

Cultural Fusion: The Impact of K-Pop on the Indonesian Perspectives and Identities

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ABSTRACT

The growth of the South Korean entertainment sector, particularly K-Pop, has had a big influence on Indonesian identity and worldview. With its distinctive dance, music, fashion, and fan culture, K-Pop has shaped Indonesia's younger generation and allowed for a shift in cultural preferences and ways of thinking. The purpose of this research is to examine how K-Pop has influenced Indonesian identities and viewpoints. This study clarifies how Indonesians' perceptions of music, fashion, and other popular culture have been impacted by K-Pop's widespread appeal. The diversity of music and fashion styles in Indonesia is also enhanced and broadened by the influence of K-Pop. But there has also been some discussion over how K-Pop has influenced Indonesian identity. According to certain viewpoints, K-Pop's influence may change local preferences and threaten Indonesia's cultural identity. On the other hand, some perspectives see K-Pop's influence as a type of cultural globalization that can deepen and expand knowledge and appreciation of South Korean culture.

Keyword: *K-Pop, Perspectives and Identities, Culture*

ABSTRAK

Pertumbuhan sektor hiburan Korea Selatan, khususnya K-Pop, memberikan pengaruh besar terhadap identitas dan pandangan dunia Indonesia. Dengan tarian, musik, pakaian, dan budaya penggemarnya yang khas, K-Pop telah membentuk generasi muda Indonesia dan memungkinkan terjadinya pergeseran preferensi budaya dan cara berpikir. Tujuan penelitian ini adalah untuk mengkaji bagaimana K-Pop mempengaruhi identitas dan sudut pandang Indonesia. Studi ini melihat bagaimana persepsi masyarakat Indonesia terhadap musik, pakaian, dan budaya populer lainnya dipengaruhi oleh daya tarik K-Pop yang luas. Keberagaman gaya musik dan pakaian di Indonesia juga diperkuat dan diperluas oleh pengaruh K-Pop. Namun, terdapat juga beberapa diskusi mengenai bagaimana K-Pop telah mempengaruhi identitas Indonesia. Menurut sudut pandang tertentu, pengaruh K-Pop dapat mengubah preferensi lokal dan mengancam identitas budaya Indonesia. Disisi lain, beberapa perspektif melihat pengaruh K-Pop sebagai salah satu jenis globalisasi budaya yang dapat memperdalam dan memperluas pengetahuan dan apresiasi terhadap budaya Korea Selatan.

Kata Kunci: K-Pop, Perspektif dan Identitas, Budaya

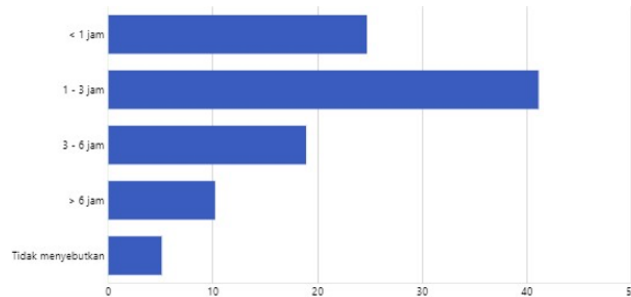
Introduction

In the current globalized period, cultural fusion is a phenomenon that is becoming more and more significant. One such is the K-Pop craze, which has extended to several nations, including Indonesia. The music and pop culture of South Korea, or K-Pop, has greatly influenced Indonesian attitudes and identity. The growing fascination of Indonesians with South Korean culture, encompassing music, movies, dramas, fashion, and K-Pop lifestyles, is indicative of this. We will talk about how K-Pop has affected Indonesian perceptions and identity in this introduction, as well as how this fusion of cultures has given Indonesians new options in their life.¹ Based on Katadata (2022), the majority or 41.1% of fans in Indonesia access South Korean content on average for 1 to 3 hours per day. This

¹ Chatarina Tri Rahmawati, "The Massive Korean Wave in Indonesia and Its Effects in the Term of Culture," November 2020, <https://www.researchgate.net/publication/345487743> *The Massive Korean Wave in Indonesia and Its Effects in the Term of Culture*.

number shows that Indonesia's people mostly spend their time consuming K-pop culture and become their daily part.

