

K-Pop and Consumerism Culture: A Bibliometric Analysis Review

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Abstract

This research discusses consumerism behavior among Korean Pop (K-Pop) fans as an impact of the Hallyu Wave. This trend, rich in Korean culture, has become global and developed rapidly. The research method applied in this study is a Bibliometric Analysis review, using more than 50 scientific articles sourced from the Scopus database, which were then analyzed and visualized using Vosviewer, Nvivo, and Mendeley applications. The study results reveal that consumer behavior among K-pop fans is increasing and is driven by social media as a form of technological advancement. Advanced technology makes it easier and faster for things to spread, including the Hallyu Wave. This has made K-pop culture increasingly beloved worldwide. This phenomenon can influence people's lives globally, especially in a consumerist culture. This culture or phenomenon's entry also impacts K-pop fans positively and negatively. The article has a limitation in that the scientific data used is sourced only from the Scopus database, which means the findings of this study cannot be described comprehensively.

Keywords: K-Pop; Hallyu; Consumerism; Globalization; Bibliometric

Abstrak

Penelitian ini mendiskusikan perilaku konsumerisme oleh para penggemar Korea Pop atau K-Pop yang merupakan dampak dari Hallyu Wave. Trend yang sarat akan budaya-budaya Korea tersebut telah mendunia dan berkembang secara pesat. Metode penelitian yang diterapkan pada penelitian ini adalah Bibliometric Analysis review yang menggunakan lebih dari 50 artikel ilmiah yang bersumber dari database scopus yang kemudian di analisis serta divisualisasikan menggunakan aplikasi Vosviewer, Nvivo dan juga Mendeley. Hasil dari penelitian mengungkapkan bahwa adanya perilaku konsumtif yang terjadi di kalangan penggemar K-Pop kian meningkat dan hal tersebut didorong oleh adanya media sosial sebagai bentuk dari kemajuan teknologi yang terjadi pada saat ini. Teknologi yang canggih membuat semakin mudah dan cepatnya suatu hal untuk tersebar, salah satunya Hallyu. Hal tersebut membuat budaya K-Pop semakin dicintai di seluruh dunia. Adanya fenomena tersebut dapat mempengaruhi kehidupan masyarakat di dunia terutama pada budaya konsumerisme. Masuknya budaya atau fenomena tersebut juga ikut membawa dampak positif dan negatif bagi para penggemar K-Pop. Artikel ini memiliki kelemahan yaitu adanya keterbatasan data artikel ilmiah yang digunakan hanya bersumber dari database scopus yang menyebabkan temuan dari penelitian ini tidak dapat digambarkan secara komprehensif.

Kata Kunci: K-Pop; Hallyu; Konsumerisme; Globalisasi; Bibliometrik

Introduction

Globalization brings various changes in life and social moments, such as birth cultures, sophisticated technology, etc. Globalization is a phenomenon where the world is now becoming unlimited. The internet, laptops, television, tablets, and gadgets prove that sophisticated technology exists in globalization. Various modern technologies then make media matter inside and spread something cultural, including Korean pop culture

(K-pop) or the current Hallyu Wave, which is very popular worldwide. Hallyu is a trend originating from cultures in the Ginseng Country, namely South Korea. K-Pop is loved all over the world, including Indonesia. A new trend like Hallyu, of course, gives rise to various positive or negative impacts. Cultural consumerism is one of the impacts caused by the phenomenon of Hallyu or Korean Wave culture. Indonesia is one of the countries affected by the Korean Pop (K-Pop) wave, and many Indonesian societies are becoming K-pop fans. That matter increases the appearance of cultural consumerism among K-pop fans in Indonesia.

Much research has previously explained that cultural consumerism among Korean Pop or K-pop fans in Indonesia is focused on various topics and issues. Hallyu, originating from the Ginseng Country or South Korea, is the most popular culture supported by sophisticated technology (Ayob, 2021). This is the reason the main culture is very popular. The existence of various media platforms, such as Twitter, Instagram, Youtube, Viu, Netflix, etc., is effective media. To spread the Hallyu culture. Studies explain that the popularity of Korean pop culture is a product of globalization. This will later influence the style of live Korean Pop (K-Pop) fans' appearance behavior, consumerism, and hedonism (Nandiwardhana, 2020). However, consumptive behavior is very common (Ananda, 2021). Behavior consumptive is the will or trend of an individual to buy something in an excessively good matter, planned or not, like buying something trending at the moment and not looking at and considering the price of the product with the objective of satisfaction alone. Although the study has many explain about issues of behavioral consumerism that occurs among Korean Pop or K-Pop fans in Indonesia, however study previous Not yet many people have used bibliometric analysis review with sourced articles from the Scopus database as well, and many people use article review methods with the application, Vosviewer, and Nvivo. Therefore, the research focuses on reviewing papers using the bibliometric analysis review approach, which uses more than 50 articles and scientific sources from the Scopus database. The bibliometric analysis review method is a scientific method that has strengths and advantages in understanding trends and various issues in research based on the study.

