

THE PERCEPTION OF MAKASSAR'S TEENAGERS TOWARD KOREAN DRAMA AND MUSIC (CASE STUDY ON MAKASSAR KOREAN LOVERS COMMUNITY)

*Nasrum Marjuni
Andi Bungawati*

*English and Literature Department, Adab and Humanities Faculty,
Alauddin Islamic State University of Makassar, Indonesia*

*Email: nasrum09britonschool@yahoo.com
Bungawaliandi0@gmail.com*

Abstract

This research analyzed the perception of Makassar's teenagers toward Korean drama and music and their influences to them. Interviews and digital recorder were provided as instruments of the research to ten respondents who are members of Makassar Korean Lover Community. Then, in analyzing data the researchers used descriptive qualitative method that aimed to get deep information about Korean wave in Makassar. The Results of the study found that Makassar's teenagers put enormous interest in Korean culture especially Korean drama and music. However, most respondents also realize that the presence of Korean culture has a great negative impact to them and their environments. Korean culture itself gives effect in several aspects such as the influence on behavior, Influence on the taste and Influence on the environment as well.

Keywords: Korean Drama and Music, Korean Culture, Teenager, Perception

Abstrak

Persepsi Remaja Makassar terhadap Drama dan Musik Korea (Studi Kasus pada Komunitas Pecinta Korea di Makassar). Penelitian ini mengkaji persepsi remaja di kota Makassar terhadap drama dan musik Korea serta pengaruhnya terhadap remaja tersebut. Instrumen yang digunakan adalah interview melalui alat perekam kepada (10) sepuluh responden yang tergabung dalam Komunitas Pecinta Korea kota Makassar. Dalam penelitian ini, digunakan metode deskriptif kualitatif yang bertujuan untuk memperoleh informasi lengkap tentang pengaruh budaya Korea di kota Makassar. Hasil penelitian menunjukkan bahwa remaja di Kota Makassar menaruh perhatian yang sangat besar terhadap budaya Korea khususnya drama dan musik Korea. Tetapi, hampir semua responden berpendapat bahwa kehadiran budaya Korea membawa dampak negatif terhadap mereka dan lingkungannya. Budaya Korea juga berpengaruh besar terhadap kebiasaan/tingkah laku remaja, kecenderungan menyukai dan menggunakan produk-produk Korea dan berpengaruh terhadap lingkungan remaja Makassar.

Kata Kunci: *Drama dan Musik Korea, Budaya Korea, Remaja, Persepsi*

INTRODUCTION

In recent years, there has been an influence of Korean culture throughout the world. It began from a small of East Asia such as China and Japan, and then spread out to the other parts of world, including East Asia, South Asia, Europe and America (Jang and Paik, 2012: 1). This phenomenon is known as Korean Wave (*Hallyu* in Korean) ranges from television dramas, movies, music (K-pop), dance (B-boys), food, fashion and language (Hangul) (Jang and Paik, 2012:1).

Indonesia becomes one of the centers of the phenomena of Korean popular culture. This is indicated by the appearance of Korean drama and music on some Indonesian television stations and Korean becomes hot topic in Indonesian society (Amelia, 2010: 4). In addition, many Korean souvenirs and attributes can be found in shopping centers across the country.

The phenomena of Korean Wave happen because of social media and mass media. Mass media introduces Korean culture by drama and music. In Indonesia there are many television programs about Korea. It makes Korean culture become popular in Indonesia. And then social media prepare all information about Korean culture, so that people easy to search information about that.

The mass media and concerned scholars have given the appellation of ‘Korean Wave’ (*Hallyu* in Korean) to such Korean cultural products as television dramas, popular music, and movies becoming so popular in these countries (Yang: 2012:104)

Korean dramas in Indonesia are successful because they had won the hearts of fans (Jung, 2005:69). The popularity of Korean drama brings the appearances of Korean music (K-Pop). Korean music is more popular than Korean Drama. They get many fans in Indonesia that is called as K-Poper. So that Korean drama and music are the causes of the arising of Korean Wave as popular culture in Indonesia.

