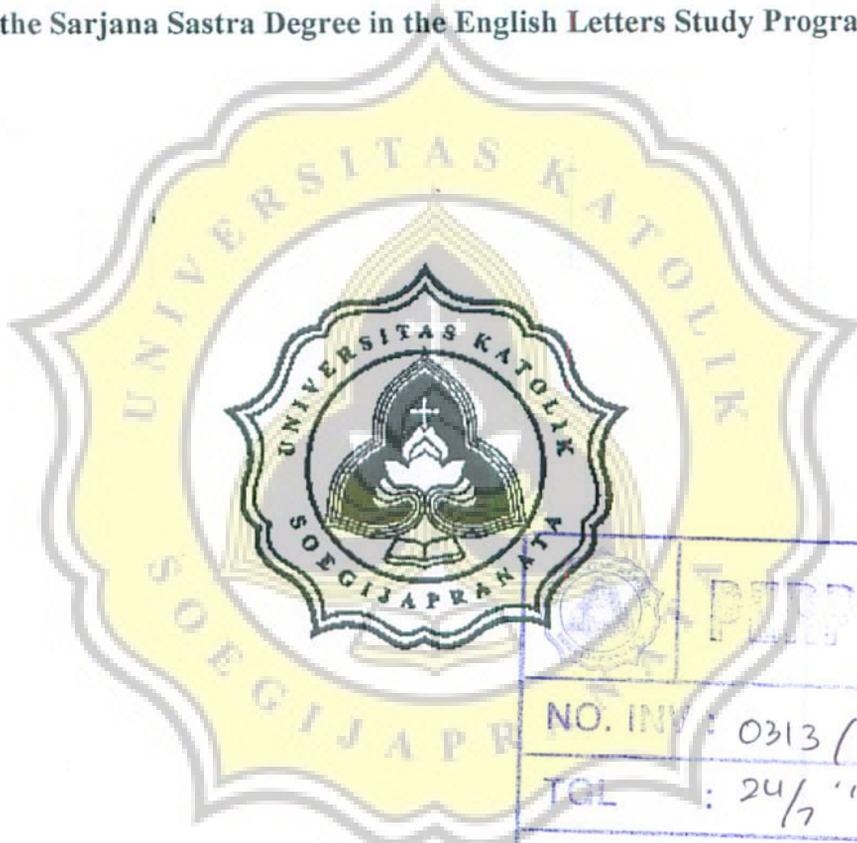


**KOREAN WAVE AND THE UNDERSTANDING OF
CHINESE IDENTITY AMONG *PERANAKAN* CHINESE
UNDERGRADUATE STUDENTS IN SOEGIJAPRANATA
CATHOLIC UNIVERSITY**

**A Thesis Presented as a Partial Fulfillment for the Requirements to Obtain
the Sarjana Sastra Degree in the English Letters Study Program**