South Korea is a developed country located in East Asia. Although there is no source of Power Abundant nature, South Korea can become famous and become a developed country because of its power. That country uses soft power to do all its activities on the global stage, where soft power is the ability to obtain something desired through attractions rather than through a strong economy or coercion (Alam, 2017). Soft power is a tool or instrument that is more effective in reaching something of interest nationally (Alam, 2017). A successful tool used as the soft power of South Korea in influencing the world is Hallyu or K-pop. K-Pop or Hallyu Wave is considered effective when used as one of the instruments or tools in the soft power of the South Korean State because it can increase the economy and the image of South Korea (Alam, 2017). K-pop is said to significantly impact the South Korean economy, as proven by many societies that are interested in K-pop culture, making its culture very popular. Many K-pop fans visit South Korea and follow their idols' style or lifestyle, from dressing, make-up, skincare, etc. Not only that, the existence of K-pop makes many fans or the public desire to learn South Korean culture and language, but it also matters to make the image of that country become well in the international world. Many of the impacts caused by the Hallyu Wave phenomenon exist. One of them is the consumption of appearance culture among K-pop fans.

South Korea was created as a trendsetting country because it can greatly influence technology, fashion, and cuisine. That country owned something characteristic typical of what makes it things. Then, it became very popular internationally and gave birth to a

phenomenon, namely the Hallyu Wave. South Korea is considered capable of attracting consumer interest and having ownership ability in creating the market and (Purwanti, 2022). The increasing amount of K-pop fans in Indonesia makes Indonesia a strong market for South Korea. The development of the Hallyu Wave in Indonesia quickly gave birth to something new in the culture: the attitude of consumerism that occurs among Korean Pop. That matter is proven by activities carried out by K-pop fans in Indonesia, namely, purchasing various related items with their idols (Nandiwardhana, 2020). Makeup, skincare, fashion, and various goods or services where their idols are made as brand ambassadors for the product or service, sure to have an acceptable price. Not often do various agencies from an idol bring out various merchandise, albums, or lightsticks that make idol fans buy it without thinking about the product's price. That is what happened next, and it is called behavior consumerism.

Various researchers have done studies about appearance phenomena that explain that Indonesia is one of the countries in the Southeast Asia region that is experiencing the Korean Wave, and types from the Korean Wave are most often found in Indonesia, namely the music namely K-Pop also K-Drama or Korean drama (Yuliawan, 2022). Along with the development of the times, the influence of K-pop music has already spread to almost all countries, including Indonesia. Influence can be proven with many K-Pop fans following or copying South Korean pop style, beginning with fashion or clothes, style life or lifestyle up to the field of culinary where lots very found restaurants with Korean style from the menu to draft restaurants that's what can be done to make teenagers especially more K-Pop fans in Indonesia choose To dine - rather in the compared to dine - others (Alam, 2017). The Korean Wave or K-Pop phenomenon in Indonesia later gave birth to something culture mentioned as consumerism or hedonism. Researchers previously mentioned that behavior consumptive is an attitude when buying something goods in a way excessive with the objective of fulfilling desire or lust where matter can said to something waste self (Yuliawan, 2022).

Another researcher mentions that the Korean wave created a creative consumer life for Generation Z when they became fanatics. That matter happens because some findings prove the emergence of attitude consumption originates from the high activities of K-pop fans in consuming social media. The community that has an interest in Korean Pop or K-Pop fans tends to buy product good goods and related services from their idol. Because matter they can show their identity as fans and, by consuming products, one fan will consider themselves feel royal towards idols, and the fandom (Nandiwardhana, 2020). That matter was then approved, and purchasing or consuming K-pop products such as merchandise, albums, light sticks, etc., and watching the idol's concert can show some differences in social status in some groups. For example, someone can say capable or include to class when a fan can buy all form products issued and available to watch a concert of his idol (Ayob, Budaya Konsumerisme Dalam Kalangan Penggemar Korea Pop (KPOP), 2021). Then somebody is considered class intermediate when he only does several matters supporting his idol, such as buying an album or watching a concert without buying other products. Next, fans said including class lower is when they cannot do various matters in fangirling. That is what happens next: one-factor development of cultural consumerism among K-Pop or Korean Pop fans.

