

The Impact of Social Media Access, Traditional Value, and Peer Interaction toward Korean Wave Behavior on Teenager

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ABSTRACT

The Korean Wave has spread increasingly across various countries, with social media and peer groups serving as its primary channels of dissemination. Traditional values play an important role in adolescents' decisions to adopt cultural elements from the Korean Wave phenomenon. This study aimed to analyze the influence of social media access, traditional values, and peer interaction on adolescents' Korean Wave behavior. A quantitative research design was used, involving 100 adolescent Korean fans purposively selected from the Greater Jakarta area (Jabodetabek). Data were collected online using Google Forms and analyzed using SPSS and SmartPLS. The SEM analysis results show that the Korean Wave behavior is influenced by social media access, traditional values, and peer interaction. Social media access and peer interaction were found to have a direct positive effect on Korean Wave behavior. Additionally, social media access had an indirect effect on Korean Wave behavior through peer interaction. In contrast, traditional values were found to have a significant negative effect on Korean Wave behavior. It is recommended that the government adopt creative strategies to rebrand local culture to remain competitive in the era of cultural globalization amid the Korean Wave phenomenon. Raising adolescents' awareness and appreciation of Indonesian culture is also essential and can be fostered through school activities and the internalization of cultural values within families.

Keywords: Korean Wave Behavior, Peer Interaction, Social Media Access, Traditional Values

I. INTRODUCTION

Popular culture development is spreading to various parts of the world. Popular culture is a form of idea related to fashion, style, or behavior that is liked by someone and is widely developed through communication media and technology [1]. The spread of popular culture to various countries began with American films and hollywood. In the early 2000s, popular Korean culture began to receive considerable attention from various groups. Starting from the drama Dae Jang Geum, which was widely liked and broadcast in various countries because of its high number of fans [2]. This wave of Korean culture is commonly referred to as the Korean wave.

Based on data released by the Korea Foundation (KF) 2024, the number of Korean fans or Hallyu in the world reached 225 million as of December 2023 [3]. Indonesia ranked first in the number of Kpop fans in 2022, and in 2023, Indonesia entered the top three countries with the most Kpop music streaming in the world, reaching 7.48 billion streams [4]. Access to information and culture via the Internet frees someone from accepting foreign culture without being sorted, resulting in various impacts [5]. Teenagers who are fanatical about the Korean Wave tend to be more aggressive. Fanatical fans do not hesitate to provide defensive comments to their idol artists without seeing whether their idol artists are right or wrong [6].

A fanatic person desires to imitate an idol in any way. The results of the study found that young people who are captivated by the Korean Wave will be increasingly curious about their idols [7]. A study found that the Korean Wave causes teenagers to play roles as if they were idols and sexual practices (cheek kissing, groping, and sexual fantasies) and have a consumer culture [8]. Cultural shifts occur because of the development of new cultures among teenagers and the lack of socialization from families and communities regarding local culture [9]. Poor understanding of values and norms is the cause of deviant behavior among these teenagers [10].

Fans, especially teenagers who are members of a community or have a circle of friends who like the Korean Wave excessively, are more likely to have fanatical behavior [11]. In peer groups, conformity often (tends to behave the same) within a group. This happens because there is pressure in the peer group that makes teenagers behave in the same way as their friends in the group. Previous research has shown that teenagers tend to influence their peers to gain access [12]. Studies show that fanaticism and the Kpop fandom community influence irrational purchasing decisions [13]. According

CNBC Indonesia, Korean pop fans are willing to spend hundreds of millions to buy their idols' albums and merchandise [14].

Until now, many teenagers have acted only because of their desire, without thinking about the future impact. Changes in individual behavior in the Korean Wave phenomenon are seen based on the variables of social media access, traditional values, and peer interaction. However, no research has discussed the relationship between social media access, traditional values, peer interaction, and individual behavior in the Korean Wave phenomenon. Therefore, it is important to conduct this research to examine individual behavior in the Korean wave phenomenon.

