THE INFLUENCE OF K-POP IN INDONESIA’S STUDENTS BEHAVIOUR

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Abstract - This research is aimed to explain the influence of K-POP to the habit of students through quantitative method. Nowadays, the globalization has brought a lot of impact in life and create world into borderless. In due to the borderless, it makes a lot of things could come to country easily such as cultures. One of the culture is K-pop which is brought from South Korean Tradition. Currently, K-POP got the attention from the citizen around the world including Indonesia. And students in Indonesia, mostly they likes K-pop. Because of K-pop, it has changed students behaviour such as student’s appearance, communication and the method of learning. Due to the huge number of K-pop fans in Indonesia, the authors would like to explain more about the impact of K-pop in influencing the student’s habit such daily activities, learning and many more.

I. PREFACE

In the era of globalization and information today, television as a medium to deliver information and entertainment has been very easy to be found and has become a necessity in society, in other words television as a visual medium can not be separated from the number of people's lives.

Through impressions served, television viewers got a lot of benefits such as increase knowledge, broaden horizons as well as daily entertainment. Television is the most desirable electronic media and the most profound changes in society. Such as knowledge, motivation and attitude and behavior of the audience.

Television as part of the audio-visual culture medium is also the most influential in the formation and change of attitudes and behavior. Television also broadcast a wide variety of shows to entertain the audience in the form of dramas, sitcoms, commercials and so forth. But with the development of technology today, watch not only on television but also with streaming, and the most prevalent today is Korean Drama.

K-drama is a television drama in Korea formed a common phenomenon of the Korean wave, known as "hallyu" meaning "Korean Fever". Currently K-Drama has poisoned the minds of teenagers, especially in Indonesia. K-Drama is known not only as an interesting storyline because it always slipped a romantic love story but also actors are handsome and beautiful that fascinate also be one of the factors that support. Besides speaking style Korean people with a unique intonation often practiced in everyday teenagers who popularized and also the most visible is the dress style. Stylish actors.

The more easily the teenagers to access K-Drama, the greater the likelihood they mimic the behavior as there is in the K-Drama such as style of dress is stylish. Therefore, the culture of the country will slowly eroded and slowly began to be replaced. The reason the researchers chose adolescents as subjects in this study is that adolescents are the most vulnerable to replicate the message delivered on an impression. To strengthen the argument supporting the researchers found evidence of previous researchers who say that the youth are the most vulnerable to mimic the behavior that is an impression that seen mainly on impressions k-drama. Based on that later researchers interested to know whether there is influence of often watched K-Drama of the dress behavior in adolescents who watch the show. In this study, researchers looked for adolescents as subjects at random, by reason of easily obtainable and were not stuck in one place. Researchers had observed and observed the environment around research and found several teenagers were seen dressed in clothes that mimic the way the actor is in K-Drama like wearing a furry jacket, as well as accessories that resemble the actors who are in K-Drama.

II. THEORETICAL PROPOSITION

Understanding intensity in everyday life can be understood as the size or level. English dictionary, termed intensity with intensity, defined by greatness. The intensity according to Chaplin in 2006 was also understood as a force to support an opinion or an attitude. Azwar define intensity as the strength or depth attitude towards something. While Dahrendorf in Apollo & Ancok 1993 defines intensity as a term related to “energy expenditure” or the number of activities carried out by a person in a certain time. The intensity according Feriyan & Fitri in 2011, can be measured by the extent of the depth of information that can be understood by respondents.

Based on the above understanding, it can be concluded that the intensity means the quality of the depth that includes the ability, the power of concentration against something, level of frequency and depth manner or attitude of a person on a specific object. Thus, the intensity of watching television can be understood as the level of frequency (frequency),
the depth of quality to watch or duration and concentration power to watch. As the mass media, the television will give a certain impact for the audience either positively or negatively. The influence of television media will be different for each individual as its audience, this is caused by how much the emotional bond that exists among television and viewers. The level of emotional attachment can be caused by several factors, including the intensity of the watch (Hendro et al., 1999). Intensity means the quality of the depth that includes the ability, the power of concentration against something, level of frequency and depth manner or attitude of a person on a specific object. Thus, the intensity of watching television can be understood as the level of frequency (frequency), the depth of quality to watch or duration and concentration to watch (in Niki, 2013). Lowery and De Fleur (in Sari, 2008) revealed that there are three things that can be used as a tool to identify the behavior of children and adolescents in watching television, namely; The total average time spent watching TV per day; Selection of shows watched program of the day and the most watched event program; Frequency of watching a particular program. The next step was a change of attitude, this theory assumes how attitudes are formed, and how the attitude was waged through a process of communication, and how attitudes can affect a person’s behavior acts. This theory is part of the existing theories in strategic communication made by an institution or organization, of course, aims to change the attitudes of audiences. The contents of this attitude change theory is a person will experience a change in attitude, especially on behavior when confronted with new information, or new phenomenon. In this case that is faced with a new mode that makes them easily influenced to change his attitude. Relationships with this research is to support the statement that pwrubahan attitude that can occur as long as the message was prepared just in sasa rannya, as well as a k-drama that tends romantic genre aimed at teenagers who are currently experiencing it. The problem of his time.

