

THE DEVELOPMENT OF K-POP POPULAR CULTURE ON THE LIFESTYLE OF THE MILLENNIAL GENERATION

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Abstract

Indonesia's growing K-pop music culture plays an important role in the daily lives of the millennial generation. Changes in thinking, behavior and communication are all due to the influence of K-pop music. From fashion, music to films, it invaded Indonesia and was received with great joy especially in the capital city of Jakarta. The life of the millennial generation follows this pop culture trend. If previously society was very westernized, now Korean pop culture is very popular among young people. Korean pop culture is currently moving like Western pop culture before. Korean pop culture includes all patterns of people's daily activities, such as lifestyle, music, films, fashion and food. The influx of K-POP culture has had a negative impact on teenagers, one of which is making Indonesian teenagers forget time and love foreign cultures rather than loving their own culture, increasing people's love of music, creativity, people's interest in learning culture, language and trends from Korea so that things This can broaden the horizons of other countries. Many schools in Indonesia eliminate lessons about regional culture and traditional dances. Apart from that, there are very few television shows that cover regional culture in Indonesia or advertisements that highlight regional culture.

Keywords: K-Pop Popular Culture, Lifestyle, Millennial Generation

INTRODUCTION

With the development of increasingly modern times and increasingly rapid technology, this is accompanied by the development of social media and the internet which makes it easier for us to access various information, communicate, and be able to see and know the outside world without having to visit that country. Rapid technology not only disseminates information quickly, but also facilitates the dissemination of cultures in all parts of the world (Amalia, D., et al, 2023). Currently, the most popular mass media is K-POP culture, as we already know that K-POP culture is increasingly global, generally among teenagers. Various kinds of Korean cultural products have