

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. The Definition of Perception**

Etymologically, perception comes from English “perception” from *percipere* that means accept or take (Sobur: 2003). 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. This can be influenced by one's attitudes, motivations, expectations, behavior and interests and so on. Perception also defined a process to combine and organize data from our view to be developed so that we can realize our environment including aware of ourselves (Shaleh: 2009). However, many define perception but in this study researcher simplified the definition of terms perception as the unique way a person or a group perceives a phenomenon or in this topic is the unique way of K-Popers perceive the K-Pop phenomenon.

#### **B. The Understanding of K-Pop Idol**

##### **a. The Definition of Idol**

Cheung and Yue (Liu, 2013) defined idols as talented, accomplished, having status, or physical appearance that recognized and appreciated by his/her fans. Aoyagi (1999) defined Pop Idol is figure promoted in social media and works for singing, dancing, and acting, appear in TV show and pose in magazine or advertisements. Idols are things that are adored, liked, loved, followed and respected. In this realm, an idol can be a famous person such as a politician, artist, actor, singer etc.

**b. Idol in K-pop**

John Lie (2012) observed K-Pop Idols who are parts or Korean Wave or *Hallyu* are trained for many purposes to meet certain expectations like acting, becoming host or variety shows, dancing, rapping and so on besides being talented into making good music. K-Pop Idols are trained as a group which mostly makes Idols in the K-Pop world have a fairly narrow scope where an idol is said to be an idol when they are in a pop group that sings, raps and dances on stage as generally idols are found there even though the genre of the songs they bring is not only pop songs. However, a solo singer who sings pop songs and a few pop bands can be considered an idol.

**C. The Understanding of K-pop**

**a. The Definition of K-pop**

Lie (2012), Oh & Park 2012; Kim (2012), Lee Geun (2009) stated K-Pop is a term used for popular South Korean music. K-Pop itself has an abbreviation of Korean Pop, which means that K-Pop is pop genre music from South Korea. However, not only the pop genre can be called Korean Pop but also includes experimental genres, rock, jazz, gospel, hip hop, R&B, reggae, electronic dance, folk, country, and classical on top of its traditional Korean music. K-Pop itself is originally a slang word used by the fans to depict their idols. One thing to remember about K-Pop is that it is the part of Korean Wave or *Hallyu*, an expression to describe the popularity of anything comes from South Korea (Fawwas Abed Al-Haq:2014).

**b. K-pop in The World and Indonesia**

Pratamasari (2010) stated that the first generation of K-Pop started with Seo Taiji in 90s. Lee Geun (2009) also stated that the rise of K-Pop was actually started in of 1999 as Beijing Youth Report in the same year had a statement that a certain boy group called H.O.T had a concert in China and Korean Wave become

national word while Up to that year K-Pop has been hugely known. In 2012 Park Jaesang broke Guinness World Record for “Gangnam Style” (Yuxuan Ding and Xiaonan Zhuang: 2021) or BTS that was nominated for a Grammy Award for the Best Pop Duo/Group Performance in 2021, a first for a K-pop group (Bruner 2020; McCurry 2020) are only one of the scope K-Pop are capable of. This group that is able to start something new and better, they were even dominated Billboard chart and won American Music Award as for the first time for Asian so far helped to increase the amount of Hallyu fans up to 22 percents in 2018. Both in worldwide or in Indonesia, K-Pop is a popular term and well known.

#### **D. The Understanding of K-Popers**

##### **a. The Definition of K-Popers**

Lee Geun (2009) stated K-Poper is simply a word intended for those who like K-pop or fan of 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 and a word K-Popers is not the way around.

##### **b. The Relation Between fandom and K-Popers**

When talking about fans, the first word that comes to mind is fandom. Fandom can be interpreted as the state or condition of being a fan of someone or something or it can also be interpreted as an abbreviation of 'fan kingdom'. Simply, fandom is a group of fans who gather in one place, virtual or non-virtual because they have the same idols and named themselves a name (Yuxuan Ding and Xiaonan Zhuang:2021). Just like the other fans, K-Pop fans are also very fanatical about the word fandom where K-Popers themselves are a large fan community with many existing K-Pop groups. Fandom in the K-Pop world is considered a place for K-Pop fans to share information about voting for idols, idol daily updates or being able to communicate with other fans, it possibly

happens in fandoms (Dinar Faiza: 2020). In other cases, there is what is called multi fandom, which is aimed at those who follow multiple fandoms.

