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CULTURAL HYBRID LEARNING STRATEGIES FOR EFFECTIVE ONLINE TEACHING

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Soegijapranata Catholic University, Semarang



**INTERNATIONAL CONFERENCE ON ENGLISH
LANGUAGE TEACHING**

ENGLISH EDUCATION POSTGRADUATE PROGRAM UNIVERSITAS NEGERI MANADO

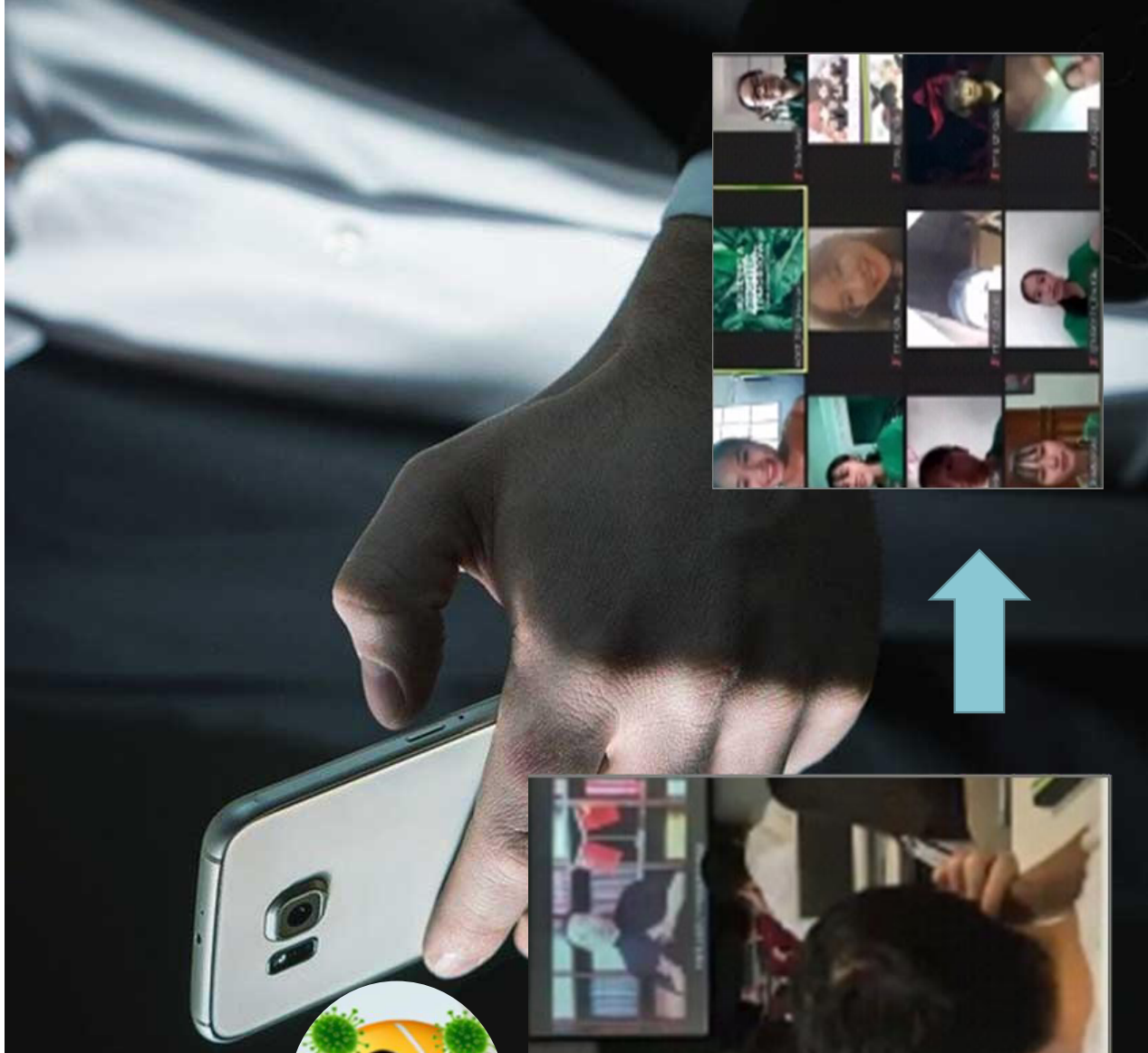
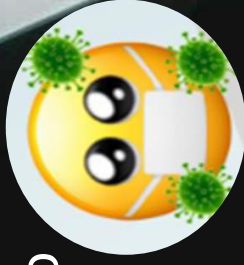


**"THE CHANGING NEEDS OF L2 LEARNERS:
ISSUES AND CHALLENGES"** 15 April 2021



BACKGROUND

Covid-19 brings challenges to the classroom....



SYNCHRONOUS 01

Instructors and students meet online using video conferencing, so instructors can give their lectures during designated class times.

