

## Peran Media Massa dalam Publisitas Musik Korean Hip Hop pada Era 2010-an = The Role of Mass Media in Korean Hip Hop Music Publicity in 2010s

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### Abstrak

Hip hop sudah menjadi gaya hidup di Korea Selatan sejak awal kedatangannya di era 1990-an. Media massa berperan penting dalam mendorong publisitas dan popularitas hip hop dan musik rap di Korea Selatan yang biasa disebut Korean hip hop (KHH). Hip hop yang awalnya merupakan budaya underground kemudian menjadi budaya mainstream berkat media massa. Penelitian ini menganalisis bagaimana peranan media massa dalam publisitas KHH selama era 2010-an dengan metode kualitatif analisis deskriptif. Hasil dari penelitian ini menunjukkan bahwa media penyiaran dan media digital menjadi dua jenis media yang paling berperan dalam publisitas KHH. Sedangkan, media cetak kurang berperan dalam publisitas KHH secara umum. Media penyiaran berperan dalam komersialisasi KHH, media digital berperan dalam memberikan ruang diskusi dan edukasi, sementara itu media cetak yang berupa buku pelajaran berperan dalam mengenalkan budaya yang terdapat dalam hip hop kepada remaja (pelajar).

.....Since the arrival of hip hop to South Korea in the 1990s, hip hop itself has already been a lifestyle. Mass media holds a very important role in publicity and popularity of hip hop and rap music in South Korea or known as Korean hip hop (KHH). As the result of mass media, hip hop was an underground culture shifted into mainstream culture. This study analyzes the role of mass media in publicity of KHH during the 2010s era with qualitative descriptive analysis method. This study argues that broadcast media and digital media hold the biggest role in the publicity of KHH. While, print media does not give that much impact in the publicity of KHH in general. The broadcast media took a role in commercialization of KHH, the digital media took a role in giving the discussion spaces and education about the culture, and print media such as school textbooks took a role in introducing culture that is in hip hop to teenagers (students).