The culture of consumerism also manifests among K-pop fans in Indonesia. The Hallyu Wave phenomenon has continually adapted to technological advancements, with mass media and social media playing significant roles in its rapid spread. These platforms facilitate the swift dissemination and evolution of trends, making the phenomenon grow quickly and widely. Lots of it generation young people in Indonesia later added sophisticated technology in this era, making K-pop fans in Indonesia even more

numerous, and so did cultural consumerism. It turns out that the increasingly popular K-pop phenomenon and attitude of consumerism among public K-pop fans in Indonesia tend to lead to the exploitation or use of fans (Nandiwardhana, 2020). The same is true with various idols who have fan lots; that is what happens next, and marketers are looking for fans. No marketers are looking for fans or consumers. As a current example, many local brands from Indonesia are working with various idols and Korean celebrities who have made brand ambassador products like Lemonilo with NCT Dream, Gojek with BTS, and so on. That is what happens next when the interesting public or fans consume the products, giving rise to the high culture of consumerism that occurs in Indonesia.

There are several inside articles. The first part will explain How the method study article used the bibliometric analysis review. Furthermore, we will discuss the results from the study, where the data is sourced from the Scopus database, which was then reviewed using the Vosviewer and Nvivo applications. Then, results from the study can answer questions about the development culture or attitude consumerism of Korean Wave or K-Pop fans based on existing research carried out by various researchers previously. Focus study leads to an effort to answer the question: How does development behavior consumerism of K-Pop fans based on bibliometric analysis review.

Method

The method used in the study This is a qualitative method study with a Bibliometric Analysis review. Then, data collection was used in the study imported from various articles and journals indexed in the Scopus database. To study articles with some linkages or similarities with the culture or attitude of consumerism developing among K-pop fans in Indonesia. After determining the topic, the authors gather various data sources from the Scopus database. The data collection process used keywords such as Korea and Consumerism. Then, inclusion (TITLE-ABS-KEY (Korea) AND TITLE-ABS-KEY (Consumerism)) was added. After that, some data can be taken as material for a research journal or article. Then can We collect with and download it to CSV form After getting various data, they are reviewed using Nvivo and Vosviewer applications, and researchers later examine various topics or clusters.

The study then displays results from these data to answer questions or problems about attitudes or culture-growing consumerism among K-pop fans. In the study here, there are various author stages. The beginning stage is looking for various relevant data about culture. The source of consumerism among K-Pop fans in Indonesia is the Scopus database, where data is stored in various forms like journals, articles, etc., and books by year of release or publication. Then, data was obtained from more than 50 articles. Next, scientific data is processed or reviewed using the application Vosviewer to get something chart topic or cluster that will be discussed in the study. This will assist in narration with the application Nvivo, which later poured in results from the study.

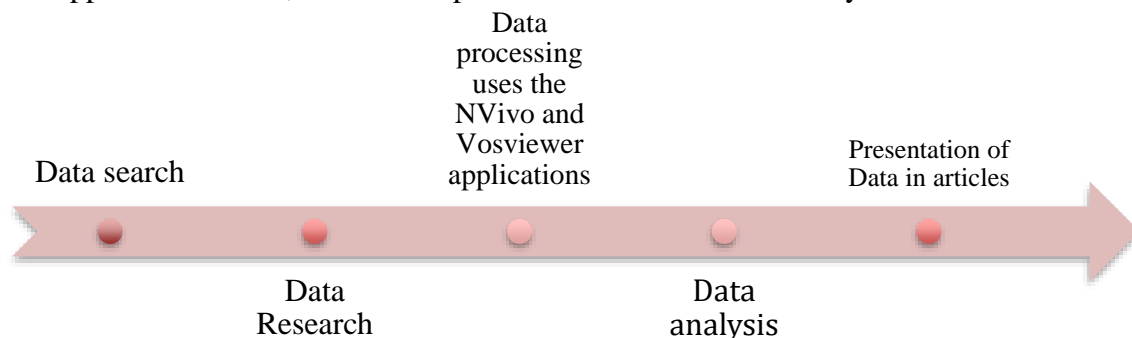


Figure 1. Scheme or Stages Study

Results and Discussion

1. Publication Trends of K-Pop and Consumerism

Based on the data obtained from the Scopus database, it looks like since 2005, some researchers have done a study on the Hallyu Wave or Korean Pop (K-Pop) issue. That matters because the K-pop phenomenon was starting to become popular internationally. Starting from there are idols born in the 2nd generation who are designated for idols who debuted in those years, like TVXQ and Super Junior, are called the King of Hallyu Wave, Bigbang, SNSD, f(x), and so on later, made K-Pop into increasingly popular and making the country of South Korea even more known internationally through the world of entertainment later moment This made something instrument or tools inside reach interest South Korea as the country's soft power.

