



A STUDY ON THE POPULARITY OF K-POP AMONG TEENAGERS IN MALAYSIA

SOO YEE JEAN

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONOURS) BROADCASTING
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN

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SOO YEE JEAN

APPROVAL FORM

This research paper attached hereto, entitled “A study on the popularity of K-pop among teenagers in Malaysia” prepared and submitted by “Soo Yee Jean” in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Broadcasting is hereby accepted.

Date: _____

Supervisor

MS. KOR ENG CHOON

ABSTRACT

With the popularization of YouTube, a well-standardized training system, powerful visual effects, good music quality, and the message they are trying to send that is resonance with the audience, K-POP has become a global phenomenon and is liked by people all around the world. The purpose of this study is to investigate why K-Pop is so popular among Malaysian teenagers and to investigate the level of K-Pop addiction among Malaysian teenagers. Research on the topic will be conducted using quantitative methods. The platform of choice for creating online survey forms and receiving most of the focus group data will be Google Forms. To reach the 100 respondents, the 100 online survey forms will be distributed along with a link on various social media channels. Statistical Package for the Social Sciences (SPSS) will be used to analyse the data after it has been obtained.

DECLARATION

I declare that the information in this article is the result of my own efforts, and that proper credit has been given in the bibliography and references to ALL sources, whether written, electronic, or personal.

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Date : 16 September 2023

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Chapter I

INTRODUCTION

1.1 What is K-pop

K-pop, also known as Korean popular music, is a beloved sub-genre of music that originated in South Korea. Hip-hop, electronic dance, jazz, and rock are just some of the types of music you might hear in K-pop songs, usually performed by groups of two or more (Master Class, 2021). Examples of K-pop groups are BTS, EXO, Bigbang, Girls' Generation, and Red Velvet.

1.1.2 History of K-pop

According to the Los Angeles Film School (2022), the history of K-pop began in the 1950s. The Kim Sisters was the first pop music trio from South Korea. They have no English language skills but have achieved success in the United States through accurate and passionate interpretations of American pop songs. In the 1970s, political activism played an important role in K-pop. As a result, the lyrics cover a variety of topics, including social awareness and anti-bullying. For example, Morning Dew is a short and melancholy song written by singer-songwriter Kim Min-ki. During a period of political unrest, the song would go on to serve as the anthem of the youth pro-democracy movement. The 1990s saw the birth of the first K-pop group, Seo Taiji and the Boys. By fusing K-pop with mainstream American music and adding hip-hop dance, they changed the genre and gave rise to K-pop (The Los Angeles Film School, 2022).

1.1.3 Reasons for K-pop to Become So Popular and Liked by People All Around the World

The popularity of K-pop started in the mid-2000s and continues until now. According to Kim (2017), K-pop was largely confined to South Korea in the early stages of its development, the early 2000s, and before the development of digital media technology. However, digital innovations like YouTube have made it possible for K-pop to transcend national boundaries and become widely popular since the mid-2000s. Hence, it gives people worldwide a chance to get into this new culture. For example, the popularity of “Nobody” by Wonder Girls, “Sorry Sorry” by Super Junior, and “Gangnam Style” by Psy all around the world can’t leave without being widespread on the internet. It also gave rise to a new phenomenon, as people all over the world could sing and dance to the song.

On top of that, the success of K-pop is because of the well-standardized training system in South Korean entertainment companies. There are a lot of entertainment companies in South Korea. Among the most famous companies are the “big 4” SM Entertainment, YG Entertainment, JYP Entertainment, and HYBE Entertainment. To create the perfect groups and people, companies must invest heavily in providing trainees with the best education possible. For example, the company will develop the most suitable schedule for each trainee based on the trainee's level, nationality, and age. According to Reign (2020), a netizen revealed a list of programs that one of the entertainment companies in South Korea called “Cube Entertainment” offers to its idol trainees on an online community site. The listing shows that the adult trainee's schedule starts at 9 a.m., while the student starts immediately after school, with training for both ending at 10 p.m. Furthermore, the lessons that the trainees have to learn include the Korean language (if the trainee

comes from a foreign country), foreign languages like Mandarin, English, and Japanese, vocal, dance, rap, songwriting, lyric-writing, producing/MIDI lessons, personality, manners, psychological counselling, personality test, fashion, instrument, acting, fitness, teamwork, showcase, volunteer work, and education on sex and drugs. The superior standardized training system gives them a huge advantage as they have more skills than other companies or even idols from other countries.

Apart from that, visual effects are one of the important reasons for the popularity of K-pop. A complete set of performances and visual effects are always prepared very well in K-pop. Whether it's the catchy music video, the choreography, or the faces of the group members, it's all about immersing yourself in this new culture. You must have heard the sentence “A Picture Is Worth a Thousand Words.” Thus, you can realize the importance of visual effects. The good-looking faces, jaw-dropping performances, songs published with a story and themes, creative apparel, and stage performances of K-pop make the audiences not only can enjoy the visual feast but can also easily understand what is the information that the singers are sending. Dr. Lynell Burmark, a specialist in visual literacy states that “Our words, thoughts, and ideas will enter one ear, travel through the brain, and exit the other ear unless they are attached to a picture. Our short-term memory processes words, but we can only hold onto around seven pieces of information at a time.” (Caplan, 2019). This is because images are more closely related to memory. Visuals can uniquely reinforce your message and increase its impact on your audience. Hence, no matter is pop, house, rock, R&B, hip hop, or other genres in K-pop music, they will always make sure the performance has a good visual effect to make the performances more attractive, memorable, and easy to understand and make sure the audiences can feel their sincerity in the performance.

In addition, good music quality is another reason for the success of K-pop. The quality of K-pop songs never disappoints. This is because the company has hired many famous producers and singers from South Korea and Western countries to produce songs for the company's idol groups. For example, famous singers like Ed Sheeran, Bazzi, The Black Eyed Peas, and Bebe Rexha, famous producers in South Korea like Kenzie and R.Tee, all these famous singers and producers have made a lot of hit songs for K-pop groups like BTS, EXO, Twice, Blackpink and others. Moreover, although K-pop has sung a lot of songs made by Western artists, there are also a lot of good producers from the group itself. Bigbang's G-Dragon, Seventeen's Woozi, Pentagon's Hui, and EXID's LE are K-Pop idols who are not only famous as a singer but also a producer. For example, the hit songs of Bigbang's "Fantastic Baby", Seventeen's "Very Nice", Pentagon's "Shine", and EXID's "Up and Down" all come from the members themselves.

Before the rise of K-pop, not many people knew Korean. But how could a less popular language become such a global phenomenon and be beloved by people all over the world? One of the main reasons is resonance. People all over the world face issues such as self-love, racism, and school bullying. K-pop always has strong social messages in its songs. Most people these days have a strong sense of self. They start to speak for themselves when facing injustice. However, they do not have the power to change and attract the attention of society. According to UNESCO (2020), one in every three young people worldwide was bullied in 2018. Hence, today's K-pop singers use their influence to raise social awareness about the problem of bullying in schools. For example, K-pop songs such as EXO's "MAMA", B.A.P's "Warrior", and Nu'est's "Face" are songs about school bullying and against school bullying. Besides, BTS also released a song called Love Myself to encourage the victims of bullying to start to love themselves; and cooperated with

UNICEF by creating a campaign called “Love Myself” campaign to against violence towards children and teenagers all around the world in 2017. According to the “Love Myself” campaign website (2022), the donations of the campaign have accumulated to 4,522,418,182KRW from 2017 to 2021 because of the power of BTS.

1.2 The Influences of K-pop On Malaysian

In recent years, K-pop has become a global phenomenon, with people all over the world obsessed with the culture brought to them by the Asian nation called South Korea, including Malaysia. According to The Star (2021), Malaysia ranks 9th out of 20 countries with the most K-pop followers on Twitter. The love of K-pop has brought many changes to the daily lives of Malaysians, and one of the biggest influences is food. For example, more and more people are beginning to try, understand and love Korean cuisine, and Korean restaurants are popping up all over Malaysia (Lim).

In addition, K-pop has also influenced Malaysians in terms of language. According to Lim, many Malaysians started to join the Korean language classes nowadays in order to be able to speak in Korean and to understand what a K-pop song’s lyrics in Korean mean. Besides, not only Korean classes outside, but even universities in Malaysia, such as University Malaya (UM), University Kebangsaan Malaysia (UKM), and University Putra Malaysia (UPM) also provide Korean education on campus (Dayana, 2020).

Apart from that, the dressing and make-up style of Malaysians also has been influenced by K-pop. We can always see Malaysians, especially teenagers, dressed like Korean celebrities on social media platforms and on the streets. This is because they believe that looking like a K-pop artist is stylish and fashionable, and it helps them feel more connected to their favourite K-pop artists (Lim).

1.3 Research Objectives

1. The first objective of the study is to investigate the reasons why K-pop is so popular among teenagers in Malaysia.
2. The second objective of the study is to investigate what degree of addiction to K-Pop among teenagers in Malaysia.

1.4 Research Question

1. The study's first question is to know why K-pop is so popular among teenagers in Malaysia.
2. The second question of the study is to know what degree of addiction to K-pop is among teenagers in Malaysia.

Chapter II

Literature Review

2.1 Teenagers

According to Loke (2020), a teenager is someone between the ages of 13 and 19. Sometimes, it is also known as teens and adolescents. Before the word teenager was created, people usually called them teener to represent it (Vocabulary.com, 2022). Teenagers have typically completed elementary school, are growing rapidly, and are in the final stages of development before becoming legal adults. During their teenage years, teenagers could complete high school, obtain their driver's licenses, and perform a job for pay (Vocabulary.com, 2022). According to Connell et al. (1975), there are three sub-stages of adolescence, which are early adolescence, middle adolescence, and late adolescence. Early adolescence lasts from 10 to 14 years old, middle adolescence from 15 to 17 years old, and late adolescence from 18 to early 20 years old (Connell et al., 1975).