Picture 1.1 Average Duration of Accessing South Korean Idol Content in a Day, 2022



Source: Katadata 2022

K-Pop has been incredibly popular in Indonesia in recent years. Music groups like Blackpink, EXO, and BTS have become incredibly popular all across the world, especially in Indonesia. Due to the popularity of K-Pop, the Indonesian music scene has undergone significant changes, including a rise in concert attendance, a proliferation of K-Pop-related subcultures, and an increase in admirers. In several instances, local musicians have turned to K-Pop as an inspiration for their own music. This influence spreads to other facets of Indonesians' everyday lives in addition to the music industry.² People are starting to like Korean products and use these products. Based on data released by Katada (2021), the Korean Wave has influenced the increase in purchases of products and services from South Korea. As many as 53% of respondents in Indonesia are interested in using South Korean products and services in 2019. For example, cosmetic products, clothing, electronics, or learning languages and traveling to that country.

The way Indonesian society views South Korean culture has changed, which is one of the key effects of K-Pop's popularity. Korean culture has influenced the perception of Indonesian people to become more positive.³ Films and television dramas were the only ways that South Korean pop culture was previously known, but today K-Pop has taken center stage in popular culture. As a result, Indonesians now have a different perspective on South Korea and a better knowledge of its customs, culture, and beliefs. People in Indonesia are growing more accepting of cultural diversity and believe that South Korea is a creative and innovative nation with a strong entertainment industry. The nature of Indonesian society which is open to cultural differences makes the entry of Korean culture smooth in a multicultural society

Aside from that, K-Pop has also been crucial in forming Indonesian society's identity. Due to K-Pop's widespread appeal, many fans in Indonesia identify with and incorporate aspects of South Korean culture into their everyday life. For instance, young Indonesians frequently adopt fashion and cosmetic trends that are influenced by K-Pop idols. In addition, K-Pop fans frequently create vibrant

² Wasilatul Aslamiah, Edy Herianto, and Bagdawansyah Alqodri, "Youth Interest in Korean Culture (K-Pop) and Its Impact on Indonesian Nationalism," *JSEH (Jurnal Sosial Ekonomi Dan Humaniora)* 9, no. 2 (June 30, 2023): 129–34, <https://doi.org/10.29303/jseh.v9i2.345>.

³ Melisa Melisa, Suyanto Suyanto, and Olivia Tanaya, "Korean Wave in Indonesia: Are There Any Changes in Perception and Intention to Visit Korea?," *Innovative Marketing* 19, no. 3 (September 12, 2023): 171–86, [https://doi.org/10.21511/im.19\(3\).2023.15](https://doi.org/10.21511/im.19(3).2023.15).

fandoms or groups that serve as a forum for them to bond over common interests and fortify their identity as K-Pop fans. It is equally undeniable, however, that Indonesian attitudes and identity are deeply impacted by the K-Pop boom in a complex and contentious way. Some critics believe that Indonesians may disregard or overlook their own native culture as a result of K-Pop's widespread appeal. They fear that Indonesia's cultural legacy may be harmed by the overabundance of South Korean culture, and that this will create a generation that does not value or understand their own culture. In addition, the K-Pop industry frequently faces the problem of cultural commercialization, in which musicians and record labels prioritize making money over upholding cultural authenticity.

According to research done by Sakinah et al, there are positive things that can be taken away from the K-pop wave's rise. These include the fact that K-pop is an inspiration for the fashion industry, for young people who are self-aware, confident, and independent, that it can excite and motivate fans, and that it can emotionally uplift fans by relieving stress and fatigue from outside activities.⁴ According to research by Istiqomah, popular culture's growth has a detrimental effect on national identity, particularly among urban groups and especially among teenagers.⁵

Additionally, Kurniati et al found that youngsters who are enamored with South Korean idols will become more inquisitive about them. Adolescent identity development is directly linked to the internalization of this in the lives of teenagers. Teenagers' imitation of their preferred music, fashion sense, dialects, and hairstyles is evidence of this internalization.⁶ The problem formulation that resulted from the background information provided above is "What is the impact of K-pop on Indonesian perspectives and identities?". In this topic, perspective is about how Indonesian judges and views. Meanwhile identity is about how Indonesian see or recognize themselves through culture. The purpose of this research is to ascertain how K-pop has influenced Indonesian attitudes and identity, based on the formulation of this topic.

