

**THE IMPACT OF KOREAN WAVE TO THE ACCEPTANCE OF KOREAN
CULTURE AND PRODUCT AMONG INDONESIAN**

By

Rahmiati, Lita

THESIS

Submitted to
KDI School of Public Policy and Management
in partial fulfillment of the requirements
for the degree of

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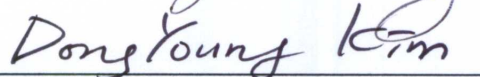
MASTER OF PUBLIC POLICY

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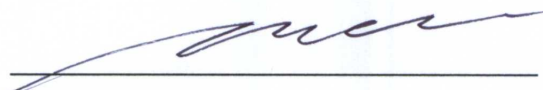
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ABSTRACT

The spreading of Korean wave has given a huge impact to the changing of the world's preferences. This condition also occurs particularly in Indonesia. Many people change their preferences of Korean style since Korean wave came to Indonesia. Therefore, this study aimed to examine the impact of Korean wave to the acceptance and perception of Korean culture, product and Korean wave itself among Indonesian general public. In order to meet the objectives, this study utilized quantitative method to measure the cause and effect relationship between four causes (product and culture awareness, perception on class and level of strength attitude toward acculturation) to the changing attitude and behavior as the outcome from the Korean wave booms. Furthermore, this study also includes people's general feeling and emotions toward Korean wave, which refer to the perception to K-pop/soundtrack and Korean celebrities which also considered to the overall attitude and behavior. Based on those measures, the result showed that in general the four causes and perception to K-pop and Korean celebrities' positively related to overall attitude and actual behavior. However, separately, there is no significant correlation between people who has image of Korean wave with higher social class and level of attitude toward acculturation in overall attitude and behavior

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I. Introduction

The Korean wave shows an extraordinary form of Korean popular culture that introduced through Korean media together with the line of commercial nationalism. Consequently, the regional cultures of Korea become a world trend which is reflected in Korean wave (Lee, 2011). Korean wave or hallyu is one of the forms of the introduction of Korean culture to the international level, started from East Asia in 1990s and lately evolve in the United States, Latin America, the Middle East, and parts of Europe (Ravina, 2002).

This phenomenon also unexpectedly raised and significantly infiltrated in the neighboring Asian countries in the years 2000 through 2002, according to Lee (2011) “the Korean wave moved forward to diverse parts of Asia, including Southeast and Central Asia, and therefore this wave reached an active penetration stage”. The influence of hallyu in the world has become an extraordinary effect to Asian society, it has been terminated the dominance of Hollywood in media market and across national identity among them as they called this Korean cultural tsunami, and this trend is occur to all kind of audiences without exceptions (Kim, Singhal, Hanaki, Dunn, Chitnis, & Han, 2009).

The booming of Korean wave has triggered a new phenomenon of east culture in a personal lifestyle. This phenomenon also occurred in Indonesia. Most of Indonesia people especially female have started favoring Korean artist and singer as a result of influence of *hallyu* through drama and song. At the beginning, *Hallyu* in Indonesia was mostly concentrated on TV dramas, while pop music and movies haven't made any significant presence yet. However, nowadays Korean song (K-Pop) is already widespread among people (Mariani, 2008).

Korean wave gives tremendous effect in the product known and cultural exchanges between different countries. Due to this effect, Korean product and culture has become well-known in Southeast Asia, especially Indonesia. Korean culture and product has been easily infiltrated Indonesian people, even though both countries have different culture. In particular, Indonesia youths give more attention in Korean cultural products and it extends to other things like Korean technology, food, traditional culture and the country itself (Mariani, 2008).

Based on those facts, Korean wave has emerged as a cultural phenomenon that has drawn Indonesian public attention to appreciate South Korea through its pop culture, which embraces many areas ranging from daily life of Korean people to culture and products (Joengmin, 2010). In other words, people are familiar with Korean Brand through *hallyu*. However, Consumers have their own preferences in choosing their favorite, therefore, this paper tried to observe the effect of Korean wave to Indonesian preference of Korean product and culture and another side effect impacting them.

1.1 Objective of the study

The spreading of Korean wave has clearly apparent in various ways, which are pop culture, Korean products, food, and Korean as a nation itself to the world. This circumstance also arises in Indonesia and gives a great impact to people. However, people from different countries have different value orientations that cause variation in preferences of products and brand (Mooij, 2004). Therefore, this study will examine the possibility of any impact of Korean wave to the acceptance of Korean culture and product among Indonesia people which give another indirect effect of the changing of their attitude and behavior.

1.2 Significance of the study

This study was conducted to investigate the attitude and behavior of Indonesia people towards Korean wave (hallyu) that has been spread to all over world. There are many impacts that have been given by Korean wave, especially to people preferences. Therefore, this study aim is try to examine the relationship between Korean wave and Indonesian people preferences. Finding the causes that influences Indonesian people preferences that got impact from Korea is become an important issue for several practitioners; (1) business people, (2) Korean government and (3) Indonesian government. Moreover, there have been no empirical studies about Korean wave which focus on people preferences.

According to that, this study may provide new consumer view for Korean business people about Korean product and culture outside Korea. From the data which collected for this research, business people are expected able to designing and planning effective marketing strategies in order to expand their business and costumer. Beside, for Korean government from analyzing the data, as regulator, is expected able to build synergy cooperation with business people not only for selling their product and culture but also maintains it by develop and preserve it more. Lastly, for Indonesian government is expected from this study is able to learn for improving its image and position in worldwide.

1.3 Research Question

This study attempted to analyze the acceptance of Indonesia people to Korean culture and product through *hallyu*. Therefore, to achieve the purpose of the study, this study will primarily investigate some stimulus such as Korean drama, celebrities, and songs. Particularly, this paper will examine 1) What are the causes that affect to the willingness of Indonesia people to change their behavior, 2) how Korean wave

gives an influence to the product awareness and culture, 3) how is the relationship between perception on class of Korean wave to people's attitude, and 4) how is the relationship between the strength of the people's attitude toward acculturation to the changing of attitude and behavior.

II. Background of Study

2.1 Overview of Korean wave

2.1.1 What is Korean wave?

The Korean wave indicates the development of recognition of South Korean culture in the world, which is called as *hallyu* in Korean language. This terminology was created by Beijing journalists in 1997, as a cause of the increasing Korean entertainment and culture in China (Lee, 2011). The popularity of hallyu was started when the Korean TV drama, *What Is Love All About*, broadcasted on Chinese television, CCTV, and followed by MBC-TV drama, *Jealous*, both of them became the first famous cultural product from South Korea in 1993 (Kim, 2007).

Moreover, Korean wave basically consists of two forms of media, which are television serials and pop music (K-pop) (Ravina, 2002). At the beginning, Korean wave created from popular cultures as a general problem in Korean society, but nowadays it becomes a comprehensive approach and enthusiasm toward Korean cultural system, embracing their culture as a whole. Therefore, Korean wave is now utilized as a symbol of identity of Korean culture in a globalized world and playing an important function in producing new wave and facilitating active interchanges of popular culture among neighboring Asian countries (Kang, 2011).

The Korean wave started with popular music and continued through drama and film. However, above all of those, TV dramas are considered as a leading part in creating a Korean wave. It is reflected from the remarkable growth of exports of Korean drama since 2000 as seen in the table below.

Table II-1. Korean television program export import figures (1995-2006)

(unit: US\$ million)

Year	1995	1997	1999	2001	2003	2005	2006
Export figures	5.5	8.3	12.7	18.9	42.1	102	95
Import figures	42.2	57.2	28.7	20.4	28	43	72

Source: Ministry of Culture, Sports and Tourism (2008)

Table II-2. Korean film export figures (1995-2007)

(unit: US\$ million)

Year	1995	1997	1999	2001	2003	2005	2007
Amount exported	0.20	0.49	5.96	11.24	30.97	75.99	12.28
Number exported	15	36	75	102	164	202	321

Source: Korean Film Council (2008)

Study shows as cited in Kang, 2011 the increasing of Korean dramas recognition in Asia is reflected in the contents of the dramas, advanced technology and the magnetism from the actors and actresses. The plot and contents of dramas are dynamic and fresh, the story has a familiar tone with the daily life. Further, the appealing beauty and attractiveness of the stars, their outstanding personalities, sensational fashion and excellent performance also considered as one factor that led them to become acceptable by people (Kang, 2011).

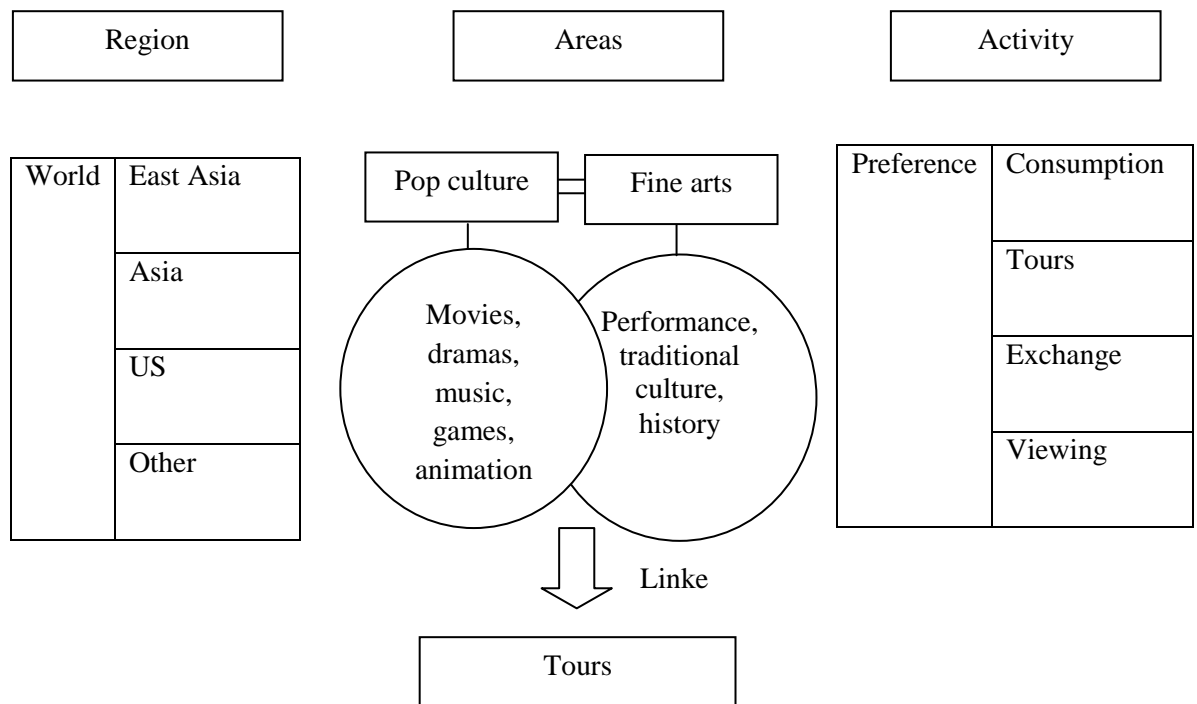
The Korean wave spirit, as cited in Kang 2011, is the spirit of traditional culture which can be said as cultural heritage but fits with modern society and promises its future. Traditional culture has intrinsic meaning where it has a strength to connect the past, present and future in the reality life. Traditional culture represents spiritual complex body that offering the fundamental element to enhance the future establishment of culture; it provides an idea ‘there is a future in tradition’ and this is the strongest motivating power of creation and re-creation of new culture (Kang, 2011). This phenomenon can be seen from the drama ‘*Daejanggum*’ which directly

introduces Korea. This drama start with the concept of food and medicine has the same roots and this can be alien to the west, but it's not in the orient tradition (Kang, 2011).

2.1.2 Scope of Korean wave

The spreading of the Korean wave has manifested itself in various ways. As indicated in the figure II-1, the popularity of Korean wave give another effect Korean product, goods, and the popularity of South Korea as a nation.

Figure II-1. The scope of the Korean wave



Source:Korea Foundation for International Culture Exchange (KOFICE), 2009. Hallyu Forever, Kofice

Korean wave as cited in Mariani (2008) causes the increasing of consumption of Korean goods, products and travelling to South Korea. This phenomenon has drawn the world, especially teenagers to appreciate South Korea popular culture, such as TV drama, music, games, etc. and embracing everything about Korean, including culture, products and people (Mariani, 2008).

