

## Budaya campur : Korean Wave di Indonesia = The mixed : Culture Korean Wave in Indonesia / Yang Hee Mun

Yang Hee Mun, author

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### Abstrak

[<b> ABSTRAK</b><br>

Penelitian ini mempelajari arus budaya Korea (Korean wave) di Indonesia, terutama budaya campuran antara budaya Korea dan budaya Indonesia. Sekarang ini, budaya Korea menjadi sebuah hiburan baru di Indonesia. Fenomena ini berhubungan dengan budaya populer di Indonesia. Karena hal ini, budaya campur antara Indonesia dan Korea pun muncul. Budaya Korea sedang melemah di China karena hilangnya fungsi budaya populer yang diakibatkan oleh tidak adanya drama Korea yang dianggap menarik untuk ditonton oleh masyarakat China. Tujuan dari penelitian ini adalah untuk menemukan persamaan dari fenomena ini, untuk mengetahui apakah budaya campur bisa berkompetisi dengan budaya asli di Indonesia dan juga untuk menemukan kemungkinan menurunnya budaya Korea di Indonesia berdasarkan apa yang terjadi di China. Penelitian ini menyertakan penelitian deskriptif dan wawancara dengan orang yang suka menonton acara TV Korea dan film Korea dan juga mendengarkan musik Korea (K-Pop). Permasalahan utama adalah kemungkinan adanya kompetisi antara budaya Korea asli dengan budaya populer Indonesia-Korea. Data-data dikumpulkan dari berbagai buku, artikel, kuesioner, dan laman internet yang berkaitan dengan budaya Korea di Indonesia. Metode analisa data yang digunakan adalah analisis respon. Hasil dari penelitian ini adalah banyak orang beranggapan bahwa budaya populer Korea-Indonesia tidak bisa bersaing dengan budaya Korea asli. Faktanya, sejak Indonesia diperkenalkan dengan budaya Korea, negara ini secara stabil tertarik dengan kepopuleran budaya Korea, berbeda dengan China.

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<b>ABSTRACT</b><br><b>This research explores Korean Wave in Indonesia, especially the mix-culture between Korean Wave and Indonesian culture. Nowadays, Korean Wave becomes a new entertainment for Indonesian. This phenomenon is related to popular culture in Indonesia. Because of this, the mixed culture between Korean Wave and Indonesian culture appear. Korean Wave is weakening in China because the function of popular culture is loss due to absence of Korean drama that Chinese people are interested to watch. The purpose of this article is to find similarity of this phenomenon, to know whether mixed culture can compete with the original one in Indonesia and also to find the possibility of decreasing Korean Wave in Indonesia based on what happened in China. This research includes descriptive research and interviews people who like to watch Korean TV program and film, and listen to K-pop. The main issue is the possibility of competition between the original Korean wave and Korean-Indonesian Pop culture. The data is collected from various books, articles, questionnaire, and websites related to Korean Wave in Indonesia. The method of data analysis used is response analysis. The result of this research is that many people assume that Korean-Indonesian Pop culture cannot compete with the original Korean Wave. In fact, since Indonesia is just introduced to Korean Wave, this country is statically fascinated in the popularity of Korean Wave, differ from China., This research explores Korean Wave in Indonesia, especially the mix-culture between Korean Wave and Indonesian culture. Nowadays, Korean Wave becomes a new entertainment for Indonesian. This

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