Literature Review

"Cultural Fusion: The Impact of K-Pop on Indonesian Perspective and Identity" is the title of the research. The researcher used a variety of references in her study that focused on the influence of K-pop culture on Indonesian perspective and identity. She then modified the references by consulting and utilizing additional sources, including books, journals, theses, and dissertations. A literature review is an investigator's attempt to locate several references, including books, journals, articles, and prior research that is pertinent to the investigation at hand. The purpose of this study of the literature is to give an overview of the changes from earlier works. The following are the findings of earlier studies:

First, a research study named "Ancaman Budaya Pop (Pop Culture) Terhadap Penguatan Identitas Nasional Masyarakat Urban" was carried out in 2020 by Annisa Istiqomah. The harm that pop culture poses to urban communities' sense of national identity is the main topic of this study. The study's findings indicate that urban residents, particularly teens, have a tendency to adopt the newest fashions.

⁴ Regina Nurul Sakinah, Syofiyah Hasna, and Yona Wahyuningsih, "Pengaruh Positif Fenomena K-Pop Terhadap Karakter Generasi Muda Di Indonesia," *Journal on Education* 5, no. 1 (December 23, 2022): 735–45, <https://doi.org/10.31004/joe.v5i1.653>.

⁵ Annisa Istiqomah, "Ancaman Budaya Pop (Pop Culture) Terhadap Penguatan Identitas Nasional Masyarakat Urban," *JPW (Jurnal Politik Walisongo)* 2, no. 1 (April 30, 2020): 47–54, <https://doi.org/10.21580/jpw.v2i1.3633>.

⁶ Astiwi Kurniati, Indiaty, and Nofi Nur Yuhanita, "DAMPAK DEMAM VIRUS KOREA TERHADAP IDENTITAS DIRI REMAJA," *JURNAL TRANSFORMASI* 11, no. 1 (June 4, 2015): 54–59.

This raises problems because it can be difficult for teenagers to internalize the ideas and values that are emerging in society as a result of globalization. Pop culture is thought to be capable of undermining society's conventional frame of reference, which makes it a threat to national identity.⁷ Pop culture has the power to instill in society consumerist, hedonistic, and pragmatic conduct. The goal of filtering is to remove foreign cultures that are in contradiction to Indonesian culture in order to prevent this threat. The impact of foreign culture on national identity is a topic that both previous and more recent studies have addressed. The distinction is that whereas earlier studies concentrated on popular culture as a whole, the current research concentrates on Korean pop culture, or K-pop.

Second, research conducted by Regina Nurul Sakinah, Syofiyah Hasna, and Yona Wayuningsih entitled "Pengaruh Positif Fenomena K-Pop Terhadap Karakter Generasi Muda di Indonesia". The favorable impact of K-pop on the character of Indonesia's younger generation is the main topic of this study. The study's findings demonstrate that K-pop, particularly among teens, has had a significant influence on society. This has a significant effect on how national identity is formed. The study's findings also demonstrate that K-pop culture has a beneficial influence, serving as an inspiration for clothes and creative ideas. The discussion of the influence of the K-pop phenomenon indicates that previous and present studies are similar. The focus of current research is on the influence of K-pop on Indonesian viewpoints and identity, whereas previous research concentrated on the positive influence on the character of Indonesia's younger generation.

Third, a study titled "Youth Interest in Korean Culture (K-Pop) and its Impact on Indonesian Nationalism" was carried out in 2023 by Wasilatul Aslamiyah, Edy Herianto, and Bagawansyah Alqodri. The younger generation's fascination with Korean culture (K-pop) and its influence on Indonesian nationalism are the main subjects of this study. The study's findings demonstrate that young people willingly spend a significant portion of their income on dressing in Korean fashion and gathering mementos of their idols. Despite liking practically everything about Korea, the millennials nonetheless preserve their nationalism. Their love of Indonesian nationality does not always disappear because they are interested in K-pop culture.⁸ The discussion of the influence of the K-pop phenomenon is where earlier and present study are similar. The distinction is that whereas earlier research concentrated on the influence of K-pop on Indonesian nationalism and the interest of the younger generation in Korean culture, the current research concentrates on the effects of K-pop on Indonesian viewpoints and identity.