Youths will learn about South Korean culture as it becomes more mainstream and popular, and they may use it to help build their own identities (Loke, 2020). For example, they will dress as Korean celebrities, eat Korean cuisine, and speak the Korean language. This is because teenagers are still learning and discovering new things, and they might be considered to be easily influenced by what they see in the media (Loke, 2020). It is a stage in the development of humanity. From childhood to maturity, there are changes that occur throughout this period, including biological, psychological, and societal changes (Ariffin et al., 2013).

2.2 Factors Affecting Teenagers Get into K-Pop

2.2.1 The Multi-racial Nation and Multi-cultural Society of Malaysia

Malaysia is a multiracial and multicultural country where many worldviews and ways of life coexist harmoniously. It is made up of 58% Malays, 25% Chinese, 7% Indians and 10% immigrants from other countries (Cho). Malaysians have lived with people of different cultures for so many years. They are relatively open-minded and have a high degree of tolerance and acceptance of other cultures. Therefore, an open mind, high tolerance and acceptance of other cultures make Malaysians very welcoming of Hallyu and Korean culture. According to Cho, one of the most successful ways to expose Malaysians to K-pop is through dramas and films. The director of the Trade Center of Korea Trade-Investment Promotion Agency (KOTRA), Ryu Jong Jun states that Malaysian audiences have been attracted by South Korean TV dramas, and an increasing number of locals of Chinese heritage or other descent are becoming fans of Korean Wave (Cho). Fans in Malaysia are increasingly watching Korean TV series because they are tired of prime-time shows in Hong Kong or Taiwan (Cho). Moreover, Grace et al. (2018) stated that although Malaysia joined the Hallyu later than other countries such as Vietnam and Thailand, the response was not very positive at first, but it still embraced the Hallyu faster and more vigorously afterwards.

2.2.2 The Change of Entertainment Business from Offline to Online

Due to the rise of the internet, social media and also the outbreak of the Coronavirus, the entertainment and performing industries are now focusing on numerous internet channels such as YouTube (Kim et al., 2022). In 2020, the outbreak of the Coronavirus caused people all around the world to not be allowed to go out. Therefore, online platforms replaced live

performances as the second-best choice during the COVID-19 pandemic, which requires “social distancing” (Kim et al., 2022). BTS’s online concert “Bang Bang Con” is a well-known case as it linked the traditional concert, fan interaction, and live performance following the non-contact regulation (Kim et al., 2022). It provides an opportunity for fans who cannot attend the offline concert to participate and enjoy the fun of the concert at home.

On top of that, the rise of the Internet and social media platforms has also prompted entertainment companies to start focusing their business on the Internet. This is because K-pop idols can communicate and connect with their fans all around the world easily by using social media platforms. For example, Twitter has drawn the attention of many experts who have identified it as the primary channel utilized by K-pop bands to engage with young people as 44% of US people between the ages of 18 and 24 use Twitter (Ramlan et al., 2021). Besides, global K-pop fans transformed from passive consumers to active participants by actively using social media to enhance the genre’s distribution (Kim et al., 2022). According to Jang and Song (2017), K-pop fans are always active in self-expression, commenting on other posts, and making videos. They will also use social media platforms in their daily lives to interact with other fans around the world. The rise of the Internet not only allows teenagers to communicate easily and obtain information about their favourite idols but also allows them to make new friends on the Internet.

2.2.3 Parasocial Relationships

The first theory we examine in this chapter is that of parasocial relationships. The concept of parasocial relationships was developed by Donald Horton and R. Richard Wohl in

1956. It identifies the illusion of face-to-face interaction with artists as one of the hallmarks of evolving mass media (Herbrink, 2020). Celebrities, live-action fictional characters, social media influencers, animated characters, and any other figure encountered through media, such as films, TV shows, podcasts, radio talk shows, or social media sites like Twitter, Instagram, or TikTok, can all inspire parasocial relationships in media consumers (Vinney, 2022). According to Vinney (2022), media users can develop both positive and negative parasocial connections, including sexual parasocial relationships, with various media characters. However, research on parasocial relationships has mainly focused on friendship-like interactions between media users and favourite media characters.

The development of the Internet in the mid-2000s provided the first social media prototypes in more complex forums and websites such as the online profile page Cyworld. Similar to today's social media platforms, Cyworld allows fans to communicate with each other, and idols can also talk to them through this tool (Herbrink, 2020). The difference between Cyworld and today's social media is that Cyworld only allows idols to communicate with Korean fans, while social media allows them to communicate with fans all over the world. So, in the 2010s, as K-pop became popular in the West, the birth of social media made entertainment companies pay more attention to the interaction between idols and fans (Herbrink, 2020). Herbrink (2020) states that K-pop was beginning to recognize the economic potential of Western fans and its ability to serve as a vehicle for Korean culture to boost South Korean tourism although it still didn't cater to a Western audience. They want to attract more consumers from Western countries and expand their market.

Along with social media, there has also been a paradigm shift in the development of parasocial contact thanks to the online service V-live, born in 2015. It is a platform that allows artists to transmit short live streams to subscribers and can offer services to members who are ready to pay for special content in the form of pre-recorded documentaries or movies (Herbrink, 2020). V-live has quickly become popular since it was born. This is because it provides subtitles for fans all over the world, allowing instant communication between idols and fans, and allowing idols and fans to resonate with each other. The availability of subtitles makes global fans feel that they are being followed and have a direct connection with their idol (Herbrink, 2020). Furthermore, a live chat/comment tool is a good option because if an idol is using the app and viewing the comments, there is a high chance they will read the comments and respond (Herbrink, 2020). Moreover, the idols can conduct a live stream every time and wherever they want. For example, they might turn it on during their free time, while walking somewhere, or before bed. Thus, other than the image of the idols on the TV programmes, they may reveal a more relaxed vibe when doing a live stream and give the vibe that they are a friend that fans are close with rather than an idol. The fans might feel better when they feel closer to their idols despite the fact that their idols came from different languages and cultural backgrounds, they were all connected by their love for both the idols' work and character (Herbrink, 2020).

2.2.4 Cultivation Theory

The other theory that we examined in this chapter is the cultivation theory. Cultivation theory is a theory developed by George Gerbner in the late 1960s. It is used to investigate the long-term impacts of television viewing on viewers' perceptions of social reality (Stacks, 2015). Glynn and Jeong (2003) note that media influence is significant, widespread, long-lasting, and

cumulative, affecting large and diverse populations of people by exposing them to repetitive patterns of stories, images, and information. The main argument of the cultivation analysis is that heavy viewers are more likely than light viewers to reflect on what they watch on TV. People who watch a lot of television often take the media information presented as reality (Loke, 2020).

In order to make fans like and trust idols more, entertainment companies will give each first-generation idol characteristics that the company thinks are suitable for them. According to Herbrink (2020), the idols must cover their identities and personal lives and perform with their “spontaneous personalities” on the programmes. When it comes to the second generation, the celebrity starts to act closer to the fan under the illusion of availability (Herbrink, 2020). This is because more of their idol’s personality was displayed and it will be simpler for the fans to get in touch with their favourite idol. With a few new followers appearing all over the world, content posted on the recently launched YouTube started to travel outside of South Korea (Herbrink, 2020). According to Loke (2020), when viewers’ actual realities and what they have seen on television are similar, resonance happens. Information conveyed by television is known as empathy and amplification because the concepts or pictures seen on television are comparable to what happens in real life (Loke, 2020). The TV information they watch isn't just interpreted as reality; it's already translated into reality (Loke, 2020). As a result, viewers believe that what they see on TV is real, so the idol's personality is the same as what they see on the show.

2.3 Effects of K-Pop Towards Malaysia Teenagers

2.3.1 Positive Effects

After entering K-pop, it has had a lot of positive impact on Malaysian teenagers. For example, it can lead teenagers to become more confident, learn a foreign language, and have good mental health.

Teenagers become more confident after getting into K-pop (Dalimunthe et al., 2022). According to the study by Dalimunthe et al. al. (2022), a teenager changes when she starts to be attracted to the personalities of K-pop idols as they often have to interact with large crowds on stage and give various speeches. Based on the research of Safithri, Sahrani, and Basaria (2020), the process of turning celebrities into role models is directly tied to modelling theory, which is also present in the process of discovering one's identity. The words of K-pop idols are motivating and inspire teens to start changing their cautious attitudes and behaviours and make them strive to live a more confident life (Dalimunthe et al., 2022). The consequences of the modelling process are good as well since role models who are celebrities have a favourable influence, preventing negative effects on the quality of adolescents' lives, particularly in the psychological area (Safithri, Sahrani, and Yulianti, 2020). Also, according to Khaerinnisa's research, she said that after becoming more confident, teens start meeting a lot of people from outside the city and even from other countries.

Besides that, K-pop allows teenagers to learn foreign languages (Khaerinnisa). Samsudin (2020) said that teenagers can understand the difference between the Japanese and Korean languages after they learn both these two languages in terms of pronunciation, syllabus, words, and writing system. The desire to learn a new language motivates them to learn the Korean

language naturally (Samsudin, 2020). Furthermore, as we know that K-pop idols sing and speak in the Korean language; thus, in order to understand what the K-pop idols are speaking, the meaning of the lyrics, and sing Korean songs fluently without having to understand the romanization, teenagers will go and start to learn the Korean language.

