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## **Korean Wave and Fanaticism in an Islamic Perspective, and Their Influence on Student Behavior in the Era of Society 5.0**

Kania Azzahra Putri , Muhammad Rifqi Ibrahim , Rashel Dika Azzahra , Siti Nuraeni Azzahro, Giani Adzkia

aPerpustakaan dan Sains Informasi, Universitas Pendidikan Indonesia, Indonesia  
bPerpustakaan dan Sains Informasi , Universitas Pendidikan Indonesia, Indonesia  
cPerpustakaan dan Sains Informasi, Universitas Pendidikan Indonesia, Indonesia  
dPerpustakaan dan Sains Informasi, Universitas Pendidikan Indonesia, Indonesia  
e Department of Social Welfare, Chubu Gakuin Daigaku, Jepang

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**\*Corresponding Author:**

Kania Azzahra Putri  
Universitas Pendidikan Indonesia, Bandung

**Email:** kaniaazzahra@upi.edu

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## Korean Wave and Fanaticism in an Islamic Perspective, and Their Influence on Student Behavior in the Era of Society 5.0

Kania Azzahra Putri<sup>a</sup>, Muhammad Rifqi Ibrahim<sup>b</sup>, Rashel Dika Azzahra<sup>c</sup>, Siti Nuraeni Azzahro<sup>d</sup> Giani Adzkia<sup>e</sup>

<sup>a</sup>Perpustakaan dan Sains Informasi, Universitas Pendidikan Indonesia, Indonesia

<sup>b</sup>Perpustakaan dan Sains Informasi, Universitas Pendidikan Indonesia, Indonesia

<sup>c</sup>Perpustakaan dan Sains Informasi, Universitas Pendidikan Indonesia, Indonesia

<sup>d</sup>Perpustakaan dan Sains Informasi, Universitas Pendidikan Indonesia, Indonesia

<sup>e</sup> Department of Social Welfare, Chubu Gakuin Daigaku, Jepang

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh korean wave terhadap perilaku mahasiswa Universitas Pendidikan Indonesia dan mengetahui korean wave serta fanatisme dalam perspektif islam. Metode penelitian yang dilakukan dalam penelitian ini adalah metode survey dan literatur review. Kegiatan Penelitian ini dilakukan dalam dua tahap, pertama penulis mengkaji literatur yang ada dan relevan dengan penelitian hingga kemudian menganalisisnya, selanjutnya penulis melakukan pengumpulan data hasil survei yang respondennya merupakan mahasiswa Universitas Pendidikan Indonesia, survei ini dilakukan dengan membagikan link kuisisioner (Google Formulir). Hasil penelitian menunjukkan bahwa Korean Wave telah memiliki pengaruh signifikan terhadap perilaku mahasiswa. Di satu sisi, terdapat dampak positif seperti peningkatan minat dalam mempelajari budaya Korea, peningkatan keterampilan bahasa Korea, dan peningkatan motivasi dalam belajar bahasa asing. Namun, ditemukan pula adanya dampak negatif seperti fanatisme yang berlebihan, pengabaian terhadap budaya lokal, dan ketergantungan terhadap konten Korea yang mengganggu keseimbangan kehidupan sehari-hari. Lebih lanjut, penelitian ini menggali perspektif Islam terkait dengan fenomena fanatisme yang muncul dalam Korean Wave. Oleh karena itu, penelitian ini juga menekankan pentingnya kesadaran dan pemahaman terhadap ajaran Islam dalam menghadapi pengaruh Korean Wave.