ASYNCHRONOUS 02

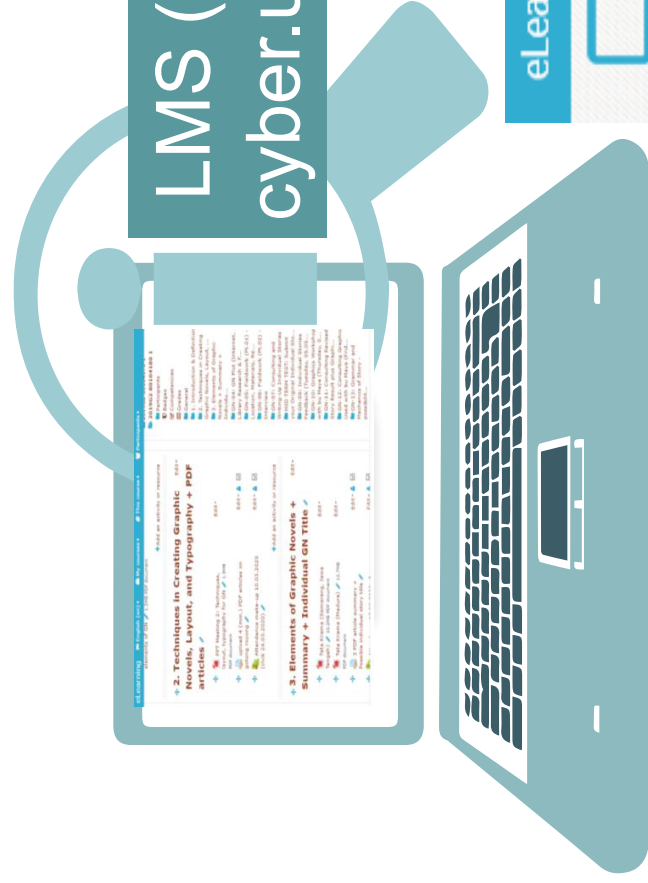
Instructors record lecture videos and upload them in a learning management system (LMS) or YouTube for students to access.

BLENDED LEARNING 03

Combines the synchronous and asynchronous strategies



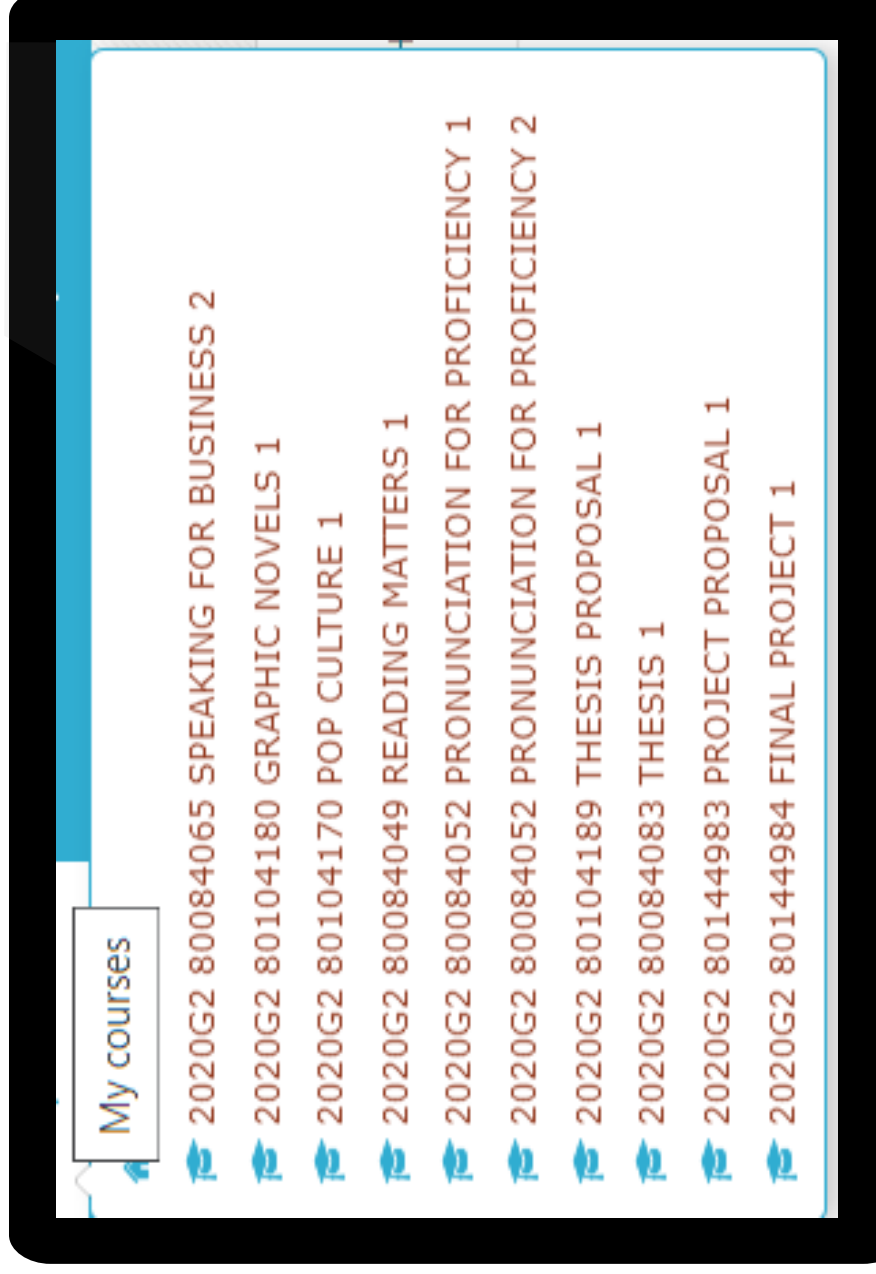
Laptop & mobile phone combined
= Gen-Z digital natives savvy



LMS (Moodle)
cyber.unika.ac.id

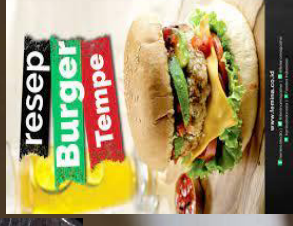
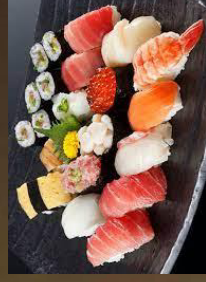