On top of that, idolizing K-pop idols improves teenagers' lives, particularly in terms of their mental health (Safithri, Sahrani, Yulianti, 2020). Safithri, Sahrani, and Yulianti (2020) found that more than half of the teens in the study said they were attracted to K-pop stars because they were perceived to inspire or motivate others. The study by Soo and Jamil (2022) also indicated that 57.1% of the 49 adolescents strongly agreed that watching Korean dramas can relax and reduce stress. Many K-pop fans are still in school or teenagers; therefore, having good mental health can help them stay away from juvenile crimes like wandering the streets at night, inappropriate courtship, etc. (Khaerinnisa).

2.3.2 Negative Effects

In addition to positive influences, K-pop has also brought a lot of negative influences to teenagers such as leading them to wrong consumption behaviours, increasing their anti-social level, and becoming addicted to Korean dramas.

After being exposed to K-pop, teenagers may buy a lot of K-pop-related goods to express their loyalty and affection for their favourite idols, besides listening to their music. This is because they believe that by purchasing items commemorating their idols, they will gain a

sense of accomplishment (Dalimunthe et al., 2022). As a result, teens started purchasing and collecting various K-pop-related items, including CDs, albums, posters, photo books, accessories, and other merchandise used or promoted by their idols (Dalimunthe et al., 2022). Besides, some of those who are addicted to K-pop idols may also routinely buy tickets to fan events or concerts, so they can see and meet their idols in person without caring about the price (Dalimunthe et al., 2022). Teenagers may regret it in the future and think about buying too much. According to Dalimunthe et al. (2022), this is because consumption targets are now more focused on emphasizing signs that producers are included in consumer goods but consumers are not aware of them.

On top of that, teens may become increasingly antisocial as they get into K-pop. This is because they often enjoy the items offered by their idols for hours (Dalimunthe et al., 2022). There is a lot of content created by the idols such as the idols' own reality shows, live, music videos, behind-the-scenes, etc. to attract fans. Therefore, in order to make sure they can watch all of this content at the earliest time and without missing anything about the idols, the teenagers will always keep their attention on their phone or computer and spend more time alone as a result of this and interact with their environment less. In addition to the content created by idols, Korean dramas are also something that young people are addicted to. Teenagers have a tendency to lose track of time when they are focused on drama or their idols (Khaerinnisa). Based on the results from the research of Soo and Jamil (2022), 46.9% of 49 teenagers strongly agree that they become addicted to watching Korean dramas and will spend hours watching them, while 16.3% of teenagers said that watching Korean dramas has caused them to become anti-social as they spend less time with friends and more time on watching Korean dramas.

Chapter III

METHODOLOGY

3.1 Introduction

In this chapter, the methodology used in this study will be explained along with each component included in the methodology such as the methodology used, population and sampling method. At the same time, the data collection methods and data analysis methods of this study are also explained.

3.2 Research Design

According to Bhat (2023), research design is the framework of research methods and procedures chosen by the researcher to conduct the study. This design enables researchers to fine-tune research methods to suit the topic and make their studies successful. The research method used in this study is the quantitative research method. The process of gathering and analyzing numerical data is known as quantitative research. The process of gathering and analysing numerical data is known as quantitative research. It can be used to discover patterns and averages, make predictions, assess causal links, and generalize results to larger groups (Bhandari, 2023). One of the most distinctive features of this style of research is that the results can be expressed numerically. The future of a product or service can be predicted and modified based on detailed knowledge of this data (Question Pro, n.d.). The popularity of K-pop can be measured through a quantitative research design that uses numbers to investigate the causes and effects of K-pop on participants.

An online questionnaire was chosen to conduct this study with a selected number of respondents to investigate their views on a particular topic, program or issue. According to Cint (2022), a questionnaire is a type of research instrument that consists of a series of questions designed to collect relevant information from respondents. The instruments have an interview-style structure and contain written or spoken questions. An online questionnaire is a set of questions designed to collect survey data on a specific audience or group of people. Participants will quickly fill out the form and access it via an internet connection (Bhat, 2023). Conducting an online questionnaire maximizes the reach of the researcher by distributing the questionnaire to their target audience as soon as possible and gathering views on a product or service while also collecting data for the study (Bhat, 2023). Online surveys provide a clear picture of the number of teenagers attracted to K-pop. Besides, the reasons teenagers love K-pop, the teenager's preference towards K-pop, and the effects of K-Pop brings teenagers will be well explored in this research.

The questionnaire is going to be divided into three sections, which are the demographic section, multiple choice questions, and scaling questions. First, questions in the demographic section will ask about gender, age, race, income, and status. This is used to understand the characteristics of the participants. The second part of the questionnaire is multiple choice questions. It asks participants about their preferences for K-pop music. This is to analyze the customers' responses in various kinds of scenarios, and the replies and responses are largely representative of what comes to mind. In addition, the last part of the questionnaire is the scale question. It will ask participants how they would be affected by K-pop music. These questions might help in the examination of the preferences of the target population to predict the effects in the future.

The questionnaire will be conducted online in Malaysia on a platform called Google Forms. This is because participants may come from different states in Malaysia, with no geographical restrictions. The estimated time to complete a set of questionnaires is approximately ten minutes. In order to show respect for the participants and to allow them to fill in the form without worrying about the disclosure of personal data, their consent will be obtained before completing the form.

3.3 Population, Sample Size and Sampling Method

A population is the entire collection of human beings, whether the group is a country or a group of people who share common characteristics (Momoh, 2023). In this study, respondents were required to provide evidence that they were Malaysian and currently residing in Malaysia. They need to know if they like K-pop, or have heard of it before and understand what K-pop is. The study sample size was approximately 51 people, ranging in age from 15 to 24 years.

Descriptive sampling was applied in this study, which is a common quantitative research strategy. Descriptive sampling is a research design that seeks information to describe a phenomenon, situation, or population in a systematic way (Voxco, 2021). According to Voxco (2021), the goal of a descriptive research design is to methodically collect data to describe the characteristics of a phenomenon, situation, or population. This is helpful when little is known about the topic or problem. Before investigating why something happened, it is necessary to understand how, when, and where it happened (McCombes, 2019).

3.4 Data Collection

The data collection approach would be to conduct an online questionnaire with Malaysians aged 15 to 24 years old, with no restrictions. The collected data will be displayed in text form. Any biased questions that might encourage participants to take one side or another, whether they are for or against the topic, are not allowed to be included in the questionnaire. In this questionnaire, participants were asked about their preferences for K-pop music, reasons for liking K-pop music, and the influence of K-pop music on them.

A total of 51 participants agreed to answer the questionnaire. The participants ranged in age from 15 to 24 and were of various genders and races. The table below shows the information of the participants clearly:

Participants	Gender	Age	Race
Participant 1	Female	15 to 19 years old	Chinese
Participant 2	Female	15 to 19 years old	Chinese
Participant 3	Female	15 to 19 years old	Chinese
Participant 4	Female	15 to 19 years old	Chinese
Participant 5	Female	15 to 19 years old	Chinese
Participant 6	Female	15 to 19 years old	Chinese
Participant 7	Female	15 to 19 years old	Chinese
Participant 8	Female	15 to 19 years old	Chinese
Participant 9	Female	15 to 19 years old	Chinese
Participant 10	Female	15 to 19 years old	Chinese
Participant 11	Female	15 to 19 years old	Chinese
Participant 12	Female	15 to 19 years old	Chinese

Participant 13	Female	15 to 19 years old	Chinese
Participant 14	Male	15 to 19 years old	Chinese
Participant 15	Female	15 to 19 years old	Chinese
Participant 16	Male	15 to 19 years old	Chinese
Participant 17	Female	15 to 19 years old	Chinese
Participant 18	Female	15 to 19 years old	Chinese
Participant 19	Female	15 to 19 years old	Chinese
Participant 20	Female	15 to 19 years old	Chinese
Participant 21	Female	15 to 19 years old	Chinese
Participant 22	Female	15 to 19 years old	Chinese
Participant 23	Female	15 to 19 years old	Chinese
Participant 24	Female	15 to 19 years old	Chinese
Participant 25	Female	15 to 19 years old	Chinese
Participant 26	Female	15 to 19 years old	Chinese
Participant 27	Female	15 to 19 years old	Chinese
Participant 28	Female	15 to 19 years old	Chinese
Participant 29	Female	15 to 19 years old	Chinese
Participant 30	Male	15 to 19 years old	Chinese
Participant 31	Female	15 to 19 years old	Chinese
Participant 32	Female	15 to 19 years old	Chinese
Participant 33	Female	15 to 19 years old	Chinese
Participant 34	Female	15 to 19 years old	Chinese
Participant 35	Female	20 to 24 years old	Chinese
Participant 36	Female	15 to 19 years old	Chinese
Participant 37	Female	20 to 24 years old	Chinese
Participant 38	Female	15 to 19 years old	Chinese
Participant 39	Male	15 to 19 years old	Chinese
Participant 40	Female	15 to 19 years old	Chinese

Participant 41	Female	15 to 19 years old	Chinese
Participant 42	Female	15 to 19 years old	Chinese
Participant 43	Female	15 to 19 years old	Chinese
Participant 44	Male	15 to 19 years old	Chinese
Participant 45	Female	15 to 19 years old	Chinese
Participant 46	Male	15 to 19 years old	Chinese
Participant 47	Female	15 to 19 years old	Chinese
Participant 48	Female	15 to 19 years old	Indian
Participant 49	Female	15 to 19 years old	Chinese
Participant 50	Female	15 to 19 years old	Chinese
Participant 51	Female	15 to 19 years old	Chinese

3.5 Data Analysis

This research applied thematic analysis to study and understand the participants' meanings and perspectives. According to Warren (2023), a thematic analysis combines data sets together based on commonalities. The reasons and periods the target population loves K-pop are different, so, the thematic analysis may be very effective for learning about people's experiences, perspectives, and ideas (Warren, 2023). Coding analysis was applied to seek similarities and relationships in order to explain the reason that the target population loves K-pop the most and also Korean pop music is their biggest influence. Additionally, themes and subthemes will be created to organize the codes to ensure readers can understand them without confusion. In this study, data analysis may reveal how consumers respond to the Korean Wave, the characteristics of the target group after liking the Korean Wave, and how much influence the Korean Wave has on them. Data analysis can help solve research questions.

