

# THE INFLUENCE OF KOREAN CULTURE FANATISM ON LIFESTYLE, THROUGH MEDIATION OF SOCIAL MEDIA USE AT CGV FOCAL POINT MEDAN

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## Abstract

The lifestyle of watching Korean films is currently increasingly in demand and even several films starring several K-pop idols from certain boy bands are also in great demand by their fans. Their penchant for Korean culture can form a consumptive lifestyle. This phenomenon is demonstrated by the willingness of fans to pay a sizable amount to rent a studio so they can watch with other fanbase members. The purpose of this study was to find out and analyze the influence of lifestyle on Korean cultural fanaticism through mediating the use of social media at the CGV Focal Point Medan. Researchers use quantitative research methods. The results showed a significant positive influence of Korean cultural fanaticism on the use of social media on CGV Focal Point viewers. There is a significant positive influence on the lifestyle of the CGV Focal Point Medan audience on the use of social media. There is a significant positive influence of Korean culture fanaticism on the lifestyle of CGV Focal Point Medan audience. There is a mediating role in the use of social media in the influence between Korean cultural fanaticism on the lifestyle of the audience at CGV Focal Point Medan.

Keywords: *Korean culture fanaticism, Lifestyle, Use of Social Media.*

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## 1. INTRODUCTION

Currently there are more and more fans of Korean culture, especially K-pop culture. K Pop itself is a branch of the Korean wave (Hallyu). Quoted from Tanjung (2019), Hallyu or Korean wave is a term that refers to the spread of South Korean pop culture globally in various countries in the world, including Indonesia. In Indonesia, this hallyu phenomenon is very popular with many groups, from children to adults. It started in the early 2000s when several Korean dramas were aired on television stations in Indonesia and were very popular with Indonesians. Apart from movies, the spread of the Korean pop lifestyle is also influenced by the large number of K-pop group fans in Indonesia, based on data quoted from celebrities.id there are 5 K-pop groups with the most fans in Indonesia, including, *NCTZen*, Blackpink with its fanbase called Blink, Exo which has a fanbase named EXO-L, followed by a newcomer group, Treasure. The lifestyle of watching Korean films is currently increasingly in demand, and even several films starring several K-pop idols from certain boy bands are also in great demand by their fans. In 2021 when it was still the PPKM (Implementation of Restrictions on Community Activities) period, all cinemas in North Sumatra were still closed until September 2021. So that when the film *The Box*, starring one of the EXO personnel, Park Chan-Yeol could not be shown in Medan according to the date it will be shown in April 2021. When cinemas resumed operations in September 2021, many EXO fans asked for *The Box* to be screened in Medan because there were still many EXO fans who really wanted to see the film.

The habit of watching in the cinema is also one part of the lifestyle that is often carried out by urban people, ranging from children to adults and even the elderly. Such as the data that the

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researchers took from ticket sales data for the CGV Focal Point Medan cinema in December 2022, which this data was obtained from ticket purchases made by viewers who already had members so that the age criteria could be known. As shown in the figure, the highest percentage of viewers aged 20-24 was 24% with 1106 viewers. Second place at the age of 25-29 years is 21% with 992 viewers. So from the data above we can conclude that the lifestyle of watching in the cinema is mostly carried out by young adults and adults.

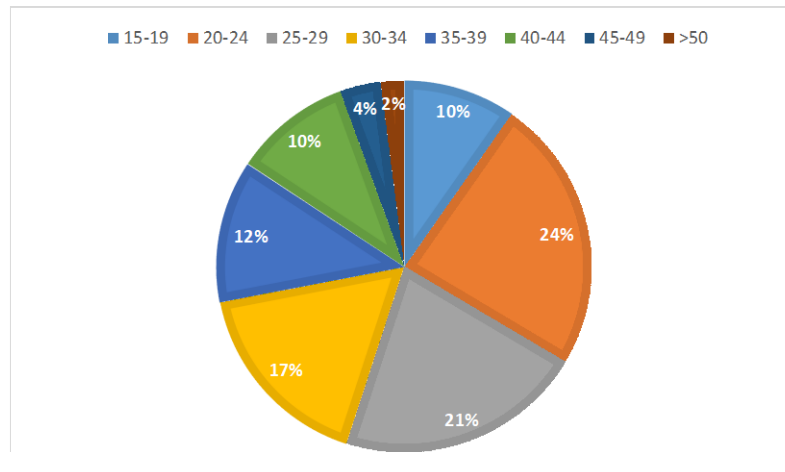


Figure 1. Percentage of CGV Focal Point Audiences Using Members by Age, December 2022