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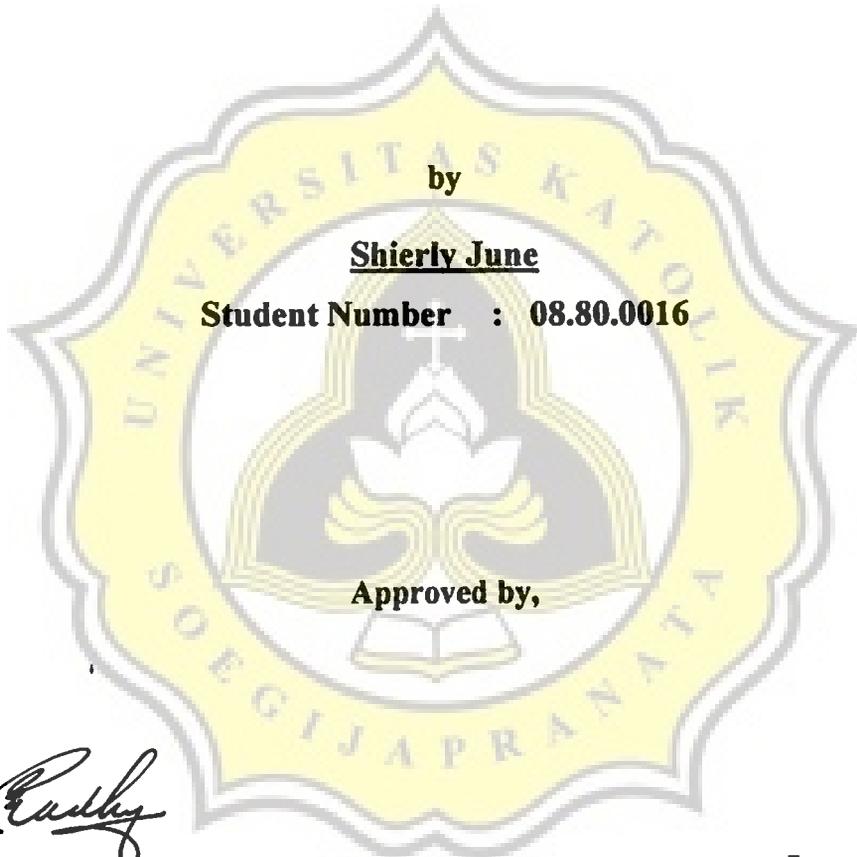
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Student Number : 08.80.0016

**ENGLISH DEPARTMENT
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2012**

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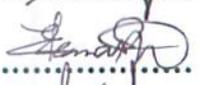
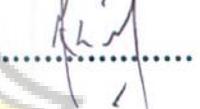
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Semarang, June 20, 2012
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Semarang, June 20, 2012