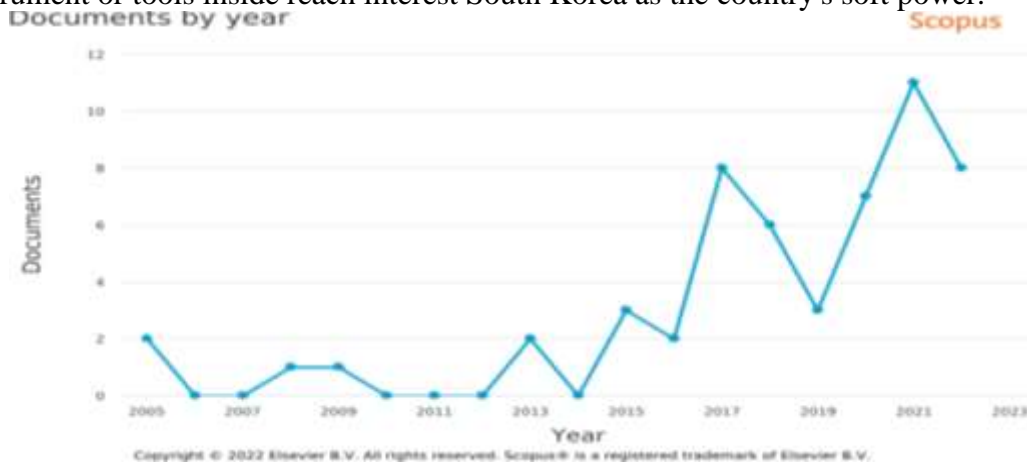


Figure 2. Graph Publication Study About The K-Pop Phenomenon

(Source: Scopus)

The graph in Figure 2 shows that from 2016 to 2017, many researchers who did it researched or studied the Hallyu Wave or K-Pop phenomenon. That matters because K-Pop is happening at the top of its popularity. Later, societies became interested in K-pop culture, and after that, they became fans of idols from South Korea and became part of a fandom. From 2016 to 2017, you can say that the years were a golden age for K-pop culture. The rise of K-pop made the public experience a Korean wave phenomenon that is what caused the appearance of cultural consumerism. In 2021, there are enhancements in the study of matter compared to years previously.

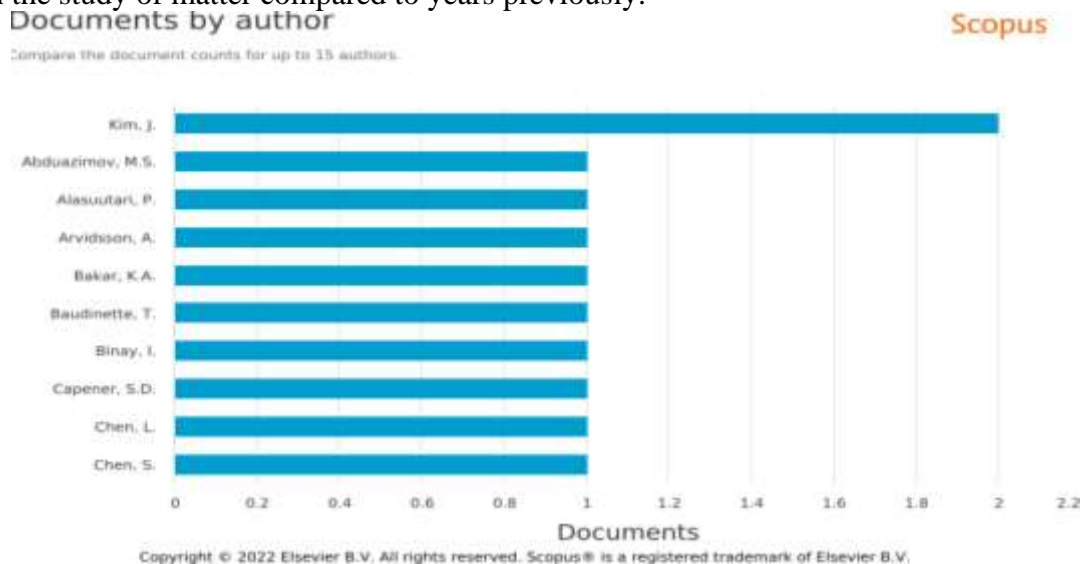


Figure 3. Graph Writers Or Researchers Who Study The K-Pop Phenomenon

(Source: Scopus)

Researchers previously stated that as many as 15 people have done the research and published the results of their research in journals or articles to study the K-pop phenomenon and its development culture of consumerism. One is Kim, J., who wrote as many as two articles in the Scopus database. Besides, the graph also shows writers or researchers are studying issues or phenomena.