The Korean wave becomes a general term that describes the boom of interest in South Korea pop culture and includes the purchasing and viewing of South Korean cultural products, as well as travelling to South Korea (Jeongmin, 2010). This trend is occurring in some countries, like in China and Vietnam, the import of South Korean product such as cosmetics, fashion goods, and electronics. Further, Korean food are sold strongly in Japan, Taiwan and Hong Kong (Jeongmin, 2010). This phenomenon also happens in other region where the wave has reached that area, as well as in Indonesia. However, this condition raises one question whether this trend also arises in Indonesia or not.

2.1.3. Korean wave in Indonesia

Korean wave development in Indonesia has strongly linked with the development of East Asian popular cultures in Indonesia. Following most observers of these cultures in Indonesia, their addresses the Taiwanese television drama Meteor Garden (2002), which marked the beginning of this trend, as well as South Korean television dramas and film in subsequent years that tend to repeatedly star the same actor (Heryanto, 2010). The booming of the Korean wave, according to Merdikaningtyas (2007) is when the public started being familiar with Korean through Korean drama 'endless love' in 2002 and this success was followed by other dramas, which are all about eve, hotelier, full house, princess hours and daejanggeum. However, according to one of Indonesia's TV station public relations officer, this trend was started when TV drama series 'winter sonata in 2002 (Mariani, 2008). Based on all those differences, we can say that spreading of Korean wave in Indonesia has begun since 2002.

Also, the boom of Korean wave is followed by the recognition of Korean cultural product, people and nation. This trend can be seen from Indonesian people start identifying the Korean brand like LG and Samsung (Nugroho, 2005). Nowadays, this identification of Korean brand has dispersed to other things, like cosmetics and food. Also, in DVD or CD shops that usually dominate by Hollywood movie, Bollywood or Japanese movie and dramas, people are able to find Korean dramas or movie easily.

Besides, another result of this phenomenon is an Indonesia people lifestyle start to change following their idol. This began when people start to imitate meteor garden actor and actress hair style until the way they dress (Merdikaningtyas, 2007). This trend continues when the Korean wave reaches Indonesia, Indonesia people initiate follow their Korean idol style by starting to look for Korean clothes, accessory and following their idol hair style. In addition, this trend also gives another effect to education life; people start to study about Korean culture and language. Korean wave as a trend give a huge affect in Indonesia, not only in lifestyle but also in education life and indirectly influence the relationship two countries.

2.2 The Engagement of Indonesian People to Korean wave and Consequent Behavior

Gunter (1988) identified the two most important factors of audience engagement on determining how viewers interpret the television content: (1) how real-life experiences compare to television portrayals and (2) viewers' ability to identify how different plot elements link together to form a coherent story (Kim, Singhal, Hanaki, Dunn, Chitnis, & Han, 2009). Based on this perspective, when people watch television, they are not merely shown as a show but also a communication tool.

Therefore, the audiences indirectly communicate with the television and integrate it into their own culture and give some consequences to their behavior.

There are a lot of studies about it that assessing the audience's interpretation to television and a key concept is the Burkean notion of identification. For example, according to Cheney (1983), audiences identify the character from the drama into their own life, they feel as if they are 'having ideas, attitudes, or intentions similar to those of the appealing character, or acting in a manner similar to the character' (Kim et al., 2009). From this concept, there is a big influence of television to the character building of audiences. This tendency also happens in Indonesia audiences that can be seen from some occurrences as an impact of the spreading of Korean wave in Indonesia.

2.3 Theoretical Foundations

2.3.1 Cultural Globalization and media theories

2.3.1.1. Cultural Imperialism model

This model explains that world system especially in the global economy is controlled by developed countries which are more advanced and the others are sustain as the outsiders in the system with small part of authority over their own life and development. (Tomlinson, 1991). The focus of this theory is the imposition on other countries' belief, value, knowledge, behavioral norms, and style of life (Salwen, 1991).

Nowadays, cultural imperialism is described as media imperialism where artists have more impact on global cultures than others and this phenomenon is forming and reforming cultural values, identities, and perception (Crane et al., 2002).

2.3.1.2 Cultural flow model

Cultural globalization described a world as a whole without clearly center and boundaries among others (Appadurai, 1990). Globalization as an aggregation of cultural flows or networks is less coherent and unitary process than cultural imperialism and one in which cultural influences move in many different directions (Crane et al., 2002). Cultural flow generally occurs in the heterogeneous recipient countries than homogeneous countries and the effect of cultural flows is a result of consisting of media, technology, ideologies and ethnicities (Appadurai, 1990).

2.3.1.3 Reception theory

This theory argues that audiences from every nation respond actively to the entertainment and mass media and interpret it differently even to the same material. Moreover this theory assumed that globalization is not a threat to national or local identities (Crane et al., 2002).

Table II-3. Models of Cultural Globalization

Model	Process of cultural transmissions	Principal actors, sites	Possible consequences
Cultural imperialism, media imperialism	Center-periphery	Global media Conglomerates	Homogenization of culture
Cultural flows/networks	Two way flows	Regional and national conglomerates and corporations	Hybridization of culture
Reception theory	Center-periphery; multi directional	Audiences, publics, cultural entrepreneurs, gatekeepers	Negotiation, resistance

Source: Modified from Crane et al., 2002

2.3.2 Cross Culture Consumer behavior theories

Consumer behavior is viewed as a process that includes the issues that influence the consumer before, during, and after purchase (Mooij, 2004). In this approach, it sees consumer behavior in integrated view of the individual, culture and society. According to American Marketing Association, “the definition of consumer behavior is the dynamic interaction of affect and cognition, behavior and the environment by which human beings conduct exchange aspects of their lives” (Mooij, 2004).

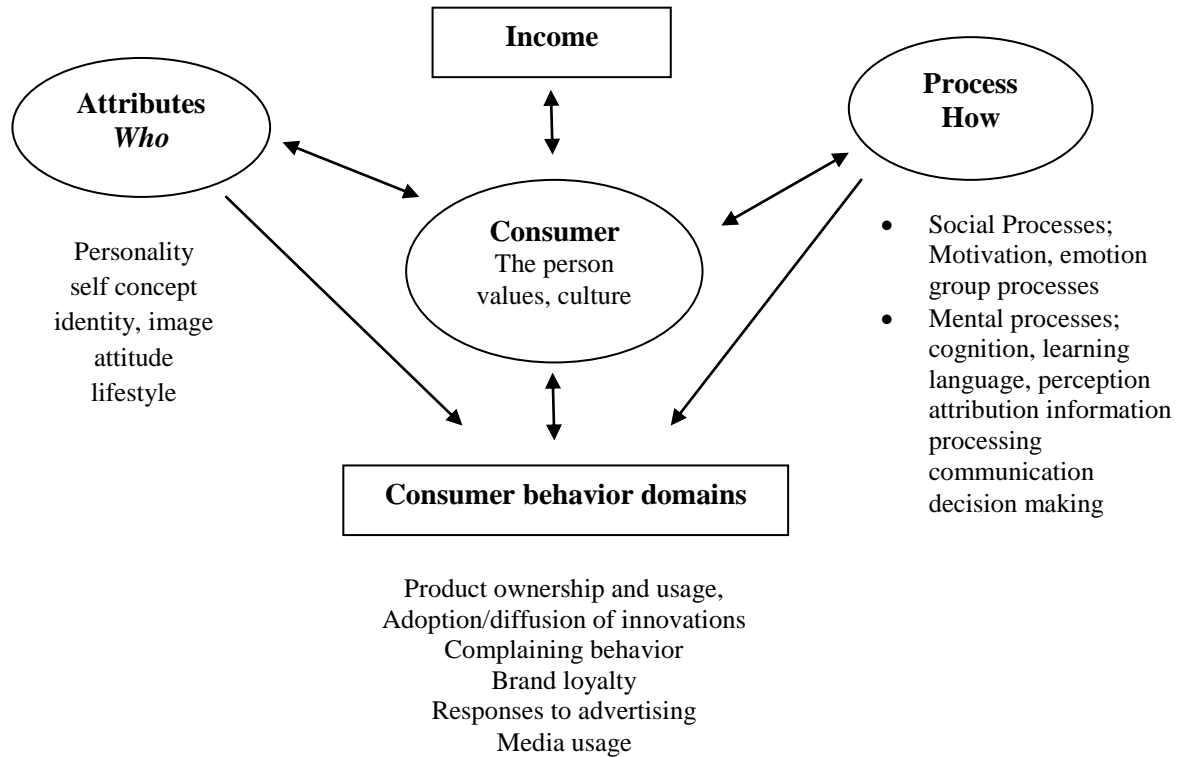
According to Manrai and Manrai (2011), there are four categories of influences on consumer behavior, which are (1) cultural influences, (2) Social components; (3) Personal components; and (4) Psychological components, and the last three terms is consequences of culture. From these, it can be seen that cultural is a largest factor in influencing consumer behavior. The culture itself is divided into two basic elements, which are material (e.g. food, clothes, art, etc) and abstract elements (value, customs, behavior, etc) (Manrai and Manrai, 2011).

The processes of the cross cultural consumer behavior as seen on figure II-2. It explains the structures of the cultural components of the person in terms of consumer attributes and processes, and the cultural components of behavior in consumer behavior domains.

The attributes of the person refer to what people are (who) and the processes refer to what moves people (How). The central question is in what terms people describe themselves, their personality, traits and identity.

Moreover, wealth is influenced by culture and has an interacting with the culture of consumer (Mooij, 2004). Therefore, as seen in the figure, the consumer behavior has an influenced from attributes, the processes and income the consumer

Figure II-2. The Framework of Cross-Cultural Consumer Behavior



Source: Mooij, 2004

2.3.3 Cultivation Theory

Cultivation theory was proposed by George Gerbner to explain the relationship between media and culture, and as the theory developed, its' focus replaced on how the media influence a person's perceptions of his or her own social reality (Ewoldsen, Davies and Ewoldsen, 2004). According to Gerbner, cultivation theory is the third part of his analysis called 'cultural indicators' which examines, first, "institutional process analysis" where investigates the institution that produce the media content; second, "message system analysis" examines structure and pattern in media content, and third, "cultivation analysis" was defined as the 'study of the

relationship between institutional process, message system and public assumption, image and policies (Morgan and Shanahan, 2010).

In other words, cultivation theory focuses on the role of the media in shaping how people perceive their social environment (Ewoldsen et al., 2004). It holds that television has acquired such a central place in daily life that it dominates ‘symbolic environment’ and substitutes its message about reality for personal experience (Mcquail, 2005). In this sense, the culture that people learn is influenced heavily by the culture portrayed on TV, so there is a dynamic between TV and culture in that they can be mutually reinforcing (Ewoldsen et al., 2004).

This view lends support to other studies which argue that television, as a medium exerts the strongest influence on people’s everyday lives (Kim et al., 2009). Moreover, cultivation theorist may argue that television viewing may elicit certain audience behavior, such as purchasing goods on the basis of cues provided in the media text (Meyer, 1989). The other research also supports this, where people who watch more TV and consequently more commercials that promote material products, had higher perceptions of societal materialism than those who watch less TV (Kwak, Zikhan, and Dominick, 2002)

2.3.4 Social Action Theory

This theory was developed by Anderson and Meyer from the idea for direct bearing on how cultivate effects need to be examined (Meyer, 1989). The social action theory provides a theoretical background in considering the relationship between audience perception and behavioral consequences; they see that media audiences participate actively in communication and construct meanings from the content they perceive (Meyer, 1989).

Anderson and Meyer explain that social action theorists have observed how human beings perceive their surroundings through ‘referencing others in ongoing and emerging performance’ (Meyer, 1989). Anderson and Meyer as cited in Kim et al., (2009) also explain how mediated communication can influence the ongoing daily social routines of individuals, including their daily buying behavior. Social action involves an effort to achieve a given goal attained by performing in accordance with the norms that constitute the means and by choosing conformity or nonconformity to the social conditions that prevail in terms of social value (Kim et al., 2009)

2.3.5 Country of Origin (COO) effect

The COO effect suggests that product acceptance on the market is affected by consumers’ attitude towards the country which produces a product (Zhang, 1996), and this acceptance is effect on product evaluations (quality) and the intent to purchase (Elliot and Cameron, 1994). Samiee said, as cited in Elliot and Cameron (1994), COO effect has been broadly defined as “any influence, positive or negative, that the country of manufacture might have on the consumer’s choice processes or subsequent behavior”. As a result, COO plays an important role in international consumer marketing therefore many countries are united to make a strategic alliance and caused their products have multiple country images (Lee and Lee, 2009).

Consumers have different attitudes toward different products manufactured in various countries and most of them are based on their preconceived notions and opinions toward foreign products rather than quality and performance of the product, thus due to differing culture and tastes in every countries, foreign companies adapt and change their international marketing strategies toward the international consumer (Sohail and Sahin, 2010).