II. METHODS

This study employed a cross-sectional design using an online survey method, and was conducted in the Greater Jakarta area (Jabodetabek). The location was selected based on the consideration that Jabodetabek has the second-highest Internet penetration rate in Indonesia at 87.51 percent. The study population comprised adolescents who were fans of the Korean Wave. Sampling was conducted using a non-probability voluntary sampling technique in which respondents voluntarily completed an online questionnaire via Google Forms.

The inclusion criteria for the sample were adolescents aged 14–18 years who actively used social media, were members of fan communities or idol bases, or had attended K-pop concerts or purchased merchandise in the past six months. Data were collected through various social media platforms including WhatsApp, Instagram, Telegram, and Twitter (X). The total number of respondents in this study was 100 adolescents who were fans of the Korean Wave.

The social media access variable was adapted from Jalonen (2014) and Rahmawati et al. (2014). The questionnaire consisted of 14 items measured on a 4-point Likert scale: 1 = never, 2 = sometimes, 3 = often, and 4 = always. Cronbach's alpha coefficient was 0.769. The traditional values variable was measured using a modified version of the Cultural Worldwide Scale (CWS) developed by Choi et al. (2007) and a 4-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. Cronbach's alpha coefficient was 0.647. The peer interaction variable was measured using an adapted version of the questionnaire by Bukowski et al. (1994) and contextualized to the Korean Wave phenomenon. It consists of 23 items assessed on a 4-point Likert scale: 1 = never, 2 = sometimes, 3 = often, and 4 = always. Cronbach's alpha was 0.746. The Korean Wave behavior variable was adapted from Rahmiati (2012), consisting of 21 items measured on a 4-point Likert scale: 1 = never, 2 = sometimes, 3 = often, and 4 = always. Cronbach's alpha coefficient was 0.734.

The categorization of social media access, traditional values, peer interaction, and Korean Wave behavior followed the cut-off criteria: <60 = low, 60.0–80.0 = moderate, and >80.0 = high [15]. Data were analyzed using descriptive statistics and Structural Equation Modeling (SEM) to examine the influence of the variables.

III. RESULTS AND DISCUSSION

A. Characteristics of Adolescents and Their Families

The majority of the respondents were 18 years old (31%), while the remaining 69% were between 14 and 17 years old. Nearly all the respondents (98%) in this study were female. Approximately three-quarters of respondents (71%) received a monthly allowance of less than IDR 1,000,000. Most fathers (84%) and mothers (73%) were in the middle-adulthood age category (41–60 years). The average age of the fathers was 47.09 years, while that of the mothers was 44.37 years. The highest proportion of parents' education was at the tertiary level, with 51% of fathers and 46% of mothers having completed higher education. On average, fathers had 13.46 years of education and mothers had 13.32 years. However, a small proportion of parents had low educational attainment, including those who had not completed primary school or had completed only primary education.

Nearly half of the fathers (48%) were employed in the private sector, whereas more than half of the mothers (66%) were housewives. More than half of the respondents (59%) reported a household income above IDR 4,500,000 per month, with an average monthly per capita income of IDR 2,440,142. When compared to the 2024 Poverty Line set by Statistics Indonesia (Badan Pusat Statistik/BPS) at IDR 595,242, approximately 26% of the families were classified as living below the poverty line. The average duration of marriage was 19.90 years, with the majority (93%) having been married for more than ten years. Most respondents (85%) were from intact (non-divorced/separated) families.

B. Social Media Access

The social media platforms most frequently used by adolescents were TikTok (57%), Instagram (47%), and Twitter (46%). In contrast, the least-used platforms were Telegram and WhatsApp. The primary activities that adolescents engaged in while accessing Korean content included listening to Korean music (70%), watching films or dramas (46%), searching for Korean-style fashion references (15%), and viewing Korean variety and reality shows (31%).