### Abstract

*This study aims to determine the effect of the Korean wave on the behavior of Indonesian University of Education students and to find out the Korean wave and fanaticism in an Islamic perspective. The research method used in this research is survey method and literature review. This research activity was carried out in two stages, first the author reviewed the existing and relevant literature to the research and then analyzed it, then the author collected survey data whose respondents were students of the Indonesian University of Education, this survey was carried out by distributing questionnaire links (Google Forms). The results showed that the Korean Wave had a significant influence on student behavior. On the one hand, there are positive impacts such as increasing interest in learning Korean culture, improving Korean language skills, and increasing motivation in learning foreign languages. However, negative impacts were also found, such as excessive fanaticism, neglect of local culture, and dependence on Korean content which disturbed the balance of daily life. Furthermore, this study explores an Islamic perspective related to the phenomenon of fanaticism that appears in the Korean Wave. Therefore, this study also emphasizes the importance of awareness and understanding of Islamic teachings in dealing with the influence of the Korean Wave.*

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## Introduction

Lately, the entry of Korean culture in Indonesia is growing very rapidly along with advances in technology. The influence of the entry of Korean culture has influenced the lives of Indonesian people, especially among teenagers. Evidenced by the increasing number of new trends that have emerged such as lifestyle trends, fashion styles, shows, music, and so on. The phenomenon of Korean culture is often a hot topic of conversation by Indonesian people (Zakiah, et al. 2019). The presence of Korean culture in the midst of Indonesian society is the impact of advances in communication technology, making it easier to spread Korean culture through the mass media. This can make it easier for people to access and disseminate anything related to Korean pop culture (Wahyuni, Rasyid, Ritonga, 2022). Based on information obtained by CNN Indonesia (21/1/21), which was quoted from a Twitter upload by an account named unique authors, it shows that Indonesia is listed as the country with the largest number of K-Pop fans in cyberspace in 2021. The position of K-Pop fan countries the most pop followed by Japan, the Philippines, South Korea, Thailand, Brazil, Mexico, India and Malaysia. This data only shows the position of the country with the most K-Pop fans, not included along with the number of accounts identified by K-Pop fans in cyberspace.

With the spread of Korean culture and Indonesian society that is adaptive to foreign cultures, it certainly has positive and negative impacts. Currently, K-Pop and K-Drama are idol figures in the eyes of their fans. This has caused the Indonesian people to become excessively addicted, because many Korean fans have stopped enjoying Korean cultural shows, but many of the fans have started to become fanatical. Excessive fanaticism, such as being willing to spend large amounts of money just to buy concert tickets, spending a lot of time just watching idol content, or following all one's desires for mere satisfaction, such as buying idol knick-knacks (Zakiah, et al. 2019). Based on the data above, Indonesia is a country whose people are addicted to Korean culture. Proven in the mass media that compete with each other to broadcast information on Korean culture. With the development of Korean culture in the midst of Indonesian society, so that it has an impact on people's lives, one of which is in the lives of Indonesian youth or the millennial generation. This can be seen from the emergence of several trends in Korean culture that are popular today, such as lifestyle trends, fashion trends, pop music trends, show trends, and others. This phenomenon is commonly known as the Korean wave or Korean wave (Zakiah, et al. 2019).

The emergence of culture originating from South Korea, known as the Korean Wave, has become one of the cultural waves that have developed over the past few years. The Korean wave began to spread to various countries starting in the 1990s in East Asia, which began with broadcasts of Korean culture. Until now, Korean culture is spreading among teenagers and adults. Korean waves which are very popular in Indonesia are K-Drama (Korean Drama), K-Pop (Korean Music Pop), lifestyle, fashion style, food, beauty, and others. This really attracts the attention of teenagers because it can present shows that are different, unique and even contain elements of South Korean culture, which can indirectly promote their culture to other countries so as to bring great benefits to South Korea (Oktaviani & Pramadya, 2016). The results of research on "The Positive Influence of the K-Pop Phenomenon on the Character of the Young Generation in Indonesia" by Regina Nur Sakinah in 2022, explain that K-Pop has had many positive influences on the young generation of Indonesia. The similarity with this article is that it is the same as discussing



Korean culture which influences the character or behavior of Indonesian youth. Meanwhile, the difference lies in the focus on the positive and negative influences, this article focuses more on the positive impact of Korean Pop for Indonesian youth. However, the articles we discuss are more generally focused on various types of Korean waves and their positive and negative impacts on the lives of Indonesian youth, especially UPI students.

