

TITLE PAGE
THE GLOBALIZATION OF K-POP AND ITS
INFLUENCE ON GENDER CONSTRUCTION IN
INDONESIA

UNDERGRADUATE THESIS



Written by:

RUKHMI AGUSTIN ANJANI

(20170510191)

Supervised by:

Dr. Sugito, S.IP., M. Si

DEPARTMENT OF INTERNATIONAL PROGRAM OF
INTERNATIONAL RELATIONS

(IPIREL)

FACULTY OF SOCIAL AND POLITICAL SCIENCES

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2021

STATEMENT OF ORIGINALITY

I certified this undergraduate thesis entitled “**THE GLOBALIZATION OF K-POP AND ITS INFLUENCE ON GENDER CONSTRUCTION IN INDONESIA**” is my personal work and never been submitted for any degree or other proposes in Universitas Muhammadiyah Yogyakarta.

This thesis contains of information and data from publications by other authors which provide contributions inside this undergraduate thesis. It has been highly respected by attaching clear identification in every works cited and quoted inside this undergraduate thesis. With this I also certify that the contents of this undergraduate thesis are fully my responsibility.

I wrote this Statement of Originality sincerely and if in the future, the content of this statement proved to be wrong, as consequence I am willing to accept sanction based on the rule and regulations which implemented in Universitas Muhammadiyah Yogyakarta.

Yogyakarta, April 13th, 2021



Rukhmi Agustin Anjani
Rukhmi Agustin Anjani
20170510191

QUOTATION

“Ilmu itu sangat penting bagi hidup, makanya harus sekolah yang tinggi agar bisa jadi orang hebat”

-Bapak-

“Ibadah yang kuat dibarengi dengan ilmu yang berkah Insha Allah sukses dunia akhirat”

-Ibu-

“Even though many people doubt me, it doesn't mean I can't. Only time is necessary to prove it”

-Rukhmi A.A-

“A dream is only a dream.. until you decide to make it real”

-Harry Styles-

“When things are out of your hands and you know you've done everything you can, have no regret!”

-eaJ -

“The one thing you've gotta do is that you need to always do the best you can do, no matter what the given situation, no matter what comes up against you. You do the best you can do, and you never give up. Never quit.”

-James Corden-

“Nobody can drag me down”

-One Direction-

“Congratulations, glad you're doing great”

-Day6-

ACKNOWLEDGEMENT

All praise and gratitude to The Only Almighty Allah S.W.T Which has made it easy for me to make this thesis, then I can complete this thesis entitled “**THE GLOBALIZATION OF K-POP AND ITS INFLUENCE ON GENDER CONSTRUCTION IN INDONESIA**” in time.

I would like to give my gratitude to my advisor Mr. Sugito, who has guided me and gave me great enthusiasm to complete this thesis, which I think will be difficult and long to do, but I can finish it.

I realized that without the help and guidance from various parties, from the lecture to the preparation of this thesis, it was difficult for me to complete this thesis. I would like to give thanks to the people who always support me.

Although this undergraduate thesis is done, I believe that this undergraduate thesis is far from perfect, and there are still spaces for improvements to be better for others in the future. Hopefully, this thesis can provide benefits for the development of sciences and become one of the learning sources for those interested in this field.

Yogyakarta, April 13th, 2021



Rukhmi Agustin Anjani
20170510191

EXTENDED GRATITUDE

Assalamu'alaikum Warahmatullah Wabarakatuh

Alhamdulillah rabbal'alamin. This undergraduate thesis had been finished in time. This undergraduate thesis is also a requirement to achieve the Bachelor degree of International Relations study from Universitas Muhammadiyah Yogyakarta.

