

CHAPTER I: INTRODUCTION

1.1 Background of the Problem

As time progresses, information technology continues to advance and develop rapidly in this modern era. Nowadays, people can easily obtain various forms of information they desire anytime and anywhere. This development has brought numerous changes to different aspects of human life, not only in terms of technology but also in terms of foreign cultures that are increasingly easier to access and adopt¹.

One of the most significant developments in communication and information technology today is the internet. The internet has created a new network that facilitates communication between people regardless of location and time. Individuals can freely search for and obtain information through the internet. Currently, the internet is the most widely used network by people worldwide. As the global population increases and technology advances, the number of internet users continues to rise, including in Indonesia. Internet usage in Indonesia in 2024 has also experienced significant growth. According to data provided by Hootsuite & We Are Social, the statistics are as follows².

Figure 1.1 Internet and Social Media Users in Indonesia in 2024



(Source: We Are Social & Hootsuite, 2024)

Indonesia in 2024 has a population of 278.7 million, marking a 0.8% increase compared to 2023. This population growth in Indonesia is accompanied by a rise in the number of internet users. In 2024, We Are Social recorded 212.97 million internet users in Indonesia, accounting for 77% of the total population. Almost all age groups, from teenagers to the elderly, use the internet

¹ Karina Amaliantami Putri, Amirudin Amirudin, and Mulyo Hadi Purnomo, "Korean Wave Dalam Fanatisme Dan Konstruksi Gaya Hidup Generasi Z," *Nusa: Jurnal Ilmu Bahasa Dan Sastra* 14, no. 1 (February 25, 2019): 125–35.

² Alcianno G Gani, (2014). "Pengenalan Teknologi Internet Serta Dampaknya," *Jurnal Sistem Informasi Universitas Suryadarma*. Vol. 2, no. 2

for interaction, socialization, and communication³. With the continuous advancement of technology, various sources of information are now integrated and accessible through different media platforms, particularly social media. Social media is described as a platform that enables people to interact with one another without the limitations of space and time⁴.

Social media is a platform or application that allows individuals to create and share content or engage in social networking. It transforms the nature of human interaction, both individually and within communities, enabling people to connect, communicate, and utilize information more effectively. Murthy (2018) argues that the changes observed today stem from the public, media, and scholars re-evaluating how individuals use social media. Digital familiarity has become an essential part of modern lifestyles by blending experiences from digital media with real-world interactions. Meanwhile, social media has evolved into an essential source of information related to people's daily activities, especially among teenagers⁵.

According to data from the Indonesian Internet Service Providers Association (APJII), the majority of internet users in 2024 are Generation Z (born 1997–2012), accounting for 34.40% of the total users. They are followed by Millennials (born 1981–1996) at 30.6%, and Generation X (born 1965–1980) at 18.98%. From this data, it is evident that internet usage is predominantly among individuals aged 18–34 years old, making up 51.3% female users and 48.7% male users⁶.

³ Andreas Daniel Panggabean, "Ini Data Statistik Penggunaan Media Sosial Masyarakat Indonesia Tahun 2024," rri.co.id - Portal berita terpercaya, accessed December 8, 2024, <https://www.rri.co.id/ipitek/721570/ini-data-statistik-penggunaan-media-sosial-masyarakat-indonesia-tahun-2024>.

⁴ Hanna Shara Dewi and Siti Komsiah, "Pengaruh Media Sosial Dan Budaya Populer Fanatisme Korean Wave Terhadap Perilaku Konsumtif Generasi Z," *IKRA-ITH HUMANIORA : Jurnal Sosial dan Humaniora* 8, no. 2 (July 1, 2024): 187–95.

⁵ Latifah Mutia Sari and Yanuar Yoga Prasetyawan, "Pengalaman Informasi Remaja di Kota Semarang Menggunakan Media Sosial dalam Mengikuti Trend Korean Wave," *Anuva: Jurnal Kajian Budaya, Perpustakaan, dan Informasi* 7, no. 1 (May 6, 2023): 110–25, <https://doi.org/10.14710/anuva.7.1.110-125>.