From the results of research in 2022 by Karina, et al entitled "Korean Wave in Fanaticism and Lifestyle Construction of Generation Z" explains that Generation Z in the process of becoming fanatical fans of the Korean Wave can lead them to create a new, consumptive lifestyle. The similarities with this article are that they both discuss the fanatical behavior of the younger generation towards Korean culture who come to Indonesia. The results of the study show that along with their decision to choose Korean Wave as entertainment, the level of their interpretation will get stronger. This led them to become rabid fans. This study aims to see the influence of the Korean Wave and fanaticism from an Islamic perspective. These two concepts are hot things because young people are currently enjoying the emergence of the Korean Wave. Apart from that, the existence of the Korean Wave that enters the midst of Indonesian society will certainly have various positive and negative influences. Therefore, this study specifically aims to see the impact that UPI students get from this phenomenon.

## Literature Review

Islam is a divine religion that was given by Allah SWT to His messengers through revelation. literally means peaceful, safe, submissive, and clean (Nurjaman, 2020). The relationship between Islam and culture is closely intertwined. Islam as a religion has an important role in shaping the symbols and values that symbolize obedience to God. On the other hand, culture contains values and symbols that enable humans to live in an organized social and cultural environment. History is also proof that Islamic culture has played a role in world civilization throughout time and across various spaces and times. This view is reflected in the verses of the Qur'an Surah Al-Hujurat (49:13) which describe the Islamic perspective on the world and its culture. The verse states that humans were created from male and female, and were determined to be nations and have diverse cultures. The goal is for people to know each other and interact. This verse also confirms that the glory of a person in the sight of Allah lies in the level of his piety. In other words, religion (in this case Islam) is an inseparable part of human social and cultural life. Religion provides a moral foundation, values, and directions that shape practices and mindsets in human socio-cultural life.

According to Ki Hajar Dewantara in (Antara & Yogantari, 2018), culture is a product of people's struggles in facing natural challenges and the evolution of the times. In overcoming challenges and obstacles to achieve prosperity, safety and happiness in their lives, culture shows the prosperity and glory of people's lives. House in (Tian at.al, 2018) defines culture as a set of collective parameters related to "patterns of ways of thinking, feeling and reacting which are the distinctive way of life of a group of people". Culture is a complex collection of knowledge, beliefs, values, norms, symbols, language, behavior and practices that are passed down from generation to generation within a community or society. Various parts of human life include art, religion, customs, social systems, language, food, clothing, and ways of living, thinking and making decisions (Sanchez, 2021).

According to Roll (2018), the Korean Wave, also known as Hallyu, refers to the spread of South Korean popular culture worldwide, including music, television dramas, films, fashion, food, cosmetics, and other cultures. The Korean Wave, as the popularity of Korean culture is much admired in various countries, such as the US, China, and Southeast Asia, has had an impact on young Asian-Americans and has been widely researched. In addition, South Korea uses the Korean wave as a tool to promote its country's identity and improve its relations with China (Carvalho, 2019). Another opinion says that a phenomenon called the Korean Wave refers to the spread of South Korean popular culture throughout the world, including Indonesia. Many people in various countries have drawn attention to this phenomenon and are increasingly interested in South Korean pop culture. The Korean Wave phenomenon in South Korea has developed into a cultural center that has the power to influence trends and lifestyles around the world (Yuliawan, 2022). Fanaticism, according to Eliana in Rinata & Dewi (2019), is a belief in something fanatical which is associated with something excessive to it. This fanatical attitude can be shown by activity, extraordinary enthusiasm, emotional attachment, and long-lasting excessive love and interest. Strong belief in something that is often associated with excessive behavior towards it is known as fanaticism. Overwhelming enthusiasm, strong emotional attachment, and excessive feelings of love and interest that persist over a long period of time indicate bigotry. Fanatics are usually prepared to defend and defend their beliefs. Often, this fanaticism develops with the support of the people around them, which is reflected in the behavior of fanatical individuals or groups (Eliani, at.al, 2018).

## Method

The method used in this research is quantitative method and literature study. The quantitative method is a systematic investigation of a phenomenon, the process of which collects data which can then be measured using statistical, mathematical or computational techniques. The approach used in this study is a survey approach. The survey approach itself is a type of quantitative method in which the process is carried out to obtain facts or data in the field. The purpose of this survey approach is so that researchers or writers can get accurate and real information. The survey approach in this study was carried out using a google form in the form of a questionnaire with a total of 21 questions related to the Korean Wave.

