



Cultural Communication's Role in K-Pop Progress and it's Impact on Young Generation in the Social Media Era

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Abstract

Imperialism is not only manifested in the form of military power by a powerful nation, but can also be manifested through cultural domination. Through social media technology, the Korean wave spread K-pop (Korean popular music). The purpose of this study is to explore the role of cultural communication in the development of K-pop and its impact on the younger generation of Indonesia in the social media era, using a netnographic approach. This qualitative study uses a netnographic method from the search results of K-pop artists and fandom Instagram. From the search results, it can be concluded that K-pop culture has succeeded in dominating the world thanks to the social media strategies of Korean entertainment agencies. The presence of Korean culture in Indonesia such as food, Korean dance, fashion style and language can enrich the knowledge of the younger generation in Indonesia. Indonesian culture and K-pop can go hand in hand and even make teenagers more creative in developing themselves, but must be balanced by fostering a love for their own culture.

Keywords: Cultural Communication, Imperialism, K-pop, Netnography, Social Media.

Abstrak

Imperialisme tidak hanya muncul melalui kekuatan militer suatu negara besar, tetapi juga dapat hadir dalam bentuk dominasi budaya. Melalui teknologi media sosial, gelombang Korea turut menyebarkan K-pop (Korean popular music) ke berbagai belahan dunia. Penelitian ini bertujuan mengkaji peran komunikasi budaya dalam perkembangan K-pop serta dampaknya terhadap generasi muda Indonesia di era media sosial, dengan menggunakan pendekatan netnografi. Penelitian kualitatif ini menerapkan metode netnografi melalui penelusuran terhadap akun Instagram artis dan fandom K-pop. Berdasarkan temuan tersebut, dapat disimpulkan bahwa budaya K-pop berhasil memperoleh posisi dominan di tingkat global berkat strategi pemanfaatan media sosial yang efektif oleh agensi hiburan Korea. Kehadiran unsur budaya Korea di Indonesia—seperti kuliner, tarian, gaya fesyen, dan bahasa—dapat memperkaya wawasan generasi muda. Budaya Indonesia dan K-pop dapat berkembang secara berdampingan serta mendorong kreativitas remaja dalam membangun jati diri. Namun, perkembangan tersebut perlu diimbangi dengan upaya menumbuhkan kecintaan terhadap budaya nasional.

Kata Kunci: Komunikasi Budaya, Imperialisme, K-pop, Netnografi, Media Sosial.



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INTRODUCTION

Initially, imperialism was the invasion of a country through military force carried out by powerful nations to dominate other oppressed nations (Latif et al., 2021). However, with the development of technology, the form of imperialism developed into cultural domination. Technology plays a crucial role in the process of cultural imperialism, as it has a strong influence on the dissemination of information (Rahmah et al., 2024). Mass media, both print and digital, have become the primary medium for the dissemination of popular culture from dominant countries, such as the West, to the rest of the world (Farisal et al., 2024). If this cultural dissemination is responded to well by society and imitated, cultural domination occurs, resulting in the gradual disappearance of local culture, leading to a cultural crisis. Capitalist countries, with their economic, political, and cultural power, are able to penetrate societal behavior. Cultural imperialism can also be adopted from Asian countries, such South Korea, Korean pop culture has been widely circulated in the Asian region and to a lesser extent in the global cultural market since the 1990s, through a phenomenon commonly known as the “Korean Wave” or Hallyu (Tarsiah et al., 2023). Popular television drama series such as Winter Sonata (2002), Dae Jang Geum (2003–2004), Full House (2004) and Boys over Flower (2009) have achieved great success in many Asian countries. K-pop (Korean popular music) has also become widespread. Even in Indonesia, there is I-pop (or Indo pop) idol band music which is mostly inspired by K-pop and has become one of the most significant socio-cultural phenomena in 2011 (Dakhi & Dompa, 2025).