The analysis in Table 1 shows that the overall level of adolescent activity when accessing the Korean Wave content on social media predominantly falls into the moderate category (43%). This indicates that, while many adolescents frequently access such content, their usage is not excessive. For example, they often engage in Korean content on TikTok, Instagram, and Twitter. Adolescents' activities on social media include interactions such as following idol accounts, keeping up with updates, liking posts, and leaving comments on their idols' uploads.

Table I. Distribution of Respondents Based on Activities While Accessing Social Media

Category	Total Social Media Access	
	n	%
Low	37	37
Moderate	43	43
High	20	20
Min – Max	23,08-100,00	
Mean \pm Std	65,33 \pm 18,75	

C. Traditional Values

Overall, the adolescents' traditional values were categorized as low. This perception is reflected in their limited efforts to preserve and connect with cultural values, recognize cultural diversity, maintain cultural integrity, and safeguard traditions and customs. Despite this, adolescents demonstrated a moderately positive attitude toward the preservation of local culture, with 58% agreeing and 27% strongly agreeing that future generations should prefer Indonesian culture to Korean culture.

Despite living in a digital era, the majority of adolescents still appreciate the preservation of tangible cultural heritage and maintain an emotional attachment to Indonesian culture. Most respondents (81%) stated that local culture remains relevant, and 66% emphasized the importance of preserving Indonesian culture, even when exposed to Korean cultural influences. Adolescents also expressed pride in local products and showed a preference for learning and enjoying traditional Indonesian cuisine.

Table 2 Distribution of Respondents Based on Traditional Values

Category	Dimension of Traditional Values								Total Traditional Values	
	TV1		TV2		TV3		TV4		n	%
	n	%	n	%	n	%	n	%		
Low	42	42	36	36	94	94	50	50	57	57
Moderate	50	50	48	48	6	6	31	31	38	38
High	8	8	16	16	0	0	19	19	5	5
Min – Max	22,22-100,00		22,22-94,44		0,00-66,67		8,33-100,00		31,58-82,46	
Mean \pm Std	60,33 \pm 13,68		61,78 \pm 15,13		43,75 \pm 14,11		61,42 \pm 15,13		58,47 \pm 10,56	

Note: TV1, preservation and connection to cultural values; TV2, recognition of cultural diversity; TV3, awareness of cultural integrity; TV4, preservation of traditions and customs.

D. Peer Interaction

The highest proportion of peer interactions was categorized as moderate. This indicates that peer interaction within the context of the Korean Wave reflects relatively weak friendship bonds and the limited formation of close social relationships among adolescents. This pattern is evident in the low levels of companionship, help, and security dimensions in adolescent relationships alongside high levels of conflict and closeness.

Table 3 Distribution of Respondents Based on Peer Interaction

Kategori	Dimension of Peer Interaction										Total of Peer Interaction	
	Companionship		Conflict		Help		Security		Closeness		n	%
	n	%	n	%	n	%	n	%	n	%		
Low	49	49	21	21	88	88	70	70	30	30	46	46
Moderate	26	26	17	17	5	5	16	16	16	16	49	49
High	25	25	62	62	7	7	14	14	54	54	5	5
Min – Max	0,00-100,00		0,00-100,00		0,00-100,00		0,00-100,00		6,67-100,00		21,54-90,77	
Mean \pm Std	59,67 \pm 25,15		75,75 \pm 24,96		40,73 \pm 18,05		49,47 \pm 21,47		73,08 \pm 23,37		59,07 \pm 13,20	

E. Korean Wave Behavior

Korean Wave behavior among adolescents was predominantly categorized as low. This is reflected in several activities that Korean Wave fans have reported never engaging in. These include staying up late to study Korean, encouraging friends or family members to adopt Korean fashion styles, attending Korean cultural performances, and willingly spending money on concert tickets.

Interestingly, a few behaviors were frequently or consistently performed by nearly half of the adolescents. These include continuous video streaming and active searching for the latest songs by Korean idols. Adolescents also frequently reported receiving parental support regarding their choice to dress in Korean-inspired fashion.