III. RESEARCH METHODS

Research paradigm is our view of the frame of mind of the research based on the facts of social life and the treatment of researchers towards the theory used. Research paradigm also explains how the understanding of researchers in understanding a problem, as well as performance testing is the foundation to address the problems studied. In this study, researchers used a positive paradigm. Positive paradigm is a positive view of the results obtained, namely the behavior of adolescents undergoing changes.

Based on the topics of discussion and formulation of the problem has been determined that this type of research is a kind of quantitative research. Quantitative research is a systematic type of scientific research on the parts and phenomena as well as his relationships or simply a type of research that uses the numbers in its completion. Quantitative research objective is to develop and use models - mathematical models, theories and hypotheses related to a phenomenon. The central part in quantitative research is the process of measurement. Objects in this study was 40 adolescents who met the criteria of inclusion and exclusion. Criteria for inclusion, youth, age 17-21 years old, female. Exclusion criteria, adolescents who exhibit behavior that is not conducive (do not look serious, carelessly in answering questionnaires and others) that if the behavior could impede the course of the study. If there are things - such things can mneghambat research process so that sample may not be included in the study.

Data collection techniques is a way to get the data that is required in the ongoing research being conducted data collection techniques used in this study is in the form of questionnaires or questionnaire. The questionnaire and the questionnaire serves to generate data that is valid through information obtained from the respondents. The result may be the table and in response to the initial basis to perform calculations in this study. Then the data from the questionnaire was tested vadinisan and reliability and also through the treatment process is data.terakhir data analysis Data obtained were analyzed by statistical tests using SPSS (Statistical Product and Service Solution) for Window 20.0 with a level of signification p <0.05 or the 95% confidence level. Presentation of data research is done by presenting the frequency distribution of the variables studied. Data obtained in the form of the frequency and distribution of the variables studied, presented in tabular and graphic images.

IV. RESULTS ANALYSIS

Researchers will present the findings of the data that has been obtained from the field. Number of questionnaires distributed is as much as 30 questions to 40 respondents that adolescents in the age range 17-21 years were located in the area of Sleman. Here are some questions from the questionnaire were distributed.

1. I like K-Drama

From the data above questions majority who agree are as many as 21 people or 52.5%, who said Disagree many as 5 people or 12.5%, similar results were obtained for saying Neutral and Very Setuju ie 7 people, or 17.5%. Based on the answers, it can be said that half of those surveyed liked the display of K-drama.
2. I like the dress style of K-Drama Actor
From these questions obtained answers that amounted to 2.5% or as much as 1 Strongly Disagree, as much as 22.5% or 9 said Disagree, the Neutral vain as much as 27.5% or 11orang, saying Setuju 22.5% or 9 people and snagt Agree is as many as 10 people or 25%. It can be concluded that the respondents Neutral on how to dress Korean actor.

3. I often watch K-Drama
A total of 1 or 2.5% answered Strongly Disagree that they witnessed a k-drama on TV, as many as 15 people or 37.5% answered Disagree, as many as 9 people or 22.5% answered Neutral, as many as 13 people or 32.5% answered that they had witnessed k Drama - drama on TV, and as many as 2 or 5% say they Strongly Agree.

4. I spent 3-5 hours to watch K-Drama
Data show answers that respondents spend 3-5 hours watching k-drama Strongly Agree as many as 6 people, or 15%, which answered agree as many as 8 people or 20%, Neutral sebnayak 9 people, or 22.5%, which answered Disagree as many as 11 Strongly Disagree people and as many as 6 people or 15%.

5. I want to dressing like K-Drama Actor
Respondents who said Agree want to dress like actor korea are as many as 10 people or 25%, that is to say Strongly Agree are as many as 5 people or 12.5%. Neutral 11 people or 22.5%, who said they Disagree as many as eight people or 20%, and the Strongly Disagree is as much as 6 people or 15%.

6. I watch K-Drama because it is often aired on TV
Based on the questions I watch a k-drama because it is often aired on TV, the response of 40 respondents are as many as 11 people or 27.5% said Agree, 2 or 5% say Strongly Agree, 14 orang or 35% answered Neutral, as many as 12 people or 30% said Disagree, and one person said Strongly Disagree.

7. I can control myself when I watching K-Drama
The respondent's answer is, as much as 1 or 2.5% answered Strongly Disagree, as many as 12 people or 30% answered Disagree, Neutral many as 11 people atau27.5%, which agree as many as 13 people or 32.5% and Strongly Agree is sebnayak 3 or by 7.5%.

8. I like dress style K-Drama Actor
Survey said that of the 40 people we survey there are 1 people or 2.5% who strongly disagree with the way people dress korea, 4 people or 10% disagreed and 15 people or 37.5% opt for neutral or indifferent. 16 people or 40% said that they like the way they dress Korean actor and 5 people or 12.5% of them stated that they were very happy with the way they dress Korean actor.