Advanced digital media technology makes the global pop culture market landscape highly volatile, and through these channels Korean pop products have been seen in various online and offline markets globally (Kaale & Mjema, 2025). As demonstrated by K-pop boy band Super Junior, which topped the Taiwanese KKBox chart for over 100 weeks (2011–2012), K-pop songs frequently rank high on local charts. K-pop has also gained popularity in Australia since the late 2000s when it first appeared on radio shows and club parties, leading national television station SBS to establish a regular Asian pop program dominated by K-pop music videos (Yusron, 2024). Social media has become a key factor in K-Pop marketing. Piranda et al., (2022) reported that social media has become one of the most effective platforms for promoting various brands and artists. For fans and idols, social media platforms such as Twitter, TikTok, Instagram, and YouTube are not only a means of communication but also a bridge that has brought K-Pop from a small stage in South Korea to the global stage. This trend began in 2003 with the emergence of Myspace, which allowed users to showcase their favorite songs on their profiles. Recognizing the potential of social media, the K-Pop industry developed its own successful strategies to develop online fandoms and keep them engaged with fresh content. A key source of K-Pop's continued strength is word-of-mouth through social networking services (SNS). Through the internet, global K-Pop fans frequently recommend and comment on SNSs, such as Facebook and Instagram, spreading positive word-of-mouth about K-Pop idols (i.e., SNS citizenship behavior). Such fan comments continue to enhance the genre's reputation. This activity has led to an explosive increase in fan base (Agustiana & Kusuma, 2023).



K-pop and social media demonstrate how creative content can freely cross cultural boundaries and enter the local mainstream market through non-commercial online transmission by young local fans and their activities on social media. The interactions between K-pop artists and fans, or between fans, create communication links between communicants from different cultures. This type of communication is a manifestation of intercultural communication. George Herbert Mead, the founder of symbolic interaction theory, stated that humans interact with each other all the time, sharing understandings for certain terms and actions and interpreting events in specific ways (Haritz Asmi Zanki, 2020). As explained above, K-pop itself emerged from conversations between individuals from diverse cultures. Intercultural communication serves as a bridge for positive cultural assimilation, so that cultural differences that can easily lead to conflict can be suppressed through mutual respect for the world's cultural diversity.

The above phenomenon tickled the author to explore the relationship between culture, social media, and K-pop. The role of cultural communication amidst the K-pop cultural flow and the positive and negative impacts of K-pop are of particular interest to the author. Therefore, this study aims to analyze the role of cultural communication in the development of K-pop and its impact on Indonesia's younger generation in the social media era, using a netnographic method.

METHODS

This research's method is related to human behavior, particularly in interactions with other humans, so the researcher uses a qualitative approach. According to Koentjorongrat (Harahap et al., 2021), qualitative research is concerned with human patterns and behavior and what lies behind these behaviors, which are usually difficult to measure numerically. Meanwhile, the research design used by the researcher in this study is netnography. According to (Suliatna, 2021), netnography is research that aims to explore groups, communities, or organizations related to their culture. Netnography is a development of ethnography. While ethnography examines human communities directly, netnography uses online communities as its research object.

Data collection was conducted through observation of online K-pop fandom communities on Instagram. The data in this study are presented in the form of screenshots taken by the researcher during the observation period (January, 5th – 25th). Screenshots can be very useful when research concerns visual culture because they can help illustrate an observation or show the appearance of the virtual world being studied (Fitria, 2023). The keywords select and use for data retrieval area fandom, K-pop, Korean dance, Korean food, Korean language, and hand sign. The author used triangulation of methods and data sources to compare information and data obtained from each source using interview, observation, and documentation techniques to obtain valid, credible, and accurate final data



RESULT AND DISCUSSION

Culture, Social Media, and K-Pop

Culture is a distinctive characteristic of a society, and it is also inextricably linked to the influence of social media. Social forces that infiltrate society from outside typically result in changes in the cultural and social life of the community. Global K-pop audiences familiar with social media enjoy South Korean culture and gather information about it. This habit creates a cultural shift among K-pop fans. The culture in question includes food, dance, clothing, and language.

Food

In Indonesia, the popularity of K-POP has significantly contributed to the growing public interest in Korean cuisine. The popularity of K-POP has been a catalyst in introducing and popularizing Korean food in Indonesia. Through dramas, variety shows, brand collaborations, and social media, Korean food is increasingly being accepted by the Indonesian public as Figure 1. With this trend continuing to grow, Korean food is predicted to remain a favorite culinary choice in Indonesia for a long time to come. As K-Pop groups like BTS, BLACKPINK, and EXO become increasingly popular worldwide, Indonesian K-pop fans are increasingly interested in Korean culture, including its food. Dishes like tteokbokki, ramyeon, kimchi, and Korean corndogs, as pictured in Figure 1, are no longer unfamiliar to K-pop fans.