Cultural globalization analysis is an approach implemented in this research that has never been used in any other research. Thus, the main focus of this study will be on how South Korean cultures are integrated by Indonesians and how this relates to cultural globalization. According to Triyanto, culture is the entirety of human knowledge, beliefs, and values as social beings. It consists of a system of meaning or knowledge models that are intricately entwined with symbols that have been passed down through the generations.⁹ Culture shapes behavior by establishing limits known as norms. Norms are, in essence, guidelines that either permit or forbid behavior in particular contexts. Cultural values, or commonly held views about what is desirable, are the foundation upon which

⁷ Annisa Istiqomah, "Ancaman Budaya Pop (Pop Culture) Terhadap Penguatan Identitas Nasional Masyarakat Urban," *JPW (Jurnal Politik Walisongo)* 2, no. 1 (April 30, 2020): 47–54, <https://doi.org/10.21580/jpw.v2i1.3633>.

⁸ Wasilatul Aslamiyah, Edy Herianto, and Bagdawansyah Alqodri, "Youth Interest in Korean Culture (K-Pop) and Its Impact on Indonesian Nationalism," *JSEH (Jurnal Sosial Ekonomi Dan Humaniora)* 9, no. 2 (June 30, 2023): 129–34, <https://doi.org/10.29303/jseh.v9i2.345>.

⁹ Triyanto, "Pendidikan Seni Berbasis Budaya," *UNNES Journal* 7, no. 1 (January 1, 2014): 33–42, <https://doi.org/10.15294/imajinasi.v7i1.8879>.

norms are constructed. A society's culture can be determined by factors such as socioeconomic class, religion, ethnicity, and more. Therefore, culture is directly tied to religion.¹⁰

Culture serves a number of crucial purposes in society, such as:

1. **Identity and Differentiation:** Culture is a major factor in determining the identities of people, communities, and countries. The values, beliefs, language, practices, and traditions that set one group apart from another are all part of the culture. People can feel proud of their own identities and connected to their history, roots, and legacy through culture.
2. **Communication and Expression:** Self-expression and communication are facilitated by culture. People can communicate with one another by using words, stories, dance, music, and other forms of art to share their thoughts, feelings, and experiences. Members of a civilization can communicate and exchange understanding through culture.
3. **Shaping Values and Norms:** Culture has a significant impact on how social values and conventions are shaped in society. Culture establishes standards for what is good, right, or wrong as well as appropriate social behavior and interactions. Social ethics are founded in cultural ideals, which also have an impact on people's attitudes, deeds, and decisions.
4. **Better Knowledge and Education:** In both formal and informal environments, culture affects knowledge and education. Knowledge, insight, and customs are preserved in culture and can be passed down through the generations. People can learn about philosophy, science, history, and other facets of human existence through culture. Additionally, culture can deepen our awareness of and comprehension of the diversity of people and the environment.
5. **Economic and Tourism Development:** Culture can be an important resource in the development of the economy and tourism industry. Cultural heritage, such as historical sites, traditional crafts, and cultural festivals, can attract tourists and contribute to local economic growth. Culture can also be the basis for creative industries, such as art, design, fashion and culinary, which can create jobs and business opportunities.
6. **Change and Adaptation:** Culture plays a role in the process of change and adaptation in society. Culture is a product of human interaction with the environment and social change. When societies face external or internal change, culture can serve as an adaptation mechanism that allows societies to change, but retain core elements of their identity and values.

All things considered, identity, communication, values, knowledge, economy, and social adaptation are significantly shaped by culture. In addition to being a historical legacy, culture is a dynamic, living force that is ever-evolving and reacting to social and environmental shifts.¹¹

Methodology

Qualitative research methodologies were employed in this research. This approach gathers and examines descriptive data in order to gain a thorough understanding of occurrences. Typically, it entails

¹⁰ Bilson Simamora, *Panduan Riset Perilaku Konsumen* (Jakarta: Gramedia Pustaka Utama, 2008).