Korean drama and music cannot become successful without fans or fandom, because fans or fandom are the most important part of pop culture practice (Korean Wave) (John, 2007:157). In recent day, they get a hundred even a million Korean Lovers in Indonesia. Korean lovers are name of people that love Korean culture and most of them are teenegers. Teenegers became the center of these phenomena because teeneger is condition when people can be influenced easily. In this era, people are easy to be interested and then adopt it (Storey, 2007: 126). Teenegers know Korean culture through social media and mass media. They become Korean Lovers and search information about Korea all the time. They try to imitate their idol in life style, behavior, fashion, language, music and food (Saprita, 2012:9).

Popular culture has two terms that are combined into one, namely culture and popular. “Culture refers to the beliefs, way of life, art, and customs that are shared and accepted by people in a particular society” (Huang, 2009:8).

Popular culture arises in 19th and 20th century (Jung, 2009:73). 19th century is era where mass media such as newspaper and novel was developing that giving many information from around the world. From the century of 19th to 20th, experts found radio, television and computer. It supports spread of a culture and then makes the phenomena of popular culture (Sinarti: 2005:45). Besed on the definitioan of ‘popular’ and ‘culture’ above, it can be understood that popular culture is a culture that is known because of media.

Korean Wave or Hallyu is the terminology of the influence of Korean popular culture around the world such as Indonesia (Jung, 2009:69). It is familiar terminology because people around the world are talking and interested in it now days. They adopt it in their life without awareness. Korean Wave as popular culture is mass culture that people like and are interested in. The proof of Korean Wave that happened in Indonesia is beginning on fashion, music and language. Teenagers are more interested in Korean culture than Indonesian culture (Susanthi, 2011: 1).

Makassar is the location of the research because of the popularity of Korean Wave. It is shown by Makassar's teenagers who join in fandom or Korean Lovers community such as; ELF (Everlasting Friends), EXO-L (EXO_Love), Beauty, Baby, Army, SHAWOL (Shinee world), Runners. They are active to have meetings and organize event to support Korean Wave in Makassar. A member of fandom have to update and search about Korean drama and music all the time, because they think that it is the way to show their love as Korean Lovers.

Fanaticism of Makassar's teenagers are similar to teenagers in other cities in Indonesia. Markets and shops are place where we are easy to find the influence of Korean Wave. They are also in fashion, cosmetics, electronic, behavior, language and electronic. There are many Korean courses as facilitator for Makassar's teenagers to study about Korean language (Hangul) and K-Pop stores as supplier of Korean fashion.

1. Definition of Perception

Perception includes all signals in the nervous system, which is the result of physical or chemical stimulation of the sensory organs (Goldstein. 2009:5-7), such as a vision of light on the retina, using media olfactory odor molecules (aroma), and hearing involving sound waves. Perception is not a passive acceptance of cues, but shaped by learning, memory, hope, and attention (Gregory, 1987: 598-601).

Perception arises because of the contact of sense and object in the world. Perception is true and has nature of determination because people have their own ways to understanding about something and they have their own concept of truth.

From these definitions of perception, it can be understood that perception is the way of someone to cognize an object in the world by using their sense and intellectual and they have their own perception in understanding about that.

2. Kinds of Perception

McGinnis (2010: 99) in his books *Avicenna* describe two kinds of perception. The first is perception performed by external senses, which has just been considered, namely, seeing, hearing, tasting, smelling, and touching. The second is perception of the internal sense, such as imagining and understanding that have relation with intellectual.

Perception as the process of understanding to stimuli or stimulus obtained by the senses cause perception is divided into several types (Bjorklund, 2000: 2-13):

a. Visual Perception

Visual perception obtained from the senses of sight. Visual perception is the main topic of discussion in general perception, as well as the perception that is usually the most often discussed in the context of day-to-day. Visual perception is the result of what we see and before we see or still imagine and after the target object.

b. Auditory Perception

Auditory perception obtained from the sense of hearing that is the ear.

- c. Palpability Perception
Palpability perception of tactile senses is obtained from skin.
- d. Olfactory perception
Olfactory perception obtained from the sense of smell which is the nose.
- e. Taste Perception
Perception of taste or flavor derived from the senses of taste that is the tongue.

3. Process of Perception

In the perceptive process, there is some sort of stimulation and we become aware of attend to that stimulation (Linda, 1999: 66). It is how to gather and access information.

