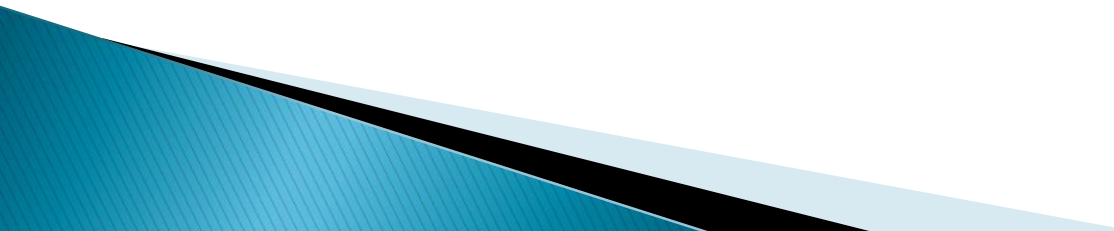# A Study of K-pop Contents Consumption and Diffusion in Indonesia

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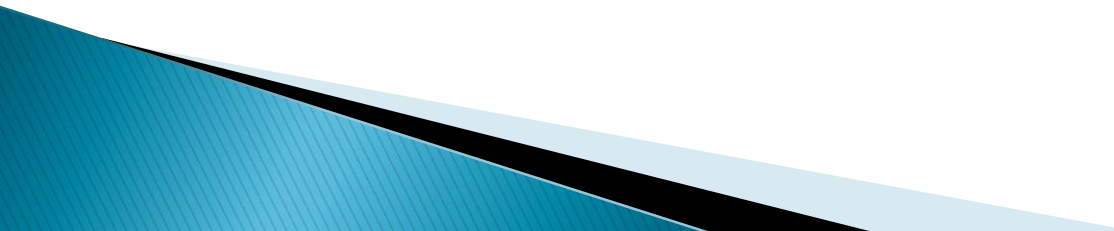
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Research Background

- The appearance of K-pop in Indonesia and its popularity
  - K-pop hits Indonesia in full force in early 2010s (Sutton, 2018)
  - There are various fandoms in Indonesia that supports K-pop Idols since the first emergence of K-pop through K-wave in early 2000s. Indonesian fandoms were not previously exposed to society until K-pop became a trend (Sutton, 2018).
  - K-pop is the first thing that comes to mind of most Indonesians (40.6%) when they heard the country South Korea, followed by K-Drama (15.2%) and K-star (7.4%) (KOFICE, 2020).
  - The increasing popularity of K-pop significantly influenced Indonesian music can be seen from the transformation of indie bands to groups inspired by K-pop Idols (Jung & Shim, 2014; Effendi, 2015)

- K-pop contents and fans' activities in media platforms
  - YouTube, Twitter, and Instagram are the most used digital platforms to share K-pop contents recently (Oh & Park, 2012; Kim et al., 2014, Rinata & Dewi, 2019; Jin & Yoon, 2016).
  - K-pop fans can obtain and access K-pop contents easily because YouTube have some dedicated K-pop channels (Oh & Park, 2012).
  - Twitter's K-pop community has grown rapidly as shown by the emergence of K-pop Idols official accounts and fan pages (Faiza, 2020)
  - K-pop's popularity on Instagram can be easily seen as many K-pop idols joined Instagram and participate actively with fans (Rinata & Dewi, 2019).
  - K-pop fans actively utilize social media platforms to participate in fandom's activities (Irwansyah & Lestari, 2020).

Research Aims

- To discover Indonesian K-pop fans' usage motivations, expectations, and satisfactions to consume and diffuse K-pop contents through media platforms
- To gain a deeper understanding of K-pop consumption and diffusion in Indonesia
- To check if the motivations, expectations, and satisfactions to consume and diffuse K-pop contents through media platforms of Indonesian K-pop fans are similar to media platforms usage in general

Theoretical Background
Uses & Gratifications Theory

▸ This theory is concerned about people's needs, which generate expectation of using the media and lead to the usage of media (Katz, Blumler, & Gurevitch, 1973).