Their passion for Korean culture can form a consumptive lifestyle. According to Angarsari in Putri (2020) a consumptive lifestyle is the act of buying things that are lacking or not taken into account so that they become excessive. Like K-pop fans who are willing to pay more to see their favorite boyband/girlband concerts in theaters, both online and in recorded form. With a price that is quite expensive. Of course this is a negative impact of the lifestyle they have. Due to the large number of K-Pop fans, and the attention of Korean moviegoers in Indonesia, CGV as an entertainment company originating from Korea is also present in Indonesia, including in the city of Medan, which is called CGV Focal Point. CGV also regularly shows Korean films with various types of films and age ratings, which of course these films are quite attractive to the people of Medan. In 2022, CGV Focal Point was recorded as having screened 16 Korean film titles with various types of films. According to Situmorang in Chandra (2022) fanaticism is an expression or action that is done consciously or unconsciously to show affection for an object that is considered the best for him. This can be seen in the behavior of exaggerated happy expressions when listening to songs by their favorite boy band or when seeing their idols appear in movies, usually the fans will scream hysterically, wave their arms, jump for joy, and call out their idol's name, as if the idol they are present before them.

Social media also has a very important role in the spread and adaptation of Korean culture in Indonesia. According to Kaplan and Haelin in Voramontri (2018) User Generated Content (UGC)/user-generated content refers to media content that is publicly available and created by end users. Which content is uploaded by social media users, this content can be related to anything, whether it's about personal matters, work, business, and the worship of something or someone. Fans of K-pop culture or their idols generally often create content related to K-pop culture which certainly attracts the attention of many people. With the comment, like, share, and also live broadcast features, social media users feel closer to their idols. What's more, if their idols are active

enough to upload content to their social media and also greet their fans through the live broadcast feature that the majority of well-known social media already have, such as Tiktok, Instagram, Facebook, and others. And in several other cases fans who are really fanatical about their idols will be willing to defend their idols on social media if someone says something bad about their idol. According to Wishandy (2019) social media is a tool that can be used to see how fanaticism forms fans. Where fans can upload content that shows their empathy for their idols, besides that with social media, of course it makes it easier to spread information and also facilitates communication. So that more and more fandoms are also formed from many boy bands / girl bands from Korea in many cities in Indonesia. According to Baym in Pakpahan (2021) fans will form a fandom or fan association to exchange information or talk about their idol celebrities with other fans. The purpose of this study is to look at Korean cultural fanaticism, lifestyle on lifestyle, the influence of Korean cultural fanaticism on the use of social media and the role of mediating the use of social media in the influence of Korean cultural fanaticism on the lifestyle of the audience at CGV Focal Point Medan

## 2. RESEARCH METHODS

This research uses quantitative methods. According to Azwar (2020) research with a quantitative approach emphasizes its analysis on numerical data (numbers) that are processed using statistical methods. The population in this study is Korean film goers at the CGV Focal Point cinema, so the exact number cannot be determined with this type of audience population. the sample size must be sufficient to describe the population, Rofflin (2021). The sample of this study is part of the population, so the sample of this study has the same characteristics, namely Korean film viewers at CGV Focal Point as many as 150 respondents. This study uses the Structural Equation Modeling (SEM) method. The scale used in this study is the Likert scale. Likert scale, positive questions to measure positive scale, and form negative questions to measure negative scale. Positive questions were given a score of 5,4,3,2,1, while negative questions were given a score of 1,2,3,4,5. The variables used are:

1. Lifestyle variables with three aspects, namely: activities, interests and opinions
2. Korean culture fanaticism variable with four aspects, namely: interest and love, attitude, length of time being K-Poppers and family motivation
3. Social media use variables with four aspects, namely: attention, appreciation, duration and frequency.