According to Sunaryo (2004: 47) process of perception by three processes, there are physical process, physiology process and psychology process. Physical process in the form of the object causing the stimulus and the receptor receive the stimulus. Process of physiology is the stimulus that is received by receptor transmitted to the brain, and then the processes of psychology that is process in brain that make people release the stimulus.

Walgito (2002: 35) explains the occurrence of perceptual processes:

- a. An object or target causes stimulus, the stimulus subsequently captured by the sensory organs. This process takes place naturally which are associated with the physical aspect.
- b. Stimulus that is received by means of the senses, and then it distributed to the brain through sensory nerve. The process of transferring the stimulus to the brain called the psychological process.
- c. The brain processes the stimulus so that individuals realize the object. This process is called psychological process also. At this stage there was the process of perception that is a process in which the individual to know and be aware of an object based on the stimulus which is received by means of the senses.

4. Influence

Surakhmad (1982:7) defines influence is the power that arises from an object or person and also the symptoms that can give change to anything around him. From these definitions can be concluded that the influence is a power or force that arises from something (person or thing), which gives influence to anything around.

Social influence occurs when one's emotions, opinions, or behaviors are affected by others (Personal MBTI Type Analysis: 2011). Milgram (1983) said that, social influence is the change in behavior that one person causes in another, intentionally or unintentionally, as a result of the way the changed person perceives themselves in relationship to the influencer, other people and society in general. Social influence takes many forms and can be seen in conformity, socialization, peer pressure, obedience, leadership, persuasion, sales and marketing. Harvard psychologist, Kelman identified three broad varieties of social influence (1958: 51-60);

a. Compliance

Compliance is the act of responding favorably to an explicit or implicit request offered by others. Technically, compliance is a change in behavior but not necessarily someone attitude can comply due to mere obedience, or by otherwise opting to withhold one's private thoughts due to social pressures. The satisfaction derived from compliance is due to the social effect of the accepting influence.

b. Identification

Identification is the changing of attitudes or behaviors due to the influence of someone that is liked. Advertisements that rely upon celebrities to market their products are taking advantage of this phenomenon. The desired relationship that the identifier relates with the behavior or attitude change is the “reward”.

c. Internalization

Internalization is the process of acceptance of a set of norms established by people or groups which are influential to the individual. The individual accepts the influence because the content of the influence accepted is intrinsically rewarding. It is congruent with the individual’s value system, and according to Kelman the “reward” of internalization is “the content of the new behaviour”.

5. Korean Drama

Before discussing Korean drama, the researcher presents some discussion related to drama. The drama is a genre of literary works depicting human life with action (Depdiknas, 2008: 342-343). The term ‘drama’ comes from a Greek word meaning action (Classical Greek: δράμα, drama), which is derived from the verb meaning to do or to act (Classical Greek: δράω, draō). The drama represents the reality of life, character, and human behavior through role and dialogue are staged (Depdiknas, 2008: 342-343). Drama can be realized with a variety of media: on stage, film and television (Wiyanto, 2002: 1-2).

A drama has structures, the structure contains act, scenes, dialogue, prologue and epilogue (Endraswara, 2011: 11). Act is another term for the episod, which contains a whole little story into a whole drama . The scene is part of the drama that shows the change of events, which is marked by the change of character or setting of the place and time (Endraswara, 2011: 11-31). For example, in the first scene contained a character is talking to figure B, then they walked to another place and met with figure C. Dialogue is part of a play in the form of a conversation between one character with another character (Endraswara, 2011: 1-31) . Prologue and epilogue is a frame of a drama. the prologue is an introduction to enter into a drama. it is a general overview of the drama to be played (Endraswara, 2011: 11-31) .

“Korean drama refers to South Korean drama, written by and performed by South Koreans, generally in Seoul” (Nichols, 2013: 1). Laing (1991: 160) pointed out that television drama, that its descriptions of daily experiences, the structure, themes and emotions found in the main genre of drama, derived from earlier forms such as theatre or the novel. Thornham and Purvis revealed the superiority of the television drama:

Television drama provides a continuous update, a perpetual return to the present, unlike films which give a single story in compressed time. It indicates that drama’s format, situations, places and characters all remain the same, providing a constant background for the updated events of the week (or day). This structure assumes dramas to be occurring in real time (Thornham and Purvis, 2005: 6).

