

The Phenomenon of Hallyu or Korean Wave in Shaping Gen-Z Consumption Interest

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Abstract. This research focuses on the global impact of a country's culture, as seen in the Korean Wave or Hallyu phenomenon. This phenomenon not only attracts consumption, but also indirectly shapes the lifestyle of its fans. The purpose of this research is to explain the Korean Wave phenomenon in the formation of cultural identity, describe the role of South Korean celebrities in influencing consumptive behaviour, and develop the role of generation Z in supporting the creative industry in Bandung City. The method used is qualitative data analysis with a transcendental phenomenological approach according to Moustakas (1994). Data collection techniques included in-depth interviews, observation, and document review. The data source of this research is generation Z who are fans of Korean dramas with a total of 9 people using purposive sampling technique. The data analysis techniques used were data reduction, data presentation, and verification. This research found that the Korean Wave influences generation Z's cultural identity, shapes consumptive behaviour, and contributes to the growth of the creative industry. This research provides input for generation Z to improve entrepreneurship education, collaboration between young entrepreneurs, and digital skills development to capitalise on the potential of the Korean Wave and support local economic growth.

Keywords: *Phenomenology, Generation Z, Creative Industries.*

Abstrak. Penelitian ini berfokus pada dampak global budaya suatu negara, seperti yang terlihat pada fenomena Korean Wave atau Hallyu. Fenomena ini tidak hanya menarik minat konsumsi, tetapi juga secara tidak langsung membentuk gaya hidup para penggemarnya. Tujuan penelitian ini adalah untuk menjelaskan fenomena Korean Wave dalam pembentukan identitas budaya, mendeskripsikan peran selebriti Korea Selatan dalam memengaruhi perilaku konsumtif, serta mengembangkan peran generasi Z dalam mendukung industri kreatif di Kota Bandung. Metode yang digunakan adalah analisis data kualitatif dengan pendekatan fenomenologi transendental menurut Moustakas (1994). Teknik pengumpulan data meliputi wawancara mendalam, observasi, dan tinjauan dokumen. Sumber data penelitian ini adalah generasi Z yang merupakan penggemar drama Korea dengan total 9 orang menggunakan teknik purposive sampling. Teknik analisis data yang digunakan adalah reduksi data, penyajian data, dan verifikasi. Penelitian ini menemukan bahwa Korean Wave memengaruhi identitas budaya generasi Z, membentuk perilaku konsumtif, dan berkontribusi terhadap pertumbuhan industri kreatif. Penelitian ini memberikan masukan bagi generasi Z untuk meningkatkan pendidikan kewirausahaan, kolaborasi antar pengusaha muda, dan pengembangan keterampilan digital untuk memanfaatkan potensi Korean Wave dan mendukung pertumbuhan ekonomi lokal

Kata Kunci: *Fenomenologi, Generasi Z, Industri Kreatif.*

A. Introduction

Korean Wave or *Hallyu* is a term that describes the global spread of South Korean pop culture, which has penetrated various aspects of life from clothing to cosmetics and food. In Indonesia, the Korean Wave has received rave reviews due to the similarity of traditional Indonesian cultural characteristics with the values espoused in Korean culture compared to the more liberal westernization current. In addition, these two countries have a similar geographical location in the Asian region that upholds norms and manners that develop in society which is also an important factor in the acceptance of the Korean Wave in Indonesia (Larasati, 2018).

The Korean Wave or *Hallyu phenomenon* has become a global trend in recent years, including in Indonesia. The city of Bandung became one of the many countries affected by the South Korean cultural wave. This influence can be seen from the increasing interest and consumption of Korean products, such as television dramas (Korean dramas), K-pop music, fashion, food, and cosmetics among generation Z. The influence of Korean Wave or *Hallyu* on the consumption interest of Generation Z in Indonesia, especially in Bandung City has become the focus of attention of researchers and practitioners in various fields.

In this context, Korean Wave fans consume certain cultural products, and how they interpret and respond to those materials will create a distinctive lifestyle. The lifestyle that is formed will give its own identity to these fans. In other words, their choices in consuming cultural products will be reflected in their lifestyle (Putri et al., 2019). In addition, the attractiveness of South Korean celebrities also influences the consumption decisions of Generation Z in Bandung City towards products related to Korean culture. For example, Korean cosmetic products are often endorsed by celebrities through Korean dramas. This can be an attraction for fans to try and buy the product. Likewise with fashion products, food and other items that are associated with the popularity of Korean celebrities.

