

# THE INFLUENCE OF KOREAN WAVE CULTURE ON LEARNING MOTIVATION OF KOREAN LANGUAGE COURSE PARTICIPANTS AT THE NAMSAN COURSE INSTITUTE, SOUTH JAKARTA

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## ABSTRACT

The objective of this study is to analyze and describe the influence of Korean Wave culture on learning motivation at Namsan Course Institution, South Jakarta. The population of the study consisted of 115 course participants at Namsan Course Institution, with a sample size of 90 participants calculated using the Slovin formula. This research was conducted against the backdrop of the dissemination of Korean Wave popular culture through mass media, particularly the internet. The Korean Wave, which includes dramas, music, fashion, and the Korean language, has experienced significant popularity in Indonesia, leading to a strong interest in Korean culture. Data collection was conducted by distributing questionnaires and conducting documentary studies. The research method employed simple linear regression analysis with a quantitative approach. The data were then processed using the IBM SPSS-25 software. The results of this study indicate that the Korean Wave culture significantly influences the learning motivation of course participants at Namsan Course Institution, South Jakarta.

**Keywords:** *Popular Culture, Korean Wave, Learning Motivation*

## INTRODUCTION

Popular culture is considered a way for a country or nation to show its existence in the midst of diverse cultures around the world. It is spread through sports, arts, movies, technology and so on with the specific aim of attracting the attention of the younger generation to inspire them to admire and imitate the new culture. The new lifestyle offered by popular culture usually offers fun, freedom of expression, adventure and challenges that so easily influence the younger generation that they forget and even abandon the culture of their own ancestors (Heryanto, 2019: 17). This can easily influence the younger generation to forget and even abandon their own traditional cultural heritage.

Popular culture was pioneered by the West when they expanded their territory to all corners of the world (Syam, 2015:56). One example of the absorption of new cultures into traditional cultures is Americanization. After Americanization spread, several countries tried to show their existence by introducing their culture. It seems to be understood by some that being modern is characterized by imitating American culture. However, nowadays there is one interesting new phenomenon, namely culture from South Korea.

South Korea has become the center of a thriving entertainment industry, and today this industry is in demand not only domestically but also abroad. The country often referred to as the "Land of Ginseng" is able to compete with developed European countries in introducing its culture globally. Indonesia is one of the countries affected by the "Korea fever", which is reflected in the

increasing interest in various things related to South Korea, such as Korean beauty products, fashion, lifestyle, food, language, drama and music.

Mahardika (2022:121) argues that popular culture from South Korea, known as the Korean Wave or Hallyu, is an effect of the spread of culture that has occurred on a global scale since the beginning of the 21st century. With the development of Hallyu in Indonesia, interest in learning Korean is increasing among teenagers who want to get closer to the culture they love. Hallyu products are considered a daily necessity, which causes many teens to spend hours enjoying Korean content to the point of decreased productivity and neglecting social interactions with friends, family, and society, as well as neglecting real life. This leads to a lack of social life and some even sacrifice education for the sake of watching Korean dramas. However, from another point of view, Korean fever can also be entertainment and learning motivation for all people, especially teenagers. Through Korean dramas, teenagers can learn local culture, new languages, and information presented in the dramas.

To create learning motivation in Hallyu fans in speaking Korean in everyday life. It is necessary to provide guidance in learning places such as courses. So that the role of course institutions included in non-formal education units can be a help for adolescents. Safari M.Z & Muhammad A. R (2019: 180) argue that learning motivation in trainees is characterized by changing a habit, from a bad habit, to a better one such as an attitude towards the learning provided by the instructor, then the efforts made by trainees to achieve the goal is an encouragement of needs within themselves to adjust to their environment, while motivation is moving trainees to be able to achieve the desired goals.

Related to the rise of the Korean Wave, Korean language courses are currently in great demand among teenagers. Thus, the Namsan Course Korean Language Institute (LKP) is one part of the LKP that provides many Korean language learning programs, where almost all students tend to have a critical attitude and great curiosity.

