

# Reaksi Ketubuhan sebagai Pemicu Ketertarikan Emosional: Refleksi terhadap Fenomena Korean Wave/Hallyu melalui Teori William James = Body Reactions as a Trigger of Emotional Attraction: Reflection on the Phenomena of Korean Wave/Hallyu through the Theory of William James

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## Abstrak

Perkembangan teknologi informasi dan komunikasi di era globalisasi saat ini memberikan dampak yang besar terhadap penyebaran Korean Wave atau Hallyu, yakni penyebaran budaya Populer Korea secara global. Keberhasilan Korean Wave atau Hallyu dalam memperkenalkan budaya populer Korea kendati terdapat perbedaan latar belakang budaya perlu dijadikan perhatian. Mengingat hal tersebut, penulis menggunakan metode studi literatur dengan pengkajian reflektif dalam usaha mengetahui fenomena Korean Wave atau Hallyu secara luas. Hasilnya keberhasilan fenomena ini tidak lain karena keberhasilan Korean Wave atau Hallyu dalam memainkan peran emosi. Emosi hadir akibat adanya reaksi tubuh terhadap kehadiran produk Korean Wave atau Hallyu pada diri seseorang, seperti penggemar yang merasakan bahagia karena ia gemetar setelah menyaksikan idolanya secara langsung. Hal ini sesuai dengan teori emosi William James yang menjelaskan bahwa emosi hadir karena adanya reaksi tubuh melalui persepsi terhadap rangsangan yang terjadi pada eksternal tubuh manusia. Penelitian ini berfokus pada reaksi ketubuhan yang terjadi melalui persepsi sebagai pemicu ketertarikan emosional terhadap fenomena Korean Wave atau Hallyu.

.....The development of information and communication technology in current era of globalization has a huge impact on the spread of Korean Wave or Hallyu, which is the spread of Korean popular culture globally. The success of the Korean Wave or Hallyu in introducing Korean popular culture despite differences in cultural backgrounds need to be taken into attention. In consideration of this, the author uses the literature study method with reflective assessment in an attempt to know the Korean Wave or Hallyu phenomenon at a large scale. As a result, the success of this phenomenon is due to the success of the Korean Wave or Hallyu in playing role of the emotions. Emotions are present due to the bodily reaction to the presence of Korean Wave or Hallyu product in a person, such as a fan who feels happy because he is trembling after witnessing his idol live. This is in accordance with William James' theory of emotion which explains that emotions are present due to bodily reactions through perception of stimuli that occur in the external human body. This research focuses on bodily reactions that occur through perception as a trigger for emotional attraction to the phenomena of Korean Wave or Hallyu.