Chapter IV

FINDINGS AND ANALYSIS

4.1 Introduction

The study surveyed 51 people aged 15 to 24 using an online questionnaire to assess their attitudes towards K-pop across gender and demographic characteristics. The research shows that females are more likely to pay close attention towards K-pop.

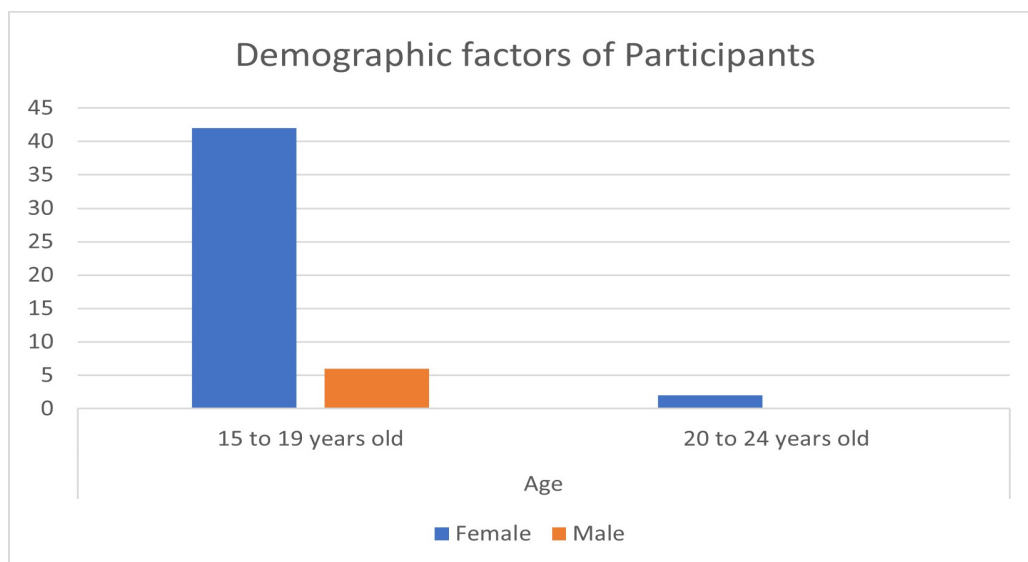


Table 4.1 Demographic factors of consumers

This chapter provides an overview of the data analysis and then discusses the findings. The information that was collected was evaluated in order to define, explain, and analyze the participants' feelings towards K-pop, how much they love K-pop, and how much they are affected by K-pop.

The interview questions are divided into three parts, and the results will be provided as follows:

- The first section is about the demographic data such as gender, age, race, income, and employment status.
- The second section is about the opinion of the participants, such as their preference towards K-pop.
- The third section is about the effects that K-pop brings them.

4.2 Methods of Data Analysis and Presentation of Data

Thematic analysis was performed to examine the participants' responses and perspectives. Themes and subthemes were created to keep readers from becoming confused. Tables and charts were utilised to provide a clear overview of the responses of the participants.

4.3 Data Analysis

4.3.1 Over Half of the Teenagers Like K-Pop

In this study, the first analysis will focus on the attitudes of teenagers towards K-pop music and the reasons why they like K-pop music because teenagers think, think and feel differently about K-pop music. There are many factors that influence their love for K-pop, including external factors and internal factors.

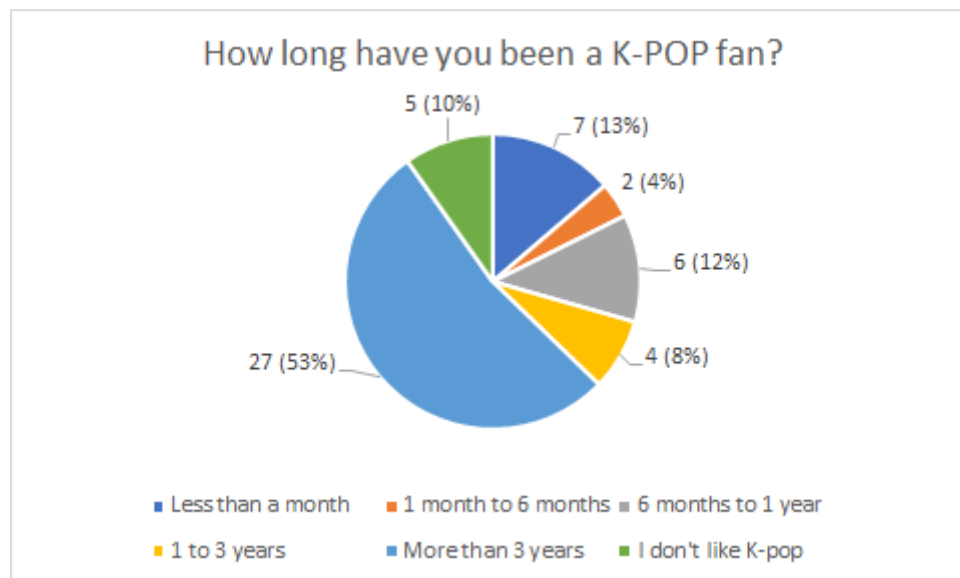


Table 4.2 How long have you been a K-pop fan?

Nearly all participants had a positive attitude toward K-pop, with more than half (53%) being long-time K-pop fans. Only a small proportion of participants (10%) were not interested in K-pop music. Here are some comments on why they are interested in K-pop

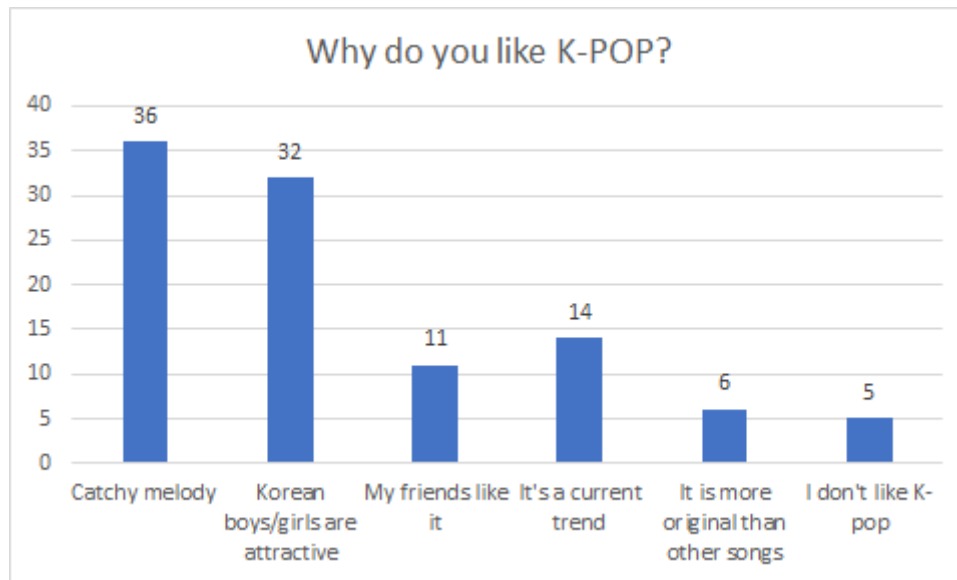


Table 4.3 Why do you like K-pop?

Regarding the result in the chart given by the participants, the catchy melodies, the attractive Korean boys and girls, my friends like it, it's a current trend, and it is more original than other songs are the reasons why teenagers love K-pop. According to Eduzaurus (n.d.), people wouldn't recognise the band if the music wasn't memorable enough. So, a catchy song is one of the reasons why some bands are particularly successful at getting teens to adore them because the song offers them a clear and positive image, and teenagers are readily captivated by songs that they like (Eduzaurus, n.d.). Additionally, the use of catchy bass and rhythm throughout the song as well as changes in tempo is another key factor in attracting K-pop listeners as it makes the song sound different from other songs (Thapaliya, 2023). Attractive Korean boys and girls are another reason why teenagers love K-pop music. Everyone is

naturally attracted to and fascinated by anything that looks attractive (Gan, 2019), and K-pop idols do have certain visuals that most Asians, and even most young people, will like. That is how they win the hearts of so many teenagers (Eduzaurus, n.d.). Additionally, friends certainly have a strong influence on each other during their teenage years (Ulene, 2011), and due to peer influence, they may do things they would not otherwise do in order to feel liked and appreciated by their friends (Raising Children, 2011). For example, they may wear the same clothes, hairstyle, or jewellery as their friends, listen to the same music or watch the same TV shows, and modify their speech or vocabulary. Therefore, in order to better integrate into the group, integrate into society, and better keep up with trends, teenagers may start to become K-pop fans.

Since catchy melodies and attractive Korean boys and girls are the main reasons why teenagers like K-pop music, we collected more data to study what aspects of K-pop music appeal to them.