## RESEARCH METHODS

This research adopts a quantitative approach with descriptive methods, this approach is based on the philosophy of positivism, used to research on certain populations or samples, data collection using measuring instruments (research instruments), statistical data analysis with the aim of testing and proving the hypothesis set (Sugiyono, 2018: 15). Descriptive research method is research conducted to determine the value of independent variables, either one or more variables (independent) without making comparisons, or connecting with other variables (Sugiyono, 2018: 53).

This research was conducted from January to February 2024. The location of this research was conducted at LKP in South Jakarta City, namely Namsan Korean Language Course Institute. The object of this research is course participants who are taking various course programs available. The population of this study were 115 respondents and a sample of 90 respondents determined using the Slovin formula. The analysis method in this study uses a simple linear regression analysis method using the SPSS 25 application.

## RESULTS AND DISCUSSION

### Result

#### 1. Descriptive Analysis

Researchers conducted descriptive analysis with the aim of analyzing and knowing the influence between Korean Wave Culture on Learning Motivation at Namsan Course Institution. The results of this data analysis can prove the hypotheses that researchers have taken. The description of the two research variables was obtained through data processing using statistical analysis with the help of SPSS-25 software.

Based on the calculation of the Korean Wave (X) variable, the highest score is 130 and the lowest score is 94. The analysis results show a mean value of 111.53; standard error of mean 0.937; median 111.00; mode 114; standard deviation 8.885; variance 78.948; range 36; minimum 94; maximum 130; and sum 10038. The results of the descriptive analysis of the variable Learning Motivation variable calculation (Y) obtained the highest score of 145 and the lowest score of 103. The analysis results show a mean value of 126.30, a median of 124.00, a mode of 145 and a standard deviation of 10.266 and a sum of 11367.

## 2. Classic Assumption Test

### a. Normalitas

To test the normality of the data, the method used is the One Sample Kolmogorov Smirnov Test with the help of SPSS-25 Software. Based on the hypothesis criteria used, the data can be said to be normal if the significant value is greater than 0.05 ( $P > 0.05$ ), otherwise if the significant value is less than 0.05 ( $P < 0.05$ ) then the data is said to be abnormal. The results obtained through the Kolmogorov-Smirnov test are 0.088, which means that it exceeds the significance level of 0.05, so the regression model has met the assumption of normality.

### b. Homogeneity

The homogeneity test is used to test whether the distribution of data is homogeneous or not, by comparing the two variables. It is said to be valid if  $F^{\text{count}} \leq F^{\text{table}}$  by determining the  $F^{\text{table}}$  value through the provisions of a significant level of 5%. Based on the  $F^{\text{table}}$  value at the 5% significant level, it is 1.68, so the data is said to be valid if  $F^{\text{count}} \leq 1.68$ . Conversely, if  $F^{\text{count}} < 1.68$  then the data is said to be invalid.

The results of the analysis using 90 samples of course participants who have been tested for homogeneity using IMB SPSS Statistic-25 Software, show that the  $F^{\text{count}}$  value = 1.115 and the  $F^{\text{table}}$  value for significance 0.05 and  $df_1$  (20) and  $df_2$  (63) = 1.68. Because  $F^{\text{count}} < F^{\text{table}}$ , it means that the sample data comes from homogeneous distribution data. Likewise, when viewed from a significant value. The sig value. = 0.358 and  $> 0.05$ , it means that with a significance level of 0.05, it can be concluded that the sample data comes from homogeneous distribution data.

### c. Linearity

The linearity test is a procedure used to determine whether there is a linear relationship between a research data distribution using the F test, the criterion is if the sig value  $> 0.05$  then the relationship between the independent variable and the dependent variable is linear or by comparing the F value with the criteria if  $F^{\text{count}} < F^{\text{table}}$  then the independent variable with the dependent variable is linear.