Table 4 Distribution of Respondents Based on Korean Wave Behavior

Category	Total Social Media Access	
	n	%
Low	93	93
Moderate	5	5
High	2	2
Min – Max	10,00-68,33	
Mean \pm Std	40,20 \pm 13,90	

F. The Impact of Social Media Access, Traditional Value, and Peer Interaction toward Korean Wave Behavior on Teenager

Figure 1 illustrates the direct effects of social media access, traditional values, and peer interaction on adolescents' Korean Wave behavior. The results indicate that both social media access and peer interaction have a significant positive effect on Korean Wave behavior. In contrast, traditional values have a significant negative effect on adolescents' Korean Wave behavior. Furthermore, social media access exerts an indirect effect on Korean Wave behavior through peer interaction. A more detailed overview of these tests is provided in Table 5.

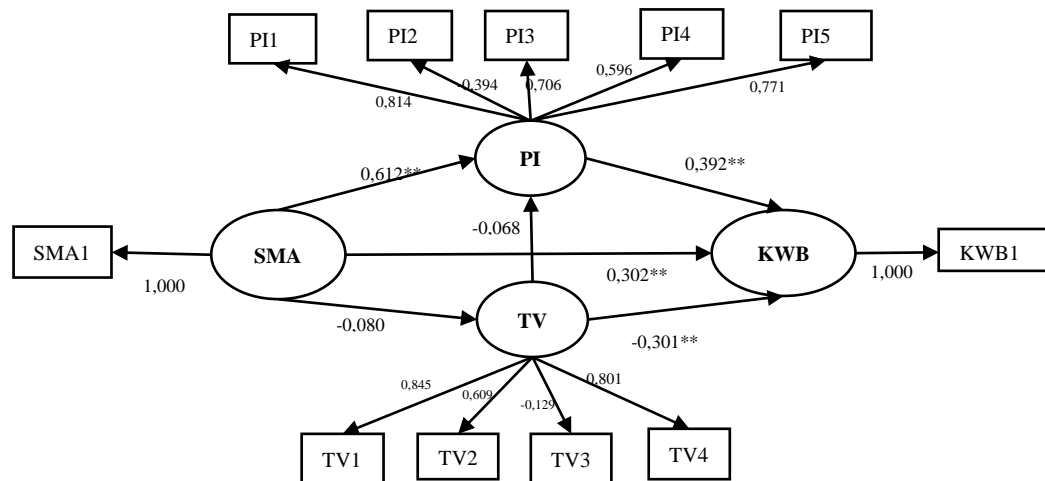


Fig. 1 Path Coefficient (B) Values of the Direct Effects of Social Media Access (SMA), Traditional Values (TV), and Peer Interaction (PI) on Adolescents' Korean Wave Behavior (KWB) (Note: significant at $p < 0.05$)

The empirical test results show that social media access has a direct and significant positive effect on peer interaction ($\beta = 0.612$; $t > 1.96$) and on Korean Wave behaviour, both directly ($\beta = 0.302$) and indirectly ($\beta = 0.267$; $t > 1.96$). This indicates that the higher the access to social media, the higher the level of peer interaction and Korean Wave behavior among adolescents. Peer interaction also had a significant positive effect on Korean Wave behavior, highlighting the strong diffusion of the Korean Wave within peer groups. Conversely, traditional values have a significant negative effect on Korean Wave behaviour, suggesting that the stronger adolescents' adherence to traditional values, the lower their engagement in Korean Wave behaviors. Interestingly, social media access does not affect traditional values and traditional values do not influence peer interaction (both pathways are negative). This indicates that deeply held traditional values are not easily influenced by social media exposure nor do they affect how adolescents interact with their peers.