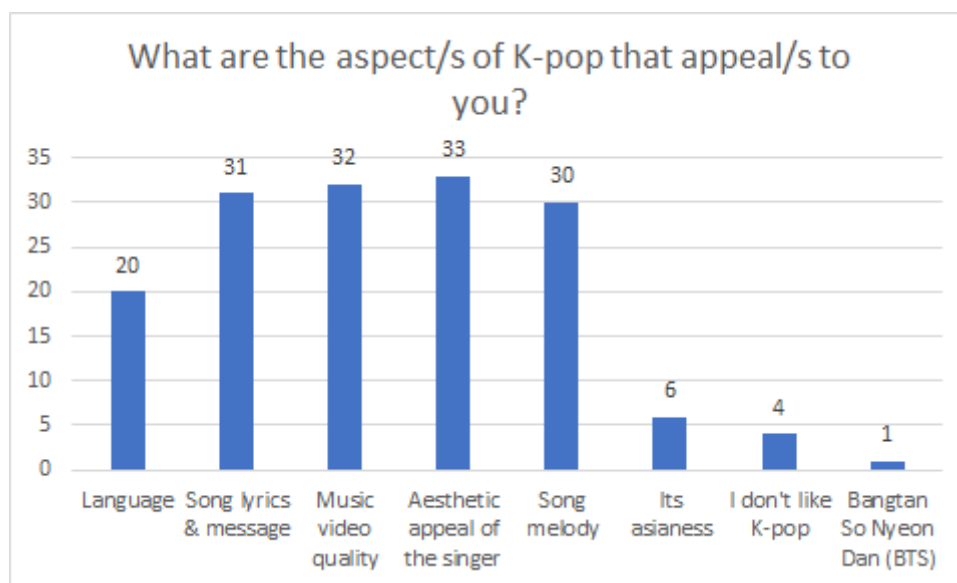


Table 4.4 What are the aspect/s of K-POP that appeal/s to you?

Aesthetic appeal and the music video quality come first

Among all the reasons that teenagers like K-pop, the aesthetic appeal of the singer is the one that appeals to teenagers the most. This is followed by music video quality which ranks second, song lyrics and message in third place, and after that is the song melody, followed by the language, its Asianness, and BTS. K-Pop is known for its innovative use of visual effects, such as costumes, colour, and jaw-dropping performances in its music videos (Prince, 2018). Add to that a story-filled plot and themes and good-looking faces, and the result is a high-quality, engaging music video that appeals to teenagers. Moreover, today's teenagers have a strong sense of self. When faced with injustice, they began to speak up for themselves. However, they do not have the power to change and attract the attention of society. Therefore, K-pop singers use their influence to convey strong social messages in their songs and become idols of young people. Additionally, K-pop artists often incorporate other cultures, such as English, into their songs (Prince, 2018). This is because it is often difficult for international audiences to fully understand the Korean language; therefore, inserting English lines can often help them capture the core message of the song (Thapaliya, 2023). Besides that, teenagers like K-pop because they are Asian. Cultural similarity is related to shared social cues and provides emotional bonds for people with similar cultural backgrounds. Therefore, cultural similarity can lead to in-group favouritism—in-group members grant each other preference and favour (Shi & Tang, 2015). Surprisingly, the South Korean boy band BTS is also one of the aspects of K-pop that appeals to teens. BTS is the most popular Korean boy band nowadays. Apart from the above-mentioned factors, judicious use of social media and strong personalities make teenagers attractive to them. In addition, 7.8% of participants are not interested in K-pop.

The result shows that teenagers care most about visuals, such as the visuals of K-pop artists and their music videos. This is because images are more closely related to memory. Visuals can uniquely reinforce a message and increase its impact on the audience. Hence, in order to make sure the performances are attractive enough, they will always make sure the performance has a good visual effect. As a result, teenagers, who are in the most impressionable age group, are more likely to be blown away by such direct visual art. Furthermore, in addition to being easily influenced by their friends, teenagers may also become addicted to K-pop music due to their young age and lack of self-control.

4.3.2 The Degree of Addiction to K-pop among Teenagers

Emotional

Based on the results, the degree of addiction of teenagers towards K-pop is high as it affects the emotions of teenagers very well. Out of 51 participants, 16 strongly agreed that listening to K-pop music makes them happy, 22 agreed, and 13 were neutral. According to Heshmat (2021), one of the most pleasurable human experiences is music. It improves a person's mood, gives a cherished friend, and helps them to communicate their emotions. Dopamine, sometimes known as the feel-good hormone, is released by our favourite songs, actuating our brain's pleasure and reward system (Fuentes, 2020). This is why people feel happy when they listen to their favourite music.

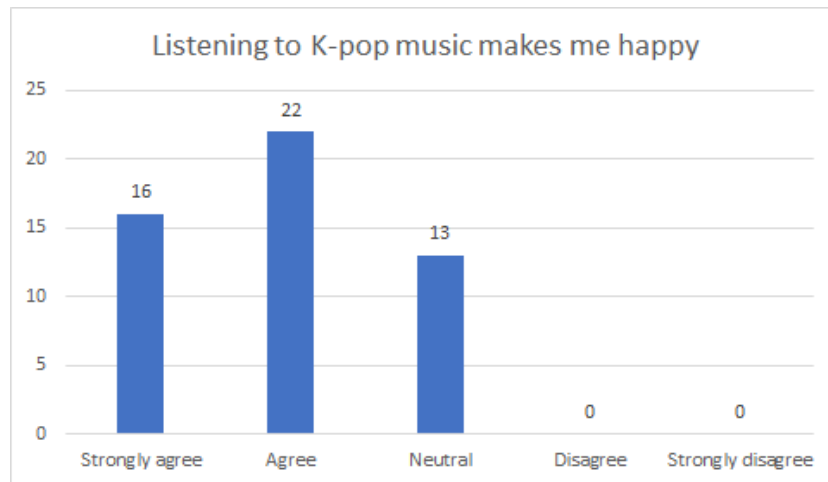


Table 4.5 Listening to K-pop music makes me happy

On top of that, 15 out of 51 participants strongly agree that listening to K-pop makes them relax, 24 of them agree with it, 11 of them feel neutral, and only one of the participants disagrees with it. Music can help people relax and manage people's stress (Counseling Services, n.d.). This is because music allows people to escape as brain waves may synchronize with the beat of a song, it distracts our brains from the outer world and relaxes our muscles (Heshmat, 2021) especially slower, contemplative music might help us relax and reduce tension.

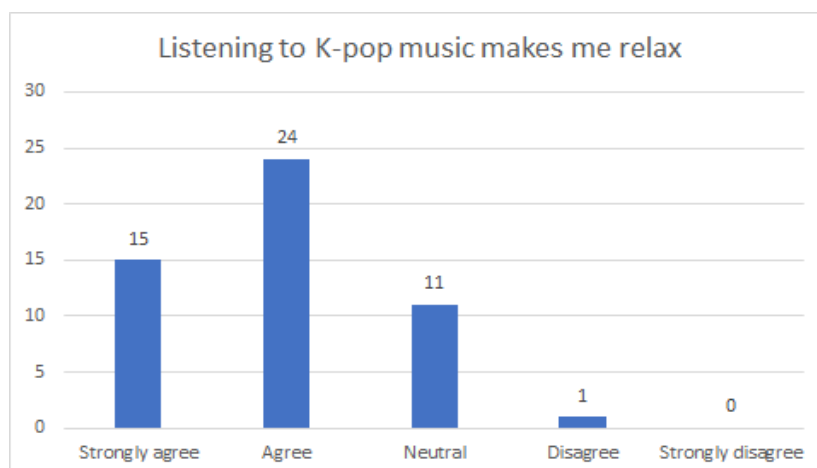


Table 4.6 Listening to K-pop music makes me relax

Additionally, 18 out of 51 participants strongly felt that listening to K-pop would make them more active, 18 of them agreed, 14 felt neutral, and 1 of them strongly disagreed. According to Heshmat (2021), what a person chooses to listen to can influence their mood. This is because music can have an immediate positive impact on our mental state; a fast pace can stimulate us mentally and physically and help us recharge for the day. Therefore, K-pop has always been loved by many people because their songs are mostly positive, with catchy melodies and fast rhythms.

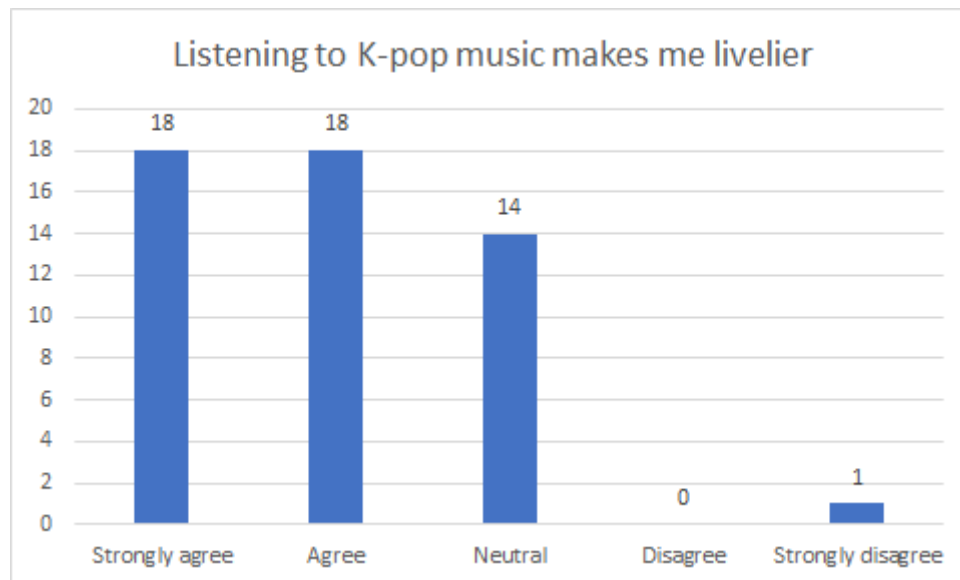


Table 4.7 Listening to K-pop music makes me livelier

In addition to this, 19 of the 51 participants strongly felt that listening to K-pop music made them feel proud of their artists, with 16 of them agreeing with this and 16 of them feeling neutral. Many agencies will document the idol's debut and journey along the way by releasing documentaries and reality shows about the idol. This is because it encourages an emotional connection, thus keeping the audience interested in the show. The large number of comments left by fans on forums and social media platforms is a good example of this (Sim, 2019).

