

CHAPTER I

INTRODUCTION

A. Context of Study

In recent years, South Korea has succeeded in spreading its popular cultural products internationally. Various South Korean cultural products ranging from films, music, food, drama series, fashion, and lifestyles have begun to color the lives of people in various parts of the world. South Korean culture is developing so rapidly and widely and is accepted by the public that it produces a phenomenon, namely the Korean Wave or commonly called Hallyu (I. C. Sari and Jamaan, 2014). Hallyu has been a blessing to Korea, its business, culture, and country's image. Since the early 1990s, Hallyu has become one of the greatest cultural phenomena in East Asia, continuing more recently in the United States, Latin America, the Middle East, and parts of Europe (Ravina, 2009). Due to the popularity of K-Drama and K-Pop, many people around the world are attracted by this Hallyu phenomenon. K-Pop spreads very quickly and makes people admire it which is commonly called K-Poper. Several aspects that make K-Pop able to take over the taste of music fans are because of the very addictive music melody, good choreography, visual singers and interesting characters (Cynthia Green, 2018). With the help of the internet and today's globalization, K-Pop has received great international attention on online platforms and topics related to K-Pop or K-Idol have become widespread,

becoming trending topics on Twitter or get millions of views on Youtube (Jung and Shim, 2014).

South Korean entertainment is currently also developing in various sectors to get more benefits, such as selling physical albums, merchandise, concerts, product endorsements or even official fandom memberships, content in various forms such as visuals, videos, and so on including content for social media. which is very helpful for idols (Pratamasari 2017). This is increasingly attracting people, especially teenagers. Due to the large number of people joining the fandom, the management provides translation facilities for international fans to facilitate communication between idols and their fans. It is known that the languages provided are generally Japanese, Chinese and English such as on Vlive, Weverse or Youtube for K-Pop content.

English is an important international language that can connect people in various aspects including education. Communication can be realized if a person masters the four language skills; listening, speaking, reading and writing. In addition, there are three elements of language that play an important role in supporting the four skills, namely pronunciation, vocabulary, and grammar (language structure), these are always obstacles to learning English (Megawati, 2016). But to achieve many of these things is not easy, especially when in the learning process. Because basically speaking English which is not our mother tongue is not a simple process and

also everyone has different characteristics including learning techniques. Today, various models of English learning methods have been developed in such a way as to achieve targeted fluency. One of them is the media as a supporting facility. Another challenge is the lack of motivation which usually depends on the type of media that students have. Instead, most K-Popers are driven to learn skills like languages by watching their favorite idol's content. Not only that, K-Popers have great motivation in learning foreign languages. Not only to learn Korean for self-development purposes, but also to support their favorite idols.

In a study by Dinar Faiza (2020) the K-Pop phenomenon is still something that supports K-Popers in increasing awareness of the English language. This is because English plays an important role in K-Pop communication. English is necessary because K-pop is growing fast. K-popers, who are mostly young people, are required to learn English in order to blend in with their K-pop community. This theory is also supported by research from Afi Ainuranti (2019) urge to learn English grows rapidly to fulfill a K-pop addiction or simply to show support for each another, thus making K-Popers use various means to support their idols. With this too, it can help K-Popers in learning Korean during the process. But this seems a bit complicated because most of the idols are native Korean speakers, so the chain is long and not directly related to learning English. But in the end, this situation is understandable and natural for K-Popers.

Although several previous studies on improving English language skills have been carried out by several researchers, there has been no research on the mastery of K-Popers speaking English in the spread of the K-Pop phenomenon. So that researcher is interested in studying more deeply about how the K-Popers community improves their speaking skills through the K-Pop phenomenon. However, the new point in this research is to follow up on the research from Firsta Falah Hayanda (2022) which does not really explain how K-Popers improve their speaking skills through this K-Pop phenomenon. Researcher is also interested in the strategies or techniques used by K-Popers to improve their speaking skills.

B. Formulation of The Research Question

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

1. What are phenomena in K-Pop that allow K-Popers to practices speaking?
2. What are contents in K-Pop that allow K-popers to practices speaking?
3. How do K-Popers improve their speaking through utilizing K-Pop phenomena and contents?

C. Purpose of The Study

Based on the formulation of the research questions above, the purposes of the study are:

1. To understand the K-Pop phenomena which are can allows K-Popers to practice speaking.
2. To understand the contents in K-Pop that allow K-Popers to practice speaking.
3. To understand steps K-popers improve their speaking through utilizing K-Pop phenomena and content.

D. Significance of Study

The research contributed to:

1. K-Popers

This research is expected to assist K-Pop enthusiasts in enhancing their speaking abilities by leveraging the K-Pop phenomenon. Although individuals may initially be drawn to their favorite idols for enjoyment and stress relief, the content they engage with can also serve as a valuable tool for self-improvement and learning among K-Pop fans..

2. English Lecturers

This research is expected to help lecturer to understand students who are K-Popers and how K-Pop is effective in learning English so as to make K-Pop a learning medium.

3. Researcher in the future

Researchers hope that this research can be useful for other researchers as a model or as a reference for other researchers regarding the analysis of the influence of the K-Pop phenomenon on the mastery of speaking English K-Popers.

E. Scope and Limitation of The Study

The focus of this research is to analyze the impact of the existence of the K-Pop phenomenon on improving the English speaking ability of K-Popers. To avoid misunderstanding, the researcher limited the informants to focused and detailed research. Research can be done only by interviewing K-Popers which is done online. Due to the large number of K-Popers who are involved in fandom, therefore the researcher limits the existing informants to only fans who are not native speakers who can participate in this study where the informant is an English Education students of UIN Sayyid Ali Rahmatullah Tulungagung who are a K-Popers.

F. Definition of Key Terms

This section of the chapter is intended to help the reader understand the meaning of some words to avoid misunderstandings. Among others:

1. K-Pop

K-Pop comes from the abbreviation of the word Korean Pop which has the meaning of popular music and comes from South Korea with various types of musical styles. The term from K-Pop is often used to refer to music, songs that are sung and dances or dances performed by South Korean idols, both girl groups, boy bands and solos. Usually these K-POP idols do not only have the ability in music and dancing, but also have the ability in attractive and charming visual appearances.

2. K-Pop Phenomenon

The K-Pop phenomenon is the worldwide spread of Korean pop music culture. It encompasses the enormous popularity of Korean pop music, music groups, and K-Pop artists in various countries outside of South Korea. The phenomenon is characterized by a rapid increase in the number of K-Pop fans around the world, who are often fanatical and actively participate in supporting their favorite artists.

3. K-Pop Phenomena

Important events or issues that occur in the K-Pop industry or events that affect the South Korean pop music industry as a whole.

4. Fandom

Fandom means a group of fans who give empathy and are friendly towards others. The admirers had a tendency to know detailed information about the idolized person. Usually, they exchange information through a community and social media networks.

5. K-Poper

Kpopers is slang to refer to celebrity fans who come from around the world, also in Indonesia. They are very active in monitoring the development of their idol's social media and also their fellow K-Popers. They do various ways to support their idol.

6. Fangirling or Fanboying

All forms of behavior or activities carried out by female fans (fangirls) or male fans (fanboys) in showing love for their idols.

7. Social media

According to Nasrullah (2015) social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users to form virtual social bonds.

8. Content

The definition of content is information made available through media or electronic products. In this study, K-Pop content refers to all the information fans can get about their favorite idols, such as songs, variety shows, dramas/movies, and various social media as a means of communication (Bubble, Weverse, etc.) and so on.