Table 5 Empirical Model of the Impact of Social Media Access, Traditional Values, and Peer Interaction toward Korean Wave Behavior

Arah pengaruh	Direct effect	Indirect effect	Total effect
Social media access \rightarrow Peer interaction	0,612**	0,005	0,618**
Social media access \rightarrow Traditional values	-0,080		-0,080
Social media access \rightarrow Korean wave behavior	0,302**	0,267**	0,569**
Traditional values \rightarrow Peer interaction	-0,068		-0,068
Peer interaction \rightarrow Korean wave behavior	0,392**		0,392**
Traditional values \rightarrow Korean wave behavior	-0,310*	-0,027	-0,337**

G. Discussion

The Korean Wave (Hallyu) refers to the global popularity of Korean culture, including K-pop, K-drama, fashion, and cosmetics, disseminated via social media platforms, such as TikTok, Instagram, and Twitter. Adolescents, as active users, frequently access Korean content daily for 1–3 h, mostly in the evening (e.g., [16], [17], [18]). The study found that adolescents' social media use was moderate, with common activities including following idol accounts and engaging in their content. TikTok, Instagram, and Twitter were the dominant platforms, confirming prior studies on their role in the Korean Wave dissemination (e.g., [16], [19]).

While adolescents still show some attachment to the local culture, traditional values tend to be low. This suggests greater openness to foreign, especially Korean, culture, which is seen as more modern and appealing, supporting findings (e.g., [20], [21], [22]). Globalization appears to weaken interest in traditional arts [23], although nationalism remains intact. Peer interactions among adolescents are generally weak and centered around shared fandoms with limited emotional depth. Digital interaction often replaces real support, leading some adolescents to form parasocial bonds with Korean idols to meet social needs (e.g., [24], [25]). This study found that adolescents' engagement with the Korean Wave tended to be low. Most adolescents selectively adopt aspects of Korean culture that suit their needs, without showing excessive fan behavior. This supports study who found that Korean Wave interest is often limited to digital content consumption and does not always lead to behavioral change, especially among youth who still value local culture ([17], [26]).

Social media significantly influences peer interaction and Korean Wave behavior. Adolescents use platforms like TikTok, Instagram, and Twitter to engage with fandoms, share content, and build social connections based on shared interests ([19], [27], [28]). It also serves as the main channel for Korean cultural trends such as K-fashion and K-beauty ([29], [30]). Beyond information, social media supports real-time interactions and community building, indirectly reinforcing the Korean Wave behavior through peer networks [31]. Traditional values were found to have a significant negative influence on Korean Wave behavior. Adolescents with stronger traditional values are less likely to adopt Korean cultural practices, confirming the findings on the cultural tension between local identity and Korean pop culture [32]. The limitations of the study include its focus on Jabodetabek adolescents and a specific age range, which may not represent broader youth perspectives. Moreover, as Korean Wave trends evolve quickly, these findings are time-sensitive.

IV. CONCLUSIONS

Adolescents in this study ranged in age from 14 to 18 years, with the highest proportion occurring at age 18. Birth order ranged from first to fifth, with firstborn being the most common. The average age of fathers was 47.09 years, while mothers averaged 44.37 years. The fathers had an average of 13.46 years of education, and mothers 13.32 years. The average monthly per capita income was IDR 2,440,142. Social media access and peer interactions were categorized as moderate. Meanwhile, traditional values and Korean Wave behavior among adolescents were found to be in the low category.

The results of the path analysis revealed that the Korean Wave behavior was influenced by social media access, traditional values, and peer interaction. Social media access had a direct positive effect on Korean Wave behavior and an indirect positive effect through peer interaction. Traditional values have a significant negative effect on Korean Wave behavior. Peer interaction has a direct positive effect on Korean Wave behavior.

Recommendations include improving parent-teen communication to strengthen Indonesian cultural values, encouraging government efforts to creatively rebrand local culture amid globalization, and promoting cultural integration in schools. Future research should examine other factors, such as consumerism and parasocial relationships, to better understand adolescents' emotional connections to the Korean Wave.

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