## Result and Discussion

### Korean Wave and Fanaticism in Islamic Perspective

The Korean Wave phenomenon that occurred in Indonesia, especially among young people, is a topic that needs to be discussed. This phenomenon often intersects with the concept of fanaticism. The majority of Indonesia's population who are Muslim often lead to the notion that the Korean Wave generates excessive fanaticism and is contrary to Islamic values. Therefore, this study will look at the two concepts (Korean wave and fanaticism) from an Islamic perspective by asking several questions to the respondents. The survey results are presented in the table below.

	What are the diehard fans like?
1.	Deify his idol
2.	Prioritizing idols over family/friends
3.	Willing to do anything to satisfy the desire above reasonable limits
4.	Doing bad things to buy things like idols wear or to watch idols
5.	Excessively liking or fond of his idol to the point of doing things that are deviant, not in accordance with the norm even to his own idol
6.	Fans who don't know the difference between good and bad in idolizing someone. They are often immersed in the activities of admiring their idols or what is commonly called 'fangirling' to the exclusion of the majority of their obligations that should be in everyday life

**Table 1. Respondents' answers on "What do you think the fanatical fans are like?"**

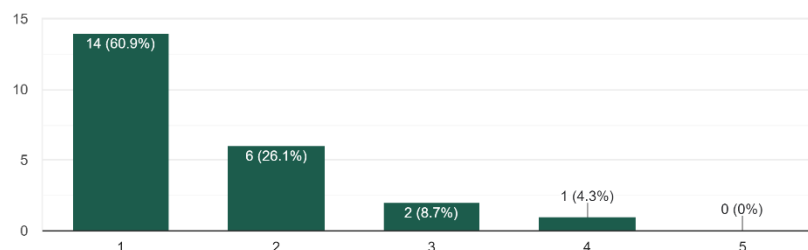
Based on the data above, it can be concluded that fanaticism in this context includes several unhealthy things. Some important points that can be taken are:

- ✓ Deification of one's idol: Fanaticism is shown by excessive admiration for one's idol, where one's idol is seen as everything and is elevated to an unrealistic level.
- ✓ Neglect of family and friends: Fanaticism can lead to the neglect of personal and social relationships with family and friends, where idols are placed above all else and important relationships are neglected.
- ✓ Exaggerated behavior: Fanaticism can drive a person to excessive actions in order to satisfy their desire for their idol. This includes going beyond reasonable limits and may involve conduct that is unethical or even malicious.
- ✓ Not in accordance with norms and values: Fanaticism can lead to behavior that deviates from social norms, including carrying out actions that are inappropriate or not in accordance with the values shared by the general public.
- ✓ Ignoring daily obligations: Fanaticism often makes fans get lost in idolizing their idols, putting aside their obligations and responsibilities in everyday life such as education, work, and social obligations.

In conclusion, fanaticism in this context is an unhealthy behavior and can disrupt the balance of one's life. Excessive fanaticism can lead to neglect of important social and personal values, as well as affect a person's ability to live everyday life well.

Apakah kamu termasuk fans yang fanatik?

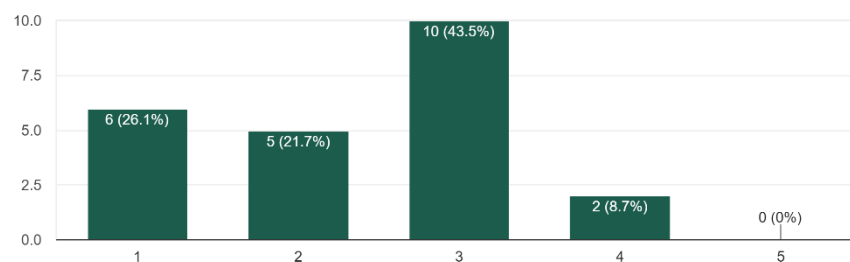
23 responses



**Figure 1. Respondents' answers about "Are you a fanatical fan?"**

Apakah kamu menjadi kecanduan terhadap budaya Korea?

