

## CHAPTER I

### INTRODUCTION

This chapter focuses on the area of the research that involves background of the research, problem of the research, objective of the research, significance of the research, scope and limitation, and definition of key terms.

#### **A. Background of The Research**

Korean wave or we can called Hallyu is one of the popular cultures that get big cultural phenomena in many countries and especially in Indonesia. Hallyu has become one of the biggest cultural phenomena across East Asia, continuing more currently in the United States, Latin America, the Middle East, and also parts of Europe (Ravina, 2008). Korean wave is the Korean pop culture is rapidly expanding across industries. Including the entertainment industry, lifestyle, fashion is also culinary. Korean waves are spreading widely throughout the world. Based on this phenomenon, English has an important role in the spread of Korean waves. This support student learns English with the activities they do when following the growth of the Korean wave.

Nowdays, many Korean wave fans are from various countries, so to communicate with each other they use English. Surely with that fact, as fans, they must understand or even master English. They can improve their skills by reading news or articles about K-pop or K-drama, watching K-pop, K-drama/K-movie, variety show or reality show using English so they can add vocabulary. Vocabulary is one of the elements of a language that needs to be mastered. Once students have mastered vocabulary, they can easily improve their language skills such as listening, speaking, reading and writing. (Cahyono & Widiati, 2008). They can also practice grammar and writing when they share their information or their opinions with their community on social media. That way, when a student who happens to be a Korean culture fan is familiar with English when

communicating with other fans or doing activities like watching Korean movies and drama with English subtitles, the students can indirectly improve their skills.

“KPOPERS AREA” is one of the telegram-based fan bases. In this group shared an update about K-pop which uses 2 languages, namely Indonesian and English. With posts that use English, each member can be accustomed to getting used in English, therefore researchers choose “KPOPERS AREA” from the many fan base groups that exist.

Several studies related to this research have been carried out by previous researchers. Aji Budi Rinekso, Okta Lesagia, and Dian Setiawati (2021) conducted a research *Improving Vocabulary While Watching Korean Dramas: Case of Indonesian EFL University Students*. The result of the research showed that students enjoyed learning vocabulary through English subtitles while watching Korean dramas. And then, the research has been conducted from Nurhadi Kurniawan, Afrianto and Rumiri Aruan (2019) entitled “Students’ Perception of Korean Wave in Their General Knowledge of English”. According to the research findings, Korean Wave has a positive impact on students’ general knowledge of English and can be used by teachers to help students improve their English. And also Elvisa Riska Novianti, M. Ali Ghufon and M. Fuadul Matin (2018) conducted the research entitled “K-Popers’ And K-Drama Lovers’ English Vocabulary Mastery”. The findings show that K-pop and K-drama fans have their own ways to be master in English vocabulary by the fan girl/fan boy activities they do to enjoy their hobbies. Indeed, K-pop/ K-dramas influences their good English vocabulary mastery by using their own technique to learn English vocabulary outside classroom by enjoying their hobbies.

Dealing with this fact, the researcher was interested in conducting this research to find out if the presence of Korean waves could trigger students to learn vocabulary in English and how Korean waves influence students to add English vocabulary voluntarily. Also to

be able to find out how their opinions regarding the Korean wave can affect their English vocabulary mastery. Conducting this research entitle “Students’ Perceptions on The Influence of Korean Wave in Their English Vocabulary Mastery.”

### **B. Problem of The Research**

There are problem from this research:

1. What are students’ perceptions on the influence of Korean wave in their English vocabulary mastery?
2. What is the influence of Korean wave on students English vocabulary mastery?
3. How does Korean wave influence students in their English vocabulary mastery?

### **C. Objective of The Research**

Based on the problem of research, the aim of this research are :

1. To find out students’ perceptions on the influence of Korean wave in their English vocabulary mastery.
2. To know the influence of Korean wave on students English vocabulary mastery.
3. To know how does Korean wave influence students in their English vocabulary mastery.

### **D. Significances of The Research**

The result of this research is expected to contribute to the researcher, the students and other researchers.

1. For the researcher, the result of this research can add to knowledge and understanding and as well as serve as a reference when writing next scientific activity.
2. For students, the result of this research is expected to provide students with some benefits and usefulness in the influence of the Korean wave in their English vocabulary mastery. It is hoped that with the results of this research, students will get

several benefits such as motivation to learn English, and they get alternative media of learning English.

3. For other researchers, the researcher hopes that this research will help the next researchers to do their research.

#### **E. Scope and Limitation of The Research**

The researcher limits the scope of this research in order to avoid the misunderstanding about this research. This research focus on the student who like Korean wave to find out students' perceptions on the influence of Korean wave in their English vocabulary mastery. There are many fan base groups that are extensively on social media such as telegram, twitter, whatsapp, and other platforms. From several existing social media platforms, researchers focused on the telegram platform. In telegram itself, there are many fan base groups that provide a space for K-pop or K-drama fans to discuss or share information about the Korean wave products. Here are some examples of fan base groups on telegram are NCTZEN INDO, ARMY INDONESIA, KPOPERS AREA, NCTZENAREA, NCTZEN INDONESIA, BTS ARMY INDONESIA and others. Among several examples of groups that have been mentioned, researchers chose one of the existing groups, namely KPOPERS AREA to focus more on research. The researcher chose KPOPERS AREA to be a participant in the study because in this group it uses English in sharing information. In addition to using Indonesian, captions or information shared using English can train members who are members to get used to the English language. In other words, members can get another advantage, which is to learn English indirectly. The researcher had specific criteria for participants in this research, specifically still a student. They were asked to participate by answering questions about their perceptions. The data collected from the questionnaire and interview was dependent on the honesty from participant and their ability to respond.

## **F. Definition of Key Terms**

The terms in this research are used to avoid the misunderstanding among the readers.

To make it clear in comprehending the study therefore there are some key terms such as:

### 1. Perception

Perception is the process of observing something in the brain to interpret it in terms of opinions and emotions that arise based on an individual's experience.

### 2. Influence

Influence is more inclined into something that can bring change in a person or more precisely in the student, to go in a more positive direction. So, if the influence is positive then, the student will change for the better.

### 3. Korean Wave

Korean wave or Hallyu is the designation for the successful cultural phenomenon of South Korea to attract international attention.

### 4. Vocabulary

Vocabulary is an important component of Learning English. If the English vocabulary are relevant to students' daily life or come from a topic of interest, students will probably be able to learn the English vocabulary faster. A good way to learn English vocabulary is to see and hear lots of word repetitions in interesting contexts such as topics, stories and reading.