My cyber.unika.ac.id courses

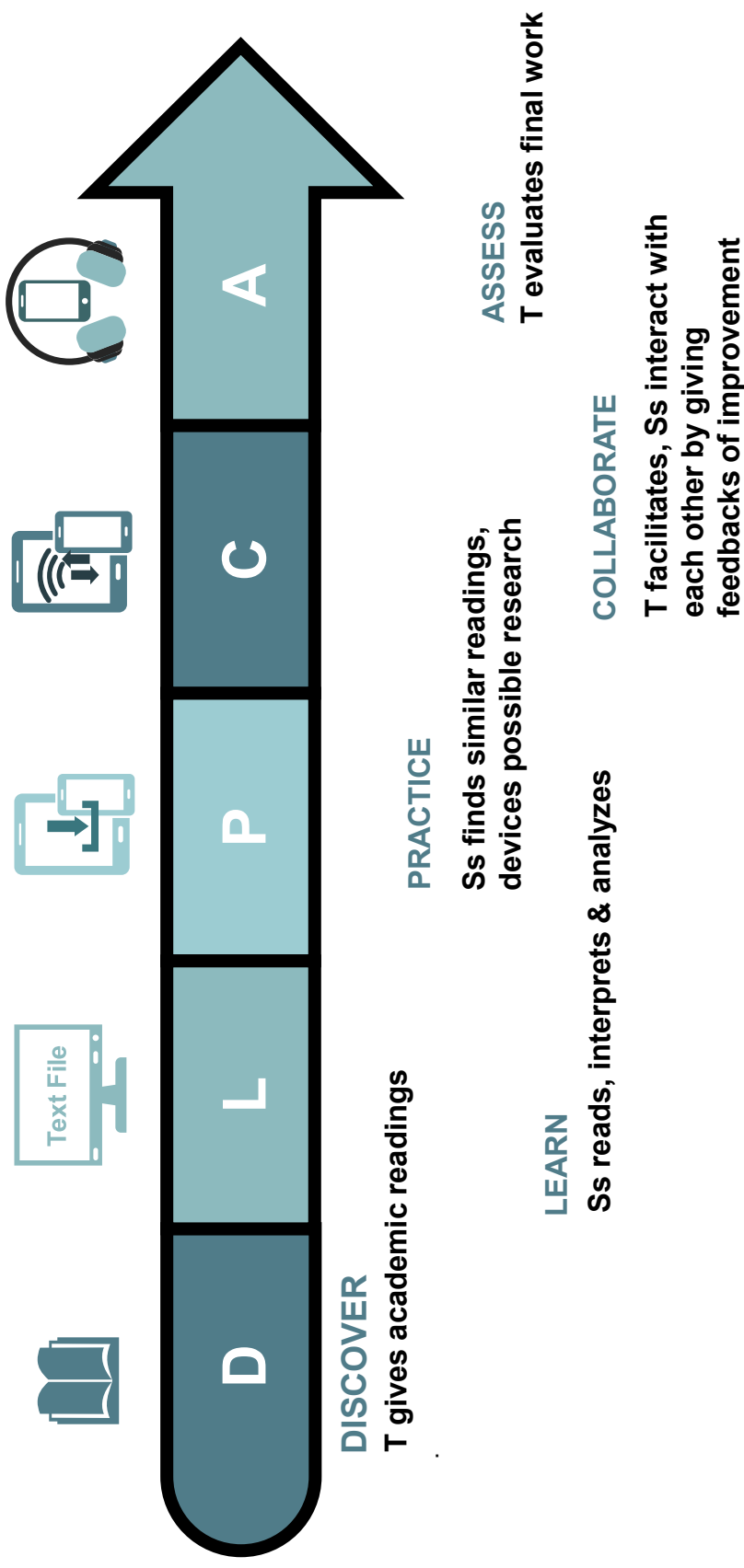


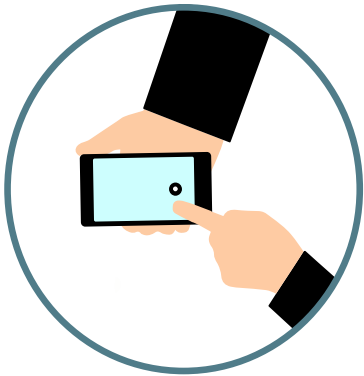
Popular Culture

The course takes students to understand the definition of culture in general and later to be more specific into the characteristics of popular culture by interpreting and analyzing popular culture products of the modern, globalized society. Learning to comprehend, interpret and analyze the popular culture of the globalized brings students to understand better the Indonesian society. By exercising this, Indonesian students become more creative and innovative in dealing with popular culture.



Effective Online Teaching-Learning Strategy





DISCOVER

The teacher/ lecturer gives introductory academic readings about Popular Culture

In the DISCOVERY phase, the teacher not only gives out the syllabus, rules and module/ handbook for the class to use, but also gives an introduction by showing an academic reading about “what, why, and the characteristics of Popular Culture”

The students should then have an understanding on what is to be learned and the kinds of cooperation they are expected to do.

2020G2 80104170 POP CULTURE 1

+ Announcements Edit +Add an activity or resource

+01 Introduction: syllabus, rules, module. What & Why Pop Culture 16 Mar 2021

- + PPT Meeting 1 Edit
- + Module meeting 1 Edit
- + LINE link Edit
- Click also to see your ASSIGNMENT for next week.
- + Attendance 17 Mar 2021 Edit
- + Meeting ONE PC Edit

+Add an activity or resource

+02 Pop Culture's characteristics e.g. satisfaction, reflection, mindsets 24 Mar 2021

- + Module Meeting 2 Edit
- + Module 3 questions. Answers should be uploaded before 6PM, 31 March 2021 Edit
- + Attendance 24 Mar 2021 Edit
- + meeting TWO PC Edit

What is it? ...History & Definition...