**c. K-popers in The World and in Indonesia**

John Lie (2012) stated that the interest of K-Pop is increasing day by day started from China, Japan, Asia and Global even in western as Seong Cheol Choi and his team (2014) stated that K-Pop phenomenon was there to Latin America. This community dominates almost all parts and can be found in every corner which is about millions people like K-Pop. In the international sphere, it is undeniable that the K-Pop stan dominates the population, especially young people who like K-pop. Adiasri Putri Purbantina, Ade Kusuma, and Resa Rasyidah (2018-2020) did sensus to ARMY, BTS fandom and it was found that by 2020 BTS fans only could be found in 100 countries. The majority were being between 18-29 and under 18. But in fact there were seniors from 30 years old up to over 60 years old participated in his cencus. However this data was not fully representative of the global distribuion of ARMY due to the limited reachability. In this census was found that 80,895 Indonesian fans participated as the largest number of respondens in this census. In the line with what John Lie (2012) said that K-Pop rise in Asia before the world, Indonesia is one of the country in Asia has the big amount of K-Popers.

**E. The Understanding of Idols' Content**

According to the Big Indonesian Dictionary (KBBI: 2008), 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.

## **F. The Understanding of Learning Media**

Smaldino (2000) states that medium (plural, media) is a means of communication used by the sender to convey information to the recipient. It is tools that can be an intermediary between the sender and message to the recipient (Mediatati: 2011) or learning media means anything that serves to convey the message of learning to the learners (Ena: 2001).

In general, learning media is divided into 6 types, namely text, audio, visual, motion, real objects and models, and people (Smaldino: 2000). The most commonly used learning media is text-shaped media. This type of text media is used to convey learning material in the form of books, posters, whiteboards, computer screens and others. Other types of media that are often used as learning media are audio, including anything that can be heard, for example, human voice conversations, music sounds, mechanical engine sounds, and others. Visual type learning media are such as diagrams in a poster, images posted on walls, pictures on a blackboard using chalk or markers, graphics in a learning book, photographs of objects, and others. Motion is a learning media in the form of motion such as videotape, film, and animation. Real objects or models are learning media in the form of three dimensions that can be touched and held. Media could made learner more active in learning as the learning process could be more practical, varied, creative and attractive (Nurhayati, Maryono & Triwidayanti: 2019).

## **G. The Understanding of Social Media**

### **a. The Definition of Social Media**

Kaplan and Haenlein (2010) defined 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. Miller (2016) defined social media as colonization of the space between traditional broadcast and private

dyadic communication, providing people with a scale of group size and degrees of privacy while Kapoor (2018) defined social media as various user-driven platform that provide content, dialog, and communication. Social media gives its users the opportunity to interconnect beyond the boundaries of country, language even time.

**b. Social Media in K-Pop**

They further mentioned that social media is the main medium that sustains K-Pop's development to the point of global achievement and is the main tool for fans to stay connected to their idols (Jung & Shim 2014; Shim & Noh 2012). Social media on K-Pop itself varies and has its own dynamics on each country so the kind of social media used is also different (Cha and Kim :2011 Ryu (2011 in Oh & Park 2012). In this study, the researcher involved several social media, if relevant to K-Popers who were respondents to this study, namely:

**i. Twitter**

According to Pamela E. Walck in her journal under the title *“Twitter: Social Communication in the Twitter Age”* by Dhiraj Murthy can be concluded that Twitter is one of the platforms that provides a place to send messages to each other privately or publicly known as tweets despite it is as news media or social media. Users of this application could spread messages from other users directly to the public. Twitter plays a very wide role for K-Pop Idol and K-Popers especially in terms of spreading news and things that support idols such as voting on music shows or the charts and making something trending globally. The positive side of this platform is it is widely spread and provide automatic translation but unfortunately the tweets character in every post have very limited characters.