23 responses



**Figure 2. Respondents' answers about "Have you become addicted to Korean culture?"**

The Korean wave is closely related to fanaticism, because often those who like Korean culture are fanatical people, especially K-pop idols. Korean wave is the term given to the spread of Korean popular culture through entertainment products such as drama, music, style. Then, the part of Islam views all of this? In a lecture, Ustadz Abdul Somad explained that most Koreans are infidels, and if we like them then we are included in that part of the infidels, inclining their hearts to infidels. It can be concluded that people who like (fanatic) the Korean wave mean that their hearts are inclined towards disbelief, and this is prohibited by Islam.

The Korean wave has become a global cultural phenomenon originating from Korea. The popularity of the Korean wave phenomenon extends all over the world, including among Muslims, but there are some negative impacts that may occur on Korean Wave fans who are Muslim. Some of them include excessive consumer behavior as well as cultural and religious conflicts between Korean and Islamic values. However, there are views that argue that the Korean wave can be a means of spreading Islamic teachings. Even so, Korean Wave fans who are Muslim still need to pay attention to their religious values and avoid falling into excessive consumptive behavior (Nisa & Liddini, 2021).

Fanaticism is the condition of someone who finds it difficult to accept different opinions from others, and feels that he is the most righteous. In a lecture by Ustadz Adi Hidayat, he explained that if you are fanatical then your mind is narrow, and you tend to do a lot of immoral acts, such as backbiting people, thinking yourself better, criticizing other people. Fanatics are people who feel right, but walk the wrong path. In this case, being fanatical about the Korean wave like K-pop is prohibited. It's been said that being a fanatic is wrong, let alone being fanatical about the Korean wave, which in fact are infidels.

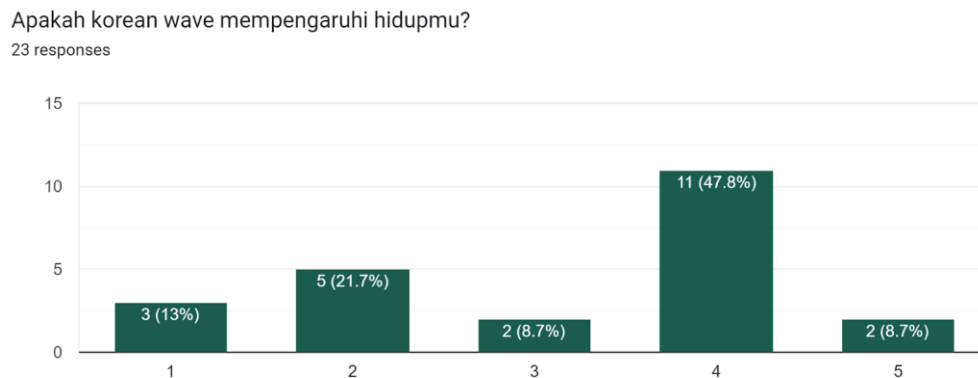
Is it permissible for us to like other cultures besides our own? Liking or admiring a culture is not wrong and is not prohibited, in fact it can make us know other cultures to add insight. However, as Muslims we must pay attention to the various types of culture that enter and be able to filter them properly. If it is felt that the culture is more negative, such as violating religious rules, immoral norms, and ethics, it would be better if the culture was abandoned. Therefore, it is important for us to filter all aspects of novelty in advance, be it culture, information, habits and other things that enter our environment.

In Q.S Al-Maidah verse 5, "Say: "O People of the Book, do not exaggerate (go beyond) by not being right in your religion. And do not follow the desires of those who have gone astray before (before the arrival of Muhammad) and they have misled most (people), and they have strayed from the straight path." In the Word of Allah SWT, Allah has conveyed that we as His people should not like something excessively. This is the same as fanatical nature, which makes us so crazy about something, it can even make us do various ways to get it even though the method is far from religious procedures. Judging from the current phenomenon, there are many people who like something so much that they often try to resemble the things they like. For example, if in Islam we are not allowed to dye our hair, but because we want to follow the artist or character we like, we try to dye our hair the same as them. In fact, this has been conveyed by Rasulullah SAW in his hadith, namely, "Whoever resembles a people, he is one of them". (Narrated by Abu Daud no. 3512 from Ibn Umar R.A and authenticated by Al-Albani in Ash-Shahihah). In other words, if we follow the trend of the infidels even though we are Muslim, then we are included in that group of infidels.