POPULAR CULTURE includes beliefs, rituals, performances, art forms, lifestyle patterns, symbols, language, clothing, music, dance, and any other mode of human expressive, intellectual, and communicative behavior that is associated with a community during a particular period of time (Danesi, 2008, p.2).

LISTEN: <https://youtu.be/Dj18q8p5Uw>

REFLECT: <https://www.youtube.com/watch?v=3UVYst8e4>

1923 landmark: A US touring **touristlike** Broadway musical, *Running Wild* shows the Charleston dance → carefree, vulgar/sexual

QUESTIONS

1. Do you agree that Barbie has “gone more than any other doll to turn girls into achievers” (paragraph 14)?
2. Do you think Leo’s use of humor contributes to the effect of his essay?
3. According to Leo, what is the relationship between Barbie and Ken? Do you agree with Leo’s ideas?
4. If you could give speech to Barbie, what would you have her say?

CHAPTER II

THE SIGNIFICANCE, THE HOUSE, AND THE MISCONCEPTIONS OF POPULAR CULTURE

A. The Significance of Studying Popular Culture

Pop culture is studied as it can become a valuable tool in adding us to select cultural elements for research and at the same time, researchers often find their studies with conclusions which suggest that they have followed the advice of observing a lot just by watching rather than digging more deeply and ask WHY people choose one pop culture element over another. The study of pop culture is a complex QUEST FOR MEANING, not merely for facts or nostalgia or entertainment.

Although pop culture is increasingly accepted as a legitimate subject for academic inquiry, educators still debate whether it should be studied rather than the pop culture’s cinema works depicted by Steven Spielberg or novels written by J.K. Rowling. Similarly, it can be said that it is

LEARN

Students read, interpret & analyze

In the **LEARNING** phase, students are asked to read the materials given to them and asked about their understanding of the materials.

The teacher/ lecturer can ask students either individually or in groups, by having them read more closely certain paragraphs or phrases.

The students should have the strategy of skimming and scanning the reading material, so questions can be answered correctly.

To avoid boredom in the classroom, elaborations from teacher can be brought more lively by screen sharing additional information from Mr. Google's internet (pictures, journal articles, YouTube films, etc.). In doing so, it is important that the teacher would have his/ her camera on, to make students show a serious effort in participating the class.



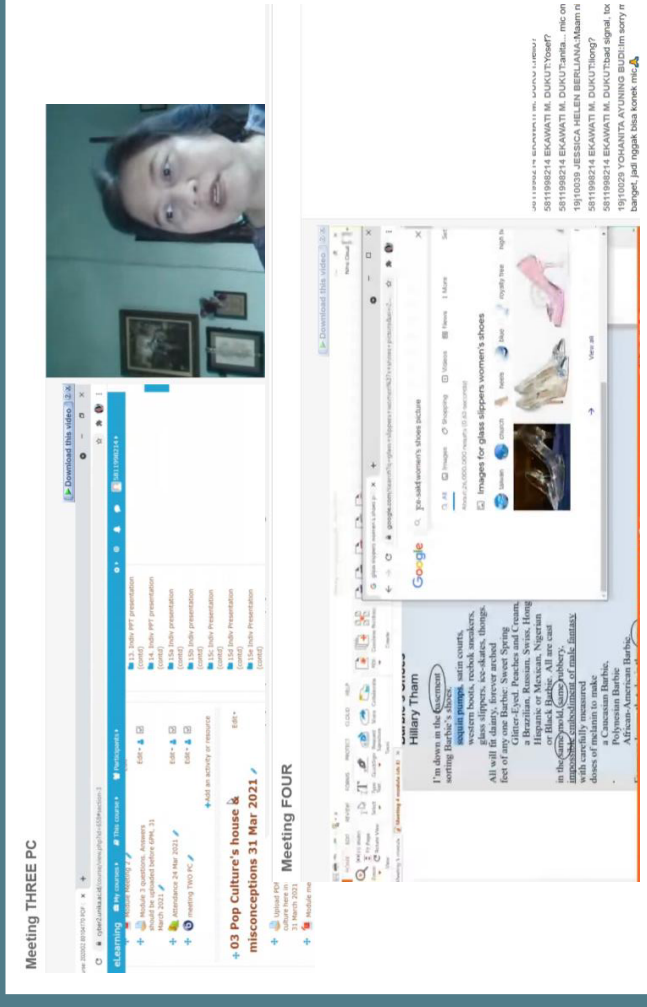
+03 Pop Culture's house & misconceptions 31 Mar 2021

- Upload PDF articles on pop culture here in Cyber BEFORE 6 pm 31 March 2021
- Module meeting 3
- GO BACK to meeting 2. Answer the questions from Module 2. Send your answers in MSWord file here, today
- Meeting THREE PC
- Attendance 31 Mar 2021

+04 Reading & writing about Pop Culture e.g. Barbie 7 Apr 2021

- Module meeting 4
- Questions to "Barbie's shoes" poem
- Questions to "The Indignation of Barbie"
- Questions to "Seen through rose-tinted glass"
- Meeting FOUR
- Attendance 7 Apr 2021

+Add an activity or resource



The screenshot shows a Zoom meeting window. At the top, there's a video feed of a woman with dark hair. Below it, a list of participants is visible, including names like '13. Tiba RTT presentation', '13a. Tiba RTT presentation', etc. The main area of the screen is shared with a Google search page. The search query is 'Pop culture's house & misconceptions'. The search results show a link to 'Pop Culture's house & misconceptions 31 Mar 2021' and another link to 'Pop Culture's house & misconceptions 31 Mar 2021'. The search results also include a snippet of text: 'It's always fun to see how Barbie's shoes... western boots, redneck sneakers, sequin pumps... All will fit snugly, forever arched feet of any one Barbie: Sweet Spring... a Brazilian, Roman, Swiss, Hong Hispanic or Mexican, Nigerian in the... Barbie shoes are cut with carefully measured... dances to... at Caucasian Barbie, African-American Barbie...'. At the bottom of the screen, there's a chat window with a message: '191198214 EKAWATI M. DUKUTBOGOR target. jadi nggak bisa korek mic.'.