⁶ "Asosiasi Penyelenggara Jasa Internet Indonesia." Accessed December 8, 2024. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>.

Figure 1.2: Diagram of Internet and Social Media Users by Generation in 2024



Currently, many teenagers actively engage in social media to follow and gain information about trending topics, one of which is the Korean Wave (Hallyu). The rapid advancement of technology plays a significant role in fueling public enthusiasm for social media, particularly in keeping up with the Korean Wave, which is closely associated with music (K-Pop), dramas (K-Dramas), fashion, beauty, and variety shows. Information about K-Pop and various idol groups can be easily accessed by fans worldwide. Additionally, idol groups can communicate directly with their fans through their personal social media accounts or platforms specifically created by their agencies.

The widespread use of social media by fans to gather updates about their favorite idols leads them, consciously or unconsciously, to rely on various platforms such as Instagram, Twitter, YouTube, WhatsApp, TikTok, and others for information. As social networking sites become an essential tool for communication in following the Korean Wave, new relationships between information producers and consumers continue to emerge. Furthermore, the interactive features of social media make accessing and sharing information about the Korean Wave more convenient and widespread⁷.

According to a survey conducted by Katadata Insight Center (KIC), Instagram is the most widely used social media platform. Meanwhile, a significant number of K-Pop fandoms prefer using Twitter, while Line has the lowest usage percentage. Communities that use Twitter often engage in discussions about their idols through tweets and hashtags. They also actively help their favorite boy groups achieve the highest number of views when a new album is released by trending hashtags on Twitter. Apart from Instagram and Twitter, several other social media platforms serve as interaction hubs for K-Pop fans. WhatsApp ranks third in popularity, facilitating direct communication among fans. YouTube is the primary platform for watching the latest music video releases from idols. TikTok has also become an essential channel for fans to

⁷ Sari and Prasetyawan, "Pengalaman Informasi Remaja di Kota Semarang Menggunakan Media Sosial dalam Mengikuti Trend Korean Wave."

stay updated with the latest content from their favorite idols. On the other hand, Telegram and Facebook are no longer widely used as primary platforms for K-Pop fan interactions⁸. Indonesia, as the fourth most populous country in the world, is home to millions of K-Pop fans. In 2019, Indonesia ranked third globally for the highest number of tweets related to K-Pop on Twitter⁹.

Gambar 1.1 Favorite Social Media Platforms of K-Pop Fans



(Source: teropongdaily)

In addition to the advancement of digitalization, which facilitates the spread of foreign cultures within a country, globalization also plays a significant role in the rapid dissemination of cultural elements across regions and nations. Globalization itself is defined as the process of spreading cultural elements without requiring physical contact during the transmission process¹⁰.

One of the effects of globalization is the emergence of popular culture. Popular culture, often referred to as pop culture, is the most widely practiced and enjoyed form of culture among society. Based on cultural studies, popular culture is defined as mass culture that is consumed by the general public and integrated into their daily lives. This type of culture gains recognition largely due to the influence of mass media and various other factors. Popular culture becomes important and engaging because it reflects societal reality and the ways in which people consume culture¹¹.

The popular culture that has successfully captured the world's attention today is the one originating from South Korea. The Korean Wave (Hallyu) is a compound term used to refer to the growing phenomenon of Korean popular culture across various industries, including music,

⁸ "Media Sosial Favorit Komunitas Penggemar K-Pop," *UKM-LPM Teropong UMSU* (blog), November 27, 2022, <https://teropongdaily.com/media-sosial-favorit-komunitas-penggemar-k-pop/>.

⁹ Mar'a Kamila Ardani Sarajwati, "Fenomena Korean Wave Di Indonesia," Retrieved from *EGSA UGM*: <https://egsa.geo.ugm.ac.id/2020/09/30/fenomena-korean-wave-di-indonesia>, 2020.

¹⁰ G. K. H. Adi, "Korean Wave (Studi Tentang Pengaruh Budaya Korea Pada Penggemar K-Pop Di Semarang) (Doctoral Dissertation, Fakultas Ilmu Budaya)," 2019.