Korean food is becoming increasingly commonplace in Indonesian restaurants and food stalls. Many food and beverage brands in Indonesia have begun collaborating with K-pop idols as their brand ambassadors. For example, several fast food restaurants have launched special Korean-themed menus with the support of K-pop stars. This has further increased the appeal of Korean food in Indonesia.

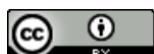


Figure 1. Korean Food

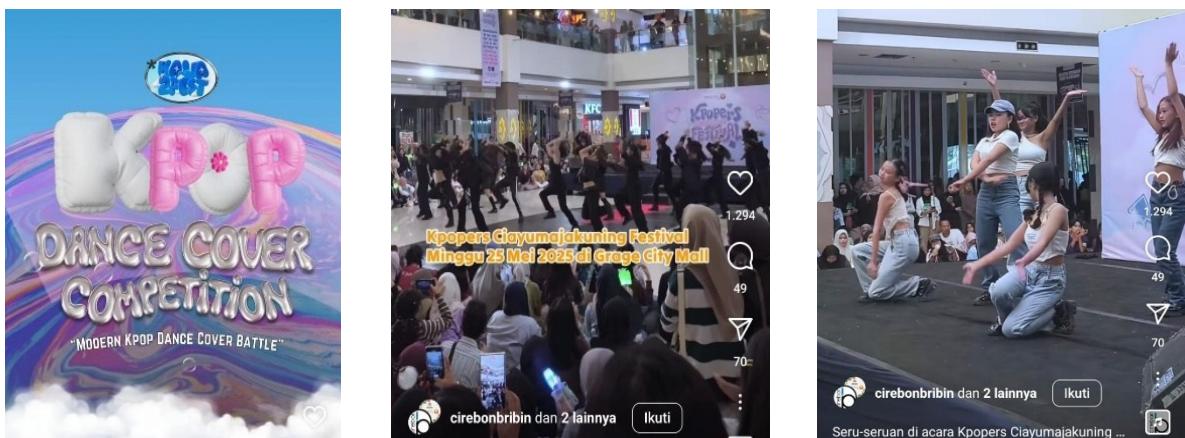
With the growing demand, many restaurants and street food outlets featuring Korean cuisine have sprung up in various cities across Indonesia. Some restaurants even feature Korean-style decor and play K-pop music to attract customers seeking an authentic experience. Many K-pop fans are even trying to make Korean food at home and sharing their experiences on social media. Trends like "Dalgona Coffee," which went viral during the pandemic, also demonstrate how Korean culture can quickly spread and influence Indonesian eating habits.

Dance

K-pop dance ala Black Pink and BTS is increasingly popular because it is consumed and distributed by young people (especially the millennial and gen Z generations) actively on various social media, especially Instagram, as in Figure 2. K-Pop dance is a distinct object of



study within Korean pop culture that began developing in the late 1990s and has become increasingly popular in the digital era, as evidenced by the virality of K-Pop dance routines. Its popularity is inseparable from social media, young people (millennials and Gen Z), and the perceived benefits it offers. In other words, social media is not only a platform for the dissemination and popularization of K-Pop dances, but also a platform for the majority of young people to seek out more information about their idols (Sikumbang et al., 2024).



On social media platforms like Instagram, you'll find numerous fanbases for Korean music groups like BTS and BlackPink. These fanbases have large followings and serve as a platform for sharing information about the groups. Fandoms don't just seek out information about their idols; they also learn K-Pop dances like those of BTS and BlackPink. They imitate their idols and then post their own versions of K-Pop dances on social media. This is where social media plays a crucial role in providing information and spreading K-Pop dances around the world. K-pop dance choreography features short, forward-focused movements. The movements are two-dimensional, consisting of decorative movements, playing with the waist, arms, chest, fingers, face, neck, shoulders, and hair, and focusing on the upper body and face. K-pop dance choreography inspires fans to move boldly and even encourages their imagination to create innovative K-pop dances. Because K-pop dances can be learned by anyone, young people consider K-pop dances to promote equality for all fans. Anyone has an equal opportunity to become a great K-pop dancer, and this can certainly be a gateway into the world of the entertainment industry. In his own home country, South Korea. K-Pop dance is incredibly popular. Nowadays, children in South Korea dream and aspire to become K-Pop dancers. Schools and training to become K-Pop dancers are commonplace there.