Regarding to the exponential growth of e-commerce and cross-border collaboration among businesses, international marketing and advertising researchers have delved into examining various factors that could affect the processing of COO cues, such as brand name, product category involvement, knowledge of a particular country, patriotism, and fit between countries and product categories (Lee and Lee, 2009).

Besides, according to Quinn (2009) “consumer consumption may be a function not only of information about goods but also a function of consumers’ attitudes about foreign cultures”. From example, consumers are more likely to purchase products from one culture because they obtain some positive outlook about foreign culture from the exposures of foreign media and travel (Quinn, 2009). Therefore, the COO effect is relevant to this study as it provides further evidence in consumer opinion about foreign countries impact consumption of product that produced by other countries.

2.3.6 Fishbein Behavioral Intentions model (theory of reasoned action)

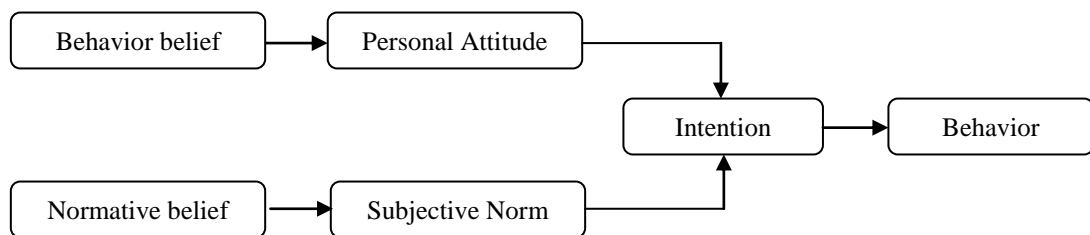
The objective of this theory, according to Ajzen and Fishbein (1980), is to predict and understand one’s behavior, since their assumption is people’s behavior based on the rational motives and systematic use of the information. This theory emphasized that people will consider the implication of their action before they involve to one’s behavior. In this theory, there are four important elements in influencing someone’s behavior, which are beliefs, attitudes, intentions and behaviors. Moreover, there is a principle of compatibility among them, and each of these elements share an significant role to influence performance of behaviors (Ajzen & Fishbein, 1980).

Further, Fishbein hypothesizes that person's behavioral intentions are determined by personal component and a normative or social component. The personal attitude component or attitude toward the act refers to the personal judgment of in performing the behavior, whereas the normative or social component refers to person's perception of the social pressures on behavior (Ajzen & Fishbein, 1980).

Moreover, according to Conner and Sparks as cited in Wang (2005), the theory of reasoned action provides a framework to study attitudes toward behaviors with the ultimate goal being to predict and understand an individual's behavior. Rooted in value expectancy theories, the theory of reasoned action assumes that humans are rational and make decisions for their action by contemplating all the information available to them and possible implications of the action (Wang, 2005). Based on these assumptions, the theory of reasoned action attempts to explain how intention converts into behavior and what specific beliefs, attitudes, and subjective norms influence this transition.

The theory of reasoned action is composed of the following main constructs, which are behavior, Intention, personal attitude and subjective norm (Wang, 2005). These main construct an intention to change the behavior. The other constructs are normative beliefs and salient beliefs, outcome evaluation and motivation to comply. The constructions of the theory of reasoned action can be seen in figure II-3.

Figure II-3. Theory of Reasoned Action



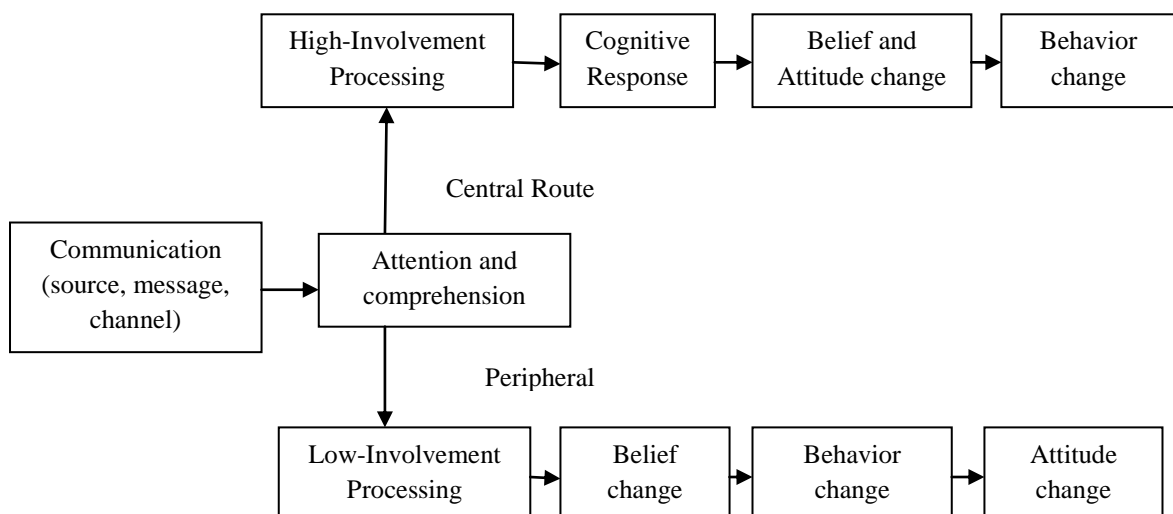
Source: Modified from Ajzen and Fishbein, 1980

2.3.7 The Elaboration Likelihood Model

There are many models for processing the information and impressions in attempting influence or persuasion and one of cognitive processing model in particular that has often applied is Petty and Cacioppo's elaboration likelihood model (ELM) (McQuail, 2005). The ELM is theory of attitude change which provides "general framework for organizing, categorizing, and understanding the basic process underlying the effectiveness of persuasive communications" (Petty and Cacioppo, 1986). It assumes consumer start process information after he received the message from others and reflected on their attitude and behavior (Solomon, 2008).

There are two basic routes of persuasion, which are (1) high involvement conditions; consumer take the central route to persuasion, (2) Low involvement condition, the consumer takes a peripheral route (Solomon, 2008). The difference between both routes is in the consequences of attitude change. In high involvement, the attitude change is more determined resistant and predictive behavior than change that stimulated by low involvement (Petty and Cacioppo, 1986).

Figure II-4. The Elaboration Likelihood Model (ELM) of Persuasion



Source: Solomon, 2008

According to Petty, Cacioppo and Schumann (1983), the difference of High and Low involvement is (1) the central route (high involvement) is depends in the information that provide by the marketers, like through advertisement. More attractive and persuasive the advertisement or information, the positive attitude will result and vice versa. (2) The peripheral route (low involvement), the customer do not think about marketers advertisement; instead more focus on the product itself, like credibility or prestige (Petty et al., 1983).

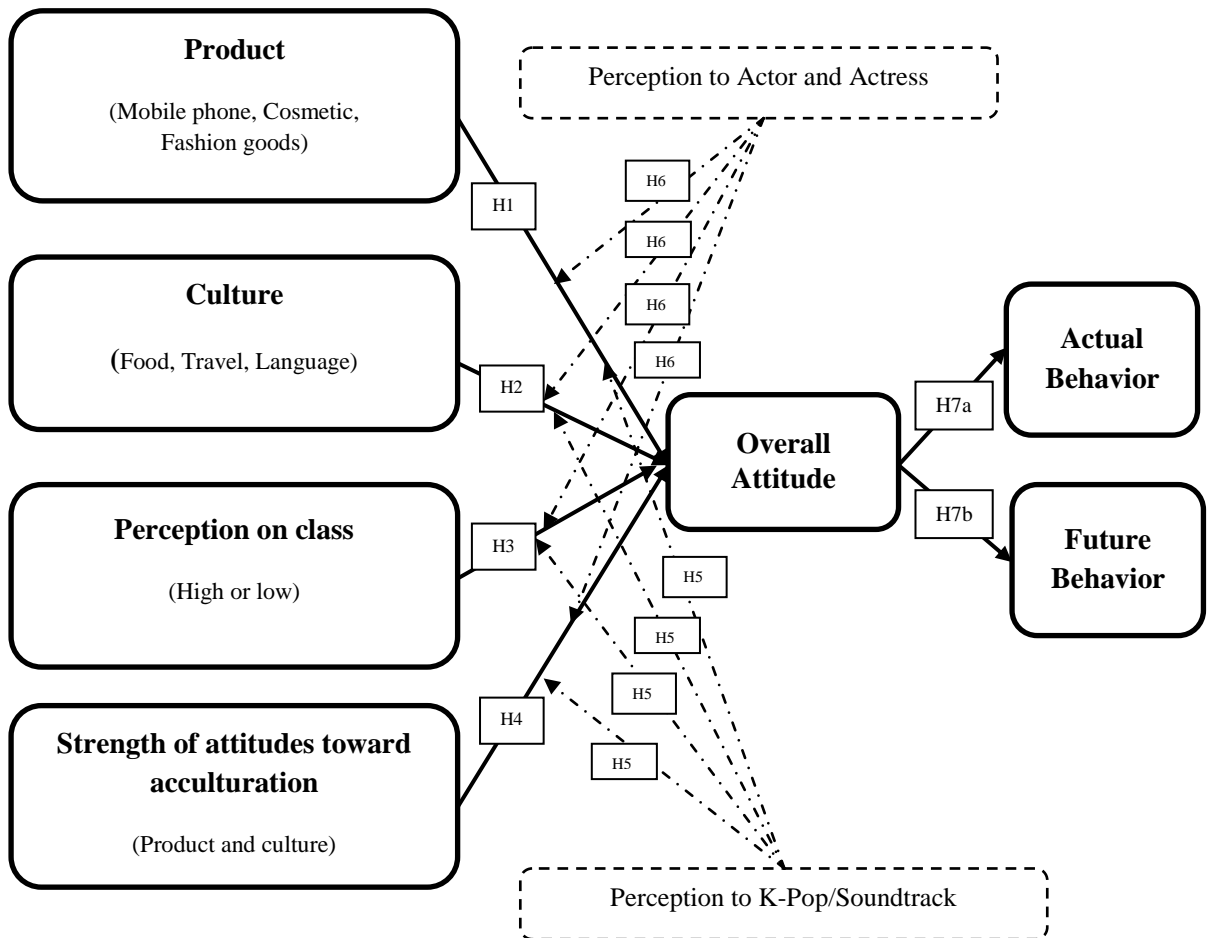
As a conclusion, high involvement need more thoughts related to the ad messages than did low involvement which devoted more cognitive activity to the sources the ad presented. The attitudes of high involvement subject were swayed by powerful arguments, whereas those of low involvement subject were influenced by the ad version using attractive sources (Solomon, 2008). Therefore, using this theory, I would like to see whether Indonesia consumer using high involvement or low involvement in accepting Korean wave.

III. Hypothesis development

The spreading of Korean wave has given a huge effect to the changing of world preferences. This condition also occurs in Indonesia. Many people change their preference of Korean style since Korean wave came to Indonesia. Therefore, this study proposes that Korean wave gives an influence to a person's perception of preference. It will examine people affective, cognitive dimensions and likelihood to the willingness of them in changing their preference as the effect of the Korean wave.

As seen on figure III-1, there are four causes from Korean wave that make people has a willingness to change their behavior. Moreover, as a side effect, they start change their preference to Korean artist and song than other countries.

Figure III-1. The Cause and Effect of Korean Wave among Indonesian People



3.1 The effect of Korean wave to Korean product awareness

Korean wave which ranging from fashion, music, drama to film give an influence to the identifying Korean product, like mobile phone, cosmetic and clothes. People start knowing Korean brand, like Samsung for mobile phone and the face shop for cosmetic, also the fashion of Korean style. Based on the plan, this study hypothesizes:

H1: People perception of product by Korean Wave is positively related to the willingness to purchase products associated with Korea.

Korean wave boom give an impact on the success of Samsung mobile phone image branding in Indonesia, some of the indicators are; (1) local television networks are broadcasting Korean drama, such drama dream high and gained attention in Indonesia successfully. Samsung sponsored by lending Samsung's product to be used in the drama, usually the main actor used Samsung mobile phone. Since people watched the drama so they will see Samsung product as well. Samsung used a Korean artist to endorse its product and as the consequences the fans will look for it and read news about the artist and the product as well; (2) Sponsorship in concert of Korean artist in Indonesia, like KIMCHI concert in Jakarta. Those strategies have given some results; which are the popularity of Korean culture and build the image of Korean products, including Samsung product (Naripan, 2011). As a result, Samsung mobile phone in Indonesia according to Product Marketing Senior Manager HPP Business Department claimed that based on May 2011 data (Indonesia), Samsung market share in android Smartphone market was 78% and in tablet market was 60% (Naripan, 2011).