### ***The Influence of the Korean Wave on Student Behavior at the Indonesian University of Education***

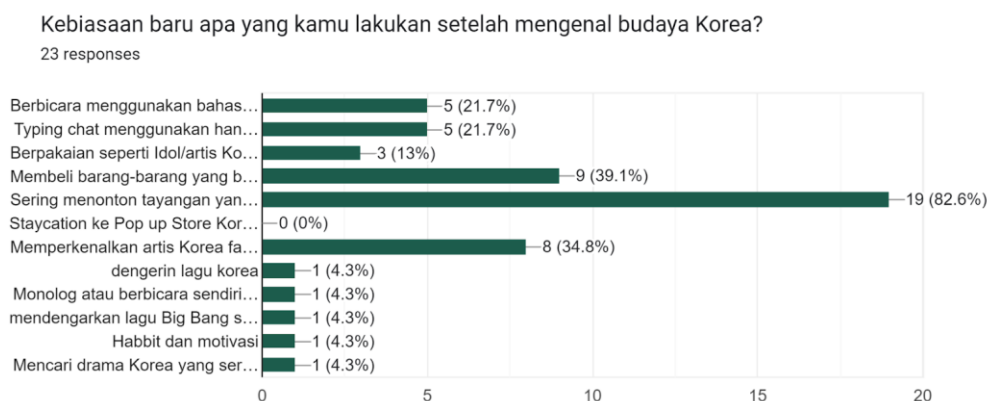
Every thing that comes into our lives certainly has an influence, both positive and negative influences. So how did the Korean Wave influence the behavior of Indonesian University of Education students? Based on the results of the observations that the writer has made, there are questions such as "Does the Korean Wave affect your life?" This question is optional on a scale of 1-5 between Disagree, Not really, Maybe, Agree, Strongly Agree. In the chart below, it can be seen that around 11 out of 23 respondents answered "Agree". Respondents agree that their lives have been affected by the Korean Wave which is increasingly spreading.





**Figure 3. Respondents' answers on "Has the Korean Wave affected your life?"**

After the influence of the Korean Wave entered the lives of UPI students, what new habits did UPI students often do as a result of the adaptation of the Korean Wave? Based on the data that the authors obtained from the questionnaire results, it can be seen that the UPI students who were the respondents often watched shows related to Korea. In addition, the respondents also bought Korean goods or merchandise that interested them, such as t-shirts, key chains, light sticks, albums, photo books and so on. On the other hand, in daily life UPI students also often use Korean in communicating with their interlocutors, for example there are several UPI students who say Annyeong haseyo, Kiyowok, Arraseo, Aniya, Andwae, Jinjja, and others. With the influence of the Korean Wave, both coming from K-Pop and K-Drama, of course, it has had a lot of influence on the lives of UPI students. As for these influences being positive or negative, it all depends on how UPI students apply them in their lives, because positive and negative influences can bring big changes in life.



**Figure 4. Respondents' answers about "What new habits did you do after getting to know Korean culture?"**

### Negative and Positive Impact of the Korean Wave

There are so many influences or impacts caused by the spread of this Korean wave. According to Rahmawati (2020), Indonesian culture experienced many impacts from the

Korean Wave or Hallyu, some of which had positive impacts. such as the promotion of Korean culture and increased cultural interaction between South Korea and Indonesia are some of the positive results of the Korean Wave. In addition, Korean Wave helps the growth of Indonesia's creative industry, especially in the fields of music and entertainment. However, the negative impact of the Korean Wave still needs to be considered. One of them is the possibility of losing local cultural identity as a result of the domination of South Korean culture. In addition, the emergence of excessive fan behavior also has an adverse effect, which can lead to addiction, poor academic performance and neglect of local culture.