According to Sim (2019), she claims that a fan of the Produce series, a user ‘commercial free’, said in a comment on a YouTube video that she thinks that “(As) we see the struggles and success of each trainee/participant, the show makes us invested to our bias/favourite participant/trainees”. Thus, when listening to the artists’ songs with lyrics that describe their minds, the fans might think about how they are hard work and feel proud of them.

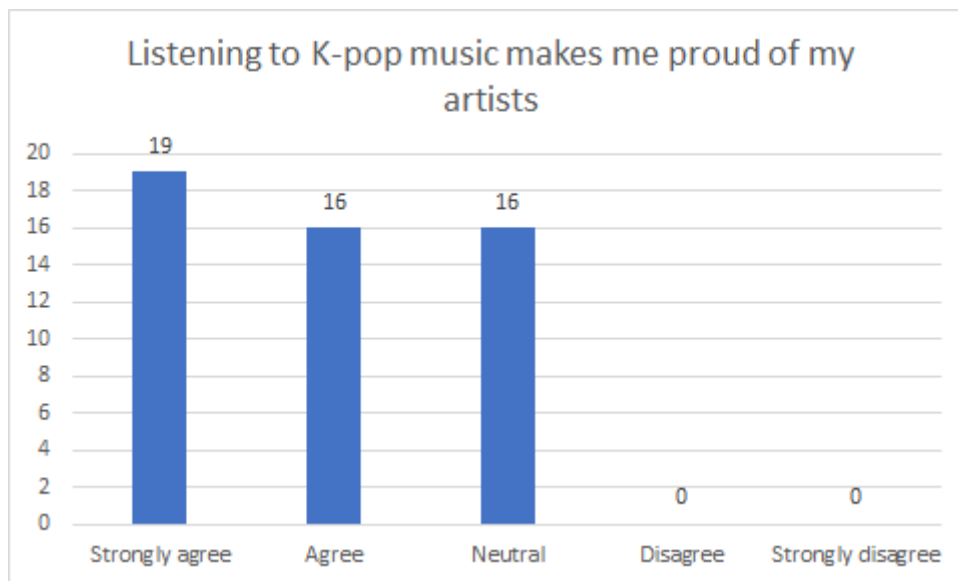


Table 4.8 Listening to K-pop music makes me proud of my artists

Moreover, 17 out of 51 participants strongly agree that listening to K-pop makes them productive, 17 of them agree with it, 16 of them feel neutral, and one of them disagrees with it. Listening to K-pop music not only makes teenagers feel proud of their artists but also increases their productivity. “I’ve been motivated to work just as hard to accomplish my objectives after seeing how hard K-pop celebrities work for their success.”, This is what was said by a BTS fan, Doreen Tay (Acuvue, 2019). Similar to the result above, after watching the documentaries and reality shows of the idols, the fans believe the idols demonstrated to the fans that everything

is possible if they put in the necessary effort, and they've genuinely motivated the fans to improve both personally and professionally (Acuvue, 2019).

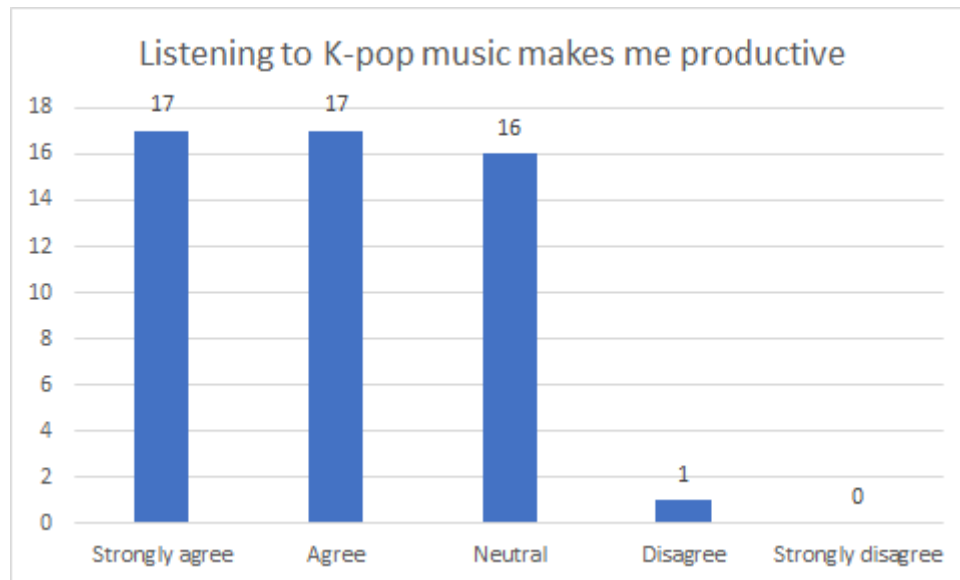


Table 4.9 Listening to K-pop music makes me productive

Psychological

The second proof is that the degree of addiction of teenagers towards K-pop is high as it affects the psychology of teenagers very well. Based on the result, 22 out of 51 participants agree that they have a chill/goosebumps when they listen to K-pop music, 10 of them strongly agree with it, 17 of them feel neutral, 1 of them disagree with it, and one of them strongly disagree with it. Musical “frissons” are caused by expectations being exceeded since our brain always anticipates how a piece of music will develop and when it is surprised, it releases tension. Although people enjoy predictable things, the unexpected is much more exciting to the human mind, which is why people get goosebumps (Voices Neurolab, 2020). One of the reasons why K-pop is so popular with the public is because of the diversity of concepts, such as spooky, cute, and y2k. K-pop groups are always surprising to the public every time as they

always come up with a different style. Of course, what makes this K-pop music diverse and successful is inseparable from Western songwriters. For example, Swedish songwriter Ellen Berg, who has collaborated on songs with Katy Perry, Taylor Swift, and The Weeknd, first collaborated with other composers on “Peek-a-Boo”, a Red Velvet song that Berg compared to a trip to a haunted house or an old “Scooby-Doo” episode, in 2017 (Marshall, 2022). Owing to the song’s style and melody which is full of grotesque and spooky atmosphere, “Peek-a-Boo” has been played over 217 million times on YouTube (Marshall, 2022).

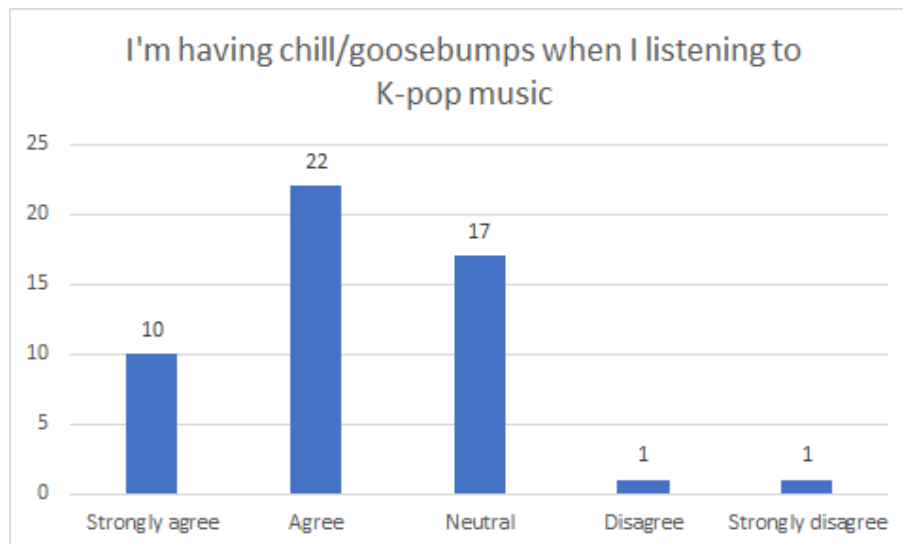


Table 4.10 I'm having chill/goosebumps when I listening to K-pop music

In addition, 20 out of 51 participants agree that they will dance when listening to K-pop, 20 of them feel neutral, 6 of them strongly agree with it, 3 of them disagree with it, and 2 of them strongly disagree with it. According to the World Health Organization (WHO) (2021), adolescence is a critical time for forming social and emotional habits that are necessary for mental health. The potential influence on teenagers’ mental health increases with the number

of risk factors they are exposed to (WHO, 2021). Therefore, to relieve stress, teenagers may dance while listening to their favourite music. Psychology says that if the music we like is played while we dance, we will immediately start enjoying it. This is because when you dance you release stress and become approachable (Tolasaria, 2019). Music, on the other hand, affects our bodies and minds. As we intuitively know, our favourite music makes our hearts sing and ultimately compels us to stomp our feet or snap our fingers (Tolasaria, 2019).

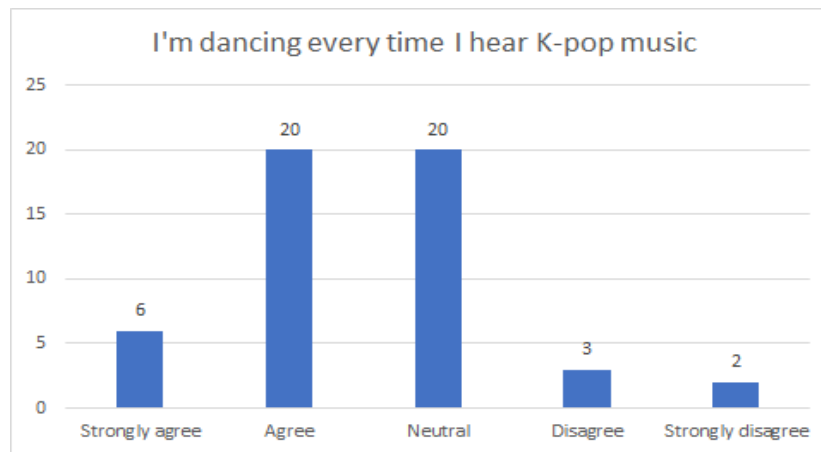


Table 4.11 I'm dancing every time I hear K-pop music

Furthermore, 21 out of 51 participants agree that they will imitate their K-pop idols, 12 of them feel neutral, 9 of them strongly agree with it, 3 of them disagree with it, and one of them strongly disagrees. In addition to friends, teenagers are also easily influenced by their favourite idols. According to Thiyagar (2022), teenagers' infatuation with celebrities is often a normal stage of development as they will aggressively seek out role models at this time to get advice on how to dress and behave. And it is natural that the glamorously dressed idols on stage every day will be the ones they imitate because of their glamorous lives, attractiveness, and talent. As a result, teens are naturally drawn to celebrities.

