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# **PERSPEKTIF**

## **JURNAL STUDI INTERDISIPLINER**

**Hallyu and Environment**

**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
UNIVERSITAS JAYABAYA  
JAKARTA**

# PERSPEKTIF

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Redaksi Mengundang anda untuk mengirimkan Karya Ilmiah dan Hasil Penelitian yang sesuai dengan visi Jurnal ini. Naskah yang dikirim hendaknya asli, belum pernah dipublikasikan, diketik dengan jenis huruf Times New Roman, ukuran 12, sebanyak 12 – 14 halaman kuarto, spasi tunggal. Naskah dapat ditulis dalam Bahasa Indonesia atau Inggris, meliputi: *Judul, Nama Penulis, Abstrak, Pendahuluan, Metodologi, Hasil Penelitian dan Pembahasan, Kesimpulan, dan Daftar Pustaka* untuk hasil penelitian dan untuk hasil pemikiran ilmiah/kajian teoritik meliputi: *Judul, Nama Penulis, Abstrak, Pendahuluan, Pembahasan, Kesimpulan dan Daftar Pustaka*. Penulisan kutipan dapat menggunakan model *MLA, APA, tradisional dan lain-lain*, yang bila memungkinkan akan diubah menjadi model tradisional end notes. Penulis wajib menyertakan *Bio Data singkat* dan isi tulisan menjadi tanggung jawab penulis serta tidak harus mencerminkan opini redaksi.

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# The Future of Hallyu in Indonesia (Subarno Wijatmadja)

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## THE FUTURE OF KOREAN WAVES (HALLYU) IN INDONESIA

Subarno Wijatmadja

*It is well known that Korean waves (Hallyu) have been spread all over the world, including Indonesia which attract youngsters across the country. Most of private televisions aired Korean drama and performances of any Korean bands were crowded by young people, mostly women. It is an indication of cultural diffusion because the globalization works here. Will these phenomena be continue in the future? This paper suggests that the success of Korean waves can be maintained as long as they are consistent with its blending of western modernity and local identity.*

### 1. Introduction

It is the fact that Korean Waves, or Hallyu in Korean, have spread all over the world from East Asia to America and Europe since the beginning of the 21<sup>st</sup> century. Korean movies and drama, songs, and language have been exported to the rest of the world. This kind of popular culture has been highly appreciated in the world and it has surpassed what Korean diplomats had done for a half of century. Korean waves succeed in promoting Korea and make Korea well known around the world. It was in the beginning of 21<sup>st</sup> century when Japan and Korea were hosts of soccer world cup in 2002 that made Korea famous because of its achievement at the games.

Actually what is called hallyu or Korean Waves do not purely of Korean origin. It is a blended of many cultures, especially European's, American's, and Japan's. The end of World War II was followed by civilian war in Korean peninsula, between north and South Korea. After being backed by American, the nearly defeated South Korea could survive and the two Koreans were ceased fire in 1953 with demilitarization zone of Panmunjom as their border. The establishment of US army in South Korea brought with them US culture, especially its popular culture. This imported culture alongside with those of European's and Japanese's made the unique blended culture of Hallyu. So, Hallyu are popular culture produced in South Korea which consists of movie, music, lifestyle, fashion, and literature.

Although most Indonesian hardly differentiate Hallyu from those of Chinese (Taiwan, Hong Kong) and Japanese in the early period of 2000s, but thank to globalization of technological change, the Hallyu are now well understood. People, mostly youngsters, can differentiate between Korean alphabets (Hangeul) and Chinese Kanji as well as Japanese Kana. Many DVD of Korean movies, song, and performance, mostly pirated, are sold at every street corner in most cities in Indonesia at cheap price so that lower class people can afford to buy them. Consequently, it is not surprisingly that Korean waves highly appreciated among Indonesian.

Korean waves in the last 15 years have surpassed those of Japanese and Chinese Taiwan and Hong Kong in audience share at Indonesia television program both for movies and songs. Beginning with successfully Winter Sonata aired by Indosiar television then