Young people there train diligently and with discipline to become K-Pop dancers because those who succeed are praised, idolized, featured on magazine covers, and even become wealthy (Sikumbang et al., 2024). A growing number of universities in South Korea are now offering K-pop studies, including K-pop dance, in their academic curriculum. This is increasingly attracting the interest of young people worldwide. K-pop dance can be learned by young people in various countries due to its visible uniformity in body movements, distinctive makeup, body shape, size, and fashion style. As a result, K-pop dance is



increasingly popular in the digital era due to the influence of social media, the active participation of young people, especially Millennials and Gen Z, in consuming K-pop culture, and the benefits provided by K-pop dance, both material and immaterial.

Clothes

One of the Korean cultures embraced by Indonesians, especially teenagers, is Korean fashion trends. Korean clothing is considered unique because it displays bright colors on clothing and easily blends with Asian bodies and skin tones. The uniqueness and originality of Korean pop culture, especially Korean fashion trends, makes teenagers interested in imitating this culture. The reason is quite realistic, because it is more in line with Indonesian eastern culture compared to liberal Westernization, as in Figure 3. Besides adapting to Indonesian culture, the reason Indonesians embrace the Korean Wave cultural wave is because they have the same geographical location. Indonesia and Korea are located in the Asian region which highly upholds the norms and customs that develop in society. Clothing and fashion style are the quality or appearance of materials or other items that distinguish them from other clothing and apparel.

Fashion is a popular style of clothing within a culture. It has become a lifestyle in modern society, taking various forms. The main characteristics of Korean fashion are as follows: mini dresses and shorts, combining bright and simple colors, combining blazers with T-shirts, and girls' makeup in a simple yet elegant way. It is called Korean fashion because it combines bright colors and cheerful nuances, appearing fashionable and giving a sweet impression. The Korean Wave is best distinguished from other local multinational popular cultures because it simultaneously develops and exports various forms of popular culture and digital technology, exporting them to both Asian and Western countries.

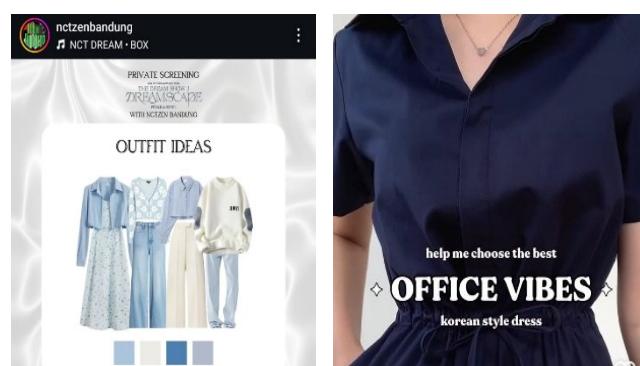


Figure 3. Korean Fashion Trends

The rise of Korean-style clothing began with fans imitating the styles of their idols, such as Blackpink, BTS, EXO, NCT, and others. Over time, this style has become popular not only among K-Pop fans but also among the wider community. The casual, simple, idol-style clothing appeals to young people because it's easy to imitate and easy to find. The unique way of combining accessories with individual designs is a key attraction for this fashion. Accessories commonly worn by K-poppers include beads, buttons, belts, or even fabric accessories tailored to the clothing design, all of which enhance the look of anyone wearing them. Although most Korean-style clothing is typically revealing, hijab-wearing Korean styles can also be combined with the hijab. Wearing cuffs and leggings to cover the aurat (above)



and combining accessories with individual designs is a key attraction for this fashion (Jannah et al., 2023).

Language

As technology advances, the influence of foreign languages, such as Korean, is difficult to avoid. Most young people, not just in Indonesia but almost all over the world, from K-pop music to Korean dramas, have succeeded in making Korean increasingly popular. Korean language entered Indonesia starting with several cultures such as K-pop music and Korean dramas on television.