¹¹ Arvian Messianik, "Komodifikasi Budaya Populer Di Generasi Z," *Jurnal Dinamika Sosial Budaya* 25, no. 1 (June 27, 2023): 220–23, <https://doi.org/10.26623/jdsb.v25i1.4387>.

drama, and film. In addition to these three sectors, fashion, lifestyle, cuisine, and beauty are also integral parts of the Korean Wave. Among all aspects of the Korean Wave, K-Dramas and K-Pop play the most significant roles in its global spread. Through their broadcasts, these industries indirectly promote Korean culture to other countries, making it more recognizable and influential worldwide¹².

The Korean Wave, as a globalized form of popular culture, relies heavily on the entertainment industry as a medium for its cultural expansion, making it easily accessible and consumable by people worldwide. The Korean entertainment industry has advanced significantly, as evidenced by the continuous spread of the Korean Wave across the globe, further strengthening Korea's cultural presence on the international stage¹³.

The emergence of the Korean Wave (Hallyu) is still relatively recent, as it only began in the late 1990s, following the golden era of Japanese cultural industries and Hong Kong action films. The Korean Wave has expanded globally due to its openness and its avoidance of various forms of discrimination. Additionally, it serves as an alternative industry that blends Western and Eastern cultural elements while still maintaining its unique local identity¹⁴.

The Korean Wave began entering Indonesia in 2011, when an Indonesian television station started broadcasting weekly Korean music programs alongside several Korean dramas. This exposure led to increased public interest in Korean music and dramas. In 2011, one of the first Korean songs to gain popularity in Indonesia was "Sorry Sorry" by the boy group Super Junior. A year later, in 2012, the song "Gangnam Style" became a global phenomenon, further boosting the Korean Wave's recognition in Indonesia. Since then, Hallyu's popularity in Indonesia has skyrocketed, with numerous K-Pop groups actively promoting their music in Indonesia as a key target market¹⁵.

Indonesia has the highest number of Korean Wave fans compared to 20 other countries in Asia. The dominance of Korean culture in Indonesia is evident through various aspects, such as the hosting of K-Pop concerts, the booming popularity of Korean films and dramas, the

¹² Banowati Azelia Putri Yuliawan and Ganjar Eka Subakti, "PENGARUH FENOMENA KOREAN WAVE (K-POP DAN K-DRAMA) TERHADAP PERILAKU KONSUMTIF PENGGEMARNYA PERSPEKTIF ISLAM," 2022.

¹³ Velda Ardia, "DRAMA KOREA DAN BUDAYA POPULAR," *LONTAR: Jurnal Ilmu Komunikasi* 2, no. 3 (2014), <https://doi.org/10.30656/lontar.v2i3.337>.

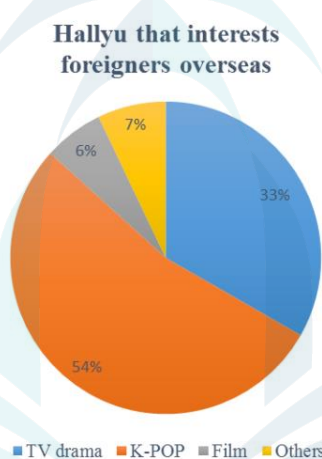
¹⁴ Annisa Valentina and Ratna Istiyani, "Gelombang Globalisasi Ala Korea Selatan," *Jurnal Pemikiran Sosiologi* 2, no. 2 (2013).

¹⁵ Alfinda Agsatie Rahmayanti, "Pengaruh Korean Wave, Brand Ambassador, Dan Perilaku Konsumtif Penggemar Terhadap Keputusan Pembelian Produk Melalui E-Commerce (Studi Pada Aplikasi Online Shopee)" (PhD Thesis, Universitas Islam Indonesia, 2024), <https://dspace.uui.ac.id/handle/123456789/50176>.

establishment of restaurants serving Korean cuisine, the rising trend of Korean fashion, and the emergence of Korean-themed tourist attractions. Additionally, many other elements of Korean culture have blended into Indonesian society, further solidifying the Korean Wave's strong presence in the country¹⁶.