PRACTICE

Students find similar readings, and devices possible research



+05 The Nature of Beauty + Skin

- Deep [+ Add an activity or resource](#)
- Module Meeting 5 [Edit](#)
- QUESTIONS to the nature of beauty [Edit](#)
- QUESTIONS to one size does not fit all [Edit](#)
- QUESTIONS to Masters of desire [Edit](#)
- QUESTIONS to In the shadow of an image [Edit](#)
- QUESTIONS to Skin deep [Edit](#)
- meeting 5 chat [Edit](#)
- Attendance 14 Apr 2021 [Edit](#)

+06 A Popular Culture Research on Adverts

- WATCH VIDEO: Jean Kilbourne & magazine advertisement [Edit](#)
- TASK for popcul magz adv research [Edit](#)
- Discuss Magz Adv [Edit](#)
- Module Meeting 6 [Edit](#)

PRACTICING is the next phase.

If in the previous class session, the teacher is the one actively showing, which important part of the reading material should be focused on and elaborated with additional details to ensure the students' understanding – in the practicing phase, the teacher just gives the academic reading material for students to read and either have them individually or have group discussions to answer the reading questions assigned to them.

Students in this phase are challenged to read critically, so they can then have an idea on using the reading's information as a guide for a possible research on Popular Culture.

To ensure uniqueness and credibility, students are assisted to make use of a cultural hybrid approach.

7/12/2024 4 GABRIELLA ATRIA GANTIK ADZANI

Courses: PSASCS 8516/SLA/78 POP CULTURE 1
Assignments: Upload PDF articles on pop culture here in cyber BEFORE 6 pm 31 March 2021

17/20/2024 student.uniba.ac.id

READINGS ON BEAUTY

A. The Nature of Beauty?

NANCY ETCOFF

The three wishes of every man: to be healthy, to be rich by honest means, and to be beautiful. (Plato)

There must ... be in our very nature a very radical and widespread tendency to observe beauty, and to value it. No account of the principles of the mind can be at all adequate that passes over so conspicuous a faculty. (George Santayana)

Yes, I know. You haven't the slightest idea what I'm talking about. Beauty has long since disappeared. It has slipped beneath the surface of the noise, the noise of words, sunk deep as the bottom of the sea. The only thing left of it is the word, whose meaning loses from year to year. (Milan Kundera)



QUESTIONS to the nature of beauty

1. What does the statement "beauty is in the eye of the beholder" mean?
2. Why does Nancy call "regard" "beauty" a currency system like the gold standard?
3. Give an example of how capitalism in popular culture defined beauty.
4. Why is history relevant a symbol of beauty?
5. What is the definition of "beauty" according to the Oxford English Dictionary? How do you define beauty?
6. Why would the ideal of beauty exist in the mind, and not in the flesh?
7. The models are usually considered beautiful. Why would they be considered as beautiful?
8. Why do you think a picture of somebody who you think represents the ideal beauty?

Submission

Submitted for grading

Assignment was submitted 1 year, 12 days late

Student can edit this submission

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GROUP DISCUSSION

1. Solomon see as the basic contradiction or conflict in the American Dream? How does advertising exploit this lion? Think of specific ads you've seen recently that are live or exploitative in the way that Solomon describes. offers short interpretations of some specific advertising or one example that you found particularly interesting, Solomon's interpretation. What would you add to make this lion stronger?

to Solomon, advertisers usually appeal either to our nd desires or to our guilt and fear. Recall some ads that are particularly effective. Were they manipulating our or our nightmares or did they use other strategies discussed by Solomon? Discuss which strategies you think work best, and why.

North American Beauty as TV Becomes Obsolete

DAI, YONG JIN

Simon Fraser University, Canada

This article explores the ways in which the two Korean beauty phenomena are integrated into a social media-mediated cultural landscape in North America. By employing in-depth interviews with K-pop fans in Canada, it analyses recent developments characterising the increasing role of social media and changing media consumption habits among youth in Canada. It finally maps out why social media has contributed to the enhanced popularity of the transnational media culture produced in a hybrid Korean-Canadian context.

Keywords: new Korean Waves, transnational cultures, social media, K-pop, BTS, cultural hybrids

Introduced by The Chomchomers, BTS made their U.S. television debut on the 2017 American Music Awards Saturday night (Nov. 19) in Los Angeles. They also made history as the first K-pop boy band to perform on a major American awards show.

Performing "DNA," the group displayed their flashy sense of style and flexed their musical skills. In the process, they demonstrated the global reach of their music and the influence of K-pop on the American pop scene. The article discusses the ways in which the two Korean beauty phenomena are integrated into a social media-mediated cultural landscape in North America. By employing in-depth interviews with K-pop fans in Canada, it analyses recent developments characterising the increasing role of social media and changing media consumption habits among youth in Canada. It finally maps out why social media has contributed to the enhanced popularity of the transnational media culture produced in a hybrid Korean-Canadian context.