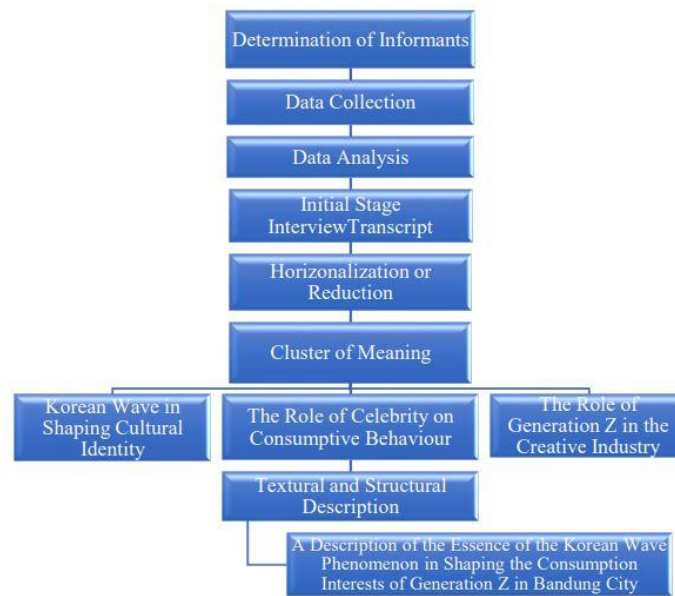
This wave of South Korean culture has created a significant impact on people's lifestyles and consumption preferences, especially among the younger generation who are potential consumers for various Korean culture-related products and services. One aspect that attracts attention is Korean drama which is one of the main elements in the Korean Wave that influences the interest and consumption preferences of Generation Z in the city of Bandung.

The researchers are interested in how a country's culture can have a huge impact on a global level as happened with the Korean Wave or *Hallyu phenomena*. Researchers wanted to understand the factors driving the success of this phenomenon including the role of technology, the entertainment industry, and fan participation. In addition, researchers also want to explore how contemporary cultural dynamics and intercultural interactions in the era of globalization continue to run and have an impact on social changes and people's mindsets in various parts of the world.

B. Methods

The researcher used a qualitative method with a transcendental phenomenological approach according to Moustakas, (1994) etymologically, the term phenomenon comes from the Greek word: *phanesthai*, meaning to give rise, exalt, show itself. The term phenomenon, which is also formed from the term *phaino*, means to bring on the light, to put on the bright, to show itself, the totality of what appears behind us in the light. Then Creswell, (2018) defines phenomenological research as an inquiry design derived from philosophy and psychology in which researchers describe a person's life experience of a phenomenon as described by participants. This approach was chosen because it is able to explore the subjective and in-depth experiences of research participants.

Data collection techniques include in-depth interviews, observation, and document review, which aim to obtain rich and detailed data. The source of the research data is generation Z who are fans of Korean dramas in Bandung City. Participants were selected using purposive sampling technique, resulting in a total of 9 people who were considered to have an in-depth understanding of the phenomenon under study. The data analysis techniques used include data reduction, data presentation, and verification, which aim to identify key themes and draw valid conclusions from the data collected.

Pict 1. Phenomenological Research Procedure Moustakas 1994

Source: Author 2024.

C. Result and Discussion

1. Cultural Identity

The results of in-depth interviews with 9 informants and observations conducted in this study reveal that the Korean Wave significantly influences the cultural identity of Generation Z in Bandung City. The informants indicated that they are inspired by South Korean celebrities in both lifestyle and consumption preferences. This influence is evident in various aspects of their daily lives, including fashion choices, music preferences, and interest in beauty and fashion products from South Korea.

This phenomenon reflects the dynamics of cultural globalization, where cultural boundaries become increasingly blurred, and intense cultural exchanges occur. This phenomenon is relevant to Sherry, (1995) which states "Anthropological and psychological research involving the participation of consumer observation and research has revealed the complexity of cultural processes and motivations behind consumer behaviour and marketing actions". This confirms that the Korean Wave not only has an impact on fashion trends but can affect perceptions and values related to appearance among generation Z of Bandung.

2. Consumptive Behaviour

The study also identified that the Korean Wave encourages consumptive behaviour among Generation Z. Many informants admitted that they often purchase products promoted by their idols, such as clothing, cosmetics, and accessories. Additionally, some informants mentioned that they are willing to spend money on subscribing to streaming platforms or buying official merchandise from their favourite artists.