¹¹ Irham Fahmi, *Manajemen: Teori, Kasus, Dan Solusi* (Alfabeta, 2012).

gathering data through observations, interviews, or document analysis. The significance and patterns that arose were revealed through interpretive qualitative data analysis. The method used in this research is a literature review, which is a process for gathering, examining, evaluating, and synthesizing textual materials that are pertinent to the planned research question. This approach seeks to comprehend and draw conclusions from the body of prior knowledge regarding the study subject under investigation.¹² A thorough summary of earlier studies on the same or related subjects is given by the literature review research approach. This helps researchers to build on current knowledge, uncover research gaps, and develop new research grounds that are better and more relevant.¹³

The perspective used in this research is cultural globalization. From a fundamental standpoint, this approach addresses how interconnection networks and dependencies are growing quickly, eventually becoming ingrained in the social and cultural aspects of modern life. This viewpoint is consistent with connection, a quality that has an impact on society. Clifford Geertz maintained that culture is a product of social interactions rather than an independent force. Thus, one of the effects of globalization is realizing the implications of local activities that have been influenced by South Korea's culture, in this case, Indonesian society.

A key subject that can be covered in this research from the standpoint of cultural globalization is cultural identity.¹⁴ One component of modern life that distinguishes and governs social interactions is identity itself. Because they can describe and classify our understanding of our existential circumstances and our relationship to a place or group, cultural identities are modern. Globalization creates institutionalized forms of cultural ownership that, in certain situations, have never before had any bearing on cultural life. It also disperses the institutional characteristics of modernity throughout the cultures that already exist. Tomlinson asserts that globalization is the most powerful force and that it even broadens the development of cultural identities. There is a chance that Indonesian culture would disappear if globalization keeps bringing foreign cultures in.

Analysis

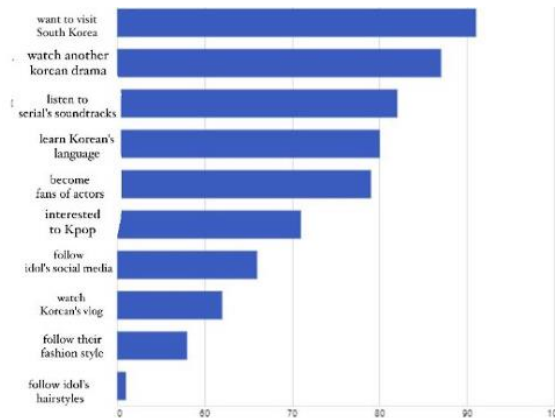
The fusion of cultures through the K-pop phenomenon has had a significant impact on Indonesia's perspective and identity. K-pop, or Korean pop, has gained popularity worldwide and made its way to several nations, including Indonesia. The effect is evident in how Indonesians' perceptions of Korean culture and K-pop music have changed. From an Indonesian standpoint, K-pop's influence has made it easier for people to learn about and comprehend Korean culture in greater detail. Many Indonesians, particularly the younger generation, find inspiration in the music, dance, dress, and lifestyle of K-pop. As a result, there is now more interest in Korean history, culture, cuisine, and language. K-pop exposes Indonesians to Korean culture, which broadens their worldview and makes them more accepting of cultural variety.

¹² Sugiyono, *Metode Penelitian Pendidikan* (Bandung: Alfabeta, 2015).

¹³ Albi, *Metodologi Penelitian Kualitatif* (CV Jejak (Jejak Publisher), 2018).

¹⁴ George Ritzer, *The Blackwell Companion to Globalization* (Malden, Mass.: Blackwell, 2007).

Picture 1.2 The Influence of Korean Wave on Fans in Indonesia, 2022



Source: Katadata 2022

Based on Jakpat's Survey, shows that the majority or 91% of respondents wanted to visit Ginseng Country because they watched Korean dramas. There are also most respondents (87%) who want to watch dramas from their favorite actors/actresses (87%). Then, as many as 82% of respondents were interested in listening to the soundtrack of the Korean drama they watched. Other influences include fans wanting to learn Korean (80%), liking actors/actresses (79%), being interested in K-Pop (71%), and following actors/actresses on social media (66%) Furthermore, as many as 62% of respondents said they watched Korean vloggers because of Korean dramas. Then, as many as 58% follow the fashion styles and 51% follow the hairstyles of Korean drama actors/actresses. The fact that this cultural fusion promotes intercultural tolerance in Indonesia is another benefit. K-pop enthusiasts frequently create fan clubs and groups to network with other K-pop enthusiasts. It makes an area where individuals with various origins may congregate, engage in shared hobbies, and learn about Korean culture. In addition to fostering good social ties between Korean and Indonesian individuals, this engagement helps people recognize and value cultural variety.¹⁵