Based on the results of data processing and analysis that has been carried out linearity test using IMB SPSS Statistic-25 Software, it shows that by comparing the Significant value (0.057)  $> 0.05$  then between the independent variable and the dependent variable is linear, or by comparing  $F^{\text{count}}$  (1.674) smaller than  $F^{\text{table}}$  (2.35) with a significant level of 5%. This applies to the independent variable to the dependent variable, so it can be concluded that the independent variable has a linear relationship with the dependent variable, so the regression analysis can proceed to parameterized statistics.

### 3. Coefficient of Determination (R<sup>2</sup>)

According to Ghazali in his book (2018; 97), the coefficient of determination has a range of values between zero and one. A value close to one indicates that the independent variables provide almost all the information needed to predict the dependent variables. The coefficient of determination is said to be strong if the R-Square value is > 0.5 and if the Adjusted R-Square value is small, it indicates that the independent variable is still weak against the dependent variable. The table below displays the results of the coefficient of determination analysis:

**Table 1. Coefficient of Determination (R<sup>2</sup>) Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.609	9.899		3.698	.000
	BUDAYA KOREAN WAVE	.804	.088	.696	9.090	.000

a. Dependent Variable: MOTIVASI BELAJAR

Based on the results of the Model Summary Determination Test, it is known that the R-square value is 0.696 (69.6%). This shows that by using a regression model, where variable X (Korean Wave Culture) has an influence on variable Y (Learning Motivation) of 69.6%. While 30.4% is influenced by other variables.

### 4. One Way Anova Test

One way anova is used when what will be analyzed consists of one dependent variable and one independent variable. The point is to test generalizability, meaning that sample data is considered representative of the population. The table below displays the results of the One way anova analysis:

**Table 2. One Way Anova Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4544.938	1	4544.938	82.629	.000 <sup>b</sup>
	Residual	4840.351	88	55.004		
	Total	9385.289	89			

a. Dependent Variable: MOTIVASI BELAJAR  
 b. Predictors: (Constant), BUDAYA KOREAN WAVE

### 5. T Test (Partial Test).

The T test is used to determine the impact on the independent variable on the dependent variable with the aim of assessing the magnitude of the influence of the independent variable on the dependent variable. If the probability value of t is less than 0.05, then the independent variable is considered to have a significant effect on the dependent variable (Ghazali, 2018: 99). The following are the results of the t test using SPSS-25:

**Table 3. T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.609	9.899		3.698	.000
	BUDAYA KOREAN WAVE	.804	.088	.696	9.090	.000

a. Dependent Variable: MOTIVASI BELAJAR

With a constant (a) value of 36.609 while the Korean Wave Culture value (b / regression coefficient) is 0.804 so that the regression equation can be written:

$$Y = 36.609 + 0.804X$$

The change in the coefficient indicates a decrease if the b value is negative and an increase if the b value is positive. Based on the coefficient of the simple linear regression equation above, the constant value of 36.609 indicates that if the Korean Wave Culture variable has a value of zero or does not change, it will increase student achievement by 36.609%. In addition, if the Korean Wave Culture variable increases by one unit, it will increase Learning Motivation by 0.804 units, or equivalent to an increase of 80.4%.

Based on the test results using SPSS-25, the tcount value for the Korean Wave Culture variable is 9.090. With degrees of freedom (df) = N-2 = 90-2 = 88, from the t table, the T<sup>table</sup> value is found to be 1.664. Therefore, it can be concluded that T<sup>count</sup> > T<sup>table</sup> (9.090 > 1.664). Since T<sup>count</sup> > T<sup>table</sup>, it can be concluded that there is a significant influence between Korean Wave Culture on Learning Motivation. In addition, the T-test results show a significance value of 0.000, which is smaller than 0.05 (0.000 < 0.05), which means that there is a close relationship between Korean Wave Culture and Learning Motivation.

## Discussion

This study was conducted to see and know how the influence of Korean Wave Culture on Learning Motivation in Korean Language Course Participants at Namsan Course Institution, South Jakarta. The results of this study were processed using the help of SPSS-25 software and the following are the results of the discussion after analyzing the data above:

### The influence of Korean Wave Culture (X) on Learning Motivation (Y) of Korean Language Course Participants at the Namsan Course Institute, South Jakarta.