The definition explains why the popularity of television drama became a phenomenon in society. Television drama is different from film because television drama gives satisfaction to the audience which is able to mimic real-life community.

“Even considering the worldwide popularity of the drama genre, however, the loyalty demonstrated by Korean viewers to their own favourite dramas appears to be exceptional” (Jeon, 2013: 68). In addition, the popularity of Korean dramas is now spreading to other Asian countries. Chua and Iwabuchi (2008: 2) said that watching Korean dramas has become a favourite hobby of

Asian audiences. In order to understand this phenomenon, this section will explore the formation and development of the Korean television drama industry from the early 1960s to the present.

According to *A History of Korean Dramas*, published by the Korean Drama Festival Organisation (henceforth KDFO: 2009), the first TV drama in Korea is *The Gate to Heaven*, a 15-minute drama produced and broadcast by HLTZ in 1956.

Korean broadcasters began to produce their own dramas. In 1961, KBS (Korean Broadcasting System) started to broadcast its first drama *The Friday Stage* which was a serial drama shown every Friday night. In 1962, KBS produced nine dramas, including a children's drama. At that time, TV drama had already attained great popularity among Korean viewers, and its enthusiastic reception encouraged other television stations to produce their own dramas (KDFO, 2009: 9).

The first export of Korean drama started in the early 1990s, mainly to the cable channels in Taiwan and Hong Kong. The early exports did not achieve prominent results. The successful of Korean dramas to the East Asian market began after the popularity of drama *What is Love All About?*, which is broadcast on CCTV (China Central Television Channel) in China in 1997 (Jeon, 2013; 72). Since then, the popularity of Korean drama has become concentrated in Taiwan, China and Japan, increasing significantly every year (Shim, 2008: 24-26). The Successful of Korean drama because it can represent love story that have romantic passion without over sexuality, that is kind of eye contact, just a little touch but can describe perfect emotion in love (Lin and Tong, 2008: 103).

The popularity of Korean entertainment create the term 'Korean Wave' that is rising in 1990s (Jin: 2012:3). The term 'Korean Wave' is used to refer the significant growth of popularity of the South Korean culture around the world.

Since 2000 the Korean drama becomes popular in Indonesia, it is beginning from some of several private television stations in Indonesia that is showing Korean movie and dramas (Mukhtasar, 2012:4). Popularity of Korean dramas in Indonesian television stations occurred after the dramas of other Asian countries such as Taiwan and Japan broadcasted (Riz, 2007: 77). And in fact, there are several Korean dramas that had successful on the Indonesian screen, such as; *Winter Sonata*, *Endless Love*, and *Dae Jang Geum* (Mukhtasar, 2012:4).

Since 2000 until 2005 there are many Korean Dramas that are popular in Asia including Indonesia, such as; *Endless Love*, *Winter Sonata*, *Love Story from Harvard*, *Princess Hours*, *Sassy Girl Chunyang* and *Full Hours*, *Memories in Bali* and *My Girl* (Riz, 2007: 77). "The Korean dramas have been well-managed to attract the attention of some communities in Indonesia, even some of the stars has become an idol in the country" (Mukhtasar, 2012:4).

6. Korean Music

The term 'Korean Music' consists of two words which are 'Korean' and 'music'. The Oxford Universal Dictionary defines music as, "That one of the fine arts which is concerned with the combination of sounds with a view to beauty of form and the expression of thought or feeling" (Little and Onions 1965; 1300). Korean music or K-Pop can be defined as a musical genre originating in South Korea that incorporates a variety of styles, including pop, hip-hop, rap, rock, R&B, and electronic music (Leung, 2012: 3).

The the term K-Pop arise in the late 1990s, when Channel [V] International named one of its television program 'K-Pop Station'. It was the time when some Korean popular music musicians began to be noticed by young audiences in Chinese-speaking regions

of East Asia (Mainland China, Hong Kong, Taiwan, Singapore and some parts of Philippines and Malaysia) (Lee, 2017: 81).

The term begin to be widely used in the media of those Chinese-speaking regions and other East Asian countries in the early 2000s. For example, titles of Korean singers concerts in China and Japan, such as *K-Pop Super Live Concert* (Kang, 2005), *K-Pop All-Star in Japan* (Lee, G.L., 2006), or *Feel the K-Pop in Shanghai* (Lee, E.J., 2006).