The outer model equation model can be written as follows:

$$Y = X_1 + X_2 + e \dots\dots\dots (1)$$

Information:

Y = Lifestyle

X<sub>1</sub> = Fanaticism

X<sub>2</sub> = Use of Social Media

## 3. RESULTS AND DISCUSSION

Sampling data conducted at the CGV Focal Point shows the percentage of the variables age, gender, last education, occupation, and income. Respondents in this study were 32.6% under 21 years of age, and 60.6% over 21 years. Male sex as much as 18%, and female respondents as much as 82%. The last education variable shows that 52.6% have a high school education, 38.6% have a bachelor's degree, the rest have other levels of education. The work variable shows that 48.6% work as employees, 28.6% as students. Income variable with the majority of respondents answering that they have income between Rp.3,650,001 – Rp.5,000,000, - with a total percentage of 54.6%.

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In the structural model analysis, the significance level of the path coefficient is obtained from the t-value and the standardized path coefficient value. The limit for testing the hypothesis is that the t-value of the factor loadings is greater than the critical value ( $\geq 1.96$  or p-value  $< 0.05$ ).

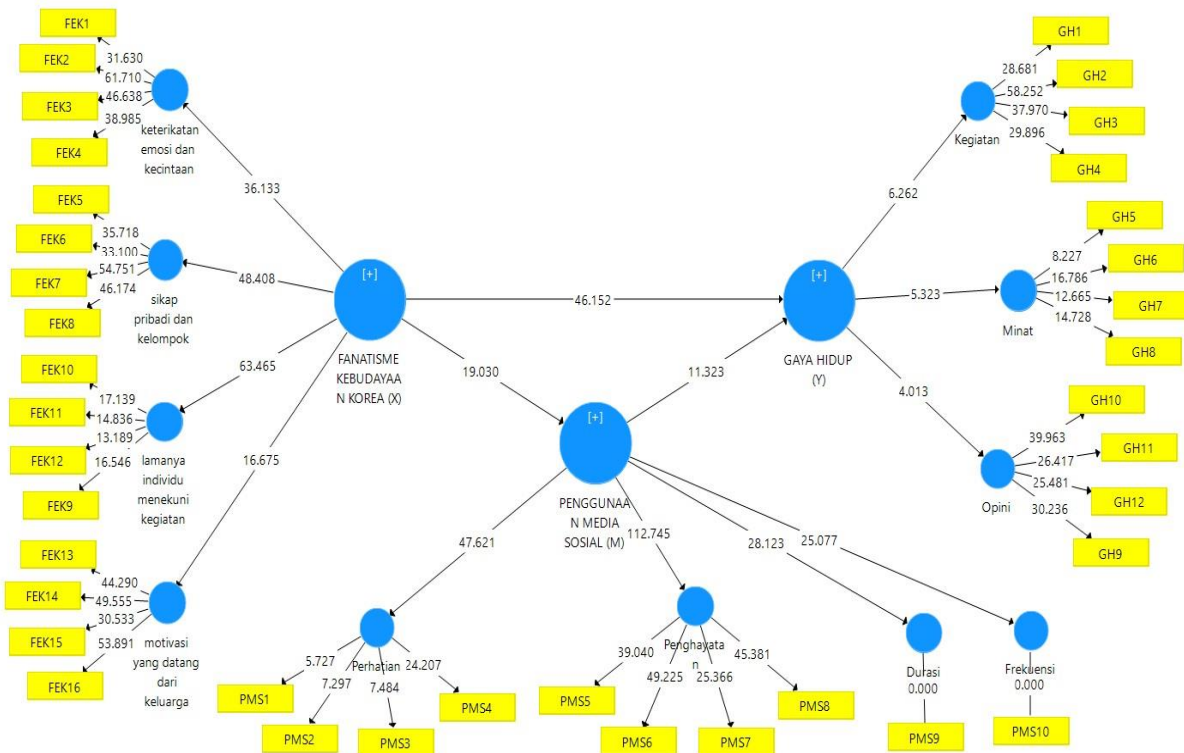


Figure 2.Stage\_1\_Fit Model (PLS\_Bootstrapping)