ii. Instagram

Instagram is photo and video sharing application provided emoji which is quite dominant concluded from Mohammed Nihad Al-Sammarraie's (2018) study. Instagram represents one of the dominant social media platforms in both short and long video or photo deployments. In contrast to Twitter, Instagram allows users to prioritize their accounts and not for public consumption. In the K-Pop world, Instagram gives fans many opportunities to get idol photos/videos, both from official accounts and fanbase accounts. The good part of this app is available more to attract people since this provide visual publication more.

iii. Weverse

Minzheong Song (2021) concluded that Weverse is a mobile app and web platform for fans created by HYBE (formerly Big Hit Entertainment) and Naver (a search engine owned by a South Korean company). It allows a fandom to have the same indirect conversation space as their idol groups where idols also have the opportunity to view the fans' posts more easily. This platform originally was made for idol groups such as BTS and TXT. However, the app itself is growing and being used by other idols. In addition, Weverse itself provides access to a wide range of both paid and non-paid content by providing multiple translations in multiple languages such as English, Japanese and Mandarin. In addition to variety content, Weverse also provides shops for merchandise and official albums from the agency. However, Weverse can be the best app or idol-fans communication but since it has millions users, it is quite

hard to use and sometimes the auto translation is just very inaccurate and limited.

iv. WhatsApp

I Made Pustikayasa (2019) concluded that WhatsApp is a free app used for communication platform. This application is an application that allows users to exchange messages and make calls without using pulses but using an internet network. WhatsApp itself for K-Popers plays a role in communication between fans that is more personal-more than just sharing news or images and typically the K-Popers group in WhatsApp itself is formed from legislation from other apps like Weverse and Instagram. However, WhatsApp cannot provide translation for K-Popers since this is quite private application.

## **H. The Understanding of English as Foreign Language and English as Second Language**

### **a. The Definition of English as Foreign Language and English as Second Language**

English as foreign language (EFL) is sometimes confused with the meaning of English as a second language (ESL) as the term of 'second language' has been usually used for all types of non-native language learners like but this is different (Nurhayati: 2016). The second language is intended for languages that play a role as important as the role of the mother tongue. In simple terms, Stern (1983) stated that a foreign language is a language used outside the country. Some experts say that English as a second and third language is distinguished from the learning process, environment, language input, effective factors and so on. In short, English as a foreign language can be defined and intended for those who study English in non-English speaking countries (Shu Dingfag: 1994, Yoko Iwai: 2011). From these statement, we can conclude

that English as Foreign Language is use for non-native speaker who learn English.

**b. English in Indonesia**

English is treated as foreign language (Nurhayati: 2020). This means that apart from the official language (L2 as the standard language), the Indonesian population also uses regional languages (L1 or mother tongue) and does not speak English (Nurhayati: 2019; Nurhayati, Djatmika, Santosa & Wiratno: 2017). From this point of view, it can be concluded that Indonesian students generally study English as a foreign language (in this case, as a third language). Nevertheless, viewed from the area and social culture, it does not close the possibility that English can be the second language for Indonesian both because citizen that grow up in busy cities usually does not have regional language or as Indonesian mostly being bilingualism that means regional language and official language literally take the same role as mother tongue.

**I. Second Language Acquisition**

Saville Troike (2006) states that Second Language Acquisition refers to individuals and groups who are learning a language after their first language since childhood, and also refers to the learning process. Krashen (1985) said that whether learners were embedded in formal or non-formal education settings acquire a language by understanding their messages that contain structures that was slightly beyond the learners' competence. According to Krashen, receiving comprehensible input is the only way that can lead to a second language acquisition. Lev Vygotsky (1978), he allowed us to examine how a second language is learned successfully if the learners got manipulated input. What was meant by manipulated input was that the learners received input that is highly beyond the learners' level of competence.

This study considered that most of the respondents were in the process of SLA even though English where they foreign language. As

what was explained above, English as foreign language can be meant into third language or second language that was spoken in non-English speaking country (Shu Dingfag: 1994, Yoko Iwai: 2011) like in Turkey, English is foreign language but it is Turkish's second language. Although most of the respondents were dominated by Indonesian, the researcher decided into SLA instead of TLA because the representatives in the interview were mostly ESL besides, young people in Indonesia.