The popularity of Korean drama is followed by Korean popular music or more known as K-Pop (Jung, 2009:73). Towards the turn of the 21st century, the K-pop genre begin spreading out to other regions of the world as part of the global Korean Wave. In 2002, Baby V.O.X.'s single *Coincidence* become popular in many Asian countries because it is released and promoted right away during the World Cup in South Korea and BoA become the first K-pop singer to reach No. 1 on the Japanese Oricon music chart (MTV K, 2006). Shortly afterwards, the South Korean music artist Rain gives a sold out tickets concert to 40,000 fans in Beijing (The Korean Times, 2013). In 2012, K-pop's breakthrough in the Western mainstream media occurred with the release of Psy's single *Gangnam Style* which racked up over 2 billion views on YouTube in the mid of June 2014.

Concept of K-Pop is different because common of Korean singers are group that it consists of some people, and it is called Boy Band for man and Girl Band for women. They are singing and dancing which is becoming one of K-Pop crams. In early year, they can get many fans around the world that called their self as K-Poper (K-Pop Lover).

The first K-Pop concert in Indonesia is called Kimchi (Korean Idols Music Concert Hosted in Indonesia) which is held in Jakarta, 4th June 2011. Five Korean artists perform in Kimchi, who are The Boss, X5, Girl's Day, Park Jung Min and Super Junior (Susanthi, 2011: 1).

There are some of Korean Boy Bands and Girl Bands who have held their solo concert in Indonesia such as; EXO's *The Lost Planet in Jakarta*, 2NE1's *All Or Nothing*, SHINee's *SHINee World Tour III in Jakarta* (Pamita, 2014), Super Junior's *Super Show 4*, Big Bang's *Big Bang, Wonder Girl's Wonder World*, 2pm's *What Time Is It 2PM Tour Live Concert Show*, Beast's *Beautiful Concert*.

7. Teenager

Teenager derived from Latin *Adolensence* which means grow or grow into adulthood. The term *adolescence* has wider meaning which includes mental maturity, emotional, social and physical (Valentini and Nisfiannoor 2006: 6). A similar statement was expressed by Santrock (2003:26) that adolescents (Adolescence) is defined as a period of transition between childhood development and adulthood that include biological changes, cognitive, and social-emotional.

Gunarsa and Yulia explain the characteristics of teenager (2008:2019-220):

- a. One of the characteristics of adolescents is emotionally volatile (unstable). Because sometimes teenagers do not understand themselves, so that adolescence is a time of self.
- b. They began to show resistance, especially to their parents. Because they begin to want to live independently.
- c. They began to have aspirations and dreams to be achieved.
- d. At this time there is a push to try and do all acts of adults. Because teenagers have a high curiosity on something which makes them interested in.

- e. The teenagers like to make a group in their friendship.

This research used limitation of adolescence according to World Health Organization (2007) which is 12 to 24 years old.

METHODS

This research used descriptive qualitative method. It aims to give description about the perception of Makassar's teenagers toward Korean drama and music and the kinds of influences of Korean drama and music itself. Lexy J (2004: 6) defines qualitative method as a research study intends to understand the phenomenon of what is experienced by the subject of research such behavior, perception, motivation, action, etc, which are described by words. This research used modelling theory by Bandura.

Data were obtained from interviews and direct observation techniques to the location of the research. The population of the research is 25 people and the sample is 10 people. Interviews were conducted with ten respondents who considered as the representative of the object issues in this research. The interviews conducted in two ways, the first interview was conducted in groups which consist of five respondents. The second interview was conducted individually with five respondents. They are members of the fandom Korean Lovers in Makassar and they quite actively participate in the gathering.

FINDINGS AND DISCUSSION

1. The Description of Makassar's Teenagers Perceptions toward Korean Drama and Music

- a. Subject 1 (Puput): Female, twenty-two years old, Moslem, student, she knew Korea since elementary school, she is a fan of Korean music, drama and fashion. She is a member of EXO-L Makassar.

According to Puput besides music and drama, Korea is also very attractive in terms of fashion. Korean fashion is cool. She also bought and used products from Korea such as mobile phones and cosmetics.