Table 1.Table of Path Coefficients

Path Coefficients	Original Sample	Sample Means	Standard Deviations	T Statistics	P Values
KOREAN CULTURE FANATISM (X) -> LIFESTYLE (Y)	0.230	0.229	0.027	46,152	0.000
KOREAN CULTURE FANATISM (X) -> SOCIAL MEDIA USE (M)	0.777	0.774	0.041	19,030	0.000
SOCIAL MEDIA USE (M) -> LIFESTYLE (Y)	0.344	0.346	0.030	11,323	0.000

Source: Research Results, 2023 (Processed Data)

Table 2.Table of Specific Indirect Effects

Path Coefficient	Original Sample	Sample Means	Standard Deviations	T Statistics	P Values
KOREAN CULTURE FANATISM (X) -> SOCIAL MEDIA USE (M) -> LIFESTYLE (Y)	0.267	0.268	0.027	9,833	0.000

Source: Research Results, 2023 (Processed Data)

Based on Table 1. Path Coefficient and Table 2. Specific Indirect Effect above, it is possible to tabulate the results of testing the research hypothesis, as follows:

- a. There is an influence of Korean Cultural Fanaticism on the Use of Social Media in Medan's CGV Focal Point audience

The findings in this study are in accordance with the expert opinion, namely Goddard in Eliani (2018) who stated that fanaticism is a belief that makes a person blind so that he is willing to do anything to defend his beliefs. Fanaticism is described as a form of excessive enthusiasm and loyalty. This phenomenon is supported by several previous studies, including Chen (2020) that fanatical habits towards idols are slowly starting to be accepted in popular culture. Slowly this fanatical habit enters the lives of fans and slowly affects their lifestyle. Another study conducted by Jang and Jung (2017) states that Korean wave fans increasingly want to learn about Korean culture in general by deepening their interest in understanding the contents of Korean wave. Korean wave content stimulates fans and their participation in Korean culture, such as food, language and lifestyle.

- b. There is an influence of the use of social media on the lifestyle of the CGV Focal Point Medan audience

The findings of this study are in line with the influence of fanaticism which will certainly make the use of social media higher. Wishandy (2019) in his research stated that social media is a tool that can be used to see the forms of fanaticism of fans. This can be seen through the posts of fans who show their empathy for the feelings that their idol is experiencing. Another research that supports this was conducted by Masrurroh (2020) with the results of the study showing the activity of K-Pop fans on social media (Twitter) where this activity is in accordance with Michelle L McCudden's theory of fan activity namely making meaning, sharing meaning, hunting, collecting, and build knowledge.

- c. There is an influence of Korean Cultural Fanaticism on the Lifestyle of the CGV Focal Point Medan audience

Nowadays it's so easy for individuals to get information through social media so that it can change one's view of something, including lifestyle. For K-Pop fans, they usually use social media to spread information about their idols. This is also used by artists, they often promote songs, films, or things related to them on social media to influence their fans to watch or consume their products. Triananda (2021) in his research stated that the lifestyle changes experienced could occur because the individual was affected by what he saw on social media. Meanwhile, Wong et al (2017) also strengthen this phenomenon with research results which state that social media can influence human behavior.

- d. There is a mediating role in the use of social media in the influence of fanaticism of Korean culture on lifestyle in the CGV Focal Point Medan audience.

Based on the results of data analysis it is known that there is a mediating role in the use of social media in the influence of Korean cultural fanaticism on the lifestyle of the CGV Focal Point Medan audience, with the magnitude of the indirect effect (specific indirect effect) greater than the direct effect (direct effect/original sample). with a coefficient/value of 0.267 (direct effect) > 0.230 (indirect effect). This finding further strengthens the hypothesis that the researchers put forward that the use of social media greatly influences the fanaticism of Korean culture by CGV Focal audiences in Medan so that it can influence the lifestyle of CGV Focal Point Medan audiences.



#### 4. CONCLUSION

Based on the research results, it can be concluded that there is an influence of Korean cultural fanaticism on the use of social media, there is an influence of the use of social media on lifestyle and there is an influence of Korean cultural fanaticism on the lifestyle of CGV Focal Point Medan spectators. Meanwhile, the role of mediating the use of social media in the influence of Korean cultural fanaticism on the lifestyle of the CGV Focal Point Medan audience, with the magnitude of the indirect effect (specific indirect effect) is greater than the direct effect (direct effect).

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