For example, there is a fandom from BTS who has a fan community named Army (Bangtan). BTSArmy acts as social agents who promote social awareness globally and locally, mainly through the Love Yourself campaign. BTS's active promotion of social awareness influences the BTSArmy as they take that as part of their fandom identity as they become social agents. The BTSArmy community in Surabaya acts as social agents when they engage in various social activities to promote social awareness values. Several examples are East Java Cares Tsunami Banten (donations for Banten tsunami victims), K-Charity (donations every year for disadvantaged people), "Army Times To Charity" #SaveRiau #SaveKalimantan (donation for victims of the Riau disaster), a blood donor event in collaboration with PMI (Indonesian Red Cross), caring for cancer patients, sharing 'takjil' (sweet food eaten upon breaking the fast) during Ramadan, and "breaking the fast" events with orphans.¹⁶

This actually shows that even though the fans gathered in one community are Korean idols, the effects of their solidarity are for Indonesian society and in the national sphere itself. Bangtan shows

¹⁵ Annisa Istiqomah, "Ancaman Budaya Pop (Pop Culture) Terhadap Penguatan Identitas Nasional Masyarakat Urban," *JPW (Jurnal Politik Walisongo)* 2, no. 1 (April 30, 2020): 47–54, <https://doi.org/10.21580/jpw.v2i1.3633>.

¹⁶ Ade Kusuma et al., "A Virtual Ethnography Study: Fandom and Social Impact in Digital Era," *ETNOSIA : Jurnal Etnografi Indonesia* 5, no. 2 (October 23, 2020): 238–51, <https://doi.org/10.31947/etnosia.v5i2.10898>.

solid and positive behavior where they consider that as fans of BTS they must help each other and not show a negative attitude because they are afraid it will damage the image of the Army and indirectly their idol, namely BTS. Remember that K-pop's widespread appeal also brings with it unattainable beauty standards. The ideal beauty that many K-pop idols are thought to represent can have an impact on how society views physical appearance. This pressure to live up to excessive beauty standards can be detrimental to one's mental health and self-image, particularly in teens. As a result, it's critical that people and society support and value physical appearance diversity and foster a positive, healthy body image. For example, the shift in the meaning of beauty among women in Indonesia. Some beauty standards such as the V-Line facial structure, slim body shape, white skin, and deep eyelids come from the influence of Korean idol beauty standards.¹⁷

The younger generation's increased creativity and innovation is one of the benefits of K-pop culture's fusion with Indonesian identity. In Indonesia, the popularity of K-pop has stimulated interest in both music and art. Many youngsters incorporate elements of local culture with K-pop music, dancing, and fashion styles as inspiration. As a result, distinctive and innovative works are produced that showcase Indonesia's diverse cultural identity. Thus, Indonesia's cultural identity has been strengthened and enhanced by K-pop's influence.¹⁸ This is marked by the emergence of the concept of boy bands and girl bands, where previously this phenomenon did not exist in Indonesia. The emergence of boy/girl bands with local content and Indonesian language songs has enriched the music industry in Indonesia. This is also an arena for creativity in the music industry to provide music offerings that suit the current tastes of Indonesian society.

Aside from that, Indonesia has been able to showcase its culture internationally because of the fusion of cultures through K-pop. Indonesian musicians now have the opportunity to work with Korean musicians and showcase Indonesian culture in the international music and entertainment scene thanks to K-pop. Through this form of cooperation, Indonesian musicians can raise awareness of Indonesian culture among foreign audiences, strengthening the country's cultural identity and image overall. This promotes Indonesia's reputation as a nation with a diverse population and exceptional artistic talent.

Accessible and open interaction between individuals around the world, paired with technological advancements, makes it simpler for Indonesians to obtain knowledge about South Korea. Technology advancements have also made Korean culture more quickly and simply available in a number of nations, including Indonesia. Because of cultural globalization, popular South Korean culture is typically produced in a lighthearted and visually appealing manner. It is reported that South Korean media has been successful in promoting their culture and receiving favorable coverage in Indonesian mass media.