▸ This theory is audience-oriented and takes into account three assumptions in order to apply this theory: (Katz, Blumler, & Gurevitch, 1973; Blumler, 2019)
  1) An active audience
  2) The audience has the right to choose
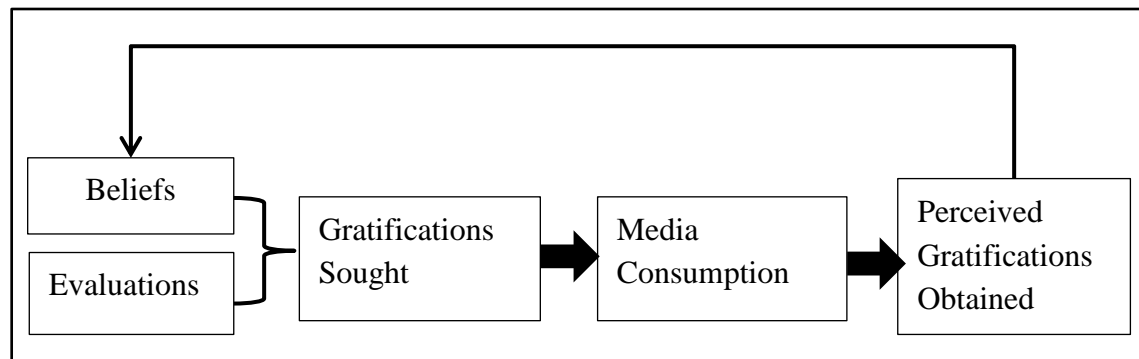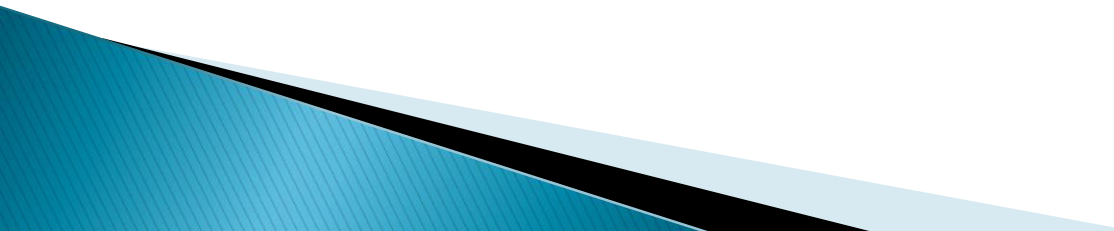 3) The audience must be self-aware of their interest and motives

Figure 1. Uses and Gratifications theory model with GS and GO. Adapted from: Palmgreen, P. (1984). Uses and gratifications: A theoretical perspective. *Annals of the International Communication Association*, *8*(1), 20-55

▸ Gratifications Sought (GS) = Motivations & Expectations
▸ Gratifications Obtained (GO) = Satisfactions

Research Questions

▸ RQ1: What are the motivations of people in Indonesia when using and diffusing K-pop contents through media platforms?

▸ RQ2: What are the expectations that people in Indonesia have when using and diffusing K-pop contents through media platforms?

▸ RQ3: What are the satisfaction of people in Indonesia get after using and diffusing K-pop contents through media platforms?

Research Methodology

Qualitative Research Method

1. In-depth Interview
2. Interview questions are made to answer the RQ; 15 main questions
3. Sample: 10 Indonesian K-pop fans who are actively using Youtube, Twitter, and Instagram
4. The interviews were held from Sept, 28th to Nov, 11th through Zoom video call

Quantitative Research Method

1. The survey will be done in the near future
2. The survey questions are based on previous research and interview results
3. Survey questions:
   - When do you start to listen to K-pop?
   - What makes you like K-pop?
   - Who is your most preferred K-pop Idol?
   - How long have you been a fan of your most preferred K-pop Idol?
   - When do you start to listen to K-pop?
   - What makes you like K-pop?
   - Who is your most preferred K-pop Idol?
   - How long have you been a fan of your most preferred K-pop Idol?

Research Methodology

▸ Survey questions:

- Do you use YouTube, Twitter, and Instagram to obtain and/or diffuse K-pop contents?
- How do you use YouTube, Twitter, and Instagram to obtain and/or diffuse K-pop contents?
- What is your motivation to use YouTube, Twitter, and Instagram to obtain and/or diffuse K-pop contents?
- What do you expect to get by using YouTube, Twitter, and Instagram to obtain and/or diffuse K-pop content?
- Why do you use a specific media platform instead of other media platforms?
- Are you satisfied using YouTube, Twitter, and Instagram?
- What makes you satisfied after using YouTube, Twitter, and Instagram?

▸ Demographic Questions:

◦ What is your gender?
◦ How old are you?
  What is your occupation?