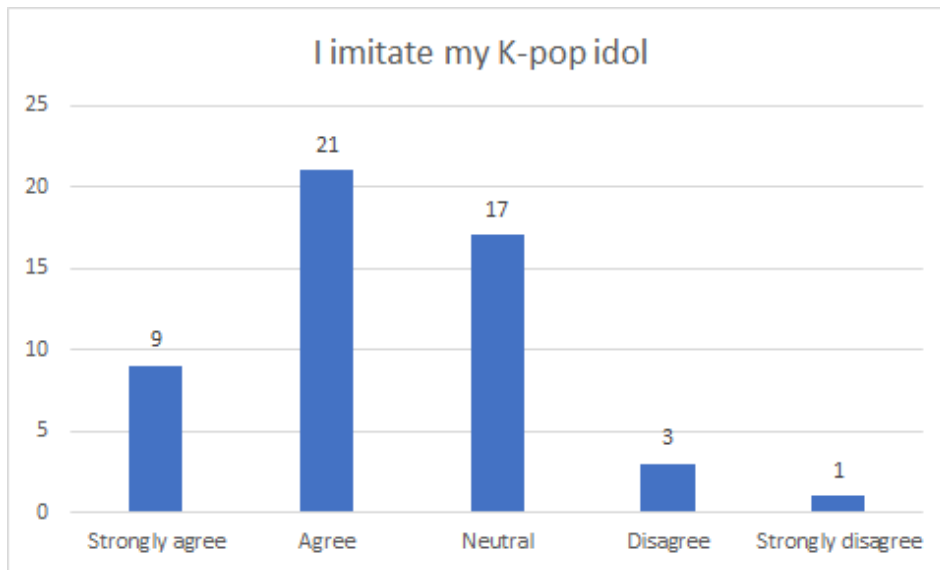


Table 4.12 I imitate my K-pop idol

Social

Social is another element that affects the degree of addiction of teenagers towards K-pop. According to the result in Table 4.13, 21 out of 51 participants agree that they are surrounded by K-pop fans, 20 of them feel neutral, 8 of them strongly agree with it, 1 of them disagree with it, and 1 of them strongly disagree with it.

Besides, according to the result in Table 4.14, 24 out of 51 participants agree that they sing K-pop songs with their friends, 16 of them feel neutral, and 11 of them strongly agree with it.

These results reinforce the importance of friends for young people. In Table 4.3 (Why do you like K-pop?), there is 11 out of 51 of the participants chose “my friends like it” as the reason they like K-pop. Even though it's not the reason most people choose it, it can still have

an impact on a portion of the population. Therefore, it can be seen how important peer pressure or friends can influence teenagers to start making themselves aware of and liking K-pop in order to bring them closer to their friends because they want the people closest to them to accept and cherish them (Raising Children.net, 2021).

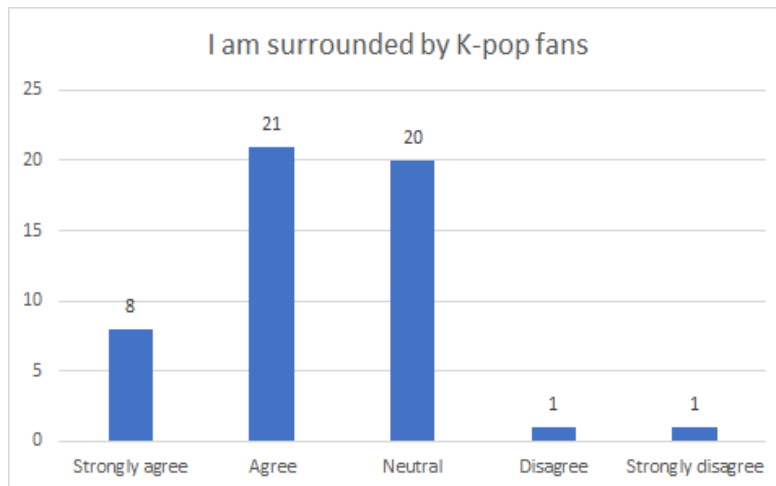


Table 4.13 I am surrounded by K-pop fans

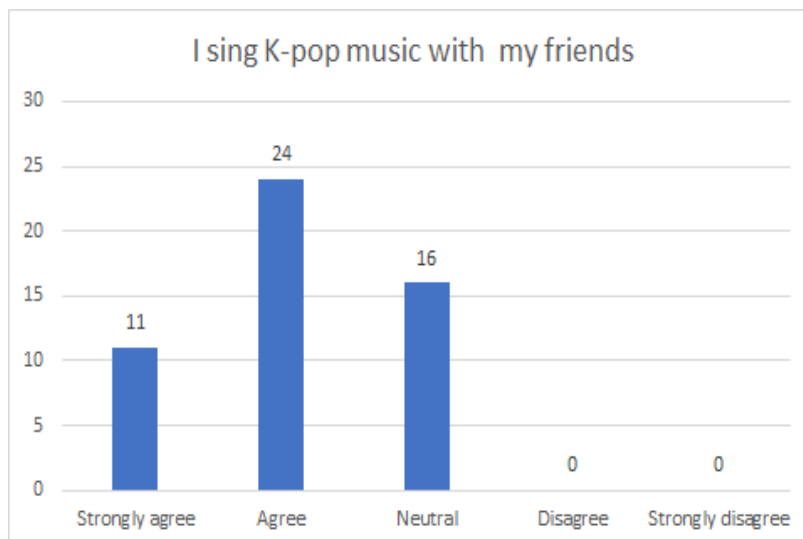


Table 4.14 I sing K-pop music with my friends

Study Habits

Korean pop music also affects the study habits of teenagers. According to the result, 21 out of 51 participants agree that they will search K-pop music even in a class to inspire them, 14 of them feel neutral, 7 of them strongly agree with it, 7 of them disagree with it, and 2 of them strongly disagree with it. Teens may start imitating their favourite idols from head to toe, including their lifestyle. K-pop stars are known to always show their best to their fans, such as achieving success through perseverance. Therefore, when teenagers listen to their favourite K-pop idol songs, they may think of scenes of how hard their favourite idols work and get inspired and start working hard just to become like their idols. In addition, eating healthily, staying in shape, and having a good fashion sense are also good habits of K-pop idols that teenagers strive to imitate. The good impact of K-pop stars makes teenagers improve themselves and also increases their self-confidence.

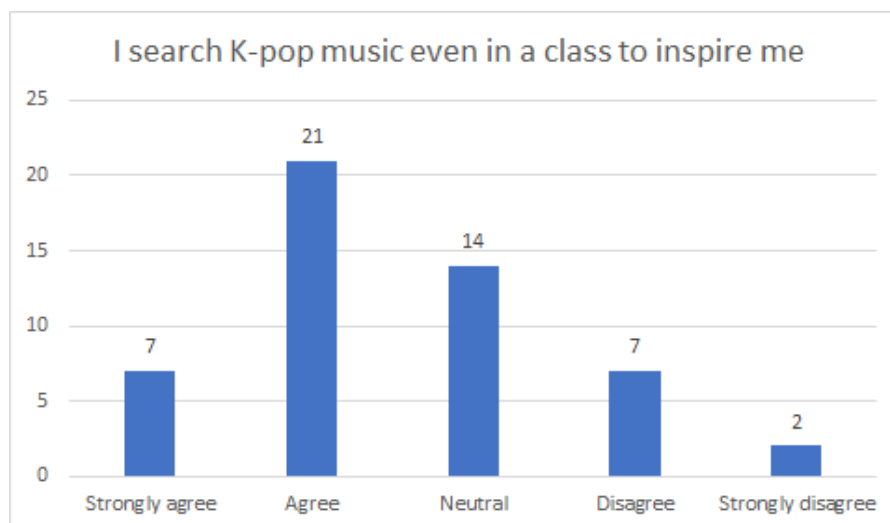


Table 4.15 I search K-pop music even in a class to inspire me

Chapter V

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Discussion

The research shows that K-pop is very popular among teenagers. Many of them have been K-pop fans for more than three years. The catchy melodies of K-pop songs and the good looks of K-pop idols are all reasons why teenagers love K-pop so much. In addition, teenagers are very addicted to Hallyu, which has a great impact on teenagers' emotional, psychological, social and study habits. The specifics of the study results, as well as limitations and recommendations, are described below.

Emotions of Teenagers are the Aspects that are Most Affected

According to the findings of the interview analysis, it shows that the emotions of the majority of teenagers, either male or female, between 15 to 24 years old are most affected by four of the aspects, which are emotional, psychological, social, and study habits. Conversely, study habits are the aspects that have the least affected even though some of them are K-pop fans. Participants claimed that K-pop made them feel happy, relaxed, more alive, proud of their artists, and productive. Teenagers' emotions are easily influenced and changed by others.