It must be understood, nevertheless, that the fusion of K-pop and Indonesian identity can often be negative. The huge appeal of K-pop can occasionally result in an overabundance of Korean cultural influence. It's possible that Indonesians, particularly the younger generation, are more drawn to and motivated to adopt Korean fashions and lifestyles than they are to preserve and value their own cultural identity. Neglecting one's own culture might lead to the possible loss of a unique cultural identity. Thus,

¹⁷ Ferrari Lancia, Liliyana, and Abdul Azis, "K-Beauty Dan Standar Kecantikan Di Indonesia (Analisis Wacana Sara Mills Pada Kanal YouTube Priscilla Lee)," *Jurnal Multidisiplin West Science* 2, no. 01 (January 30, 2023): 56–68, <https://doi.org/10.58812/jmws.v2i1.175>.

¹⁸ Regina Nurul Sakinah, Syofiyah Hasna, and Yona Wahyuningsih, "Pengaruh Positif Fenomena K-Pop Terhadap Karakter Generasi Muda Di Indonesia," *Journal on Education* 5, no. 1 (December 23, 2022): 735–45, <https://doi.org/10.31004/joe.v5i1.653>.

it's critical to raise awareness of the value of preserving and advancing rich Indonesian culture even as it embraces aspects of foreign culture¹⁹

Furthermore, it's critical to exercise caution when it comes to any prejudices and generalizations that can follow from this blending of cultures. K-pop enthusiasts and Koreans in general do not reflect Korean culture as a whole, even though K-pop is an integral element of it. Consequently, it's critical to recognize and value the diversity of Korean culture and avoid drawing unnecessarily broad conclusions or generalizations about it from the influence of K-pop.

Maintaining balance is crucial for the government, educational institutions, and society at large when addressing the effects of the fusion of K-pop culture on Indonesian ideas and identity. In addition to protecting and preserving Indonesia's cultural legacy, the government can assist and promote regional arts and culture. It can also help the country's music and entertainment sectors. Teachers can incorporate lessons on Indonesian cultural identity into the curriculum and emphasize to the next generation the value of respecting and preserving one's own culture while remaining receptive to influences from other cultures. In addition to encouraging and supporting regional artists and creators, the larger community can also contribute to understanding the richness of Indonesian culture.

K-pop's ability to fuse cultures has, all things considered, profoundly influenced Indonesia's viewpoint and identity. Strengthening Indonesian cultural identity, fostering creativity, and advancing Indonesian culture internationally are some of the benefits. On the other hand, negative effects including the overpowering influence of Korean culture and the possible loss of Indonesian cultural identity must be taken into consideration. The Indonesian people can benefit from this cultural mix to fortify Indonesia's distinct and unique cultural identity if they have a thorough awareness of it, an appreciation for cultural variety, and the correct balance.

Conclusion

In conclusion, Indonesia's worldview and identity have been greatly influenced by the blending of cultures through K-pop. Indonesians can now learn and comprehend Korean culture more thoroughly, be more accepting of other cultures, and have a more enriched worldview thanks to the influence of K-pop. We must be mindful, too, that the overpowering influence of Korean culture and the focus on unattainable beauty standards might obscure Indonesian culture itself and have a negative impact on mental health and self-esteem. As such, it's critical to preserve Indonesia's unique cultural identity while embracing aspects of foreign culture in moderation. In addition to supporting the local music and entertainment sector and raising knowledge of cultural variety and respect for both local and global culture, the government, educators, and the general public all play significant roles in raising public understanding of the value of conserving Indonesian culture. The Indonesian people can benefit from this cultural diversity by maintaining the distinctiveness of Indonesian culture, fostering tolerance and respect for other cultures, and strengthening their own cultural identity if they adopt a balanced approach.

¹⁹ Regina Nurul Sakinah, Syofiyah Hasna, and Yona Wahyuningsih, "Pengaruh Positif Fenomena K-Pop Terhadap Karakter Generasi Muda Di Indonesia," *Journal on Education* 5, no. 1 (December 23, 2022): 735–45, <https://doi.org/10.31004/joe.v5i1.653>.

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