Based on tests that have been carried out on the hypothesis (Ha), namely Korean Wave Culture simultaneously has a very significant effect on Learning Motivation. The results of the T test on variable X obtained a tcount value of 9.090 conditioned with the ttable value at the 0.05 significance level obtained of 1.664 so that the tcount > ttable (9.090 > 1.664) and then the sig value < 0.05 (0.000 < 0.05). These results indicate that variable X has a simultaneous positive effect on variable Y. According to the researcher, this is also supported by the effort, willingness and confidence of the course participants in understanding, following and doing all their duties and responsibilities well.

In line with research conducted by Prasanti, et al (2020: 265) in their journal, namely the Impact of Korean Drama (Korean Wave) on Adolescent Education, the informants know this Korean Wave (Hallyu) culture and make it one of the cultures they like to see more. One of the most popular products of Hallyu is Korean dramas with educational genres because it is not just entertainment, but



by watching Korean dramas the audience in this context can also learn Korean learning styles and languages. Apart from Korean dramas, the favorite Hallyu product is K Pop. Teenagers' love for K-Pop is shown by memorizing the lyrics of K-Pop songs and often singing the song in public or on social media. In addition, according to Aini, et al (2023: 744) in his journal entitled "The Effect of Intensity of Watching Korean Drama on Interest in Learning Korean Language in the Korean Culture Club Pekanbaru Community" the results of the tcount value of 6.329 are greater when compared to the ttable of 1.982 with a significance level of 0.000 less than  $\alpha$  0.05.

Thus the Intensity of Watching Korean Drama has a positive effect on Interest in Learning Korean. Meanwhile, Fadillah, et al (2022: 3687) in his journal entitled "The Effect of Watching Korean Drama Impressions on Interest in Using Korean Language", shows that there is a significant influence with the results of tcount greater than ttable, namely T count = 2.994 and Sig. = 0,004 < 0,05. Thus watching K-drama shows has a high enough intensity to determine the respondents' interest in the interest in using Banmal/Korean language vocabulary. Thus it can be concluded that Korean Wave Culture has the best impact in increasing Learning Motivation. So from this study, the Korean Wave Culture variable is one of the factors that has a significant influence on Motivation to Learn because the participants have the desire and confidence to continue to try to take responsibility for the things they like and are supported by previous researchers who discuss Korean Wave Culture as a variable that has an important role in learning Korean.

## CONCLUSIONS

The results showed that the R square value of 0.696 (69.6%) indicates that the independent variable (Korean Wave Culture) has an influence on the dependent variable (Learning Motivation) of 69.6%. While 30.4% is influenced by other variables. And the interpretation of r proves the influence of Korean Wave Culture on Learning Motivation is in the coefficient interval, namely 0.60-0.799 and the interpretation is in the strong category. From the Anova (One Way) test results with  $F^{\text{count}}$  82.629 and a significance level of probability  $0.000 < 0.05$ , it can be concluded that the regression model can be used to predict the participation variable. From the results of the T-test, it is found that  $T^{\text{count}} > T^{\text{table}}$  ( $9.090 > 1.664$ ) then  $H_0$  is rejected statistically significant, from the results of the T-test the significant value is smaller than 0.05 ( $0.000 < 0.05$ ) means that there is a significant influence between Korean Wave Culture on Learning Motivation.

Overall, it can be said that Korean Wave culture has a significant positive impact on increasing students' motivation, interest and engagement in learning the Korean language. Korean Wave products have become a source of motivation for teenagers to learn more about Korean language and Korean culture. The Korean Wave phenomenon also affects teenagers' interest and behavior. Teenagers often adopt Korean vocabulary in their daily lives after being exposed to Korean dramas and K-Pop music. This shows that the Korean Wave not only entertains, but also influences teenagers' mindset and culture. Support from a conducive learning environment, inspiring role models and rewards for achievement are also important factors in strengthening students' learning motivation.

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