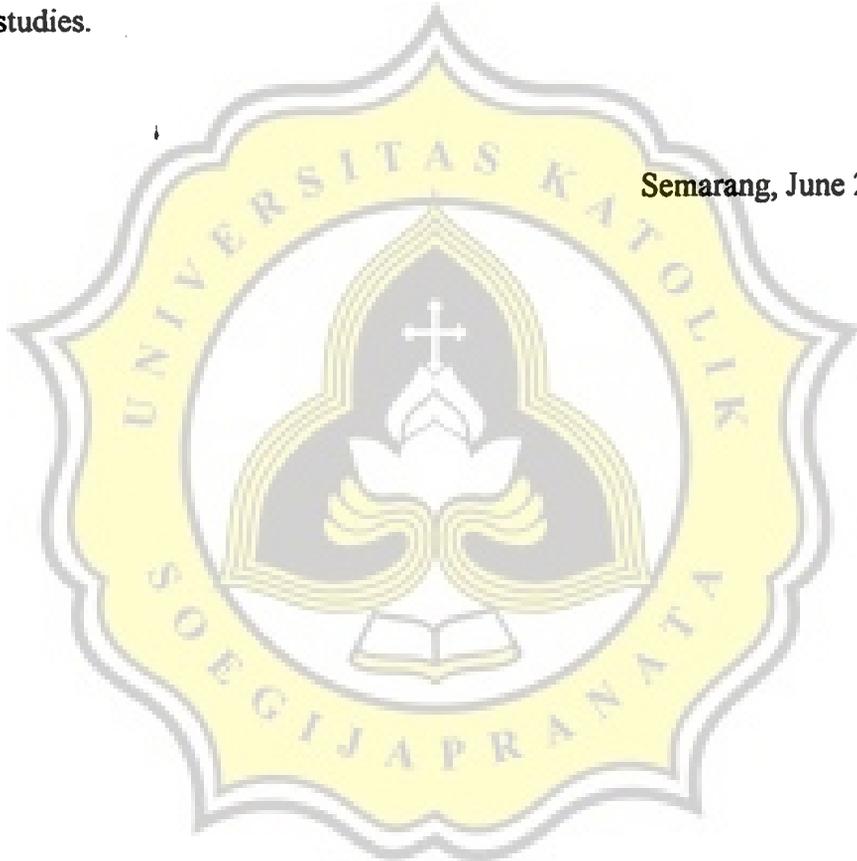


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ABSTRACT

This study is based on the fact that Korean Wave is a pop culture growing in Indonesia and there are many *peranakan* Chinese undergraduate students in Soegijapranata Catholic University who are fond of it. According to the data conducted, many *peranakan* Chinese undergraduate students in Soegijapranata Catholic University have minimum knowledge about Chinese cultures. It makes them easy to apply another culture, especially a popular culture like Korean Wave. In addition, some Korean Wave products with special appeals such as easy listening songs, interesting dramas, attractive and professional celebrities, fabulous and modern fashion and style, amusing variety show, and creative dance attract *peranakan* Chinese undergraduate students in Soegijapranata Catholic University and makes Korean Wave popular among them. Pan Asianism also becomes an important factor that makes many *peranakan* Chinese undergraduate students in Soegijapranata Catholic University fond of Korean Wave. In addition, there are many sources that encourage *peranakan* Chinese undergraduate students in Soegijapranata Catholic University to apply and develop their interest about the kinds of Korean Wave products. This study is intended to discuss the understanding of Chinese identity among *peranakan* Chinese undergraduate students in Soegijapranata Catholic University and prove the cultural phenomenon happening within a society nowadays known as 'Korean Wave' that influences many *peranakan* Chinese undergraduate students in Soegijapranata Catholic University. The writer conducted the data from direct interview with the participants, library study and observation. The result of the research shows that the inclination to Korean Wave products, the assumption that Korean Wave is interesting, and the boom of Korean Wave are the basic reasons why many *peranakan* Chinese undergraduate students in Soegijapranata Catholic University apply Korean Wave.

Keywords : *Korean Wave, peranakan Chinese, pop culture, Pan Asianism*

ABSTRAK

Studi ini didasarkan pada fakta bahwa Korean Wave adalah sebuah budaya pop di Indonesia dan banyak mahasiswa peranakan Cina di Unika Soegijapranata yang menyukainya. Berdasarkan data yang berhasil dikumpulkan, didapati banyak mahasiswa peranakan Cina di Unika Soegijapranata memiliki pengetahuan yang kurang tentang budaya Cina. Hal ini membuat mereka menjadi mudah untuk menerapkan budaya lain khususnya budaya pop seperti Korean Wave. Beberapa produk Korean Wave dengan daya tarik khususnya seperti musik yang mudah didengar, drama yang bagus, selebritis yang menarik dan profesional, gaya dan cara berpakaian yang modern, variety show yang menghibur, dan tarian yang kreatif menarik perhatian mahasiswa peranakan Cina di Unika Soegijapranata sehingga membuat Korean Wave populer. Pan Asianism juga menjadi salah satu faktor penting yang membuat banyak mahasiswa peranakan Cina di Unika Soegijapranata menyukai Korean Wave. Dalam perkembangannya, terdapat banyak sumber yang mendorong mahasiswa peranakan Cina di Unika Soegijapranata untuk menerapkan dan mengembangkan minat mereka terhadap jenis produk Korean Wave. Studi ini ditujukan untuk mendiskusikan pemahaman identitas Cina pada mahasiswa peranakan Cina di Unika Soegijapranata dan membuktikan sebuah fenomena budaya yang terjadi di dalam masyarakat sekarang ini yang dikenal dengan istilah 'Korean Wave' yang memberi pengaruh pada banyak mahasiswa peranakan Cina di Unika Soegijapranata. Penulis mendapatkan data dari interview langsung dengan peserta objek penelitian, studi pustaka, dan penelitian lapangan. Hasil dari penelitian menunjukkan bahwa kesukaan pada produk Korean Wave, anggapan bahwa Korean Wave menarik, dan sedang populernya Korean Wave adalah alasan mendasar yang membuat banyak mahasiswa peranakan Cina di Unika Soegijapranata menerapkan Korean Wave.

Kata kunci : *Korean Wave, peranakan Cina, budaya pop, Pan Asianism*