2. The Country With Publication Of The Most Documents by country or territory

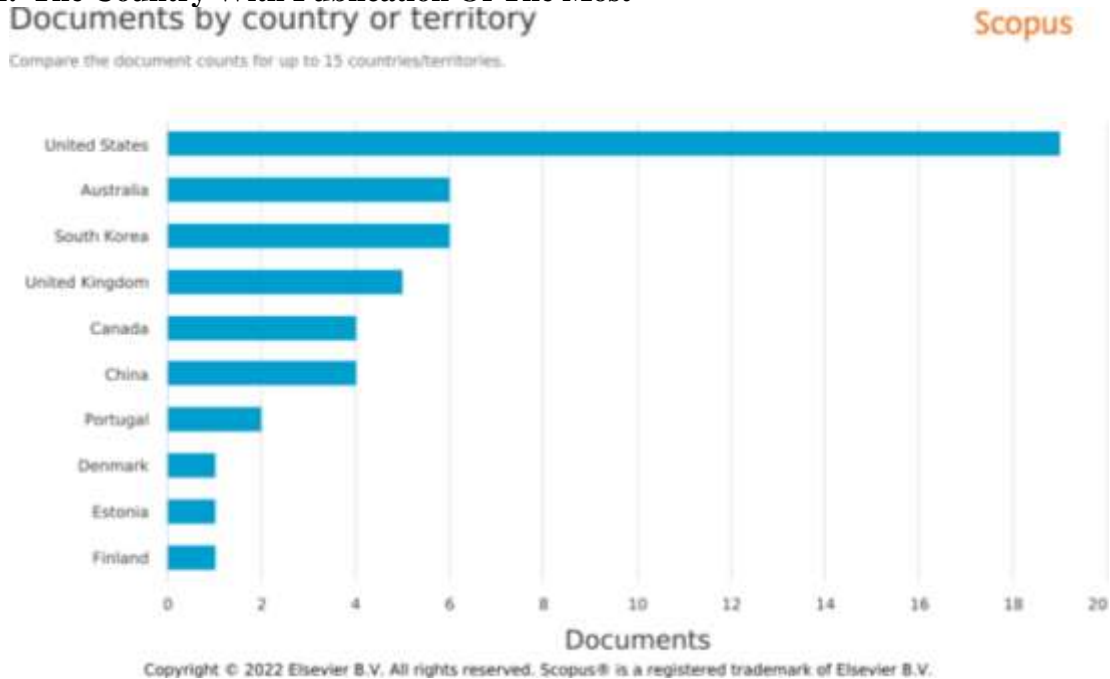


Figure 4. Graph Of Publishing Country Of Origin Study About The K-Pop Phenomenon (Source: Scopus)

Then, the data retrieved from the Scopus database show that publication research conducted by researchers about the K-Pop phenomenon shows that the United States is the one with the most do study to issue or the K-Pop or Hallyu Wave phenomenon, where a total of 19 articles in journals have published from the United States. The next countries to succeed in publishing results from his research are Australia and South Korea. Each country publishes as many as six articles or journals about an issue or the K-Pop phenomenon. Next, the United Kingdom and England published their studies in five articles or journals, and then Canada and China also reviewed the phenomenon and published as many as four articles. Other countries also studied the K-pop phenomenon, namely Portugal, Denmark, Estonia, and Finland.

The United States of America is a country that has great power in the global realm. In fact, in the data collection process, it was also discovered that the research about K-pop and consumerism originated in that country the most. When seen from history, indeed South Korea has good diplomatic relations with America. Proximity: These two countries often do various work across the board to reach the interests of these two countries. K-pop has enough influence in America. Early American society was only interested in Hollywood, and then, part of the big switch became K-pop fans. This is also very impactful to the existence of the South Korean state in the global realm, making K-pop one of their soft power instruments. In the realm of politics, K-Pop also contributed. BTS and Aespa, who are K-pop idols, are popular enough in both countries. They appeared at the UN and made speeches with objective diplomacy.

Popularity impacted these two countries, especially the United States of America. One of them is in the field of hedonism, which is the level Of consumerism of K-pop fans in America, which is very high. Seen many Americans in attendance when there are idol concerts in various cities in America. The opening of a K-pop merchandise store was also included to prove the high popularity of K-pop in the country. So, there are a lot of very original researchers from America who have studied this matter.