Korean drama and music actually has a negative impact that their clothes are very skimpy, the main impact on the children who are still under age that follow their style. I think for dancing they do not need to wear skimpy clothes, they can wear a more polite one.

(09/03/2015)

As Korean Lover, Puput also thinks that Korean culture has positive and negative impacts for adolescents. She found that teenagers should not follow the Korean artist fashion style which is skimpy, because it is against the culture of Indonesia. She also added that youth activities such as; the cover of Korean dance is good but they shall not follow the style of their idol which is very skimpy.

- b. Subject 2 (Kiki): Female, nineteen years old, Moslem, student, she knew Korea since Senior High School. Currently, she is a member of the community Kaisoo/EXO-L. Kiki began to like Korea since watching the drama *You are My Destiny*.

Korean music is very good. I like ballad genre because it can make the listener got carried away even we are as the audience do not understand the lyrics, so that's one of the privileges Korean music, for example, a song of Lee Sung Gi. Regarding the Korean music itself is very unique because average of Korean singer is composed of several people, it is called girlband and boyband. They are not only singing but also dancing. (24/09/2015)

According to Kiki Korean music is great especially ballad genre. Although the audience does not understand the contents of the song but the Korean music can make audience got carried away. Additionally, the Korean music industry is different from the others because in general the Korean singer consists of several people. They are known as the girl group and a boyband. They are not only great at singing but also dancing. Kiki found two things that are the appeal of Korean music that can make Korean music take place in fans hearts.

- c. Subject 3 (Resti): Female, Nineteen years old, Moslem, student, she knew korea since elementary school. She is a member of the community of Red Velvet Makassar.

Based on Resti's opinion, it can be understood that Korean drama not only be loved because of the plot but the use of the handsome actors also play a huge role in the success of Korean drama. According to Resti, Korean drama is interesting because the actors are handsome. Resti is also interested in Korean fashion that is shown in the drama because it looks cool.

I love Korean songs because the song is energetic and I like the energetic song. Korean people are very creative in terms of music, ice cream can be used as the theme of song, besides their dance are also energetic unlike in Indonesia that is just rocking saws (21/04/2015).

Resti likes Korean music because Korean music is energetic. She said that Korean musicians are very creative, where they can create unique songs. This is proved by unique song theme, as an example a song from the Korean girlgroup that is Red Velvet with the title song *Ice Cream Cake*. Besides, energetic and unique songs, Resti also like their dance. She thinks that the Korean singer has energetic dance unlike other dances. Based on Resti's perception can be understood that the success of Korean music because of two things: a unique song and energetic dance.

- d. Subject 4 (Imah): Female, eighteen years old, Moslem, student, she knew Korea since third grade high school. Now, she joined in EXO-L and SONE community. male singers or female singers. Moreover, according to Imah, the Korean song is different from Indonesian songs. Indonesian song sounds tacky while Korean songs sound cool. This is the reason she prefers Korean songs than the other songs.

The Korean Wave positive impact on myself is Korean drama can make me became spirit, for example when I am lazy or in spare time, I prefer looking for news or information about Korea, so it can make my knowledge increase, while negative impact is cultural shift, which adolescents are more interested to know Korean culture than their culture (24/04/2015)

For Imah Korean culture has a positive impact on herself. Korean Drama able to make her feel the spirit, which since she know Korean, she prefers looking for news or information about Korea than lazing spare time. According to her, it is more useful because it can increase

our knowledge. While the negative impact is caused by Korean culture is teenagers tend to be more interested in Korean culture than their culture.

- e. Subject 5 (Ria): Female, eighteen years old, Moslem, student. She knew Korea since in the first grade at high school. She is a member of a community of Korean Drama Lovers, ELF and EXO-L.

Ria watched Korean drama first time when a high school class that is *Dong Yi* and *Dream High*. According to her, Korean drama has a good story because it raises all professions to be a theme in a story. In addition it is able to combine the romance and humor. So the audience can watch the romantic drama but still make them laugh.

Korean drama has good story because every profession is appointed to be the theme in a drama, it is not like the story directional Indonesian movie which tells a lot of things in the story. In addition, Korean drama's actors are handsome and the actresses as well, Korean lifestyle is cool also. The Korean drama has a romantic story but there are also elements of humor (24/04/2015)

Ria has the same view with other objects, where she thinks that handsome face and beautiful is one of the factors that make Korean dramas became drama which is much preferred by teenagers.