1. My highest and best gratitude to Allah S.W.T. Because Allah always gave me spirit and way for me to do this thesis. Praise for our Prophet Muhammad S.A.W who have provided good role models for Muslims. So, that we can imitate Rasulullah's exemplary attitude.
2. Thank you and big love for my parents and my grandparents. My dear mom Ibu Anief Sulistiyani who has supported me all this time. Give me encouragement and always be my hero when I'm down. My dear father Bapak Kuncahyo who always strives to be happy for his children. Never stop to support and boast of what their children do. My dear grandmother Uti Mujiyati who never stop praying for her grandchildren to succeed, always supports and takes care of me to have sufficient nutrition to be strong in working on my thesis. My dear grandfather (Tatun Alm. Wardhani Aziz) one of my encouragement is to be able to do this thesis quickly so that I can make Tatun happy there too. Thank you Tatun for accompanying me while I was in school from kindergarten to high school. I promise that I will pursue my goal so that I can make people proud and I can be of use to them.
I don't know how to thanks and returning every attention that they gave to me Ibu, Bapak, Uti and Alm. Tatun, but hopefully Ibu, Bapak, Uti will be always in Allah Subhanahuwata'ala guidance. And may Tatun always be happy in Allah's heaven. Aamin.
3. My little brother Tabri Budi Darmawan (Abiya) and my little sister Fatma Hidayati (Atchma) you need to know that I really love you guys. *Insha* Allah hopefully Allah

will always guide both of you to become *soleh* and *solehah*, and good children for our parents, the world and your future self.

4. Thank you and big love for my GENWAR family. Viv Djanat Prasita (Pakdhe Djanat), Any Wintolo (Budhe Nik), Trisasanti (Tante Tik), and Bambang Supriyanto (Om Bambang) thank you for giving enthusiasm and happiness all this time. Always find time with family to get together, spend time telling stories of many things. Thank you for being a parent who is also a role model for me. For my beloved cousins Farah Fauziah Vivany (Mbak Farah), Rafif Ahmad Vivany (Mas Awik), Nisrina Mumtaz Vivany (Mbak Nina), Eka Fadhillah (Dek Dhila) and Fauzan Dwi Pamungkas (Dek Uzan) I love you so much sist & bro. Wish you guys success in reaching your dreams and can make our family proud.
5. Thanks to HADIKUSUMO FAMILY SQUAD. Devia Farida Ramadhanti (Depia), Luna Tristofa (Luni), Vellya Utami Chania (Veya), Shania Afridita (Nayong), Saskia Aulia Rahma (Saskoy), Alyssa Aurelia Primayulita (Sassy), Mauditya Dian Ramadhani (Mody) and Riska Gusni Prasetyanti (Riska). Thank you for filling my days for almost 4 years, may Allah protect wherever you are, love you guys. Thank you also to all my close friends for your support to me love you too guys.
6. Thank you for Mr. Sugito as my advisor for your guidance in making this undergraduate thesis. Thank you for Mr. Bambang Wahyu Nugraha, Mr. Ali Muhammad, Mrs. Nur Azizah and Mr. Ali Maksum which had become my examiner in proposal and final undergraduate thesis exam for giving your dynamic thought in order to complete my undergraduate thesis.
7. Thank you, informants who have been willing to be interviewed to complete the source of this thesis. Without you guys this thesis would not be complete.

8. Thank you so much to the road crossers (Mr. Upin Ipin) who helped me during the accident, I don't know what would have happened to me without you maybe I wouldn't be in the current position. I hope you will get a blessed sustenance, be given a long life and health.
9. Thanks to K-POP which has provided the greatest inspiration in making this thesis. From the beginning I liked K-POP I was eager to make a work-related to K-POP and finally materialized. Thank you to Day6 and One Direction for accompanying me from making the proposal until this thesis has finished always entertaining me and give spirit through their music.
10. Thank you for lecturers and staff in UMY who kind enough in providing us knowledge.
11. Thank you also for my Ipirelians comrades in arms. I hope you guys will be successful in the future. And also, Youth Development Community thank you for being a platform to increase talent interest for me. Hopefully, it will be a great community and move forward.
12. Last but not least, for everyone who has been present in my life I can't mention one by one but thank you for your support and love for me. Also thanks for my self who always trying the best to face many problems Hopefully, I can be better in the future for the good of everyone and all my hope will come true.