The more technology advances, the easier it is for people to find out about their hobbies by watching Korean dramas and even listening to K-pop music. Sentences or song lyrics spoken in Korean dramas and even in the world of music are very comfortable to hear, even to the point of being imitated and memorized. Many teenagers use the language when interacting with friends around them, so they prefer to use Korean rather than using their own language, as shown in Figure 4. The younger generation is included and creative. The study by (Yahya, 2024) shows that the K-pop fans using language flexibly and dynamically on social media without regard for language barriers is common. Indonesian K-pop fans use greetings and pronouns from Korean, Indonesian, and regional languages. Korean greetings such as oppa, eoni, uri, and hyung are used to indicate closeness to idols or between fans. The use of Korean terms within fandom also reflects intimacy, such as uri nampyeon ('our husband') used by IndoMY to label the BTS members. Furthermore, there is the term emak-emak used to describe fanatical middle-aged female fans, often with negative connotations.

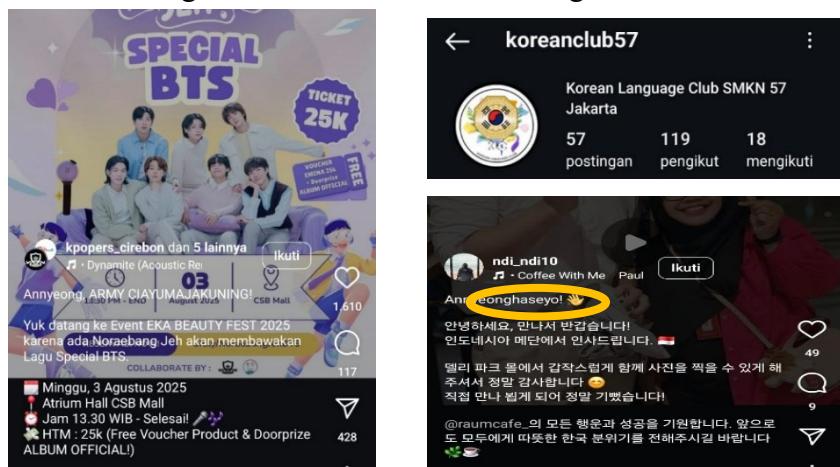


Figure 4. Use of Korean

Strong emotional expressions also frequently appear in K-pop fan content and comments. Korean adjectives like daebak (great) and jang (best) are used to praise idols or fellow fans. Indonesian words like mantul (very great) also frequently appear, along with selamat (safe), or congrats (from English). Two iconic Korean expressions, borahae and bogosipda, are often used to express fandom identity and culture. Borahae literally means "I am purple you," a combination of bora (purple) and hae (from saranghae) (love). The use of language in young people's interactions reflects their identity. The word "assalamualaikum" (peace be upon you)



is often associated with the Korean greeting *annyeonghaseo*. This phrase originates from *annyeonghada*, meaning "calm, peaceful, healthy," and *seyo*, meaning "politeness." Thus, *annyeonghaseo* also contains the speaker's prayer for the well-being and peace of the interlocutor. This greeting serves as a meeting point for Korean and Islamic cultures. K-pop, particularly through social media, has influenced the language practices of Indonesian youth. Slowly but surely, Korean is entering the Indonesian language environment and vocabulary. Korean language departments are increasingly being established at universities. Some extracurricular activities at schools have even formed Korean Language Clubs.

The role of socio-cultural communication in KPOP fandom

Intercultural communication essentially studies how culture influences the communication process, including the meaning of verbal and nonverbal messages according to the culture in question, what is considered appropriate to convey, how it is conveyed (both verbally and nonverbally), and when is the right time to convey it (Edy Sumaryanto & Malik Ibrahim, 2023) Media has great power in shaping intercultural dialogue, and its wise use can increase understanding and tolerance in diverse societies (Purwanto et al., 2024).

Symbols are formed through interactions between people in a community or group. Symbols become a very effective medium or tool in interactions carried out by actors, in fact symbols are the media used by actors to convey thoughts or feelings, their intentions, or their goals to others (Umiarso & Elbadiansyah. 2019). Similarly, Korean pop culture has special symbols formed through interactions created between artists and fans or between fans within a group. Each fandom has numerous symbols unique to that fandom and reflecting their identity. This gives each fandom its own distinct cultural characteristics. Symbolic meanings are formed through symbolic interactions between individuals. The concept of symbolic interaction is used because artists communicate different symbols with members of a fandom, even though the goal is the same: to ensure effective communication through shared meanings.

Color

Kpop fandom colors play an important role in building the group's identity and Fan Each group has an official color that symbolizes pride and togetherness within their community. The uniqueness of these colors reflects the concept of fandom. The colors for each group are listed in Table 1.