Keywords: new Korean Waves, transnational cultures, social media, K-pop, BTS, cultural hybrids

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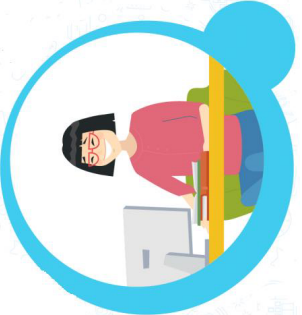


COLLABORATE

The teacher/ lecturer facilitates and students interact with each other by giving feedbacks of improvement



- QUESTIONS to In the shadow of an image
- QUESTIONS to Skin deep
- meeting 5 chat



- WATCH VIDEO: Jean Kilbourne & magazine advertisement
- TASK for popcul magz adv research
- Discuss Magz Adv

<https://images.app.goo.gl/eytPocUxnBgW7z4A>

Making a COLLABORATION between students is the next phase. Here, the teacher shows up detailed questions to particular readings, and give video lectures about a topic that supports the reading already given to students. This collaboration exercise via cyber chat or BBB breakout rooms among students will help them use their creativity and critical thinking to interpret and analyze the readings in a qualified manner.

<https://www.youtube.com/watch?v=Uy8yLaowYyb>

ASSESS

The teacher/ lecturer evaluates students' final work



- + 05 The Nature of Beauty + Skin Deep
 - Module Meeting 5
 - QUESTIONS to the nature of beauty
 - QUESTIONS to one size does not fit all
 - QUESTIONS to Masters of desire
 - QUESTIONS to In the shadow of an image
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 - TASK for popcul magz adv research
 - Discuss Magz Adv
 - Module Meeting 6

<https://images.app.goo.gl/zXbfT795nGRpxBbZ8>

Last but not least, is the ASSESSMENT phase.

The teacher can make use of cyber.unika.ac.id (Moodle's) system to upload Ms-Word assignments, multiple choice quiz, or questions given through a video or audio recording sessions – as forms of assessing how much the students have understood the lessons given. These kinds of exercises are usually taken up as daily assignments.

The Mid Test assessment can be in the form of uploading and presenting a PPT, and the Final Test is a 10-15 page academic paper about an agreed Popular Culture topic



Learning My courses This course Participants

2020G2 80104170 POP CULTURE 1

Return to: 02 Pop Culture

Module 3 questions. Answers should be uploaded before 19:15:0005 TJANI FLORENCIA ANGELA PARAMIT March 2021

Grading action: Choose...

Select	User picture / Surname	Email address	Status	Grade	Submission
<input type="checkbox"/>	1910004 JESSLINE VALENCIA	1910004@student.unika.ac.id	Submitted for grading	Grade	Submitted for grading
<input type="checkbox"/>	1910005 TJANI FLORENCIA ANGELA PARAMIT	1910005@student.unika.ac.id	Submitted for grading	Grade	Submitted for grading
<input type="checkbox"/>	1910006 ANGGIK YULIANTO PASSETYO	1910006@student.unika.ac.id	Submitted for grading	Grade	Submitted for grading
<input type="checkbox"/>	1910010 STEFANIE PUTRI	1910010@student.unika.ac.id	Submitted for grading	Grade	Submitted for grading
<input type="checkbox"/>	1910012 EVELINA ANISA USHUSAMA	1910012@student.unika.ac.id	Submitted for grading	Grade	Submitted for grading
<input type="checkbox"/>	1910013 YUSUF	1910013@student.unika.ac.id	Submitted for grading	Grade	Submitted for grading

Submission: Submitted for grading. The grade will be updated once the submission is graded. Student can edit the submission.

ANSWER THESE QUESTIONS:
1. How valuable is pop culture for research? Pop culture is valuable for research because it is about what we are and what we do. Culture helps people categorize and classify their experiences and define the world we live in. It is a reflection of the society and observed in studying culture. Culture is about "what" and "what" about things.

2. Is analyzing pop culture simple? Why? It is not simple because every country has different cultures and sometimes there are also pop cultures that cannot be analyzed. It is challenging than if they are analyzing phenomena.



Samples of Students' Work

ANALYSIS

What is Korean Drama?

Korean Drama is a drama series performed and made for television. It is the most popular entertainment and also the favorite one among the audience of Korea and other countries. In 2016, the number of drama series was 100 and the number of viewers was 1.5 billion.

CHARACTERISTICS of KOREAN DRAMA AS POP CULTURE

- About Satisfaction**
K-Drama has the power to share emotions and enjoy most enjoyed by the audience.
- Easy to Obtain**
K-Drama are available in many streaming platforms and internet on a paid subscription service in some countries.
- Reflection of Society**
K-Drama is usually a mirror of society because many of K-Drama's plot is created by society to deal life.



SURVEY AND THE RESULTS

- RESPONDENT**
Female: 70.0%
Male: 30.0%
- Wish to visit Korea after watching**
Yes: 70.0%
No: 30.0%
- Decide to learn Korean language after watching**
Yes: 60.0%
No: 40.0%
- Watch or Not**
Yes: 70.0%
No: 30.0%
- Will buy K-products after watching**
Yes: 70.0%
No: 30.0%
- Like to understand Korean culture after watching**
Yes: 70.0%
No: 30.0%

Therefore,

as what we know, the characteristics of Pop Culture are also about satisfaction, easy to obtain, and reflection of society. Thus, *Korean Drama is a Pop Culture.*

2019 GLOBAL K-POP MAP CONSTRUCTED IT



HOW THE SOCIETY CONSTRUCTED IT



CHARACTERISTIC OF POP CULTURE

- POP CULTURE IS ABOUT SATISFACTION**
It is enjoyed by the masses.
- POP CULTURE IS EASY TO OBTAIN**
Available almost everywhere.
- POP CULTURE IS REFLECTION OF SOCIETY**
Pop culture as reflective mirror.
- POP CULTURE'S PROMOTION ARE MANIPULATING**
Chasing after us to instill values and beliefs.