3. Popular Topic Of K-Pop And Consumerism

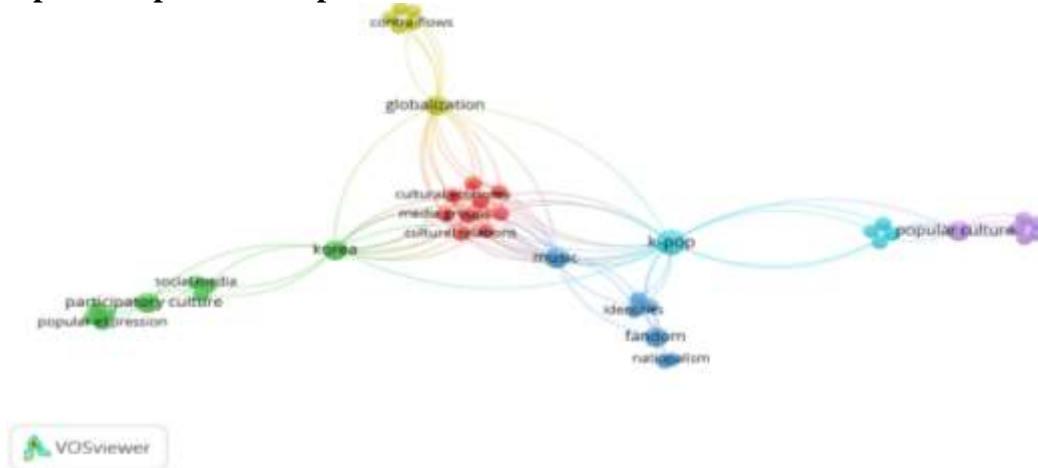


Figure 5. Correlation Theme From K-pop Culture And Consumerism
(Source: Vosviewer)

Based on Figure 5 above, there are six (6) clusters regarding the theme discussion on K-pop and consumerism. There is a different color between purposeful clusters for focus distribution draft from the classification of each cluster. That matter aims to identify the maximum Possibilities from the concepts that will discuss the K-Pop phenomenon and cultural consumerism to various research that has been done before so that it can be used as guidelines for various studies. There is a correlation between K-pop culture and consumerism, as seen in the picture. From Figure 4, We See that a color difference shows cluster differences from the theme raised. Six (6) indicating colors exist in six (6) clusters.

The distribution of the various clusters consists of the first cluster with a confirming red draft regarding the cultural economy, cultural relations, development strategy, and marketing. Then, the color green indicates the second cluster, which emphasizes several drafts, such as cultural production, digital literacy, and Korea. Furthermore, the third cluster is shown in blue. Within the cluster are several emphasized concepts such as fandom, identities, political consumerism, and music. Besides that, other clusters are shown with yellow, purple, and blue. Yellow marking part of the fourth cluster discussed includes contra-flows, fast food, and globalization. The purple shows the fifth cluster. The fifth cluster emphasizes several other drafts: popular culture, multi-fandom, and youth. Furthermore, the blue young is the sixth cluster or last to emphasize several drafts, such as K-Pop and cultural globalization. The division of these clusters can be explained through the table as follows:

Table 1. Distribution Of Correlation Clusters Theme From K-Pop Culture And Consumerism

No.	Cluster	Theme	Total
1	Cluster 1 (Red)	Cultural economy, cultural relations, development strategy, globalization of music, intermediaries, marketing, media groups, popular music industry, producer given production	9

2	Cluster 2 (Green)	Cultural production, digital literacy, Korea, multicultural learning, omnivorousness, participatory culture, popular expression, rainbow chamber singer, social media	9
3	Cluster 3 (Dark blue)	Fandom, identities, memorabilia, music, nationalism, political consumerism, visual narratives	7
4	Cluster 4 (Yellow)	Contra-flows, diaspora marketing, fast food, globalization, Jolibee, Philippines	6
5	Cluster 5 (Purple)	Cultural identity, multi-fandom, popular culture, prosumer, subculture, youth	6
6	Cluster 6 (Light blue)	Center-periphery dynamics, cultural globalization, k-pop, paratextual translation, translation theory	5

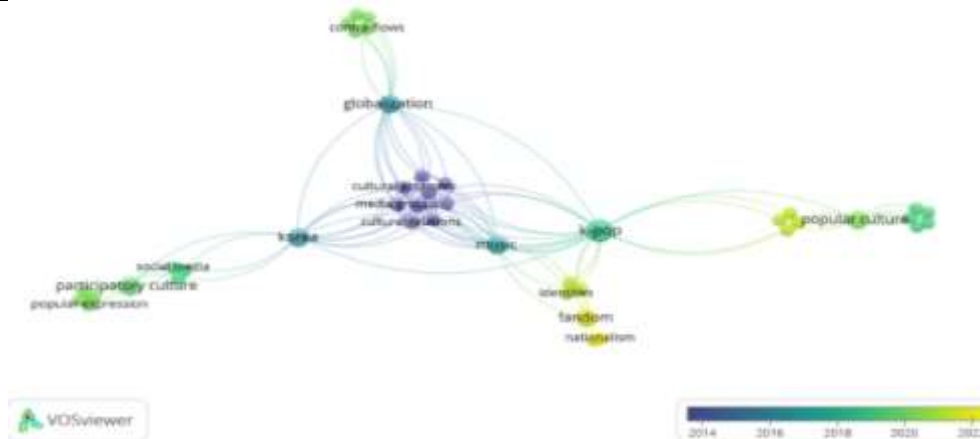


Figure 6. Year Rise Article Or Journal
(Source: Vosviewer)