An online survey conducted by the Korean Tourism Organization (KTO) revealed that the most popular Korean Wave content among the international audience is K-Pop, which ranks first in attracting global interest. K-Dramas hold the second position, followed by Korean films in third place. Lastly, other cultural content, such as fashion, cosmetics and beauty, and Korean cuisine, also contribute to the global appeal of the Korean Wave.

Figure 1.4: Most Popular Korean Wave Content



(Source: Korean Tourism Organization (KTO))

The use of social media to access Korean Wave content is driven by individual needs for specific information. This necessity encourages individuals to actively engage with social media platforms to obtain the content they seek.

This perspective aligns with the Uses and Gratifications Theory, proposed by Elihu Katz, Jay G. Blumler, and Michael Gurevitch, which suggests that media users play an active role in selecting and utilizing media based on their personal needs. The reasons for social media usage vary among individuals, but the most common factors include diversion, personal relationship, personal identity, surveillance. Today, social media is widely utilized by individuals to follow and stay updated on the latest popular cultural trends, including the Korean Wave¹⁷.

¹⁶ Lina Amiliya, "Pengaruh Hallyu Wave Terhadap Komunikasi Interpersonal Santri," *Hikmah* 16, no. 1 (July 3, 2022): 55–68, <https://doi.org/10.24952/hik.v16i1.5099>.

¹⁷ Nurudin, (2015) *Pengantar Komunikasi Massa* (Jakarta: PT RajaGrafindo Persada) Ha 192.

The fundamental concept of the Uses and Gratifications Theory is to examine the reasons why audiences use media, which originate from their psychological and social needs. These needs create certain expectations from the media, leading to different media consumption patterns, which in turn result in satisfaction of needs and other consequences¹⁸, this theory suggests that each individual seeks, uses, and responds to media content differently, influenced by various social and psychological factors unique to each person. According to Morissan, individuals are aware of their own needs and actively seek ways to fulfill them through media consumption¹⁹. Thus, humans have autonomy and authority in accessing media. They have the ability to decide how they use media and to determine the impact it will have on themselves. This reinforces the idea that individuals are active media consumers, making conscious choices about their media consumption based on their needs, preferences, and expected outcomes²⁰.

The Uses and Gratifications Theory was later expanded by Philip Palmgreen, who introduced the Expectancy-Value Theory as an extension of the original concept. According to Palmgreen, media audiences are driven by specific motives when using media, aiming to fulfill their needs²¹. In this theory, individuals do not simply use social media based solely on their social and psychological factors. Instead, the Expectancy-Value Theory emphasizes that a person's media usage is driven by their attitude toward the media. This theory suggests that people actively choose and engage with media based on how effective and valuable they perceive it to be in meeting their personal needs and expectations²².

This theory is further supported by a study conducted by Mohammad Luthfi and Ade Bayu Firmansyah, titled *Satisfaction of Mahasantri in Accessing Instagram*. Their research found that students at Universitas Darussalam, Siman Campus, had a high level of motivation in using Instagram, with a usage percentage of 95.66%. The primary motivation for Instagram usage among students was seeking information about global events and current affairs. Additionally, the level of satisfaction in accessing Instagram was also high, with a satisfaction rate of 92.33%. The highest satisfaction factor was the ability to stay informed about events and issues within their local communities. From these findings, it can be concluded that students at Universitas

¹⁸ Denis McQuail, *Teori Komunikasi Massa McQuail Edisi 6 Buku 2* (Jakarta: Salemba Humanika, 2011) Ha 175.

¹⁹ Morissan. (2014). *Teori Komunikasi Individu Hingga Massa* (2nd ed). Jakarta: Kencana,

²⁰ Dr. Humaizi. (2018) *Uses and Gratifications Theory*. USU Press. Medan

²¹ Kriyantono, (2020) *Teknik Praktis Riset Komunikasi* (Jakarta: Kencana Prenada Media Group) Ha 210.

²² Stephen W Littlejohn dan Karen A Foss, (2019) *Teori Komunikasi: Theories of Human Communications 9th Edition* (Jakarta: Salemba Humanika) Ha 426.

Darussalam, Siman Campus, actively use Instagram to fulfill their daily needs for information and social engagement, aligning with the principles of the Expectancy value theory²³.