This is the end of my extended gratitude, hopefully those who I already mentioned and those who I have not mentioned will be given by Allah S.W.T kindness and blessings always. Aamin

Wassalamu'alaikum Warahmatullah Wabarakatuh

Table of Contents

TITLE PAGE	i
ENDORSEMENT PAGE	ii
STATEMENT OF ORIGINALITY	iii
QUOTATION	iv
ACKNOWLEDGEMENT	v
EXTENDED GRATITUDE	vi
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF ATTACHMENTS	xiii
ABSTRACT	xiv
CHAPTER I	1
INTRODUCTION	1
1.1 BACKGROUND.....	1
1.2 RESEARCH QUESTION	4
1.3 THEORITICAL FRAMEWORK	4
1.3.1 Globalization Theory.....	4
1.3.2 Queer Theory.....	7
1.4 HYPHOTESIS	10
1.5 PURPOSE OF RESEARCH	10
1.6 RESEARCH METHODOLOGY	10
1.6.1 Type of Research.....	10
1.6.2 Source of Research.....	11
1.6.3 Location of Research.....	11
1.7 SCOPE OF RESEARCH	11
1.8 WRITING STRUCTURE	12

CHAPTER II	13
KPOP GLOBALIZATION AND CHANGES IN KPOPER'S VIEW OF MASCULINITY	13
2.1 Globalization of K-POP in Indonesia.....	14
2.2 Gender Perception in Indonesia that changed by K- POP Globalization.....	28
CHAPTER III.....	39
CONCLUSION.....	39
ATTACHMENT.....	41
REFERENCES.....	82

LIST OF TABLES

Table 1.1 Types of Globalization.....	5
Table 1.2 Types of Gender Appearance.....	9
Table 1.3 Snowball Sampling Technique.....	11

LIST OF FIGURES

Figure 2.1 Flashmob K-POP Random Play Dance in Jakarta Source: YouTube	19
Figure 2.2 Pink Panda Covered Dance by Blackpink “How You Like That” Source: YouTube	19
Figure 2.3 Reza Darmawangsa Covered Song by IKON “Love Scenario” Source: YouTube.....	20
Figure 2.4 Chingu Café in Yogyakarta. Source: jejapiknik.com.....	21
Figure 2.5 Stray Kids as brand ambassador of Shopee Indonesia. Source: hot.detik.com	22
Figure 2.6 Tokopedia invites BTS and Blackpink as main guest star on their event. Source: twitter.com	23
Figure 2.7 Hwang Hyunjin, a member of Stray Kids who wears earrings with dyed long hair and makeup. Source: pinterest.com	30
Figure 2.8 Harry Styles at Met Gala 2019. Source: vogue.com	31
Figure 2.9 EXO as brand ambassador Nature Republic. Source: Google.....	32
Figure 2.10 Seventeen as brand ambassador the SAEM. Source: alkpop.com.....	33
Figure 2.11 Examples of the appearance of ideal Indonesian men as described by the informants. Source: mldspot.com ...	34
Figure 2.12 Gamaliel member of vocal group (GAC) which shows the soft masculinity following the Korean style. Appearance as described by the informants. Source: wowkeren.com	38

LIST OF ATTACHMENTS

Attachment 1. TRANSCRIPT OF INTERVIEW 1.....	41
Attachment 2. TRANSCRIPT OF INTERVIEW 2.....	48
Attachment 3. TRANSCRIPT OF INTERVIEW 3.....	55
Attachment 4. TRANSCRIPT OF INTERVIEW 4.....	57
Attachment 5. TRANSCRIPT OF INTERVIEW 5.....	60
Attachment 6. TRANSCRIPT OF INTERVIEW 6.....	66
Attachment 7. TRANSCRIPT OF INTERVIEW 7.....	74