Figure 6 shows the year of publication or rise in article and journal research that discusses or researches K-Pop culture and attitude consumerism. According to the picture above, the brighter the color in the picture, the article, or the journal study, the more new matter publishing or the more new published. Then, the more to the left or the darker the color in the picture, the longer the article or journal is published. From the picture on Can We Look, that article or research journal about K-Pop culture and the latest consumerism published later in 2022, there is the third cluster that emphasizes a draft about fandom, music, political consumerism, and nationalism.

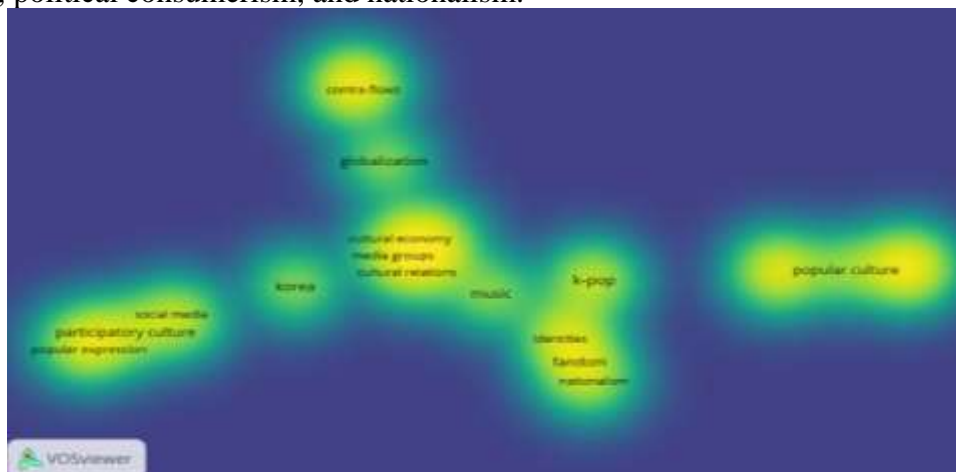


Figure 7. Dominant Theme From Article Or Journal
Source: Vosviewer

Based on Figure 7 above, you can see several theme-dominant ones discussed by the authors previously shown with the color bright yellow. That means brighter, more visible colors than themes that have often been researched or written by researchers before or can also be called the most frequent theme discussed. Apart from the color yellow, there is a dim, greenish yellow. That color shows other themes besides color discussed; however, it has not been often or seldom discussed by the researchers. The most frequent themes previously discussed by researchers are fandom, cultural economy, and popular culture. The researchers previously discussed Several rare themes, such as Korea, globalization, music, and social media.

4. K-Pop And Consumerism In Indonesia

The phenomenon of globalization occurring today, of course, cannot be avoided again. Starting from a country or small nation, all of those countries have caught the impact of globalization. Globalization is a phenomenon where the world is said to have already been no longer; there is a limitation again. It is said that globalization is an international integration process caused by an exchange world (Liuw, 2021). Globalization also gave birth to new things for the world, like increasing technology. It is sophisticated, easy to get something, and up to birth various new cultures like popular culture. Korean Wave or Hallyu is one of the products from popular culture. A trend or a phenomenon popular with society is what is called popular culture or popular culture. Hallyu moment This middle has become popular culture throughout the world, including Indonesia itself. Its creation of popular culture makes it something strength new in globalization. Besides that, popular culture can also push style life and images to meaning or the meaning of culture across the border (Cruz, 2021).

There is a phenomenon of globalization, especially on the Asian continent, where South Korea was significantly impacted. During the financial crisis of 1997-1998, the country faced severe economic challenges (Ju, 2015). Conflict in the economy between Neoliberal globalization and state-led developmentalism led to the industry culture in Korea growing in between conflicts (Ryoo, 2020). It is known that since 1997, the Hallyu or Korean Wave phenomenon has started. In the year of Accordingly, the South Korean state was led by then President Kim Young Sam, considered an opening road in Korean culture's growth and development industry. From 1997 to 2001, K-pop was not known in the global market (Ryoo, 2020). Then, one of the big entertainment companies in South Korea, namely SM Entertainment, started the debut singer-women, BoA, in Japan. It began with K-Pop going global and making a mark at the start of the Hallyu or the Korean wave. K-pop culture then develops more rapidly throughout the world (Mo Koo et al., 2022). That matters regardless of the sophisticated technology at the moment. Some various media or platforms join in support of the spread of K of pop or Hallyu culture. The presence of the internet, a product of globalization in matters of transportation and telecommunications, has become one of the factors important in the fast deployment process culture (Liuw, 2021).