First Korean song that was Ria heard namely Dream High. Ria likes that song because it can make people touch though unaware of the purpose contained in the song. Korean music not only has songs that touch, but Korean singers formed in a group. In addition, the Korean singer wear cool cloths, it is making this kind music get many fans specially teenagers.

One of the negative impact of Korean culture on Makassar's teenagers according to Ria's statement a teenager who loves Korean drama will follow the romance scenes that they see in the drama. In addition, the teenagers become know best about matters relating to Korea than Indonesia, for example; clothing, accessories, etc.

- f. Subject 6 (Nana): Female, twenty years, student, Moslem, she knew Korea since Elementary School. She is a member of the Korean Drama Lovers and ELF Makassar.

Nana first watch Korean drama which broadcasted on one of TV station in Indonesia. At that time she was still an elementary school student but already had interest in the Korean drama, which was since watching the drama *Endles Love*.

I love Korean drama because the end of the story is unpredictable, except that Korean drama takes a real setting and themes are interesting.

(26/04/2015)

According to Ria Korean drama presents a compelling story because the plot is not predictable. Decision settings in Korean drama is also very real. So it becomes more like reality than soap operas. The themes that take in the story are interesting because the theme is varied. Nana is not too interested in romance drama. She prefers dramas such challenging drama, for example the drama about a detective, medicine and law. She said we can get a lot of knowledge by watching Korean drama as an example of herself which is currently interested in medical drama. She knows a lot of medical terms through Korean dramas. Nana also knows how to judge and prosecutors act in Korea after watching the drama of the law. In addition Korean drama provides much information about Korean history since the beginning until now.

Nana also interested in Korean music. She is a fanatic fan of the Korean boyband, which is Super Junior. She found out them since high school. Since that time she begins to join the fan club of Super Junior which is namely ELF Makassar.

Nana interested in Korean music because of her idol, who is Super Junior. She said that Super Junior consists of members who have unique character, which they do not hesitate to show their true identity in front of the fans and the public. She said that a public figure should not keep their image in public to attract the hearts of fans but by showing their true identity will make fans loved them more.

- g. Subject 7 (Iwan): Male, twenty-one years, student, Moslem, he knew Korea since third grade high school. He do not join certain fan club but he is only a member of Korean Lovers community in Makassar.

He becomes interested in Korea since watching a Korean drama titled *Gumiho*, but at the time he just enjoyed it.

Korean music supports the story in the drama. I like drama *Gumiho* because it is interesting and the touching. I am touched because the female character in the story is beautiful and she is always sad, so I am as a man is touched to see it (26/04/2015)

Iwan said that the soundtrack of the Korean drama strongly supporta the delivery of the story in the drama. He likes drama *Gumiho* because it tells a sad story of a woman. According to Iwan, the use of beautiful actress is very supportive in the success of a drama and that is the advantage of Korean dramas than others drama, which is Korean actress has a face like Barbie.

- h. Subject 8 (Inna): Female, twenty-one years, Moslem, students, she knew Korea since elementary school. She is a leader of EXO-L Makassar community.

Inna had liked Korean drama since the first time she watched it. At that time she was an elementary school student. She first watched Korean drama that aired on one of the Indonesian television stations that was *Winter Sonata*. Since she is a student of university, she begins find of Korean drama, where she watches Korean dramas every day.

Korean drama has interesting story, which is different from other dramas. The story of Korean drama is romantic, amusing and thrilling. The story is arranged in the complex, even the Korean drama can make us completely carried away, crying, laughing and surprise (17/04/2015)

According to Inna Korean drama is very interesting because it presents a romantic story but still funny and tragic. Korean Drama able to bring the audience swept up in the story. According to Inna, when watching a Korean drama we will cry, laugh and shock. This is because Korean Drama have made very perfect.

- i. Subject 9 (Bojes): Male, twenty-two years, Moslem, student, he knew Korea since 2012. He is a member of Makassar Korean Lover.

Bojes first watched the Korean movie titled *Daisy*. The first time in watching a Korean movie he is not so keen but after watching a Korean drama many times he decided to become a Korean lover.