Korean wave also gives effect to the awareness of Korean cosmetic. People started knowing about it since Korean celebrities have a slick and smooth face, thus many people want to have the same skin like them. As a result, people get familiar with the Korean cosmetic brand and many Korean cosmetic boutiques, like skin food, the face shop and missha are established in Indonesia (Kamil, 2012).

This phenomenon also gave another influence to Indonesia people. They start imitating Korean style, like clothes and accessories. There are many cloth stores that start selling 'Korean style' clothes and people begin wearing it. They started wearing Korean style because Korean style is simple and funky. Therefore, many of them are in favor to imitate Korean style. As Dion, one of students, said 'Korean style is funky and it's not always jeans, we can match Shirt with long or short pants', also he likes wearing Korean style because 'when he wears it, he fell more stylist and trendy and this style develop his confidence' (Rondonuwu, 2011).



Figure III-2. Indonesian in Korean style

3.2 The effect of Korean wave to Korean culture awareness

Beside the awareness to Korean product, Korean wave also offer the development of Korean culture awareness, like Korean food, language and as nation as well. People start searching, know and like Korean food, such as bibimbab, samgyetang, kimchi, etc. Many Korean food events were held and full of visitors, one of visitor said as cited in Nopiyanti, 2011 ‘Korean foods are tasty and simple in preparation’. Also, Cecilia Ros, one of Korean drama fans said ‘from the way they talk, to their food, they are close to Indonesian culture’ (Mariani, 2008). The trend of Korean food was promoted by drama “Jewel in the Palace”, because the main story was about Korean food cooking. When this series was shown in any country, Korean food became more interesting and this influence to the drama fans as well (Amnuaychai, 2006).

Another effect is people start learning Korean language. This trend starts with the development of Korean studies in universities in Indonesia until the opening of the Korean culture center. Many of these fans pursue their liking to Korean by studying Korean language like what Yulia did; she studied Korean language in the Korean embassy in Indonesia, Korean studies in National University and Korean language in the faculty of Humanities at University of Indonesia (Sianipar, 2010). Therefore, peoples' perception will be asked to recognize the relation of Korean wave with the awareness of Korean culture.

H2: The more positively they perceive Korean wave, the more likely they are to learn and know about Korean culture

3.3 The effect of Korean wave to perception of class

There has been a research about the position of Hindi/Bollywood movies and music position in Indonesia society. David contends that this is clearly a case of class bias where middle class Indonesian did not seriously respect Bollywood movies and music (Heryanto, 2010). However East Asian pop culture, such as Meteor Garden Actor from Taiwan achieved high acceptance from people, especially youth. They perceive East Asian pop culture as an alternative expression of modernity and pop culture to those produced in the major centers of entertainment industry in the west and many urban middle class youth indulge in the pleasure of watching East Asian television images and narratives of active characters enjoying a materially comfortable and elegant life style (Heryanto, 2010).

Based on those facts, the focus of the third hypothesis is to measure the class position of Korean wave in Indonesia society based on people perception.

H3: People who have image of Korean wave with higher social class have more willingness to change their attitude

3.4 The strength of attitude toward acculturation to the acceptance of Korean wave

The spreading of Korean wave confers a huge influence in changing attitude and behavior in Indonesian people, however the rate of acceptance of the people are different because acculturation to a new society occurs at different rates and different levels, some accept a new culture relatively quickly whereas others requiring more time (Seo, Phillips, Jang, Kim, 2012).

Generally, acculturation is a social cultural process in which members of one cultural group adopt the beliefs and behaviors of another group (Class, Castro,

Ramirez 2011). According to Lee and Tse (1994), acculturation is a culture exchange that initiated by the conjunction of two or more autonomous systems. It can be induced by environmental or statistical changes due to the collision between two cultures or can be delayed by internal adaptation or the acceptance of heterogeneous traits or forms.

Therefore, the fourth hypothesis will examine the relationship between acculturation and the acceptance of products and culture as an impact of the Korean wave.

H4: People who have higher levels of attitude toward acculturation is more likely to change their attitude

3.5 The effect of Korean pop (K-Pop)/soundtrack, and actor and actress to the overall attitudes

The effect of Korean wave has spread into many aspects and one of them is the growth of Korean song or soundtrack that always embedded in Korean drama or movie. This fact emerges another trend which is the recognition of Korean songs and singer. In Indonesia, this occurrence has become integral to the daily entertainment program. There is a program that usually shows about the development of K-pop and the singer.

Moreover, Korean film and drama are watched daily throughout the regent in big and small screens, in movie houses or privately on television with regular programs or legal or pirated DVDs (Huat, 2010). This fact shows that audiences get familiar with Korean lifestyle, actor and actress. As a consequence, they seek

information about the actor and actress life, try to follow their idol lifestyle and end up with collect merchandise about the idol.

Thus, in this study, the basic focuses of the fifth and sixth hypothesis are to observe the relation of perception on K-pop/soundtrack and the affection to the actor and actress with their overall attitude.

H5a: The perception of product by Korean wave on willingness to change attitude are affected if perception on K-Pop/soundtrack is higher

H5b: The perception of culture by Korean wave on willingness to change attitude are affected if perception on K-Pop/soundtrack is higher

H5c: The perception of the class position of Korean wave on willingness to change attitude are affected if perception on K-Pop/soundtrack is higher

H5d: The level of strength of attitude toward acculturation to Korean wave on willingness to change attitude are affected if perception on K-Pop/soundtrack is higher

H6a: The perception of product by Korean wave on willingness to change attitude are affected if perception on Korean actor and actress is higher

H6b: The perception of culture by Korean wave on willingness to change attitude are affected if perception on Korean actor and actress is higher

H6c: The perception of class position by Korean wave on willingness to change attitude are affected if perception on Korean actor and actress is higher

H6d: The level of strength of attitude toward acculturation to Korean wave on willingness to change attitude are affected if perception on Korean actor and actress is higher

3.6 The effectiveness of overall attitudes on behavior change.

Understanding the changing of behavior that caused by the influence of media, the reviews some of concept that related to behavior and media is needed. According to American Marketing Association, the definition of consumer behavior is the dynamic interaction of affect and cognition, behavior and the environment by which human beings conduct exchange aspects of their lives (Mooij, 2004). Moreover, Cultivation theory explains the relationship between audience perception of media products and their consequent behaviors. Cultivation theory deals with ‘how the mass media affect the individual’s construction of social reality (Kim et al., 2009). Also, the Social action theory provides a theoretical background in considering the relationship between audience perception and behavioral consequences.

Therefore, this paper tries to measure whether there is or not the relationship between audiences perception to their overall attitude and positively give consequences to their behavior now or in the future.

H7a: There is a positive relationship between overall attitude and actual behavior

H7b: There is a positive relationship between overall attitude and future behavior

IV. Methodology

This paper was conducted in order to determine the impact of Korean wave to the acceptance of Korean culture and product among Indonesian people which give another indirect effect to their attitude and behavior. Therefore, in order to achieve the purpose of the study, a survey questionnaire structure in Likert format is designed for selected Indonesian people who have a Korean favored. Data gathered from the survey questionnaire is computed for interpretation and along with the primary data; this study also uses secondary data from articles, journal and literatures to support survey results.

4.1. Data collection

A total of 207 respondents were asked to participate in the survey to verify the Korean wave has an effect to the acceptance of Korean product and culture among Indonesia people. Some criteria of respondent were imposed in order to achieve the significant information, which is the respondents were in average age from 14 years old and were ensured be familiar with Korean wave. However, these respondents were randomly chosen in Jakarta, Indonesia since the focus of this study is residents who live in the big city who easily exposed to external influences.

4.2. Research Design

The study was using quantitative research which has a purpose to estimate the impact of Korean wave to the acceptance of the Indonesian people to Korean culture and product. Quantitative research was using since this approach is the most appropriate to measure social phenomena systematically and assess scientifically (Nardi, 2003). Also, this method is useful especially when a study needs to measure variables and testing hypotheses that are linked to a general causal explanation (Neuman, 2003). Therefore, this study using this method to measure the cause and

effect relationship between four causes (product, culture, perception of class, strength of attitudes toward acculturation) to the changing of attitude and behavior as the outcome from the booming of the Korean wave. Also, this study will measure the relations of perception on K-pop and the affection toward the celebrities with the overall attitude and behavior change.

In order to evaluate the impact of the Korean wave, this study uses a survey questionnaire as the main data gathering with 5 point Likert like scales with 1 was the most negative end while 5 was the most positive. This Likert survey is used since this type is enabled respondents to answer the survey easily. Moreover, an odd number scale was chosen over an even number scale because the existence of a midpoint allowed respondents to express a neutral position when it was the case, rather than forcing them to agree or disagree with the statement (Roxana, 2010)

The questionnaire was divided into 4 sections, which are; a) understanding about Korean wave, b) attitude and behavior toward the Korean wave, c) perception and understanding of Korean drama, song and artist, and d) demographic information. This section has a purpose to test the dependent and independent variables.

Dependent variable

Overall attitude was measured through affective component with 5 point likert. The affective component is the component of attitude that reflects one's general feeling or emotions toward an object (Zikmund, 2010). This was asked to know respondent liking or preference toward Korean product and culture as an effect of the Korean wave. This respondent was assessed their attitudes toward Korean wave by asking their probability in using Korean product and learning Korean culture. As the

consequences, it could be seen that there are a changing of behavior from the attitude toward Korean wave to the acceptance of Korean product and culture.

Behavior was assessed through category scale in 5 point likert scale, in order to determine a respondent likelihood of action or intention to perform some future action (Zikmund, 2010). There are two kinds of behavior that were measured, which are actual and future behavior. Therefore, respondents were asked their opinion after purchasing Korean product or learn Korean culture for assessing actual behavior. Also, they were asked their willingness to purchase Korean product or learn Korean culture in their forthcoming days. The respondents are able to choose from “definitely will not” to “definitely will”.

Independent variable

Korean product and culture awareness was measured using the cognitive component with 5 point Likert scale. The cognitive component is the component of attitude that represents one’s awareness of and knowledge about an object (Zikmund, 2010). Therefore this component was asked to know the respondents' awareness of Korean wave and the effect to their acceptance to Korean product and culture. This component was specified by asking the respondent through what important factor that influenced them in purchasing Korean product and learning Korean culture that specify on 5 point likert scale from “very unimportant” to “very important”.

Perception on class. In this section, it used three questions to measure the perception of youth on Korean wave. The respondent had to answer the following question “ having knowledge about Korea may boost my prestige”, “if I’m using the Korean product, I can be seen as an ‘up to date’ person and “I feel that the Korean products I purchase represent my social status and class” on a 5 point Likert scale,

ranging from strongly disagree to strongly agree. Besides, this perception on class was also measured by asking the respondent on a 5 point scale about social acceptable consideration on their decision making of the purchasing Korean product and learning Korean culture.

Strength of attitudes toward acculturation. Three questions were prepared to assess the strength of attitudes toward acculturation. The respondents were asked their degree of agreement about Korean life and fashion style and the similarity with Indonesian style. This survey also made in 5 point likert scale from strongly disagree to strongly agree. This degree of acceptance of Korean style considered relevant to measure strength of acculturation of youth toward another country's culture.

Perception of K-pop/soundtrack and Korean celebrities was assessed with simple category scale (dichotomous). This scale as cited from Donald R. Cooper and Pamela S. Schindler (2008) offers two mutually exclusive response choices with yes and no question. Respondents have to answer one item of questionnaires based on their understanding and perception about Korean drama, song and artist. Furthermore, the second question was the respondent has to specify their liking to Korean artist by answer “how likely they following Korean artist information regularly” with the 5 point scale from very not regularly to very regularly.

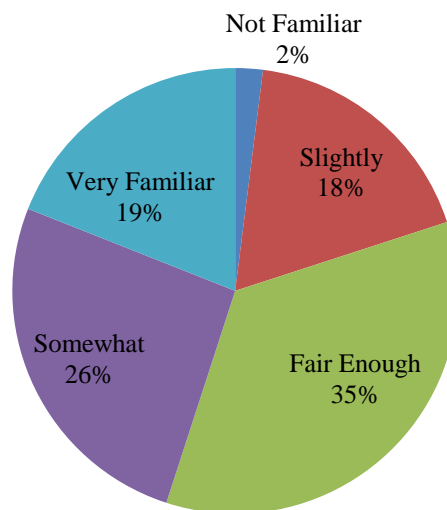
Furthermore, the questionnaire was tested to seven respondents in order to examine the validity of the questionnaire. As the consequences, the questionnaire was revised based on the suggestion from the respondent since they are not only answering the question but also give them advice or correction for improvement and validity. Therefore the irrelevant and vague question was changed and adjusted it to a simpler phrase to ensure understanding.