Table 1. K-pop fandom colors

No	Group	Color	Meaning
1.	Girls' Generation	Pastel pink	Gentleness and elegance. This color also symbolizes the closeness between the members and their fans, Sone.
2.	Blackpink	Black and pink combination	Reflecting the contrast between the strong and feminine sides of their musical concept, this color has also become a recognizable visual identity at various events and official merchandise.
3.	EXO	Cosmic latte	Reflecting the breadth of support and love that surrounds the group from its fans, EXO-L.
4.	BTS	Purple (bora)	V's iconic phrase, I purple you, has become a symbol of trust and affection between BTS and ARMY.
5.	SHINee	Pearl Aqua	Fresh and dynamic in keeping with their always innovative style.



No	Group	Color	Meaning
6.	TWICE	Apricot and neon magenta	ONCE and TWICE who will always be together
7.	Super Junior	Pearl sapphire blue	The togetherness and eternity of the relationship between the group and its fans, ELF. It also symbolizes timeless loyalty.
8.	NCT	Pearl neo champagne	Passion, freshness, and innovation have always been NCT's hallmarks since their debut.
9.	Red Velvet	Pastel coral	The color code for Pastel Coral is 'FFB69F' and it matches Red Velvet's debut date.

K-pop fandom colors are more than just aesthetic elements; they hold deep meaning for the group and its fans. Color choices are usually based on various considerations, ranging from the group's history and musical concept to philosophy they carry. However, with the addition of new groups, the color of fandom has evolved to become more specific. The light stick revolution is now starting to be followed by many. In 2008, solo artist Se7en introduced a light stick shaped like the number "7." Big Bang with "Bang Bong," a light stick shaped like a yellow crown that started a new era in the K-pop concert experience. Since then, light sticks have become a strong symbol of visual identity at every concert. Innovation further developed in 2016 when SM Entertainment launched EXO's light stick that can be controlled remotely.

Artist logo

With so many K-Pop groups and singers, it's important for fans to distinguish themselves from the crowd to demonstrate their fandom membership. The logos used by various K-Pop singers have also contributed significantly to propelling the genre to the top of the global music charts.

Table 2. Korean pop group logos

No	Group	Logo Artis
1.	Exo	
2.	Red Velvet	
3.	BTS	
4.	Blackpink	



No	Group	Logo Artis
5.	Shinee	
6.	Twice	
7.	Nct	
8.	Big Bang	

BTS fans are certainly familiar with the boy group's logo, which resembles an open door. In fact, the BTS logo has undergone several design changes. In 2017, BTS established their official logo, which resembles an open door, which remains in use today. The logo carries a profound meaning: it is hoped to empower fans to pursue their dreams and provide energy and encouragement. Furthermore, the meaning of BTS and its logo also serves as protection from evil. EXO's latest logo features two crossed flags executed in a way that creates a semaphore-inspired design. To the left of the logo is a horizontal line that juts inward, the symbolism of which is still unknown to most EXO fans. The name Red Velvet represents the group's duality of styles. The "red" reference in the name refers to funk, hip-hop, and electronic music, while the "velvet" name represents R&B, jazz, and ballads. Blackpink's logo is exactly what it sounds like – a black wordmark with the band's name written on a pink background. All letters in the wordmark are bold and in CAPITAL letters. The "A" is upside down and lacks the cross, while the C and N are upside down, creating an eye-catching visual.

Hand gestures

Cultural communication is connected by interactions between artists and fans, as well as fans with each other. Artists' hand gestures toward fans become a form of cultural communication through the interaction between the two parties, as shown in Table 3.

Table 3. Hand gesture's of artist

No	Group	Hand gesture	Image
1.	BTS	Live longer and prosper	



No	Group	Hand Gestur	Image
2.	EXO	L	
3.	Black Pink	Blackpink blink Forever	
4.	NCT	To the world, NCT	

Shared meanings for hand gestures can be formed through interactions between artists and fans, or between fans. If each fandom member and artist has a different symbolic meaning, the communication process will be hampered. Artists and members within a fandom communicate different meanings and symbols because there are various forms of symbols, but the goal is the same: to ensure smooth communication.