I love Korean dramas because of actors and actresses, who are handsome and pretty. I think Korean drama has nice storyline. Indonesian television drama only tells about the romance story while Korea more varied, I like the theme of action (28/04/2015)

Bojes loves Korean drama because of the actors and actresses. According to him, handsome and beautiful faces are very influential in the success of Korean dramas. Bojes also found that Korean drama is different with Indonesian television drama, where the Indonesian television drama only has romance story while Korean drama presents varied stories. Bojes himself prefers the action drama than romance.

- j. Subject 10 (Bondan): male, nineteen years old, students, Moslem, he knew Korea since elementary school. He was a member of Shawol Makassar. Bondan already knew Korea since childhood due to her aunt. At first he just followed his aunt watching Korean dramas and he began to interest in Korea. He joins the fan club of boyband SHINee, which is Shawol (SHINee World) Makassar.

Indonesian television drama is too mainstream, an example in which very common FTV crash scene continues to fall in love while Korean drama is more romantic (28/04/2015)

Bondan interested in Korean drama than Indonesian television drama. According Bondan, Indonesian television drama is very fiction and monotonous while Korean drama is able to present a more romantic love story.

According to Bondan, the success of Korean dramas in Indonesia cannot be separated from the role of Korean actors. Korean dramas are able to make Korean culture becomes popular culture because they are using actors who have a name and a great influence. This makes the teens interested in Korean dramas and they can easily follow the culture that shown in the drama.

It can be concluded that there are two factors that made Korean dramas got a lot of fans among adolescents, according Bondan, which are; romantic story and actors who have great influence.

2. The Kinds of Influences of Korean Drama and Music on Makassar's Teenagers

Based on the theory of social influence by Kelman (1958: 51-60) there are three types of social influence, which are compliance, identification and internalization but in this research the researchers only used identification theory where correspond to the problems examined. The researchers found that there were some kinds of the influence of Korean drama and music on Makassar's teenager.

a. The Influence in Behavior

There are several forms of Korean cultural influence on teenagers either in the form of verbal and non-verbal ,the influence in verbal form, for example the using of their language. In general, they often use the Korean in their daily lives.

b. The Influence in Taste

The presence of Korean popular culture also give effects to the tastes of teenagers, where teenagers who like Korea more like things related to Korean, for example in choosing fashion style, entertainment, tourist attractions, product, food and life partner.

c. The Influence in Environment

The presence of Korean drama and music in Indonesia is very big impact on the environment. As we know, that Indonesia is one of the central phenomena of the Korean Wave. Certainly, Korean Wave influences can easily to find in the neighborhood. As for the influence of Korean wave on the environment as follows:

1) Indonesian television stations broadcast many Korean dramas and music

Most informants claim that they know Korea first time when one television station in Indonesia broadcasted Korean drama. Since in that time the Korean drama become spectacle most people and become a very popular drama. The popularity of Korean dramas make the Korean music easily gets the attention of people, especially teenagers.

2) There are many Korean lovers community in Indonesia

Korean Wave is able to take its place in the hearts of fans. They are able to gather a fan base that is not little. There are a lot of Korean drama fans club and Korean music as well in Indonesia. In Makassar itself, there are some great fans club like Korean Lovers Makassar, Makassar ELF, EXO-L Makassar, Makassar Runner, VIP Makassar and many more. They are active conduct activities to support the Korean Wave.

3) Teenagers are more familiar with Korean culture than the culture of Indonesia

The popularity of Korean culture in Indonesia make adolescents put greater interest to this culture than the culture of Indonesia.

CONCLUSION

Based on the results of interviews with ten speakers regarding their perceptions on the Korean drama and music, the researchers found that in general, Makassar's teenagers have a great interest in the Korean Wave. According to them, Korean drama and music have some appeal. The appeal of Korean dramas are Korean drama has an interesting story, the themes raised in the drama varied, Korean drama has unpredictable storyline. Korean actors/actresses have handsome and beautiful face. The appealing of Korean music is energetic, Korean singers do not only sing but also dance, the song is very touching and unique and Korean singers have cool appearances.

There are three types of Korean cultural influence, namely the influence on behavior, Influence on the taste and Influence on the environment as well. Besides, most informants said Korean wave gives a greater negative impact than positive one.

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