The Korean Wave (Hallyu) has captivated audiences worldwide for the past two decades and shows no signs of fading. This phenomenon is particularly popular among young generations, who are fascinated by K-Pop, K-Dramas, films, fashion, food, and beauty trends. The satisfaction that mahasantriwati experience in obtaining information about the Korean Wave can lead to a greater dependence on social media. When individuals feel satisfied after using social media, they are more likely to continue using it to fulfill their various needs. However, continuous social media usage can influence user behavior over time. Social media dependency is a characteristic of modern society, where social media functions as an information system that plays a crucial role in maintaining, altering, or even generating conflicts within society, groups, or individuals in their social activities²⁴.

This concept aligns with the Dependency Theory, proposed by Melvin DeFleur and Sandra Rokeach. The theory assumes that the more individuals rely on media to fulfill their needs, the more significant the role of media becomes in their lives, thereby increasing its influence on them. As media dependency increases, the media landscape itself evolves, and its role in society becomes more dominant. The Dependency Theory is built on the assumption that media influence is shaped by the relationship between three key elements the broader social system, the role of media within that system, and the audiences relationship with media²⁵.

Thus, when individuals become highly dependent on media, it leads to certain effects. One of the most prevalent effects today is social media dependency, as the ease of access allows people to use social media anytime and anywhere. As a result, people are constantly engaged with the internet and social media, often prioritizing online interactions over face-to-face communication with those around them. The effects of social media on user behavior generally begin with changes in attitudes, which are influenced by shifts in knowledge and information exposure. Over time, these changes can shape an individual's perceptions, habits, and social interactions, reinforcing greater reliance on social media as a primary source of information and engagement²⁶.

There are three dimensions of effects in social media usage: cognitive, affective, and

²³ Luthfi. M & Firmansyah. Ade B.(2022) *Satisfaction of Mahasantri in Accessing Instagram*. Ponorogo. Jurnal Studi Komunikasi ed 3 Vol 6 Ha 971-988

²⁴ Rafiq, Mohd. (2012) *Depedency Theory (Melvin L. Defleur dan Sandra Ball Rokeach)*. Jurnal Hikmah. Vol 6 No 1 Ha 01-13

²⁵ Rafiq, Mohd. (2012) *Dependency Theory*. Jurnal Hikmah. Vol 6 No 1 Ha 01-13

²⁶ Wiryanto, (2000) *Teori Komunikasi Massa*, Jakarta: Grasindo, Ha 39.

behavioral. Cognitive Effects Involves increased awareness and knowledge acquisition, Affective Effects Related to emotions, feelings, and attitudes, Behavioral Effects –Connected to actions and intentions²⁷.

According to Melvin DeFleur and Sandra Rokeach, the degree of media dependency is key to understanding when and why social media messages can alter an audience's beliefs, emotions, and behaviors. The more individuals rely on social media as a primary source of information, the greater its impact on their thoughts, attitudes, and actions²⁸. According to Melvin DeFleur and Sandra Rokeach, there are two key factors that determine an individual's dependency on social media. First, individuals tend to rely more on media that can simultaneously fulfill multiple needs, rather than on media that only satisfies a few specific needs. This means that people are more likely to use versatile media platforms that provide a combination of information, entertainment, social interaction, and self-expression in one place. Second, social changes and conflicts in society can lead to shifts in institutions, beliefs, and activities, which in turn influence media consumption patterns²⁹.

This theory is further supported by research conducted by Wahyu Ferdiansyah Putra and Poppy Febriana, titled *The Use of the Digital Application Weverse as a New Media for Interaction Between K-Pop Artists/Idols and Their Fans*. Their study examines the role of Weverse as a new media platform in facilitating interaction between K-Pop artists and their fans, as well as the effects of using this digital application. The study is based on the Media Dependency Theory, which explains that the more individuals rely on a particular media platform to fulfill their needs, the more significant that media becomes in their lives. The findings indicate that Weverse serves as an essential source of information, providing users with the latest updates about K-Pop artists and idols. As a result, users perceive Weverse as a highly important platform for meeting their informational needs. This aligns with the assertion of Rokeach & DeFleur, who state that the more accurate and informative a media platform is, the higher the audience's dependency on it becomes. The study further reveals that almost all Weverse users experience the effects of media dependency. These findings highlight how Weverse has become a crucial platform for K-Pop

²⁷ Markus Utomo Sukendar, (2017) *Psikologi Komunikasi: Teori dan Praktek* (Yogyakarta: CV Budi Utama), Ha 68.