V. Analysis impact of Korean wave to Indonesian people behavior in Jakarta

5.1 Descriptive statistic

This chapter presents data which had been collected from 207 Indonesian people randomly. They were asked to answer the questionnaire that being used as a tool for investigating Indonesian peoples' attitudes towards the Korean wave. From 207 respondents, 166 returned the questionnaire which result in a response rate of 80% is justified for participants who know about Korean wave. Around 80% respondents are somewhat or more familiar with Korean wave.

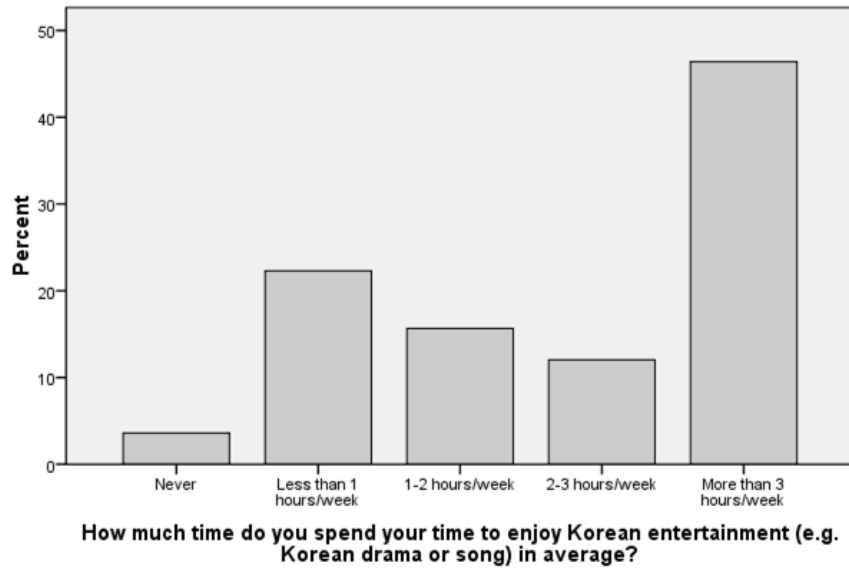
Figure V-1. Familiarity with Korean wave



Also, about 158 respondents had a preference to Korean drama and 156 respondents preferred Korean song. Moreover, viewed from the enthusiasm to Korean wave, around 115 respondents have collections of Korean drama and 112 respondents have collections of Korean songs.

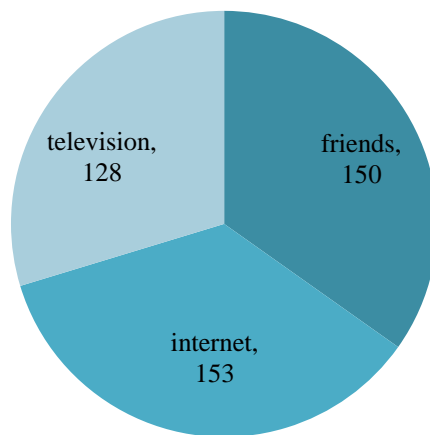
About 46.4% from the entire respondent, they spend more than 3 hours/week in enjoying Korean entertainment (figure V-2).

Figure V-2. Average time for people in enjoying Korean entertainment in one week



Also, the information about the Korean wave mostly they got from friends (150 respondents), internet (153 respondents) and television (128 respondents) (figure V-3).

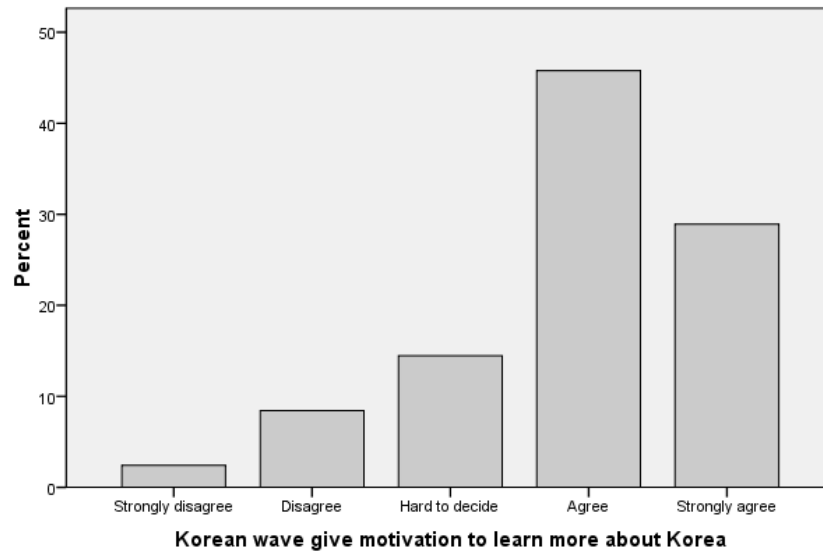
Figure V-3. Mostly sources for getting information about Korean wave



Moreover, Korean wave has one of the reasons people want to learn more about Korea, where 45.8% agree and 28.9% strongly agree that the Korean wave give them

motivation to learn more Korea. The bar chart in figure V-4 illustrates the above mentioned information

Figure V-4. Korean wave as a main reason to learn more about Korea



5.2 Demographics

From 166 respondents, 79% were female and 21% were male. Most of their highest education levels are 1 respondent had graduated from junior high school (0.6%), 73 graduated from Senior high school (44%), 77 had a Bachelor degree (46.4%) and 14 had a Master degree (8.4%). The respondents belong to numerous age groups and approximately 0.6% respondents were in less than 15 age group, 21.1% were in 16 - 20 age group, 45.2% were between 21 - 25, 19.9% were in 26 - 30 age group, 8.4% were between 31 – 35, 2.4% were in 36 – 40 age group, 0.6% were in 41 - 45 age group, 0.6% were in 46 - 50 age group, and 1.2% in more than 50 age group.

Regarding to their occupation, 1.2% of respondents were unemployed, 59% were studied, 31.9% were employee and 6.6% were self employed. Moreover, about allowance and income per month, approximately 21.7% were less than Rp. 500.000 (\$50 USD), 38% were between Rp. 500.001 – 2.000.000 (\$51 – 200), 16.3% were in

Rp. 2.000.001 – 3.500.000 (\$201 – 350), 6.6% were between Rp. 3.500.001 – 5.000.000 (\$351 – 500), 7.2% were in Rp. 5.000.001 – 6.500.000 (\$501 – 600) and 10.2% were more than Rp. 6.500.001 (\$651).

5.3 Assessment of proposed model and Hypothesis

This research is having overall attitude and behavior as dependent variable with four independent variable and two side effect variables. Based on this plan, to test the hypothesis, regression analysis was using two times; first, with examined the correlation between four independent variables with overall attitude. Second, assess the correlation between four independent variables with actual and future behavior. Moreover, two side effect variables were assessed using ancova to see whether it affect or not to the overall attitude. All of this examination was using SPSS.

5.3.1 Regression analysis with overall attitude as dependent variable

The impact of Korean wave to the overall attitude of Indonesia people was examined by using multiple regression analysis with four independent variable and overall attitude as the dependent variable:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where dependent variable (Y) = overall attitude, independent variable (X₁) = product awareness, independent variable (X₂) = culture awareness, independent variable (X₃) = perception on class, independent variable (X₄) = Strength attitude towards acculturation, *a* = Constant, and *b*₁, *b*₂, *b*₃ = coefficients. The model is presented as below.

Table V-1. Regression analysis with the 4 factors and overall attitude

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.609	.212		2.876	.005
	Product	.364	.106	.307	3.420	.001
	Culture	.356	.086	.327	4.133	.000
	Class	.081	.079	.091	1.027	.306
	Acculturation	.127	.094	.121	1.353	.178

a. Dependent Variable: Attitude

From the table V-1, we can see dependent variable has a constant value is 0.609 and its mean the average value for overall attitude is 0.609. Also, from the coefficients of independent variables can be seen that all of them has positive value by showing a same correlation with the dependent variable.

Moreover, to test whether there is significant or not the relation between four independent variable and overall attitude can be seen using f test by using 5% level of significance. Where the null and alternate hypothesis are:

H₀: There is no significant correlation between four independent variable and overall attitudes

H₁: there is a significant correlation between four independent variable and overall attitudes

Table V-2. Regression analysis with the 4 dependent variable and overall attitudes

ANOVA^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.959	4	19.240	55.176	.000^a
	Residual	56.141	161	.349		
	Total	133.100	165			

a. Predictors: (Constant), Acculturation, Culture, Class, Product

b. Dependent Variable: Attitude

From the SPSS table above, it can be seen that the computed value of F is 55.176. However, it still needs the critical value of F from the F table. By using 0.05 significance level with 4 degrees of freedom in the numerator and 161 degrees of freedom in the denominator, the critical value of F is 2,428.

The rule is: do not reject the null hypothesis if the computed value of F is less than or equal to 2,428 and if the computed value is greater than 2,428, reject the H_0 and accept H_1 . From here, it can be seen that the null hypothesis is rejected because the computed value is greater than 2.428. This means **the alternate hypothesis is accepted** where there is a significant correlation between product awareness, culture awareness, perception on class and attitude to acculturation with the overall attitude of Indonesian people.

5.3.1.1. Product awareness

Regression analysis with t test was conducted to examine whether public perception of product by Korean wave is positively or negatively related to the willingness to purchase products associated with Korea. As seen on table V-3, the results found that t value 3.420

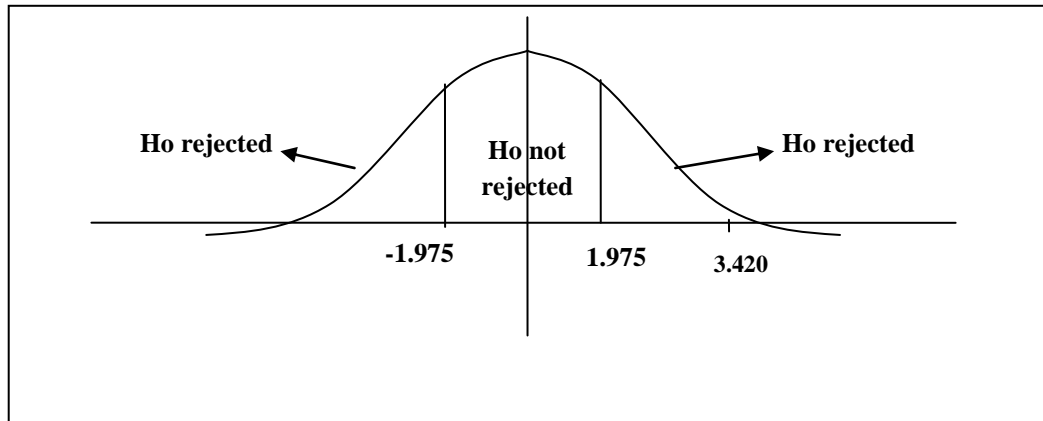
Table V-3. Regression analysis of product awareness and overall attitude

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.609	.212		2.876	.005
	Product	.364	.106	.307	3.420	.001
	Culture	.356	.086	.327	4.133	.000
	Class	.081	.079	.091	1.027	.306
	Acculturation	.127	.094	.121	1.353	.178

a. Dependent Variable: Attitude

Using 0.05 level of significance and the degrees of freedom = $166 - 2 = 164$, from the t table, it was found the t value is ± 1.975 .

Figure V-5. Hypothesis test at .05 significance level and 164 df on product awareness as Independent variable



From the figure above, it can be seen that t value is 3.420 (table V-3) which means **the alternate hypothesis is accepted** where peoples' perception of product by Korean wave is positively related to the willingness to purchase products associated with Korea

5.3.1.2 Culture awareness

Regression analysis with t test was conducted to analyze the alternate hypothesis is rejected or accepted. The alternate hypothesis is the more positively they perceive Korean wave, the more likely they are to learn and know about Korean culture. As seen on table V-4, the results found that t value 4.133.