Above are eight questions attached of 30 questions distributed. Based on the investigation of the influence the intensity of watching Korean dramas or K-Drama is a positive and significant impact on the style of dress in adolescents aged 17-21 years who were around Sleman, Yogyakarta, namely 0.045> 0.05, while the stronger influence amounted to 0262. This shows that the higher the intensity of watching k-drama, the higher its influence on the style of dress the teens. Based on these known dependent variable or dependent and independent variables or free.

Independent Variable (X) = Intensity Watching K-Drama
Impressions Dependent Variable (Y) = Behavior Change Dressed Teen Test validity is to show the extent to which a measuring tool (questionnaire) able to measure what you want measured. Counting the validity of using the application Microsoft Excel and SPSS version 22. The validity test conducted with respondents as many as 40 people. In this test the critical correlation coefficient r obtained by the distribution table at significant level of 0.319. Significance test is done by comparing the value of r is calculated by the value of r table. If r is calculated (for each of the questions are the total score) is greater than r table, then the item or the question is valid. Validity test results Effect of Intensity Watching K-Drama (X) is known that the whole question of the independent variable is valid. Validity Pengeruh Clothed In Youth (Y)

Results sig ≤ 0.05 of the above results it can be seen that some of the questions on the variable terikata dalah valid.

Reliability testing performed by Cronbach Alpha Coefficient. The data obtained will be said Cronbach Alpha reliable if the value is greater than or equal to 0.5 or close to 1. Based on the results of reliability test Effect of Intensity Watching K-Drama (X) note that Cronbach Alpha value greater than 0500 and close to 1, it can be concluded that all the questions in the independent variable above is reliable. And the reliability test results Pengeruh Clothed In Youth (Y) above Cronbach Alpha is known that the value is greater than 0500 and close to 1, it can be concluded that all the questions in the dependent variable above is reliable.

Correlation test used to determine whether the independent variables and the dependent variable has a correlation or not. To find out hakl, the two variables must be tested using the test r at the 0.05 significance level. If the count r (r analysis results) significance level less than or equal to 0:05 means the relationship between two variables is a strong relationship. If the count r level greater significance atausama with 0:05 baerarti relations between the two variables is a weak relationship. In addition
correlation test was also used to answer the formulation of the problem first. From the results of the correlation, the relationship between the intensity of the Effect of Watching K-Drama shows r calculated at 0.319 and 0.045 levels sig <0.05, significant relationship between the variables between Effect of Intensity Watching K-Drama Style Dress Against Changes In Youth is K or positive and sigifikan. In addition, referring to the correlation coefficient, these results imply that the level of intensity of the Effect of Watching K-Drama influence on Changes Style Dress Teen. With these results, the first hypothesis states that "there is no influence on the intensity of watching k-dramas against behavioral changes clad teenagers”.

V. THE THEORETICAL DISCUSSION

Effect of Intensity Watching K-Drama can be accepted by both adolescents (17-21 years) the area of Sleman, Yogyakarta. This is proven by the amount of the percentage of adolescents who watch Impressions K-Drama. This study, using the theory of intensity Watch that said level of frequency (frequency), the quality of the depth of the watch or the duration and power of concentration to watch the impact on the Behavior Change Dress In Teenage which also related to the Theory of Change Attitude, which explains how attitudes are formed, how the attitude it changed, and how well it is able to influence the attitude of a person’s behavior follow. In the study respondents agreed that behavioral changes in teenagers dressing is due to the frequency of watching k-drama. There is the influence of intensity Watching K-Drama Impressions Of Style Dress Teen specific area of Sleman, Yogyakarta, meaning adolescents aged 17-21 years who often watching k-drama increasingly have the dress style as on the k-of drama. It is based on t test results are known to have amounted to 6.374 t value and significance is equal to 0.0045, because of the significant value of t test of 0.045> 0.05 means that the effect on the Effects of Intensity Watch Korean Drama (K-Drama) Against Teen Style Dress. Great influence on effect of Intensity Watch Korean Drama (K-Drama) Against Teen Style Dress can be seen in the table above beta value in the column that unstandardized coefficients 0262, the Ha Ho accepted and rejected. Under the Influence Intensity Watching Drama Korea (K-Drama) Against Style Dress Teen, indicated by coefficient Determinansi (Rsquare) of 0102, which means that the influence of the intensity of watching k-drama to the dress style youth area Sleman, Yogyakarta is 10.2%.

CLOSING

This study was conducted based on the assumption of the theory of the intensity of the watch, the theory of mass communication, attitude change theory and the theory of imitation and imitation. Research using questionnaires and research methods adala pradigma menemnuka how the high intensity of research and imitation watch in watching K-Drama. Where teenagers aged 17-21yang often watching K-Drama increasingly have styles as there are ditayangkan K-Drama. Based on the intensity of the Korea Drama Watch Style Dress Teen, indicated by the coefficient of determination (Rsquare) of 0102, which means that the influence of the intensity of watching a Korean drama to the dress style youth area Sleman, Yogyakarta 10.2%. In such a situation we as a teenager Indonesia should be able to filter the culture of good and bad and to develop and promote a culture of Indonesia itself.

BIBLIOGRAPHY

Source Book:

Source Essay:

Source Internet: