

CHAPTER I

INTRODUCTION

A. Background of Study

Korean Wave (Hallyu) is a term that has been intended to the global popularity of anything from South Korea's Culture including economy, politic, lifestyle, foods, entertainment, music, movies, TV drama etc. which is attracting a lot of people today even across the world, largely due to the popularity of K-Drama and K-Pop (Lee: 2011, Ravina: 2010). K-pop and Korean dramas are increasingly giving their influence on to all corners of the world, making the media compete to invite dozens of idols, make them be their brand ambassadors to attract consumers' interest in their products (Widiadamayanti & Rachmawati: 2022). With the help of internet and globalization, Korean music received huge international attentions on online platforms (Jung & Shim 2014; Shim & Noh 2012) and topics related to K-Pop and K-Idols have been widely spread, be trending topics on Twitter or got millions views on Youtube (Jung & Shim 2014) like boygroup BTS "Butter" broke the record of Youtube by hit 108.2 million within 24 hours in 2021 (Kathleen M Wise: 2022). The Korean Wave, especially K-Pop has become a phenomenon in the last decade, not only in Asia but also in Latin America, entertaining in various parts of the world (Seong Cheol Choi, X. V. Meza and Han Woo Park: 2014).

In particular, South Korean Government offers its support by using K-Pop images to generate its nation revenue (Lee: 2018), as well as to promote South Korean culture overseas and enhance its national image and soft power (Jang & Park 2012; Lee 2013 in Negus 2015). South Korean Entertainment has developed in various sectors to gain more profit, including selling physical albums, merchandise, concerts, product endorsement or even official fandom membership, contents in various

forms as in visually, videos, and so on including contents for social media which is a great help for idols (Anisa Pratamasari: 2010). This attracts people, especially young people more and more. The huge numbers of the people who join the fandom reach to millions invites the questions on how the fans understand the native Korean speaking Idols. This makes the entertainment consider the fans that are not only local but also international by facilitating translation, as communication is important and to make it easier for international fans (Aris Siswanti: 2014). It is known that the languages provided in common include Japanese and Chinese and English like in Weverse or Youtube for K-Pop contents.

The learning of English reading these days tends to use a comprehensive model to achieve targeted fluency. Various models have been developed including various media as support facilities. Mr. Ngoc Bui and John Macalister (2021) found that there was an increase in reading speed in extensive reading programs. The other challenge is the lack of motivation that usually depends on what kind of media the learners have like the difficulty of the textbook (Nining: 2021). In contrast, most of K-Popers were motivated to learn skills such as language (Yuxuan Ding & Xiaonan Zhuang: 2021) and by watching contents use English subtitle, they clearly have a chance to read.

Up to this point, K-Popers have idol content in support of the increasing awareness of English word writing (Dinar 2020). This makes fans who really want to get to know their idols better to learn English. But why English? English had multi functions for idol-fans during the activities between them mainly to communicate or just to show each other supports (Asfi: 2020). This makes the K-Popers which have the urge to support their idols in any possible ways need to learn it. English may help them learn Korean too during the process (D. Faiza, A. C. Y. Bestari and M. H. Mayebekti: 2020). This seems quite complicated because it has a long chain and does not directly refer to learning English because idols are mostly native Korean speakers, besides the option of learning Korean

directly but in any case, this situation can be understood and become commonplace for the fans. Moreover it is known that one by one Korean idols learn English to get to know their global fans better (Asfi: 2020).

In a study by Yuxuan Ding and Xiaonan Zhuang in (2021) stated that K-Pop is fathering such a great motivation to learn foreign languages, this does not merely learning Korean, both to support their idols and to self-development. However, in this study it was not determined which language K-Popers mostly learned to deal with the language barrier between fans and idols which in this study researcher claimed that English is an alternative language and needed by K-Popers. This is what could be proven and discussed more in this study.

K-Pop has become an impetus not only in the economic field but also in the field of learning, especially for K-Popers. Dinar Faiza (2020) stated that social media twitter has developed into an active English learning platform among K-pop fans which come from various countries. In addition, their desire to know more about their idols becomes a strong impetus to learn a language that generally connects them well with their idols, English. This makes the K-pop Stan itself become the community of practice for the fans of K-pop. The same situation has also been proven that the fan community who has a desire to understand everything about their idols has also been included in the research conducted by John DN (2018) stated that a fandom in fact it can be an impetus for the development of learning and become a very effective community of practice.

Based on that previous study, the researcher is interested in investigating more about how K-Popers community overcome the language barrier between these idol-fans through English using various content provided by these idols. Nevertheless, a new point in this study is to follow up research from Dinar Faiza (2020) which does not really explain how K-Popers perception of this phenomena is also used to test and prove the study by Yuxuan and Xaionan (2021), which states that K-

Pop is a source of motivation for learning the language. This study does not really explain the language that idols use in the K-POP world. In addition, researchers present a broader social media concept where it is expected to be more relevant because K-Pop itself is not dependent on one social media in fulfilling their decision on idol content. South Korea itself in the face of the world's interest in their culture makes it provide a lot of content with translated languages but it does not cover all the languages the fans need. Researcher is also interested in investigating what media and content the informants use so that they can make them understand English better which in fact the idols they like are mostly native Korean speakers. Furthermore, the researcher wanted to find out their difficulties in understanding English through Idol's contents and/or how to use English properly during the interaction between fellow fans and understood how they deal with all of them.

B. Formulation of The Research Question

Based on the research background, the researcher formulated the problem, namely:

1. What is the function of K-Pop Idol's Contents to K-Popers in learning English?
2. What is the perception of K-popers on Idol's content?
3. What are the difficulties experienced by K-popers in understanding English through idol's contents and how they deal with it?

C. Purpose of The Study

Based on the formulation of the research question above, the purpose of the study are:

1. To understand the function of K-Pop Idol's Contents to K-Popers in learning English
2. To understand the perception of K-popers on Idol's content.
3. To understand the experienced by K-popers in understanding English through idol's contents and how they deal with it.

D. Significant of Study

This research is contributed to:

a. K-Popers

This research is expected to help the K-Popers to improve their English Skill through the variety of the Idol's content. This can be meant that even though the basic reason why they like such an Idol is to seek some fun or stress reliever, their contents may give another impact to the K-Popers as self-learner itself.

b. K-Poper's Parents

This research could help the parents of K-Poper to understand more about them. Maybe K-Poper looks obsessive or something kind of because what they do is always fixated on everything about their idols but this can be a turning point where parents can point their child and use the K-Poper as a fun learning medium for their children.

c. English Teacher

This research is expected to help teachers to understand their students who like K-Pop and help teachers understand how to bring fun topics during the learning process and bridge the material being taught with K-Pop as a medium after understanding how the K-Poper works in learning English.

d. Researcher in the Future

I hope this research can help future researchers regarding The Perception of K-popers on Idol's Content either as a model or as a reference.

E. Scope and Limitation of The Study

This research is intended to understand The Perception of K-popers on Idol's Content. To avoid misunderstanding, the researcher limits the informant to a focused and detailed study. The research could be carried out by examining K-popers only that will be done via online. As with the large number of Korean Pop fans involved in fandom, researchers will

limit informants by limiting the fans who can participate in this study which are non-English speakers in Instagram, Twitter, WhatsApp and Weverse. It is established considering social media involvement in this study for finding the group of K-Popers as well as the accessibility of idol content through social media. The informants are K-popers come from Indonesia, India, France, Thailand, Philippines and Turkey.

F. Definition of Key Term

Part of this chapter is intended for readers to harmonize understanding of the meaning of some words to avoid misunderstanding, including:

a. Perception

S. P. Robbins defines perception as the process by which individuals organize and interpret their sensory impressions to give meaning to their environment. Perception is a way of perceiving reality and experience through the senses, thereby enabling the affirmation of figures, forms, language, behavior, and actions

b. K-Pop

K-Pop is a term used for popular South Korean music and stand for Korean Pop which means that K-Pop K-Pop represents music originating in South Korea and is intended for a Pop genre either published by a group of idol or soloist.

c. K-Poper

K-Poper is simply a word intended for those who like K-pop or fan of K-Pop. K-Poper is usually intended for adolescence to adulthood but it is still possible for people outside of that boundaries like K-POP. The word K-Pop itself is a slang word that is starting to be widely used for fans of K-pop because it is considered easy to pronounce.

d. Content

The meaning of the word content is information available through media or electronic products. The content in the K-Pop world in this study is intended for all information that fans can get

about their idols such as variety shows, songs or works, movies/dramas, VCRs, various social media content as a means of communication and so on.

e. Learning Media

Smaldino (2002) states that medium (plural, media) is a means of communication used by the sender to convey information to the recipient.

f. Social Media

Kaplan and Haenlein (2010) define social media is a group of Internet-based applications that enable users to opportunistically interact and selectively present themselves, either in real-time or asynchronous, with a broad and narrow audience that derives value from user-generated content and perceptions of interaction with others.

g. English Learning

English Learning is what people do when they want to use the English Language and how it works.