Table V-4. Regression analysis of culture awareness and overall attitude

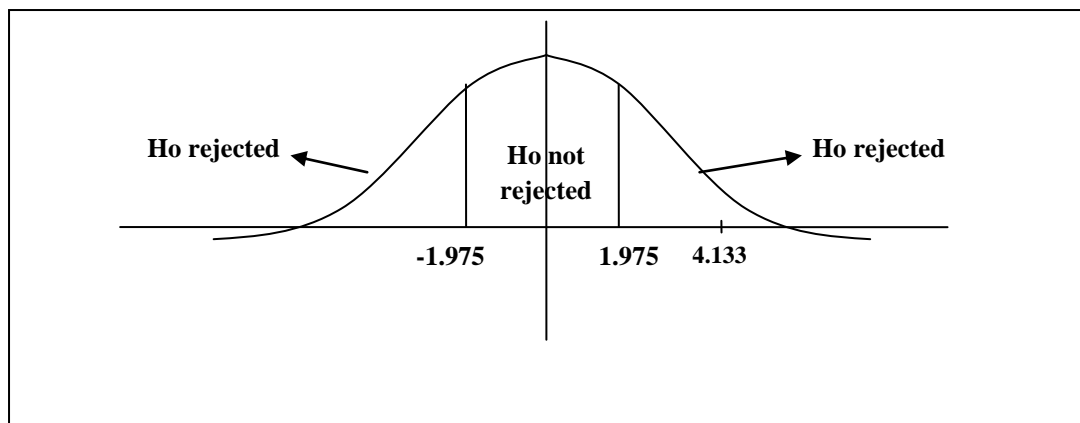
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.609	.212		2.876	.005
	Product	.364	.106	.307	3.420	.001
	Culture	.356	.086	.327	4.133	.000
	Class	.081	.079	.091	1.027	.306
	Acculturation	.127	.094	.121	1.353	.178

a. Dependent Variable: Attitude

Using 0.05 level of significance and the degrees of freedom = $166 - 2 = 164$, from the t table, it was found the t value is ± 1.975 .

Figure V-6. Hypothesis test at .05 significance level and 164 df on culture awareness as Independent variable



From the figure above, it can be seen that t value is 4.133 (table V-4) which means **the alternate hypothesis is accepted** where more people perceive the Korean wave positively, they more likely to learn and know about Korean culture.

5.3.1.3 Perception on class

Regression analysis with t test was conducted to assess whether people perceive the Korean wave higher or lower and it's correlation with their willingness to change their attitude. By using SPSS, the results found that t value 1.027 (table V-5)

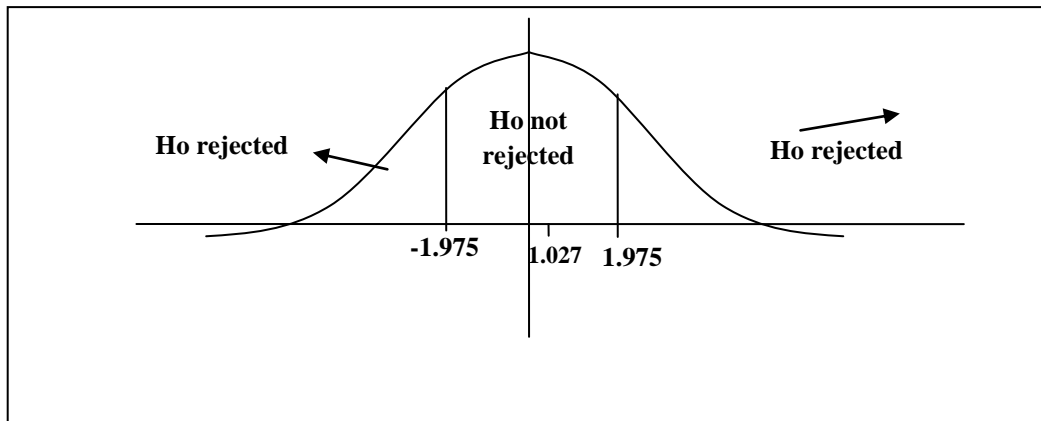
Table V-5. Regression analysis of perception on class and overall attitude

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.609	.212		2.876	.005
	Product	.364	.106	.307	3.420	.001
	Culture	.356	.086	.327	4.133	.000
	Class	.081	.079	.091	1.027	.306
	Acculturation	.127	.094	.121	1.353	.178

a. Dependent Variable: Attitude

Using 0.05 level of significance and the degrees of freedom = $166 - 2 = 164$, from the t table, it was found the t value is ± 1.975 .

Figure V-7. Hypothesis test at .05 significance level and 164 df on perception on class as Independent variable



From the figure above, it can be seen that t value is 1.027 (table V-5) which means **the alternate hypothesis is rejected** where there is no correlation between people who has image of Korean wave with higher social class and change their attitude

5.3.1.4 Strength of Attitudes toward acculturation

Regression analysis with t test was conducted to assess whether people who has a higher level of attitude toward acculturation is more likely to change their attitude.. By using SPSS, the results found that t value 1.353 (table V-6).

Table V-6. Regression analysis of Strength of Attitude toward acculturation and overall attitude

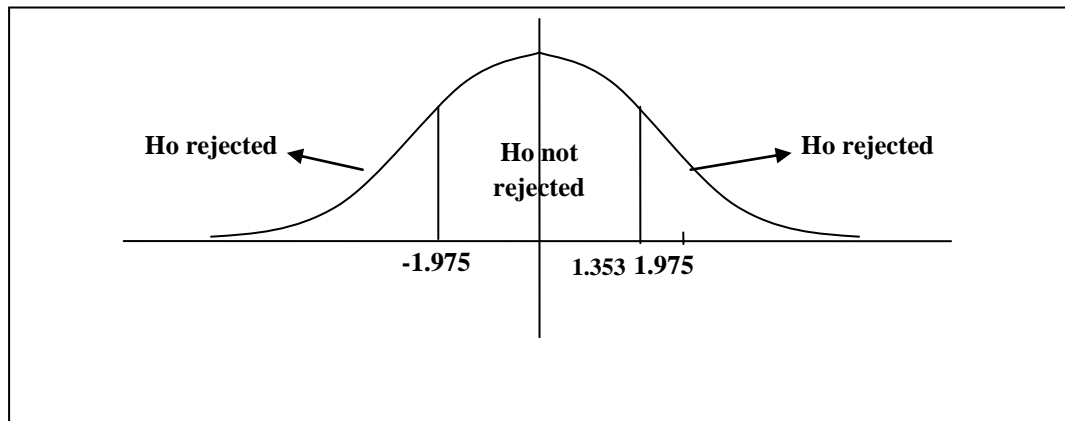
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.609	.212		2.876	.005
	Product	.364	.106	.307	3.420	.001
	Culture	.356	.086	.327	4.133	.000
	Class	.081	.079	.091	1.027	.306
	Acculturation	.127	.094	.121	1.353	.178

a. Dependent Variable: Attitude

Using 0.05 level of significance and the degrees of freedom = $166 - 2 = 164$, from the t table, it was found the t value is ± 1.975 .

Figure V-8. Hypothesis test at .05 significance level and 164 df on level strength attitude toward acculturation as Independent variable



From the figure above, it can be seen that t value is 1.353 (table V-6) which means that **the alternate hypothesis is rejected** where there is no correlation between people who has a higher level of attitude toward acculturation and change their attitude.

5.3.2 Regression analysis with behavior as dependent variable

The impact of Korean wave to the behavior of Indonesia people was examined by using multiple regression analysis. Multiple regression analysis was used twice with two different dependent variables, which are actual behavior (Y_1) and future

behavior (Y_2), and the independent variable is product awareness (X_1), culture awareness (X_2), perception on class (X_3) and strength attitude towards acculturation (X_4).

5.3.2.1 Actual behavior

$$Y_1 = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where dependent variable (Y_1) = actual behavior, independent variable (X_1) = product awareness, independent variable (X_2) = culture awareness, independent variable (X_3) = perception on class, independent variable (X_4) = Strength attitude towards acculturation, a = Constant, and b_1, b_2, b_3 = coefficients.

Moreover, to test whether there is significant or not the relation between four independent variable and actual behavior can be seen using f test by using 5% level of significance. Where the null and alternate hypothesis are:

H₀: There is no positive relationship between four independent variable and actual behaviors

H₁: there is a positive relationship between four independent variable and actual behaviors

Table V-7. Regression analysis with the 4 factors and Actual Behavior

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.887	4	30.472	21.274	.000^a
	Residual	230.612	161	1.432		
	Total	352.499	165			

a. Predictors: (Constant), Acculturation, Culture, Class, Product

b. Dependent Variable: Behavior Actual

From the SPSS table above, it can be seen that the computed value of F is 21.274. However, it still needs the critical value of F from the F table. By using 0.05

significance level with 4 degrees of freedom in the numerator and 161 degrees of freedom in the denominator, the critical value of F is 2,428.

The rule is: do not reject the null hypothesis if the computed value of F is less than or equal to 2,428 and if the computed value is greater than 2,428, reject the H_0 and accept H_1 . From here, it can be seen that the null hypothesis is rejected because its the computed value is greater than 2.428. Also, the result showed p value < .05, which is .000. This means **the alternate hypothesis is accepted** where there is a positive relationship between product awareness, culture awareness, perception on class and attitude to acculturation with the actual behavior of Indonesian people.

5.3.2.2 Future behavior

$$Y_2 = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where dependent variable (Y_2) = future behavior, independent variable (X_1) = product awareness, independent variable (X_2) = culture awareness, independent variable (X_3) = perception on class, independent variable (X_4) = Strength attitude towards acculturation, a = Constant, and b_1, b_2, b_3 = coefficients.

Moreover, to test whether there is significant or not the relation between four independent variable and actual behavior can be seen using f test by using 5% level of significance. Where the null and alternate hypothesis are:

Ho: There is no positive relationship between four independent variable and future behaviors

H₁: there is a positive relationship between four independent variable and future behaviors

Table V-8. Regression analysis with the 4 factors and Future Behavior

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.541	4	5.135	2.081	.086^a
	Residual	397.199	161	2.467		
	Total	417.740	165			

a. Predictors: (Constant), Acculturation, Culture, Class, Product

b. Dependent Variable: Behavior Future

From the SPSS table above, it can be seen that the computed value of F is 2.081. However, it still needs the critical value of F from the F table. By using 0.05 significance level with 4 degrees of freedom in the numerator and 161 degrees of freedom in the denominator, the critical value of F is 2,428.

The rule is: do not reject the null hypothesis if the computed value of F is less than or equal to 2,428 and if the computed value is greater than 2,428, reject the H_0 and accept H_1 . From here, it can be seen that the null hypothesis is accepted because the computed value is less than 2.428. Also, the result showed p value $> .05$, which is .086. This means **the alternate hypothesis is rejected** where there is a no positive relationship between product awareness, culture awareness, perception on class and attitude to acculturation with the future behavior of Indonesian people.

5.3.3 Assessment of Respondents perception to Korean celebrities and K-Pop

a) Hypothesis Testing of H5a

Hypothesis 5a was tested by ancova and based on the p value from factor analysis of perception on K-pop/soundtrack toward the perception of product by Korean wave on willingness to change attitude. The perception of product can be seen on variable X1 and the result is $p = .001$, $r\text{-square} = .579$ for the effects of perception on K-pop/soundtrack toward the perception of product by Korean wave on willingness to change the attitude (table V-9). Moreover, the result showed $p < .05$,

thus **hypothesis H5a was accepted**, where the perception of product by Korean wave on willingness to change attitude are affected if perception on K-pop/soundtrack is higher.

Table V-9. ANCOVA in estimates the effects of perception on K-pop/soundtrack toward perception on product by Korean wave on overall attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	77.049 ^a	5	15.410	43.988	.000	.579
Intercept	2.962	1	2.962	8.454	.004	.050
X1	4.013	1	4.013	11.454	.001	.067
X2	5.984	1	5.984	17.082	.000	.096
X3	.322	1	.322	.920	.339	.006
X4	.622	1	.622	1.774	.185	.011
H5A	.090	1	.090	.256	.613	.002
Error	56.051	160	.350			
Total	2206.343	166				
Corrected Total	133.100	165				

a. R Squared = .579 (Adjusted R Squared = .566)

b) Hypothesis Testing of H5b

Hypothesis 5b was tested by ancova and based on the p value from factor analysis of perception on K-pop/soundtrack toward the perception of culture by Korean wave on willingness to change attitude. The perception of culture can be seen on variable X2 and the result is $p = .000$, $r\text{-square} = .582$ for the effects of perception on K-pop/soundtrack toward the perception of product by Korean wave on willingness to change the attitude (table V-10). Moreover, the result showed $p < .05$, thus **hypothesis H5b was accepted**, where the perception of culture by Korean wave on willingness to change attitude are affected if perception on K-pop/soundtrack is higher.

