can be more motivated and confident to learn English without feeling burdened. Besides that, independent learning can also provide maximum opportunities for students to explore interesting activities in their learning process.

University life provides students with many opportunities to develop their abilities, interests, and experiences in their English skills. Independent learning is not only fixated on one thing, tool, or media. Students can use what they are interested in to learn English without feeling burdened. This is the same as what is done by several English language course institutions that use many ways, methods, and strategies to improve English skills effectively so that they can make students enthusiastic and not feel bored. Students can also take advantage of various supporting sources such as the internet. For example, due to a recent phenomenon, the popularity of K-pop and the rapidly increasing number of K-pop fans in Indonesia have become one of the ways that students choose to learn English and improve their English skills independently. This is supported by previous research by Faiza (2020) which states that K-pop fans' curiosity drove them to learn and improve their English skills. This requires them to self-study in the process of improving their English skills. English is the bridge connecting them with their K-pop idols. K-pop increases their interest in English rather than learning English in class with books.

Since the 21st century, South Korea has been renowned for its globally influential pop culture, particularly in music (K-pop), TV dramas, and movies, a phenomenon referred to as the Korean Wave. According to Emilie (2012), K-pop stands for Korean pop, a type of popular music genre originating from South Korea. The new generation of talent (musicians, producers) have learned a lot about the global music scene and are using it

in their creations. They managed to create a catchy sound and distinguish Korean pop music on the market with their characteristics. K-pop focuses on idol groups (usually teenagers). K-pop has a wonderful method to make pop music noticeable and unique. K-pop is known for its incredibly high-quality performances, which include flawlessly synchronized dances, a highly polished aesthetic, and a creative studio production approach that produces musical successes and multilingual songs to gain a larger audience for their art and performance. For example, high-concept groups like EXO perform music in Korean, however, the same song is also translated into English and Mandarin. In short, K-pop stands for Korean pop, a music genre originating in South Korea.

Besides, according to lafilm.edu, K-pop or Korean Pop is an internationally popular, aesthetically-focused, stylish, and future-oriented music genre of the 21st century. Originally from South Korea, K-pop is influenced by a variety of genres such as pop, experimental, rock, hip hop, R & B, electronics, and dance. The variety of influences is so great that there are pop bands and artists of all tastes. However, despite the cross-genre K-pop, K-pop is a completely Korean genre. The melody is inspired by traditional Korean music, the lyrics are in Korean, and occasionally English is used. The K-pop music industry also likes a group of young people who can sing, dance, and attract consumers between the ages of 13–18. From the explanation above, it can be concluded that K-pop is short for Korean pop music, a genre of popular music originating in South Korea. It is influenced

by styles and genres from around the world, such as Pop, experimental, rock, jazz, gospel, hip hop, R & B, reggae, electronic dance, folk, country, and classical on top of its traditional Korean music roots.

The music industry in South Korea is developing very much. This is marked by the number of soloists, bands, and idol groups that are well-known in Asian countries such as Indonesia, Malaysia, Thailand, Singapore, Japan, China, Philippines, etc. North America such as the US and Canada. Latin America such as Mexico, Brazil, and Argentina. And Europe such as France and the UK. The popularity of the music industry in South Korea cannot be separated from the support of the community, government, songwriters, and music producers. Therefore, many fans from outside South Korea have become interested in idol groups. With many fans from overseas, the entertainment agencies that oversee idol groups chose to use the most used and dominating language in the world, the English language, as a means of communication between artists and fans.

English has an important role in the K-pop industry. This is proven by the use of English as video subtitles and the translation of articles and announcements that are intended to be understood by international fans. According to Ace Agatep et al., (2014), Students put effort into memorizing K-pop lyrics and understanding or finding the meaning of the song, and K-pop music plays a significant role in their life. K-pop provides various kinds of content with various types that can be enjoyed by fans. In addition to music videos, for example, such as daily V-log, DIY (Do It Yourself),

variety shows, and reality shows. They need subtitles to understand it, and most of them are in English translation. Not only that, the existence of English subtitles can help improve the English skills of fans who do not use English as the main language such as Indonesia. In 2019, Indonesia is in the ranks of the second-highest number of K-pop fans in the world. By looking at these ratings, fans who previously did not understand English must learn English so they can find out about the idol's schedule, announcements, and content. Fans who do not understand English have no choice but to study English. As time went by, the fans became familiar with English. The fans' English skills improved.

The rise of Korean popular music has coincided with the creation of new phrases and terms used by artists and fans of K-pop. The terms are usually written in Korean, English, or a mix of the two languages. The use of English words in K-pop culture is related to English's role as an international language. Based on this phenomenon, English plays an important role. English is very much needed because K-pop is growing rapidly in the world. K-pop fans who are mostly young people are required to learn English. Learning English using K-pop is one of the tools or strategies in the digital era like now. Students can improve their English skills by reading news related to their favorite idols, watching videos with the help of English subtitles, and others. They will not feel burdened and pressured when learning English using K-pop because they like it. This does not just apply to K-pop but everything. Although learning English is very

challenging and quite time-consuming, it will be fun and enjoyable as long as students have found their way.

Therefore, based on those considerations, college students who like Korean pop are used as research subjects. As a result, the researcher was interested in conducting research on the topic of Korean pop entitled **"An Analysis of Korean Pop Videos as A Media in Independent English Learning"**.

**B.     Statements of Research Problems**

This study focuses on independent English learning using Korean Pop. The researcher formulates a research question as follows:

1.  "How are K-pop videos used for independent English learning?"

2.  "What are the advantages of learning English through K-pop videos?"

**C.     Objectives of the Research**

Based on the research question above the aim of the study is:

1.  To analyze K-pop videos as an independent English learning.

2.  To know the advantages of learning English through K-pop videos.

**D.     Significance of the Research**

The findings of this study were expected to contribute. The following are examples of these contributions:

**1.  Theoretical**

a.  This study is expected to be used as input for further research related to K-pop videos as independent English learning in a certain period.

b. As references for other researchers who are interested in investigating K-pop as an independent English learning.

**2. Practical**

a. For the Researcher

The result of this study is intended to broaden the perspective of the researcher in particular and the reader in general.

b. For the Readers

For the readers, the result of this study is intended to broaden the perspective of the readers in general that K-pop videos can be used as an independent English learning and has four advantages.

c. For the next researchers

The result of this study can be a reference for further research. In addition, researchers hope that other researchers are interested in conducting similar studies so that the results are better.

**E.    Scope and Limitation of the Research**

The focus of the research is learning English independently through K-pop videos. Then, this research is limited to the use of English subtitles on K-pop videos. The research subject is college students over 18 years old and less than 23 years old who like Korean pop for more than 2 years and often watch K-pop videos using English subtitles.

**F.    Definition of Key Terms**

1. **Korean Pop**

   K-pop, short for Korean pop, is a part of entertainment industry in South Korea. It is influenced by styles and genres from around the world, such as pop, experimental, rock, jazz, gospel, hip hop, R&B, reggae, electronic dance, and folk.

2. **K-pop Videos**

   K-pop videos are content that is usually shown on YouTube or Vlive App, such as music videos, variety shows, and reality shows that can be watched by fans all over the world.

3. **English Subtitle**

   English subtitles are lines of text that appear at the bottom of the screen and translate the spoken conversation into the English language during a movie or television show scene in a foreign language.

4. **Independent Learning**

   Independent learning is a method or learning process in which a learner owns and controls his or her learning process. Learners learn through their actions and direct, regulate, and evaluate their learning.