Interviewee Lists

Name	Age	Occupation	Gender	Favourite K-pop Groups	Started to listen to K-pop	Become a Fan since
Interviewee A	25	Civil Servant	F	2NE1	2009	2009
Interviewee B	27	Marketing Executive	F	NCT	2010	2015
Interviewee C	26	Graphic Designer	F	Girlfriend (GFRIEND)	2010	2016
Interviewee D	25	Enterpreneur	F	MonstaX	2013	2018
Interviewee E	26	Production Planner	M	IU	2007	2011
Interviewee F	25	Employee	F	2NE1	2008	2012
Interviewee G	32	Language Teacher	F	TVXQ	2006	2006
Interviewee H	21	Student	F	SNSD	2014	2014
Interviewee I	24	Freelancer	F	Mamamoo	2008	2015
Interviewee J	27	Enterpreneur	F	BTS	2009	2016

Interview Results

The reason why the interviewees like K-pop	The reason why the interviewees prefer K-pop than other music genres
‣ K-pop is very popular ‣ The songs are good ‣ Songs and lyrics' meaning ‣ K-pop artists ‣ Performances	‣ Diversity of K-pop music ‣ Environmental influence ‣ K-pop is unique, different, and catchy ‣ Familiar to it ‣ Understand the language

Interview Results – Usage Motivations

Interview question: What motivates you to use YouTube, Twitter, and Instagram to consume and/or diffuse K-pop contents?

1) To seek information and updates
     Information: MVs, Contents, Streaming links, Voting links, Idols' post update
2) To socialize with other K-pop fans
     Making new friends with other K-pop fans, Fangirling, Hyping K-pop together
3) To get entertainment
     Watching K-pop related videos, Having fun
4) To share information
     How to vote, how to stream, MVs link
5) To follow the trend
6) To follow K-pop idols' official accounts
7) To pass time

"To gain information about the K-pop group that I like, to get entertainment by following fan accounts, and sometimes to get new friends who are senior members in the fandom". – Interviewee D

"To get daily posting, daily updates, look for information and entertainment." – Interviewee E

- The motivations to use media platforms to consume and diffuse K-pop contents to similar to motivations to use media platforms in general found in previous research by Whiting & Williams (2013)

Interview Results – Expectations

Interview question: What do you expect to get by using YouTube, Twitter, and Instagram to consume and/or diffuse K-pop contents?

1) To get fast and many information
2) To get entertained
3) To get noticed by senior fans or the idol themselves
   Spamming replies to posts, uploading fan arts
4) To express their fangirling side
5) To obtain feedbacks
   Number of followers, number of likes and comments
6) To make the idols become popular
   Sharing information about the preferred K-pop idol

"I hope to get more information and feedbacks for the info that we have shared, and I really hope that people noticed the artist" – Interviewee I

"I wished to obtain more information, make new friends, and expressing fangirling side in Twitter." – Interviewee G

- The motivations and expectations are similar -> U&G Theory

Interview Results – Satisfactions

Interview question: What are the satisfaction you gained by using YouTube, Twitter, and Instagram to consume and/or diffuse K-pop contents?

1) All interviewees said they are satisfied
2) The reasons why all interviewees are satisfied:
    1) Expectations are met and/or exceeded
    2) They got contents and information they wanted
    3) They got entertained
    4) The media platforms are comfortable to use
    5) The K-pop community are active

    "There are a lot of video clips in Instagram and it is so convenient and comfortable to use" – Interviewee G

    "I can share anything like funny stuffs, what are the idols are doing, and the others. There are so many things shared in Twitter, you can do whatever you want to do in Twitter and the results are always satisfying." – Interviewee C

- Indonesian K-pop fans keep on using the same media platforms because they are satisfied using them.

Conclusion

▸ These results are preliminary results from in-depth interview only to get the big picture of Indonesian K-pop fans' motivations, expectations, and satisfactions.

▸ Motivations and expectations are similar because expectations are generated from motivations

▸ Based on the interview results, it can already be seen that Indonesian K-pop fans keep on using media platforms to consume and diffuse K-pop contents because they are satisfied with them. Because of these satisfactions they believe that they will expect to get the same or more satisfactions and the cycle continue just like in UGT model explained in the theoretical background.

▸ To further validate these findings, a survey with larger sample size is required.

▸ The survey will be conducted in near future with these interview results as its foundation

▸ The survey is made up of multiple choice questions. The interview results will be used as choices but the answers will not be limited to the interview results because there might be answers outside of it.

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