Table V-10. ANCOVA in estimates the effects of perception on K-pop/soundtrack toward perception on culture by Korean wave on overall attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	77.408 ^a	5	15.482	44.478	.000	.582
Intercept	3.150	1	3.150	9.050	.003	.054
X1	3.896	1	3.896	11.192	.001	.065
X2	4.743	1	4.743	13.627	.000	.078
X3	.342	1	.342	.983	.323	.006
X4	.679	1	.679	1.951	.164	.012
H5B	.449	1	.449	1.290	.258	.008
Error	55.692	160	.348			
Total	2206.343	166				
Corrected Total	133.100	165				

a. R Squared = .582 (Adjusted R Squared = .569)

c) Hypothesis Testing of H5c

Hypothesis 5c was tested by ancova and based on the p value from factor analysis of perception on K-pop/soundtrack toward the perception of the class position to Korean wave on willingness to change attitude. The perception of culture can be seen on variable X3 and the result is $p = .122$, $r\text{-square} = .599$ for the effects of perception on K-pop/soundtrack toward the perception of class position to Korean wave on willingness to change the attitude (table V-11). Moreover, the result showed $p > .05$, thus **hypothesis H5c was rejected**, where there is no significant correlation between perception of class position to Korean wave on willingness to change attitude and perception on K-pop/soundtrack.

Table V-11. ANCOVA in estimates the effects of perception on K-pop/soundtrack toward perception on class position to Korean wave on overall attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	79.780 ^a	5	15.956	47.879	.000	.599
Intercept	2.403	1	2.403	7.212	.008	.043
X1	3.192	1	3.192	9.579	.002	.056
X2	4.895	1	4.895	14.688	.000	.084
X3	.805	1	.805	2.417	.122	.015
X4	.389	1	.389	1.167	.282	.007
H5C	2.820	1	2.820	8.464	.004	.050
Error	53.320	160	.333			
Total	2206.343	166				
Corrected Total	133.100	165				

a. R Squared = .599 (Adjusted R Squared = .587)

d) Hypothesis Testing of H5d

Hypothesis 5d was tested by ancova and based on the p value from factor analysis of perception on K-pop/soundtrack toward the level of strength of attitude toward acculturation to Korean wave on willingness to change attitude. The perception of culture can be seen on variable X4 and the result is $p = .197$, r -square = .589 for the effects of perception on K-pop/soundtrack toward the level of strength of attitude toward acculturation to Korean wave on willingness to change the attitude (table V-12). Moreover, the result showed $p > .05$, thus **hypothesis H5d was rejected**, where there is no significant correlation between the level of strength of attitude toward acculturation to Korean wave on willingness to change attitude and perception on K-pop/soundtrack.

Table V-12. ANCOVA in estimates the effects of perception on K-pop/soundtrack to level of strength of attitude toward acculturation to Korean wave on overall attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	78.329 ^a	5	15.666	45.764	.000	.589
Intercept	3.266	1	3.266	9.542	.002	.056
X1	3.747	1	3.747	10.947	.001	.064
X2	4.848	1	4.848	14.161	.000	.081
X3	.423	1	.423	1.235	.268	.008
X4	.576	1	.576	1.682	.197	.010
H5D	1.370	1	1.370	4.003	.047	.024
Error	54.771	160	.342			
Total	2206.343	166				
Corrected Total	133.100	165				

a. R Squared = .589 (Adjusted R Squared = .576)

e) Hypothesis Testing of H6a

Hypothesis 6a was tested by ancova and based on the p value from factor analysis of perception on Korean actor and actress toward the perception of product by Korean wave on willingness to change attitude. The perception of product can be seen on variable X1 and the result is $p = .000$, $r\text{-square} = .584$ for the effects of perception Korean actor and actress toward the perception of product by Korean wave on willingness to change the attitude (table V-13). Moreover, the result showed $p < .05$, thus **hypothesis H6a was accepted**, where the perception of product by Korean wave on willingness to change attitude are affected if perception on Korean actor and actress is higher.

Table V-13. ANCOVA in estimates the effects of perception on Korean actor and actress toward perception on product by Korean wave on overall attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	77.706 ^a	5	15.541	44.889	.000	.584
Intercept	3.272	1	3.272	9.452	.002	.056
X1	4.419	1	4.419	12.762	.000	.074
X2	4.125	1	4.125	11.914	.001	.069
X3	.426	1	.426	1.231	.269	.008
X4	.507	1	.507	1.465	.228	.009
H5E	.747	1	.747	2.157	.144	.013
Error	55.394	160	.346			
Total	2206.343	166				
Corrected Total	133.100	165				

a. R Squared = .584 (Adjusted R Squared = .571)

f) Hypothesis Testing of H6b

Hypothesis 6b was tested by ancova and based on the p value from factor analysis of perception on Korean actor and actress toward the perception of culture by Korean wave on willingness to change attitude. The perception of culture can be seen on variable X2 and the result is $p = .000$, $r\text{-square} = .580$ for the effects of perception on Korean actor and actress toward the perception of product by Korean wave on willingness to change the attitude (table V-14). Moreover, the result showed $p < .05$, thus **hypothesis H6b was accepted**, where the perception of culture by Korean wave on willingness to change attitude are affected if perception on Korean actor and actress is higher.

Table V-14. ANCOVA in estimates the effects of perception on Korean actor and actress toward perception on culture by Korean wave on overall attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	77.180 ^a	5	15.436	44.165	.000	.580
Intercept	3.103	1	3.103	8.878	.003	.053
X1	4.066	1	4.066	11.633	.001	.068
X2	5.053	1	5.053	14.459	.000	.083
X3	.345	1	.345	.987	.322	.006
X4	.627	1	.627	1.794	.182	.011
H5F	.220	1	.220	.630	.428	.004
Error	55.921	160	.350			
Total	2206.343	166				
Corrected Total	133.100	165				

a. R Squared = .580 (Adjusted R Squared = .567)

g) Hypothesis Testing of H6c

Hypothesis 6c was tested by ancova and based on the p value from factor analysis of perception on Korean actor and actress toward the perception of class position to Korean wave on willingness to change attitude. The perception of culture can be seen on variable X3 and the result is $p = .249$, $r\text{-square} = .582$ for the effects of perception on Korean actor and actress toward the perception of class position to Korean wave on willingness to the change attitude (table V-15). Moreover, thus result showed $p > .05$, thus **hypothesis H6c was rejected**, where there is no significant correlation between perception of class position to Korean wave on willingness to change attitude and perception on Korean actor and actress.

Table V-15 ANCOVA in estimates the effects of perception on Korean actor and actress toward perception on class position to Korean wave on overall attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	77.444 ^a	5	15.489	44.528	.000	.582
Intercept	3.173	1	3.173	9.121	.003	.054
X1	3.821	1	3.821	10.984	.001	.064
X2	5.174	1	5.174	14.875	.000	.085
X3	.467	1	.467	1.341	.249	.008
X4	.516	1	.516	1.483	.225	.009
H5G	.485	1	.485	1.395	.239	.009
Error	55.656	160	.348			
Total	2206.343	166				
Corrected Total	133.100	165				

a. R Squared = .582 (Adjusted R Squared = .569)

h) Hypothesis Testing of H6d

Hypothesis 6d was tested by ancova and based on the p value from factor analysis of perception on Korean actor and actress toward the level of strength of attitude toward acculturation to Korean wave on willingness to change attitude. The perception of culture can be seen on variable X4 and the result is $p = .172$, r -square = .594 for the effects of perception on Korean actor and actress toward the level of strength of attitude toward acculturation to Korean wave on willingness to change the attitude (table V-16). Moreover, the result showed $p > .05$, thus **hypothesis H6d was rejected**, where there is no significant correlation between the level of strength of attitude toward acculturation to Korean wave on willingness to change attitude and perception on Korean actor and actress.

Table V-16. ANCOVA in estimates the effects of perception on Korean actor and actress to level of strength of attitude toward acculturation to Korean wave on overall attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	79.046 ^a	5	15.809	46.794	.000	.594
Intercept	3.653	1	3.653	10.814	.001	.063
X1	3.672	1	3.672	10.870	.001	.064
X2	3.770	1	3.770	11.159	.001	.065
X3	.541	1	.541	1.601	.208	.010
X4	.635	1	.635	1.879	.172	.012
H5H	2.086	1	2.086	6.175	.014	.037
Error	54.055	160	.338			
Total	2206.343	166				
Corrected Total	133.100	165				

a. R Squared = .594 (Adjusted R Squared = .581)

5.4 Discussion

This study has an aim to examine impact of Korean wave to the acceptance of Korean culture and product among Indonesia people which give another indirect effect of the changing of their attitude and behavior. This study suggests that the influences of Korean wave on people preferences can be explained by the engagement of people to Korean wave itself. Cultural globalization and media theories describe where artist have more impact in global cultures in forming and reforming cultural values, identities and perception as a result of consisting media and technology. Moreover, from the cross culture consumer behavior theory mentioned that cultural is the largest factor in influencing consumer behavior, not only in material (food, clothes, etc) but also abstract element (value, behavior, etc). This phenomenon also support by cultivation and social action theory where considering on the relationship between media and audiences perception and behavior. This study empirically support the validity of those theory, where the more people engaged to Korean wave that spread by media especially TV, people are more likely to purchase Korean product or learn

Korean culture that give another effect to the changing of overall attitude and behavior.

Another significant finding is peoples' perception of product by Korean wave is positively related to the willingness to purchase products associated with Korea and this is support country of origin (COO) effect theory where the acceptance of the product on the market is affected by consumer's attitude towards the country that produces the product. Further, this phenomenon also can be explained by the elaboration likelihood model where there are two basic routes of persuasion, high or low involvement, and this study support that Indonesian consumers are likely using low involvement (attractive sources) in deal with Korean wave. It can be seen from the result that Korean wave influencing people in Korean product and culture awareness is through Korean celebrities and K-pop/soundtrack

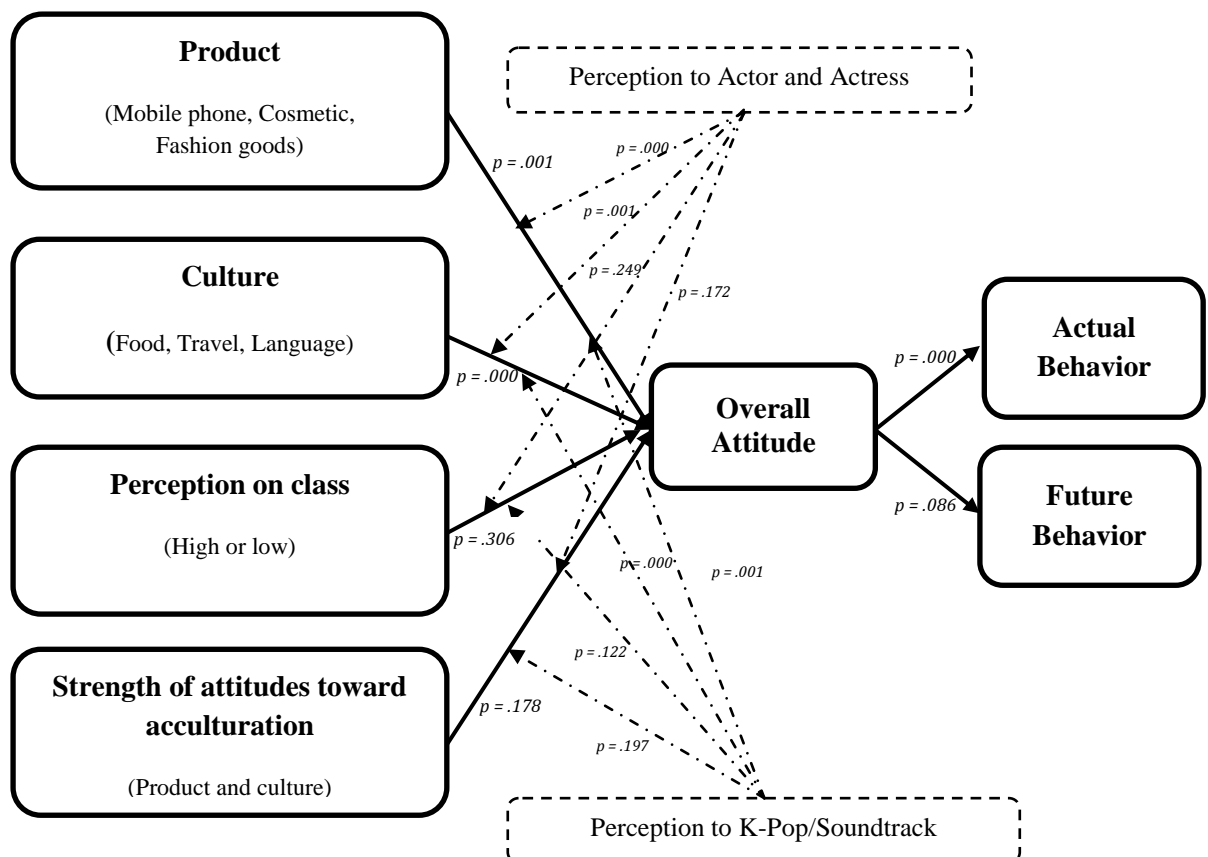
VI. Conclusion and Limitation

6.1 Conclusion

This study has a purpose to examine the impact of Korean wave to the acceptance and perception to Korean product, culture and Korean wave itself among Indonesian general public. The research model is developed from four independent variables, which are product and culture awareness, perception on class and level of strength attitude toward acculturation to identify the dependent variable, specifically overall attitude and Indonesian people behavior toward Korean. People perception to K-pop and Korean actor/actress also used to measure the overall attitude. The model is measured with regression analysis and ANCOVA. Overall statistically, the result found some significance in this research model

6.1.1 Implication of the research

Figure VI-1. The Result of Research Model at .05 significance level



This study examined (figure VI-1), (1) the relationship between four Independent variables with attitude, (2) The relationship between four independent variables separately and attitude, (3) The relationship between four Independent variables with actual and future behavior, and (4) The relationship between perception and overall attitude.