WHY COFFEE?

Coffee is a place to socialize and actualize community lifestyle.

Fauzi, Ahmad and team (2012)

COFFEE SHOP
is a place to socialize and actualize community lifestyle

TARGET MARKET
Young generation and executives

Gumulya & Helmi (2017)

CULTURE
Cafe in Indonesia adapt the culture of coffee from foreign country (Europe & Hokkaido)

CHARACTER
Casual & Social. People can enjoy coffee in any situation.

SERVING
- Young Generation, Thick, Black Coffee, Sugar
- Young Generation, Latte, Cappuccino, etc.

COFFEE IS ENJOYED BY THE MASSES

COFFEE CONSUMPTION (INDONESIA)
4.8 million bags (2019)
1 bag = 60 kg

VARIETY OF PRODUCTS
- RTD
- Roast & Ground Coffee
- Instant Coffee

ENJOYED BY INDONESIAN
- Young Generation
- Modern population

Factors

cultural hybridity

CONVENIENT
- A place to build social status
- Hang out in a cafe can increase their status
- Facilities, Wi-Fi, charging station

MEDIA FOR ACTUALIZATION
- Updating status (social media)
- Posting in social media

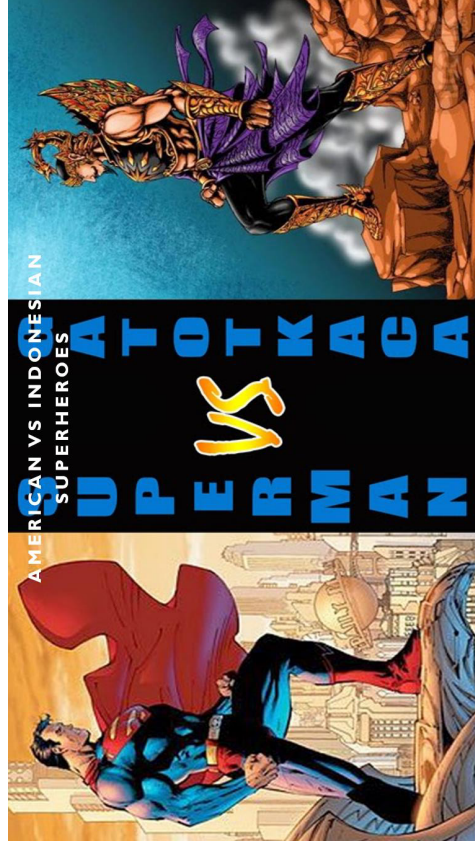
HOW THE SOCIETY CONSTRUCTED IT

SEO RAE
"THE EMERGENCE OF MANY BUSINESSES RELATED TO SOUTH KOREA IN INDONESIA"

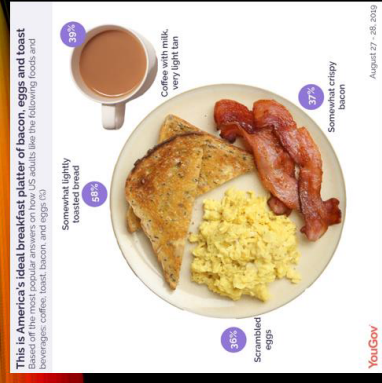
HOW THE SOCIETY CONSTRUCTED IT

Indonesia's Makeup
Korean's Makeup

- ❖ The acculturation of Japanese Fashion Culture and Indonesian fashion culture in Harajuku and Batik creations which then popularized by the term Harajutik with potential to developed in Indonesia's creative industry. Harajutik is a combination of Harajuku style and Batik creations, so Batik is not left behind with the development of a foreign culture that enters Indonesia.
- ❖ The concept of street fashion becomes creative and innovative.



CULTURAL HYBRIDITY IN INDONESIAN BREAKFAST

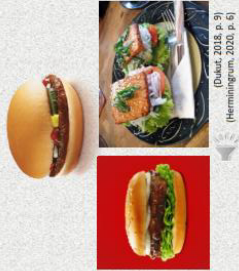


A traditional nasi goreng with sunny side eggs and hot tea PLUS a fruit bowl salad and a glass of orange juice

McDonald's burger is a kind of pop culture because it is accepted and enjoyed by the wider community.

McDonald's burger is readily available for people who do not have much time to prepare their food.

McDonald's burgers also influence the emergence of burgers made from authentic Indonesian food, for instance burger tempe.



McDonald's Burger is a Pop Culture

The Influence of McDonald's Existence in Indonesia

1. The emergence of Mister Burger outlets inspired by McDonald's burgers.
2. In addition, McDonald's also presents several menus that are appropriate to the country where the outlets are established. McDonald's presents a menu of nasi uduk, soup, and chicken porridge.

(Hermingrum, 2020, p. 2)

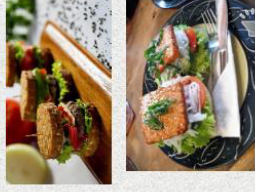


BURGER TEMPE

Indonesian cuisine is offered in a new form that represents invention and innovation, that is Burger Tempe.

Indonesian traditional food also undergo a transformation. The traditional food sellers begin developing their creative ideas to make Burger Tempe. The appearance of this Burger Tempe still resembles a popular burger - a blend of local-global food.

(Hermingrum, 2020, p. 5)



CONCLUSION

Popular culture continues to increase and is always involved in people's lives, it cannot be separated from life. Besides to meet the satisfaction and needs of connoisseurs, popular culture also provides innovation to local food sellers to develop their creativity combining food from abroad with local food. Local-global mixed foods produce new food products that can attract people's interest.