The consumptive behaviour exhibited by the informants underscores the power of celebrity marketing and media in shaping consumption preferences. South Korean celebrities, with their image and lifestyle, become role models idolized and emulated by many fans in Indonesia. This presents opportunities for local companies to leverage this trend in their marketing strategies. This is in line with theory of Jonassen, (1959) that "Marketing involves the exchange of value between consumers who are social actors, and in this case, the dressing styles of Korean celebrities become part of social interactions that influence consumer preferences".

3. Creative Industry

Furthermore, the study found that the Korean Wave contributes to the growth of the creative industry in Bandung City. Inspiration from Korean pop culture motivates Generation Z to engage in various creative activities, such as creating social media content, taking dance, or singing classes, and participating in fan communities. These activities not only enrich local cultural life but also have the potential to support local economic growth through the burgeoning creative industry.

The findings of this study highlight the significant impact of popular culture on shaping the identity and consumptive behaviour of the younger generation. The Korean Wave, as one of the dominant popular culture phenomena, has successfully created trends followed by Generation Z in Bandung City. This influence extends beyond lifestyle and consumption to creativity and the economy. In terms of cultural identity, Generation Z in Bandung City shows openness to foreign cultures and the ability to integrate them into their daily lives.

In addition, the involvement of Generation Z in the creative industry demonstrates significant potential for local economic growth. Inspired by the Korean Wave, many young people are starting to create creative content and engage in various artistic and entertainment activities. This not only enriches the cultural life in Bandung City but also opens new economic opportunities through the developing creative industry. This is in accordance with what Kotler and Armstrong, (2014) stated that "Celebrity endorser is the use of someone who is famous or popular as the face of advertising, with the aim of strengthening the brand image in the minds of consumers".

Overall, this study provides deep insights into how the Korean Wave influences Generation Z in Bandung City in various aspects of their lives. These findings can serve as a basis for further research and as a reference for creative industry players and marketers in developing more effective strategies to reach the younger generation.

D. Conclusion

Through qualitative data analysis with a phenomenological approach, the following conclusions were obtained:

1. The Korean wave shapes the cultural identity of Generation Z in Bandung through lifestyle and consumption culture, cultural and social interaction, and entertainment. The influence can be seen from the adoption of Korean food and fashion as a symbol of cultural identity, the use of Korean language as a cultural bridge that changes daily habits, and the introduction of Korean cultural values through various entertainment content. Korean Wave is not only a content to entertain, but also plays an important role in shaping the cultural preferences and identity of generation Z in Bandung.
2. The important role of Korean celebrities in shaping the consumptive behaviour of Korean drama fans in Bandung includes the influence on lifestyle, purchasing decisions, and determining fashion trends. Fanaticism towards Korean celebrities can encourage extreme consumptive behaviour, while product endorsements by celebrities also have a considerable impact that affects consumer preferences for certain products. In addition, the Korean Wave exerted influence on culinary preferences and consumptive habits through South Korean popular culture, especially when it comes to the food featured in dramas. The appearance of Korean specialties in drama series often sparks fans' interest in trying the dish, thus expanding the influence of the Korean Wave in the culinary realm. Thus, the Korean Wave has a broad influence in shaping the consumptive behaviour and cultural preferences of generation Z in Bandung, including aspects of lifestyle, purchasing decisions, fashion trends, and culinary preferences.
3. Generation Z contributes to the growth of South Korea's creative industry by helping to expand Korea-related business markets, such as Korean-themed cafes and restaurants, and encouraging innovation among MSMEs. In addition, the Korean Wave phenomenon also motivates Generation Z to explore business, generate new ideas, and become pioneers in creating unique creative products. Generation Z is also involved in creative digital content creation and creating products related to Korean culture, such as idol

albums, photo cards, and merchandise. They were also instrumental in popularizing the concept of light sticks from Korea and adapting Korean cultural trends and innovations into the entertainment industry. With collaboration and active participation, this generation has contributed to advancing the creative industries, creating an innovative and dynamic environment for future generations. However, they also face significant obstacles, especially in the face of increasing competition in the market. The growth in the number of competitors requires creative economy players, including Generation Z, to continue to innovate, strengthen branding, and develop effective marketing strategies to maintain and increase market share.

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