This is because of hormones. These brain chemicals that cause physical changes also alter teenagers' emotions and heighten their emotional reactions. (HHS, n.d.). For example, they may exhibit strong feelings and vivid emotions, and their emotions may appear unstable (Raising Children.net, 2021). Because of these characteristics, adolescents are more susceptible

to emotions and have difficulty making judgments that adults would consider appropriate because their brains are still learning how to manage and express emotions in a mature way (HHS, n.d.). So one thing a teenager might do to feel better is listen to an upbeat or favorite piece of music.

Furthermore, as Malay Mail reported in 2023, K-pop music has been discovered to potentially speed up the process of going to sleep. This finding is based on a recent Danish study on the effect of music on sleep, which was published in the journal PLOS One (Malay Mail, 2023). The study not only demonstrated that different music genres can improve sleep quality and induce a sense of calm in people, but it also highlighted the unexpected popularity of K-pop, specifically the song “Dynamite” by the widely acclaimed boy band BTS, as a choice for facilitating sleep (Malay Mail, 2023). Consequently, these unproven findings highlight the emotional influence of K-pop music on teenagers, since it can evoke emotions of enjoyment and relaxation after listening to it.

5.2 Conclusion

In the scheme of matters, this study on K-pop popularity and teenagers in Malaysia shows that K-pop is very popular in Malaysia and it has a great influence on teenagers as they have been K-pop fans for over 3 years. This is because the delicate faces of K-pop idols are very attractive to teenagers. K-pop idols often have aesthetics that naturally appeal to a wide audience, especially Asians and young people, who are naturally attracted to things that look attractive. K-pop music always has catchy melodies, which is another reason why they love K-pop music so much. After long-term exposure to K-pop music, the teenager’s addiction towards

K-pop also increases as their emotional, psychological, social and study habits are also prone to change due to K-pop music.

K-pop affects teenager's emotions very well as most of them feel happy, relaxed, livelier, proud of their artists, and productive when listening to K-pop music. K-pop music always has a catchy melody and transmits positive energy to teenagers. The energetic melodies and positive song lyrics help teenagers to improve their moods, release stress, and cause them to become as hard-working as their favourite idols. In addition, Korean pop music also has a great psychological impact on teenagers. Some teenagers may get goosebumps when listening to K-pop music. Musical 'frissons' happen when a person's brain is shocked by music that surpasses our expectations, relieving tension and producing excitement, since the human mind considers the unexpected more enthralling than the predictable, resulting in goosebumps. Dancing is what teenagers do when they listen to K-pop music. Psychology suggests that when people hear their favourite music while dancing, they quickly start to enjoy it because dancing can help release stress and make them more receptive to the music. Teenagers also like to imitate their favourite idols. Teenagers' obsession with celebrities is a normal part of growing up, as they look to the appearance and behaviour of their role models for direction. Children are naturally attracted to the wonderful lifestyles of gorgeous and colourful idols on stage because they always look perfect. To be as perfect as they are, teenagers will begin to imitate the way K-pop idols dress to get closer to their favourite idols.

Apart from that, K-pop also affected teenager's social. Teenagers claimed that they are surrounded by K-pop fans, and they will also sing K-pop music along with their friends. Teenagers may become interested in and attracted to K-pop in order to better fit in with their

peers and seek acceptance as they crave approval and intimacy from those they care about. The study habits of teenagers are another thing that is affected by K-pop. K-pop may even inspire teenagers in the classroom. This is because K-pop star's portrayal of determination and perseverance inspires teenagers to work hard and strive for success, motivating them to emulate their idols.

5.3 Recommendations

A more specified age range should be employed, in addition to the requirement that demographic characteristics such as gender and ethnicity be evenly distributed among interview participants, to improve the accuracy and representativeness of the study's results. Increasing the study's sample size to at least 100 participants would also assist in better understanding the relationship between why youths appreciate K-pop and the influence K-pop has on them. It is important to emphasize that increased population diversity may lead to answer saturation, as different races and genders among adolescent participants may exhibit different attitudes and cultures.

If more time is allowed on this study, an in-depth investigation of the teenagers' perspective towards K-pop singers and K-pop music or American pop singers and American pop music could be conducted to collect reliable information and values about whether Malaysian teenagers are more addicted to K-pop singers and K-pop music or American pop singers and American pop music.

Research should also explore the different dimensions of adolescence in terms of external and internal factors, including economic and environmental factors. In addition, teenagers' beliefs and knowledge are also crucial as these elements may influence their perceptions towards K-pop. Therefore, we need to consider all aspects together, rather than just focusing on specific factors, to gain a more comprehensive understanding of individual behaviour and make recommendations for improvement.

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Appendix

Questionnaire:

Section A: Demographic

1. Gender:

- Male / Female

2. Age:

- 15 to 19 years old / 20 to 24 years old

3. Race:

- Malay / Chinese / Indian / Others

4. Income:

- below RM 2,000 / RM 2,001 to RM 4,999 / RM 5,000 & above

5. Status:

- Employed / Unemployed / Student

Section B: Preference towards K-POP

1. How long have you been a K-POP fan?

- Less than a month / 1 month to 6 months / 6 months to 1 year / 1-3 years / More than 3 years / I don't like K-POP

2. Why do you like K-POP?

- catchy melody / Korean boys/girls are attractive / my friends like it / it's a current trend / it is more original than other songs / I don't like K-POP / Others: _____

3. What are the aspect/s of K-POP that appeal/s to you?

- Language / Song lyrics & message / Music Video Quality / Aesthetic Appeal of the Singer / Song Melody / its Asianness / I don't like K-POP / Others: _____

4. In what ways do you access K-POP?

- Internet (illegal downloading) / Internet (purchasing from online shops) / Traveling to Korea to see the singers and buy their albums Going to Noraebangs (Korean Karaoke rooms) / I don't like K-POP / Others: ____

5. Do you purchase the K-POP products?

- Yes / No

6. How often do you purchase the K-POP products?

- Rarely / Often / Very often / Never

7. What K-POP products do you invest on? (Check all that apply)

- Full Albums / Mini Album / Concert Albums / Clothing / Merchandise (Posters, Diaries, Mugs, Bags, Pens etc) / I don't like K-POP / Others: _____

8. How much do you spend on purchased K-POP merchandise per month?

- RM100 and below / RM100 – RM200 / RM200 – RM300 / RM300 – RM400 / RM 400 – RM500 / RM500 and above / Never purchased

9. How many hours a day do you spend on the Internet participating in online K-POP forums?

- An hour or less / 1-3 hours / More than 3 hours / I don't like K-POP

10. Which platform do you spend the most to follow up the K-POP news? (You can choose more than one)

- Facebook / Twitter / Instagram / I don't like K-POP / Others: _____

11. What do you usually do when you go online for K-POP? (Check all that apply.)

- Check for K-POP updates / Participate in forums / Download media / Purchase merchandise / I don't like K-POP / Others: _____

12. How many hours a day do you spend on the Internet watching and listening to K-POP?

- An hour or less / 1-3 hours / More than 3 hours / I don't like K-POP

13. Have you ever thought of going to South Korea to see your favourite Korean singers?

- Yes / No

14. What aspect of your lifestyle has been influenced the most by K-POP?

- Food (I eat Korean food more often now) / Fashion (I dress more like my K-POP idols now) / Hobbies (I devote more time to K-POP now than my past hobbies/interests) / Language (I want to/already am taking up Korean language classes) / Music (I listen to K-POP more than other genres of music / I don't like K-POP / Others: _____

15. How many K-POP fan clubs (online and offline) are you part of? (Kindly write the fan club name/s and singer/s)

- 1 / 2 / 3 or more / I don't like K-POP

16. Why did you join your K-POP fan group?

- Influence (My friend/classmate/family encouraged me to join) / Shared interest (I want to be with people who like K-POP) / Networking (I want to gain more contacts) / Outlet of expression (I want to have a way to express how I feel about K-POP) / Support for the Artist (I want to show my support to my favourite singer/s) / I don't like K-POP / Others: _____

17. How active are you as a member of your fan group?

- I religiously attend every meeting. / I attend only when I have time. / I attend on special occasions (big conventions, events, etc.) / I do not attend at all.

18. Does your K-POP fan club/s still (collectively) appreciate other kinds of music aside from K-POP?

- Yes / No

19. Have you ever had a conflict with someone from other fan groups? (Online or face to face)?

- Yes / No

Section C: How K-POP Affects You

5 – Strongly Agree / 4 – Agree / 3 – Neutral / 2 – Disagree / 1 – Strongly Disagree

Emotional

Question	1	2	3	4	5
1. Listening to KPOP Music makes me happy.					
2. Listening to KPOP Music makes me relax.					
3. Listening to KPOP Music makes me livelier.					
4. Listening to KPOP Music makes me proud of their artists.					
5. Listening to KPOP Music makes me productive.					

Psychological

Question	1	2	3	4	5
1. I'm having a chill/goose bumps when I listening to KPOP Music.					
2. I feel I'm a Korean when I hear KPOP Music.					
3. I'm dancing every time I hear KPOP Music.					
4. I imitate my KPOP idol.					
5. I get mad when they say I'm weird.					

Social

Question	1	2	3	4	5
1. I am surrounded by KPOP fans.					
2. I annoy my friends when I listen or sing KPOP Music.					

3. I sing KPOP Music with my friends.					
4.I don't interact well with a person who is not interested in KPOP.					
5. I have many friends because of KPOP Music that influence me.					

Study Habits

Question	1	2	3	4	5
1. I listen to KPOP Music to help me to focus on my class.					
2. I search KPOP Music even in a class to inspire me.					
3. I am more focus on my studies rather than KPOP.					
4. I finish my homework on time because I listen to KPOP Music.					
5. I can easily review at home because I listen to KPOP Music while I study.					