Interactions between artists and fans and between fans can form intercultural communication, because Indonesian and Korean cultures certainly have many differences. Colors, logos, and hand gestures become a shared code system consisting of two aspects - verbal and nonverbal. The development of social media as a channel of intercultural communication plays a role in the constructive development of the K-pop phenomenon in the format of encouraging accelerated understanding of other cultural characters, increasing the effectiveness of intercultural communication, and facilitating social interaction for cultural



similarities. Social media also plays a role in developing, inheriting, and preserving culture in a broader and more open way so that Fandoms around the world can share meaning and fellow fans in 1 fandom.

Positive and Negative Impacts of K-pop

K-pop has a positive impact on teenagers, as a form of enjoyable entertainment. Through their music and art, they motivate them. The messages conveyed in K-pop idol songs can serve as encouragement, motivation, and inspiration to face the challenges of everyday life. Many K-Pop lyrics are about struggle, dreams, and the courage to pursue what you want, inspiring them to keep fighting and pursuing their dreams. Figure 6 shows the activities of K-Pop artists that can spread kindness to their fandom.

Another positive impact of K-pop is that it can broaden teenagers' horizons, allowing them to learn about Korean culture and the Korean language. Furthermore, interactions between idols and fans can foster a strong sense of community and support. Through social media, idols and fans can share experiences, offer encouragement, and feel less alone in facing various challenges.



Figure 5. Social activities carried out by Kpop artists and fandoms

The negative impacts of K-Pop on teenagers include spending excessive amounts of time and money on idols. K-Pop often displays high beauty standards, leading to self-dissatisfaction and a lack of confidence. Some fans can become fanatical and overly obsessive, which can lead to negative behaviors, such as bullying other fans. Furthermore, the highly commercial nature of the K-Pop industry encourages fans to constantly purchase official merchandise, creating a sense of pressure to follow unrealistic trends.



Figure 6. Fandom's obsession with Kpop artists



K-Pop also poses its own challenges for Indonesian culture. Some worry that its popularity could displace and diminish the diversity of Indonesian music and dance. Meanwhile, K-Pop content, often in Korean, could influence the use of the Indonesian language and lead to a decline in interest in local culture.

Overall, the K-Pop phenomenon has had a significant impact on Indonesian culture. While its influence has brought advancements in the music and fashion industries, challenges remain. It is crucial for all of us to maintain balance and promote cultural diversity, as well as strengthen Indonesia's cultural identity in the face of growing global influences.

CONCLUSION

The rapid development of technology has changed the paradigm of imperialism that now permeates culture. Social media has made it easier for foreign cultures to enter, including Korean culture, which is now gaining global recognition. K-pop is one Korean culture that has spread beyond Asia. Social media has become a strategy for Korean entertainment agencies, maximizing various social media channels, engaging customers with online and offline promotions, and stimulating audiences with exclusive content.

The expansion of K-pop to Indonesia has brought about a cultural shift that is now popular among the younger generation. Various South Korean specialties are increasingly readily available in various cities across Indonesia. The vibrant Korean dance moves have also become a source of creativity for the younger generation. Korean fashion, with its distinctive simplicity, has become a fashion mecca for today's youth. K-pop has also made our youth trilingual; not only is it their native language and Indonesian, but Korean has also become familiar within fandom circles.

K-pop fans are united by a common passion despite their diverse backgrounds. To facilitate communication and interaction between artists and fandoms, or between fandoms, several symbols have been created. Fandom colors and artist logos are used as their identities. To strengthen the relationship between artists and fandoms, many hand gestures symbolize the bond between the two.

The existence of K-pop has both positive and negative impacts on the younger generation, even on Indonesian culture. Besides increasing their knowledge of Korean culture, the younger generation also feels comfortable because they have a group with similar interests and are attentive to one another. For the Indonesian nation, this is certainly beneficial, because K-pop can foster the creativity of the younger generation. However, what should be avoided is excessive love for K-pop artists, which can lead to an excessive sense of ownership and ultimately bullying other artists or fandoms. K-pop content also causes the younger generation to lose their love for Indonesian culture, especially regarding dance and language.



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Declarations

Author Contribution	: SR: Conceptualization; Methodology; Research Design; Formal Analysis; Writing – Original Draft.
	ES: Data Curation; Investigation; Validation; Writing – Review & Editing.
	WN: Software; Visualization; Resources; Data Analysis Support.
	N: Project Administration; Supervision; Funding Acquisition; Writing – Review & Editing.
	NS: Literature Review; Field Coordination; Documentation; Proofreading; Formatting & Referencing.
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