The result shows that overall attitude of Indonesian people has a significant relation with four independent variables, which are product and culture awareness, perception on class position and level of strength attitude toward acculturation. However separately, it was found that product and culture awareness have more significant to the overall attitude than perception on class position and level of strength attitude toward acculturation. Where peoples' perception of product by Korean wave is positively related to the willingness to purchase products associated with Korea. As well as culture awareness, where the more they perceive the Korean wave positively, they more likely to learn and know about Korean culture. On the other hand, there is no significant correlation between people who has image of Korean wave with higher social class and change their attitude. Also, there is no correlation between people who has a higher level of attitude toward acculturation and attitude change.

Furthermore, this study also examined the relation between four independent variables, which are product and culture awareness, perception on class position and level of strength attitude toward acculturation and behavior. The behavior itself was divided into two kinds of behavior, which are actual and future behavior. It was indicated differences between actual and future behavior. There is a positive relationship between product and culture awareness, perception on class position and level of strength attitude toward acculturation with the actual behavior of Indonesian

people. On the contrary, there is a no positive relationship between product and culture awareness, perception on class position and level of strength attitude toward acculturation with their future behavior.

Regarding to the relation of perception on K-pop/soundtrack and the affection to actor and actress to the overall attitude, it showed differences result. This study revealed that the majority of the respondents were affected by K-pop/soundtrack and Korean celebrities in perceiving product and culture by Korean wave on willingness to change their attitude. Meanwhile, there is no significant correlation between K-pop/soundtrack and Korean celebrities and perception on class position and level of strength attitude toward acculturation to Korean wave on change their attitude.

As a conclusion, the result of this study are (1) Korean product and culture awareness are the causes that affect to the willingness of Indonesian people to change their attitude and behavior; (2) Korean wave influencing people in Korean product and culture awareness is through Korean celebrities and K-pop/soundtrack; (3) there is no positive relations between their perception of Korean wave image and social class with changing attitude; and (4) there is also no positive relations between strength of people's attitude toward acculturation to the changing of attitude and behavior.

6.1.2 Implication for practice

The results of this study also provide some contribution for practitioners'. First, for business stakeholders, Korean wave generate numerous business values and opportunities. Therefore, they should develop more products featuring Korean wave value with better method and managing tools, like using more Korean celebrities in their product or enhancing new style of K-pop in entertainment business. Second, for

Korean government, based on the result the effect of Korean wave is developed the Korean product and culture among Indonesia people, therefore, government need to put more concern to maintain the role and popularity of Korean wave, and in the same time, government also keep eye on the development and preservation of their culture and product. Moreover for Indonesia government, this phenomenon can become a lesson learn in improving country image and position in world through culture, particularly cultural diplomacy. Thus, by making this effort, it can increase business and government revenue and improve both countries image and position in the world, also develop international relations between two countries.

6.2 Limitation

Regardless all the outcome and precise research design, this study possess its own limitations. First, the survey was conducted only in one big city, which is Jakarta where entertainment is quite easy to access. Hence, there will be a quite different result if it was conducted in a place where access to gain entertainment is difficult. Second, Jakarta is not the only one big city that influenced by Korean Wave but there are also several big cities in Indonesia. Third, the age group samples are less diversified. Therefore, further studies should gather larger and more representative samples from more widely varied cities, places and different age group so that the study might obtain higher accuracy in terms of results and statistically represented Indonesian people as a whole.

Fourth, in terms of acculturation, this study did not specify to the awareness their culture of origin and ethnicity, because according to Keefe and Padilla, as cited in Padilla and Perez (2003) to measure acculturation in quantitative model, it relied to culture awareness and ethnic loyalty. They mention that individuals show more knowledge on their heritage than to new contact culture, then they are less

acculturated and vice versa (Padilla and Perez, 2003). Therefore, the future study should be more focus on the personal characteristic and various backgrounds of ethnic groups. As a whole larger sample with more variety places, age groups, ethnic group and personal characteristic, this would become a good continuity from the current study.

APPENDICES

APPENDIX 1: Research Questionnaire

The impact of Korean wave to Indonesian people

'Korean wave' refers to the significantly increased popularity of South Korean culture around the world; it is also referred to as *hallyu* in Korean language. Moreover, Korean wave principally consist of two forms of media, which are television series and pop music (k-pop).

A. Understanding about Korean Wave

In this section, please indicate your understanding about Korean wave

1.1 Have you ever heard about Korean Wave?

- Yes (Please continue and complete the survey) No (we ended our survey here. Thank you)

1.2 How well do you know about Korean wave?

Not familiar *Slightly* *Fair enough* *Somewhat* *Very familiar*
① ② ③ ④ ⑤

1.3 Please answer the following questions.

	Yes	No
Have you ever watched Korean drama?	①	②
Do you have collections of Korean drama?	①	②
Have you ever listened to Korean song?	①	②
Do you have collections of Korean song?	①	②

1.4 In average, how much time do you spend your time to enjoy Korean entertainment (e.g. Korean drama or song)?

- Never 2 – 3 hours/week
 Less than 1 hours/week More than 3 hours/week
 1 – 2 hours/week

1.5 How likely do you get information about Korean wave from the following sources?

	<i>Very unlikely</i>	<i>unlikely</i>	<i>undecided</i>	<i>likely</i>	<i>Very likely</i>
Television	①	②	③	④	⑤
Radio	①	②	③	④	⑤
Internet	①	②	③	④	⑤
Newspaper	①	②	③	④	⑤
Family	①	②	③	④	⑤
Friends	①	②	③	④	⑤

1.6 How strongly do you agree that Korean wave has given you a motivation to learn more about Korea?

<i>Strongly disagree</i>	<i>Disagree</i>	<i>Hard to decide</i>	<i>Agree</i>	<i>Strongly agree</i>
①	②	③	④	⑤

1.7 Overall, please rank the entertainment listed below by ranking them from very poor to very good.

	<i>Very poor</i>	<i>Poor</i>	<i>Average</i>	<i>Good</i>	<i>Very good</i>
Korean wave	①	②	③	④	⑤
Hollywood	①	②	③	④	⑤
Bollywood	①	②	③	④	⑤
Others (Japan, China, Spain, etc)	①	②	③	④	⑤

B. Attitude and Behavior towards Korean Wave

In this section, please read each statement carefully and respond to it by expressing the extent to which you believe the statement describe your personality, your beliefs and preferences.

2.1 How likely are you with the following statements?

	<i>Very unlikely</i>	<i>Unlikely</i>	<i>Undecided</i>	<i>Likely</i>	<i>Very likely</i>
I want to be seen using a Korean product	①	②	③	④	⑤
I want to be seen looking impressive with my Korean fashion among others	①	②	③	④	⑤
I want to try Korean food	①	②	③	④	⑤
I want to travel to Korea in order to get information or substance related to Korean wave	①	②	③	④	⑤
I am interested to the product that used by the Korean celebrities.	①	②	③	④	⑤

2.2 Please indicate the degrees to which following statements are applicable to you.

2.2.1 If you **NEVER** purchase Korean product or learn Korean culture, please answer the following statement

	<i>Definitely will not</i>	<i>Probably will not</i>	<i>Neither will or will not</i>	<i>Probably will</i>	<i>Definitely will</i>
I will purchase a Korean product (e.g. phone, cosmetic, or fashion goods)	①	②	③	④	⑤
I will wear Korean fashion on daily basis	①	②	③	④	⑤
I will implement Korean life style in my daily life	①	②	③	④	⑤
I will learn Korean language	①	②	③	④	⑤
I will consume Korean food as one of my daily meal	①	②	③	④	⑤

2.2.2 If you **EVER** purchased Korean product or learned Korean culture, please answer the following statement

	<i>Definitely will not</i>	<i>Probably will not</i>	<i>Neither will or will not</i>	<i>Probably will</i>	<i>Definitely will</i>
I will purchase again a Korean product (e.g. phone, cosmetic, or fashion goods)	①	②	③	④	⑤
I will sustain wearing Korean fashion on daily basis	①	②	③	④	⑤
I will continue implement Korean life style in my daily life	①	②	③	④	⑤
I will continue learning Korean language	①	②	③	④	⑤
I will maintain consuming Korean food as one of my daily meal	①	②	③	④	⑤

2.3 How strongly do you agree or disagree with the following statements?

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Hard to decide</i>	<i>Agree</i>	<i>Strongly agree</i>
Having knowledge about Korean may boost my prestige	①	②	③	④	⑤
By using Korean product, I can be seen as an 'up to date' person	①	②	③	④	⑤
I feel that the Korean products I purchase represent my social status and class	①	②	③	④	⑤
People who are wearing Korean fashion are more stylist and trendy	①	②	③	④	⑤
Korean fashion is fitting with my style	①	②	③	④	⑤
I see similarities between Korea and Indonesia lifestyle	①	②	③	④	⑤

2.4 How important are the following factors affects your purchasing Korean products decision making?

	<i>Very unimportant</i>	<i>unimportant</i>	<i>Neither Important nor unimportant</i>	<i>important</i>	<i>Very important</i>
I purchase Korean products because of their good reputation and image	①	②	③	④	⑤
I purchase Korean products because of the quality	①	②	③	④	⑤
I purchase Korean products since they are current fashion or trends	①	②	③	④	⑤
I purchase Korean products since my favorite Korean celebrity use them	①	②	③	④	⑤
I purchase Korean products since they are able to make myself socially acceptable	①	②	③	④	⑤

2.5 How important are the following factors affects you're learning Korean culture decision making?

	<i>Very unimportant</i>	<i>unimportant</i>	<i>Neither Important nor unimportant</i>	<i>important</i>	<i>Very important</i>
I want to learn Korean culture since it helps me to be acknowledged by others	①	②	③	④	⑤
I want to learn Korean culture because it will improve my knowledge	①	②	③	④	⑤
I want to learn Korean culture since many people learn about it nowadays	①	②	③	④	⑤
I want to learn Korean culture because I love K-pop or K-dramas.	①	②	③	④	⑤
I want to learn Korean culture to get a better understanding in Korean drama or song	①	②	③	④	⑤

C. Perception and understanding of Korean drama, song and celebrities

In this section, please indicate your perception and understanding of the knowledge you have about Korean drama, song and celebrities.

1. Based on your understanding about Korean drama, song and celebrities, please answer the following statements.

	Yes	No
Korean drama story goes as the real as in daily life	①	②
Korean drama plot and contents is more dynamic and creative	①	②
Korean celebrities are good looking	①	②
Korean celebrities are creative, enthusiastic and visionary	①	②
Korean celebrities show their sensational fashion style in every performances	①	②
Korean pop stars demonstrate a fascinating new style dance	①	②
Korean pop stars show an attractive performance on the stage	①	②
Korean pop song has an easy melody and cool rhythm	①	②

2. How often did you follow the information about Korean entertainment (celebrities, drama or song)?

- Never
- Less than 1 days/week
- 1 – 3 days/week
- 4 – 6 days/week
- Everyday/week

D. Demographic Information

In this section, the information will be used for statistical purposes only.

Your answer will be held in the strictest confidence.

1. What is your gender?

- Male Female

2. What is your age?

3. What is your education level?

- Complete grade school Undergraduate
 High school Complete undergraduate
 Complete high school Graduate degree

4. What is your occupation?

- Unemployed Employee
 Student Self Employee

5. How much your allowance or salary in a month?

- Less than Rp. 499.000 (\$49) Rp. 3.500.000 – Rp. 4.999.000
 Rp. 500.000 – Rp.1.999.000 (\$350 – 499)
 Rp. 2.000.000 – Rp. 3.499.000 (\$500 – 649)
 (\$150 – 349) More than Rp. 6.500.000 (\$650)

Thank you for completing this survey

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