Korean Wave or Hallyu has positive and negative impacts on its fans. Some of the positive impacts of the Korean Wave include the promotion of Korean culture and increased cultural exchange between South Korea and other countries. The Korean Wave also contributes to the growth of the creative industry, especially in the music and entertainment sector. In addition, the Korean Wave has enhanced Korea's image overseas and created a positive lifestyle for many people (Lee, 2011). However, some of the negative effects of the Korean Wave include excessive fan behavior, which can lead to negative consequences such as addiction, poor academic performance, and neglect of local culture (Jang & Song, 2017). Therefore, it is very important for fans to understand both the positive and negative impacts of the Korean Wave so that they can maintain a balance between enjoying the culture and maintaining their own cultural identity. In addition, the Korean Wave industry must improve its management to listen to fans' voices and think about how the industry and fans can collaborate.

However, from the results of a survey with 30 respondents, we came to the conclusion that the negative and positive impacts of the Korean wave had on fans, the positive impact. Some respondents said that they understand some Korean words better. In addition, the Korean Wave increases respect and understanding of the cultural differences between Korea and Indonesia. This keeps him entertained when he needs entertainment or wants to kill some time. Several respondents also said that the Korean Wave increased enthusiasm and attention to appearance, they were more motivated to go about their day and pay attention to their appearance after learning about Korean women's dress styles, Korean skin care, and Korean food. In addition, he is considered to have a high enthusiasm for learning. Several respondents said that they were more motivated to learn about foreign cultures, including foreign languages such as Korean, due to the influence of the Korean Wave. They want to improve their language skills and broaden their knowledge of Korean culture. They said that their insights had expanded in various aspects of life because they were exposed to Korean music, learned about life outside Indonesia, and had access to advances in technology and information.

The negative impact of the survey results shows that they access Korean content too often without considering their responsibilities in real life. In addition, respondents are concerned that cultural differences between Korea and Islam may gradually erode their faith. In addition, dependence on Korean content and social media interferes with respondents' productivity at work and causes health problems such as eye problems and running out of internet quota. Respondents also noted the excessive fanaticism of some fans, which can interfere with the personal and private lives of idols and their fans. Some of the other negative impacts mentioned by respondents include a decrease in interest in Indonesian culture, an increase in the amount of money spent on merchandise and concert

tickets, and a tendency to postpone work and worship because they are in the comfort zone for Korean entertainment. Respondents finally realized how important it is to maintain a balance between enjoying Korean Wave and living everyday life with responsibility.

## Continued Discussion

In accordance with the author's goal of conducting this research, namely to determine the effect of the Korean Wave on UPI students, the observation findings were obtained that UPI students who liked Korean Wave on average had new habits from the influence of the Korean Wave. Besides that, are these UPI students a fanatical fan? From the answers UPI students gave, they were not considered fanatical fans. Why is this happening? Judging from the answers of UPI students regarding their opinion about what fanatical fans are like, there are various negative answers listed. From this, the writer can conclude that it is impossible for the respondent to admit that he is a fanatical fan, because what the respondent has expressed his opinion about fanatical fans is not the same as what the respondent felt when he liked the Korean wave.

## Conclusion

Korean wave is the term given to the spread of Korean popular culture through entertainment products such as drama, music, style. The Korean wave has both positive and negative impacts. Among UPI students, people who like the Korean wave make them more enthusiastic, cheerful, able to learn foreign languages, learn dance, and so on. However, according to them, the Korean wave also caused them to lose track of time, be too consumptive, neglect in worship, and much more. Therefore, the Korean wave in Islam is prohibited if people who like the Korean wave have forgotten themselves, are fanatical, abandon worship, and do other bad things that deviate from Islamic teachings. The Korean Wave has a significant influence on the behavior of Indonesian University of Education students. Even though there are positive impacts, it is necessary to watch out for and control excessive fanaticism. In addition, it is important for students to maintain a balance between respecting Korean culture and maintaining local cultural identity and understanding Islamic values in responding to this phenomenon. This research is expected to provide a deeper understanding of the relationship between the Korean Wave, fanaticism, and Islamic perspectives, as well as contribute to developing a wiser strategy in dealing with the influence of global popular culture.

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