²⁸ Krisnawati, Ester. (2016). *Perilaku Konsumsi Media Oleh Kalangan Remaja Dalam Pencarian Informasi*. Jurnal Ilmiah Komunikasi. Vol 5 No 1

²⁹ Stephen W Littlejohn dan Karen A Foss, (2019) *Teori Komunkasi: Theories of Human Communications 9th Edition* (Jakarta: Salemba Humanika) Ha 428.

fans, reinforcing media dependency by continuously providing valuable and engaging content that meets users' needs³⁰.

This study examines the degree of dependency among mahasantriwati in accessing Korean Wave content through social media, using the Dependency Theory as a theoretical framework. The research is based on observations of female students from Universitas Darussalam Gontor, Class C Regular, who frequently engage with Korean Wave content via social media to find the information they seek or need. The widespread engagement of these students with the Korean Wave can be seen in various aspects, such as the use of K-Pop songs in different events, the adoption of Korean vocabulary in daily conversations, the purchase of Korean-related products, including skincare, makeup, merchandise, food, and beverages, frequent consumption of Korean dramas, and Subtle influences on fashion styles, even if not explicitly visible.

Thus, this study aims to analyze the influence of media usage and satisfaction on social media dependency among female students at Universitas Darussalam Gontor, Class C Regular, in accessing Korean Wave content. The research is grounded in the Uses and Gratifications Theory, Expectancy-Value Theory, and Dependency Theory. This study incorporates three key variables media usage, satisfaction, and media dependency. Given these factors, the researcher is interested in conducting this study under the title: “The Influence of Media Usage and Satisfaction on Dependency Among Female Students in Accessing the Korean Wave Through Social Media.”

1.2 Research Questions

Based on the background discussed above, the research questions for this study are formulated as follows:

1. Is there an influence of media usage on the dependency behavior of female students in accessing the Korean Wave through social media?
2. Is there an influence of media satisfaction on the dependency behavior of female students in accessing the Korean Wave through social media?
3. Is there an influence of media usage and satisfaction on the dependency behavior of female students in accessing the Korean Wave through social media?

³⁰ Wahyu Ferdiansyah Putra and Poppy Febriana, “Penggunaan Aplikasi Digital Weverse sebagai New Media Interaksi antara Artis/Idol K-Pop dengan Para Penggemarnya,” *Journal of Education, Humaniora and Social Sciences (JEHSS)* 5, no. 3 (December 20, 2022): 1649–59, <https://doi.org/10.34007/jehss.v5i3.1263>.

1.3 Research Objectives

Based on the research questions outlined above, the objectives of this study are as follows:

1. To examine the influence of media usage and satisfaction on the dependency behavior of female students in accessing the Korean Wave through social media.
2. To examine the influence of media usage and satisfaction on the dependency behavior of female students in accessing the Korean Wave through social media.
3. To examine the influence of media usage and satisfaction on the dependency behavior of female students in accessing the Korean Wave through social media.

1.4 Research Benefits

The expected benefits of this research are as follows:

1. Theoretical Benefits

This study is expected to contribute to the development of communication studies, particularly in relation to the Uses and Gratifications Theory, Expectancy Value Theory, and Dependency Theory.

2. Practical Benefits

- a) This research is expected to provide insights for female students regarding the influence of media usage and satisfaction in accessing the Korean Wave through social media on their dependency behavior. Through these insights, students can become more mindful and responsible in their use of social media, especially when engaging with Korean Wave content.
- b) This study is also expected to contribute to policy development regarding social media usage among female students, particularly in relation to the Korean Wave and other digital cultural phenomena. Universities can use these findings to establish guidelines that encourage students to use social media wisely, considering its psychological and social impact.

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