#### **J. Cognitive and Affective Aspect**

Kurniati, Nurdin, and Nursmawati (2020) stated that cognitive learning is a process that involves intelligence and is oriented toward good thinking by recalling and problem-solving skills. In this study, K-Popers involved cognitive aspects in accordance with what Grabe said (2009) that this process occurred particularly in recognizing words. Recognizing the word is intended that the reader (K-Popers) recognizes its shape, the way of use, in long-term memory.

The affective aspect was an aspect involving the mental attitude, feelings and consciousness of the subject studied, the K-Popers. The aspect in his study whether from the perspective of K-Pop fans' affections have shown a promising interest in K-Pop idol content in particular the variety shows they provide where this have had a significant impact on K-Popers' interest and motivation in watching the idol content or no.

#### **K. Previous Study**

Many previous studies related to K-Poper's perception on idol content have been carried out where these studies are relevant to this research. The findings of previous studies below are some of the efforts that have helped researchers in finding the K-Poper's perception on idol content, including:

- a. Dinar Faiza from Nahdlatul Ulama University Purwokerto in her journal entitled "*Stimulating English learning in global K-pop community on Twitter*" in 2020 has stated that the K-pop phenomenon has invited the existence of a fandom community that

actively communicates online from various countries, in the case of it uses Twitter as a social media. In the study, it was proven that fans' English skills were stimulated and developed for the better where this twitter platform became an active place for the K-pop fandom community that turned into a practice community but it was no stated about the K-Popers perceptions on K-Pop which this is discussed in this study.

- b. In a study by Yuxuan Ding and Xiaonan Zhuang in 2021 "*Why Chasing Kpop? Is Fandom Truly Crazy? -- The Motivations and Behaviors of Kpop Fans*" in China have stated that K-Popers is fathering such a great motivation to learn foreign languages both to support their idols and to self-development. However, in this study it was not determined which language K-Popers learned to deal with the language barrier between fans and idols. Here, the researcher is conducting research to know this matter and ascertain whether English forgetfulness language barrier is needed.
- c. The Korean Wave has become a phenomenon in the last decade, not only in Asia but also in Latin America, which has been proven in a research entitled "*South Korean Culture Goes Latin America: Social network analysis of Kpop Tweets in Mexico*" which has been published and conducted by Seong Cheol Choi (Master's Degree Candidate, Department of Media & Communication, Yeongnam University, South Korea), Xanat Vargas Meza (Master's Degree Candidate, Department of Media & Communication, Yeongnam University, South Korea) and Han Woo Park (Full Professor, Department of Media & Communication, Yeongnam University, South Korea). This study states that this phenomenon is real and is entertaining in various parts of the world. In this research, it was known that there is a real phenomenon that also underlies the background of this research. Unfortunately there was not much information about K-Popers and how things work there. Here the

researcher is conducting research on how K-Popers across the world can communicate to each other.

- d. John DN Carter from the University of Kentucky in his research “*Going Gaga: Pop Fandom As Online Community Of Practice*” stated that a fandom in fact it can be an impetus for the development of learning and become a very effective community of practice although it is difficult to explain but can be understood within the framework of careful methodology and analysis. A similar situation exists in the study where a community becomes a community of practice to complete things that online community of practice does not happen only in facebook, this study extends the concept of Social Media larger than the study.

#### **L. Originality**

Basically, this research is a development of previous studies. The similarity of this research with all previous studies that have been listed above is about K-Pop/idols and fandom which have certain potentials. Another similarity is the involvement of one of the social media platforms that supports related fan activities.

From these similarities, differences have also been found which become the originality of this research. This study focuses on how K-Pop idols' contents can be a medium for learning English for K-Popers and where its function is and what it functions as. The research that has been conducted by Dinar Faiza in 2020 focuses on the performance of fandom as a community of practice, but in this study, the researcher focuses on K-Pop itself not on the fandom. Unlike previous researches, this study presents a broader concept of social media, not only limited by one social media platform but also other social media platforms which K-Popers usually use. The data from this study is taken using a mixed method using questionnaires and interviews, in contrast to previous studies which mostly used qualitative methods.