Almost The whole world feels Hallyu, including Indonesia. That matter Then made K-pop the tool or the main instrument of the South Korean State for connections outside the country to fulfill the interest of that country in the form of soft power. Apart from that, in the world of entertainment or Korean entertainment, p it also positively impacts companies operating in the field or the world of entertainment. Many companies that debut idols and new artists later loved worldwide, making the companies that scooped up possible benefits say big Enough. The success of album sales, merchandise, etc., and holding fan meetings and concerts made K-pop culture increasingly famous and interested people in K-pop. It does matter that entertainment companies originating from these

artists and idols often create artists who are below agency for an album release or a comeback. Apart from that, merchandise is issued in more lots too. Fans or someone who likes an idol, of course, will be interested and then buy goods to support his idol. However, it can be categorized as a form of exploitation. That matter is what is next that causes cultural consumerism among K-pop fans, not only in Indonesia but also throughout the world, which is affected by the K-pop wave. Consumerism behavior can also be described as impulsive buying, which involves purchasing goods suddenly to fulfill immediate excitement or desire (Yuliani, 2022).

The ongoing pandemic for almost two (2) years makes various fields difficult, especially in the matter economy. During the COVID-19 pandemic, almost no activities like fan meetings or seeing fans, festivals, or concerts performed by Korean idols (De Jesus, 2020). Until 2022, when health protocols are in place, more loose concerts will be held back in Indonesia. Of course, fans in Indonesia feel very enthusiastic about meeting his idol. Then, attitude consumerism increased, as proven by the many fans buying concert tickets. Not only buy ticket concerts, but K-pop fans in Indonesia also buy various goods related to concerts, like lightsticks, clothes, bags, up-to-show news, etc. Apart from that, there is a Korean wave in Indonesia, making teenagers in Indonesia increasingly follow the style life of their idol artists (Wulandari, 2023). Proven by many Indonesian teenagers who buy and use makeup and skincare from South Korea, especially brands or products used by their idols. Then the fans their fashion tastes like people in South Korea, buy clothes from brands from South Korea. Things prove that the attitude of consumerism toward K-pop fans in is increasing.

There is the Hallyu phenomenon, which has both good and bad impacts. Impact good results from existing phenomena, including things like many related communities, such as K-pop culture or K-pop fans in Indonesia, who have good appearances are neat and fashionable. Apart from that, there are also K-Pop fans diligent to the nurse himself Alone with the motivation to make it as beautiful and handsome as their idols. So, did the fans diligently save money to purchase related merchandise with their idols or to watch concerts? For the Indonesian people, K-Pop wave can inspire them to start a business, especially in the culinary field. Remember, culinary or food specialities in South Korea, like street food, are very popular in Indonesia. Besides that, besides impact, whether it is caused, there are also impacts that bad things happen from existing phenomena like increasing cultural consumerism among K-pop fans. Proven that the fans buy all related items with his idol without considering the price. That matter increases behavior extravagance and attitude consumerism in Indonesia.

Conclusion

The K-pop or Hallyu phenomenon in all countries has created an increasing attitude or cultural consumerism among K-pop fans. That matter is proven by many fans who buy related items with their favourite idol without seeing the price; moreover, formerly, such as albums, photocards, lightsticks, and other merchandise prices from goods can be quite expensive for the pocket teenager. Not only did a few K-pop fans buy concert tickets, but we also saw you hold fans in Indonesia and other countries. Apart from attitude demonstrated consumerism from several behaviors, attitude consumerism is also visible with existing activity from the fans nor interested public with K-Pop as consumers who buy smelly things Korea such as fashion, make up, skincare, etc. food. So, from the research conducted, the authors can conclude that cultural consumerism toward K-pop fans in Indonesia will be enhanced, especially in 2022. This is done to know the development of cultural consumerism among K-pop fans, which contributes to social behavior, especially regarding attitude or behavior consumerism. The study used

various sourced articles and journals from the Scopus database using method system bibliometrics. Later, the analysis is visualized and narrated with the help of several applications like Nvivo and Vosviewer. In doing research, the authors realized that the article This No Perfect. The article has many weaknesses, such as a lack of references, where all shaped reference articles and journals are only taken from the Scopus database. Then, the study is expected to take more references from international databases such as Web of Science and Dimensions Scholars.

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