Samples of Students' Work

POP CULTURE

A Popular Culture Research on Adverts

impact could be seen in increased trade. In other words, this effect could be seen in the increased identification of the brain between different motifs.

There are so many format of advertisement to be choose. Mobile advertising is the most common effective advertisement formats. This is because, nowadays everyone uses mobile phone as a part of their life. Then the impression in the mobile advertising is can be said having promising audience. It is an effective way to reach so many audiences. The other formats of advertisement are banner ads, interstitial ads or expandable ads, native ads, video ads, playable ads, until ads and adjust or an adjust tracker URL.

III. THE RELATION BETWEEN POP CULTURE AND ADVERTISEMENT

Advertisement is usually spread through mass culture. The example of mass culture are movies, television, radio, magazines, books, popular music and else. Like popular culture, mass culture is also the culture communicated through the print, likewise electronic media (Dukat, 2018, p. 9). As like what informed earlier, we can conclude that advertisement must be to reach as many as possible the audience or the public than let them know or promoting some certain products. Therefore, through the mass culture, advertisement is wide spread to reach as many as possible of peoples, even could reach the worldwide. From there, it can be said that advertisement is a pop culture product. Thus, the relation between the pop culture and advertisement is advertisement is one of pop culture's product.

IV. BEAUTY STANDARD

Being beauty is every woman dreams. However, with the pop culture, beauty have got the standard itself. The standard could be good but also could be bad. Some of the effects from beauty standard are on how people competing to find out any possible ways to achieve the ideal beauty standard, even by justifying any kind of diet and spending a lot of money just for it. The standard of women from "body change" become "body ideal" fashion style, keep looks and else. The extreme things people ever do to realize the desired beauty standards are doing excessive "unhealthy" diets, until the plastic surgery.

Another way for women to assume that they can confirm by such requirements is with the use of make-up. Like other trends, makeup fads are constantly evolving. With the popular culture, over past one hundred years, public change the standard on what the ideal makeup looks every people favorite were. Therefore, the ideal makeup looks for over one hundred years have some significant differences. For example, in the United State around in 1915, the ideal face of makeup was inspired by Hollywood.

POP CULTURE

A Popular Culture Research on Adverts



(Source: *Hulton Archive*, Stranger's C

FIGURE 1: Actress and producer Norma Talma

The early day of the cosmetics history, around 1900 by the movie stars or the musicians or the celebrities. A founded his own beauty lab in 1909 to create products of lipstick was invented in 1915. Across the decade, w pale, powdery skin as well as stained lips.



(Source: *Underwood*, *Achieve*

FIGURE 2: Actress Helene Chadwick wears

Then, in the 1920s, lips have been the major focus makeup trends from that time still reflect on the Hollywood. Thus, the face powder and cream-range cosmetics. According someone who researches the history of facial to have natural looks but at the same time it also reflects why the product is becoming the favorite products at the makeup looks in the 1920s, was never complete within



FIGURE 3: The picture and the News Headline of 'Korean Fashion Inspiration on Muslim Fashion'

JULIA ANANIAS

1. KOREAN DRAMA, A SA POP CULTURE

Korean Drama is a drama series produced, presented, and made by the Koreans. Nowadays, Korean drama plays an important role in the *Hallyu* (Korean Wave) phenomenon and also the number one export broadcasting system of Korea (Ibrahim T.I. Ukkah, 2019). Korean Drama is one of the main fads in Korean Wave worldwide now. Therefore, Korean Drama also has characteristics. There are three characteristics of Korean drama. The first one is about satisfaction. This characteristic means Korean drama has the power to always entertain and very much enjoyed by the viewers. The second characteristic are easy to obtain. This characteristic means Korean drama are easy to obtain. Korean drama are available on many streaming platforms and the internet on a paid subscription basis and there are some on a free base. The third characteristics are the reflection of society. This because Korean drama is arguably a mirror of society. Many of Korean drama plot is created by the reflection of the society in real life. Therefore, as being explained earlier that the characteristics of pop culture are also about satisfaction, easy to obtain, and reflections of society. Thus, Korean drama is pop culture.

inspiration to make new products. For example, in the makeup which are the lip products, in Korea there are brands named *Jansol* and *Lily Be Red* which produce the lip-stick and lip-creams. In Indonesia, there are brands like *Zainna* and *Porifol* which produce similar kinds of lip-stick and lip-creams. The skincare products such as sheet mask can be another example. *Dear Aday* is the example of Korean brands that produce the sheet mask. Then in Indonesia there is brand named *Dear* which using the Korean beauty technology to produce the sheet mask. Another beauty sector is outfit or style. For example, in the Korean traditional clothes called *hanbok*. There are many *hanbok* retail places and *hanbok* inspired outfit in Indonesia right now.

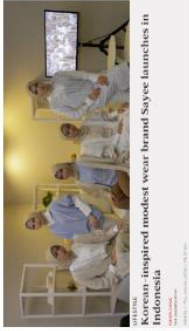


FIGURE 4: The picture and the News Headline of 'Korean-inspired modest wear brand Syace launches in Indonesia'

(Source: *Korean-inspired modest wear brand Syace launches in Indonesia*, 2024, July 26, *Korean inspired Modest Wear Brand Syace Launches in Indonesia*, *Koreana*, <https://www.koreana.com/2024/07/26/korean-inspired-modest-wear-brand-syace-launches-in-indonesia/>)

cultural hybridity



FIGURE 5: The picture and Korean Fashion with Indonesian Batik, Youth

question are the reasons to not watching Korean dramas, next are the questions are why watching Korean dramas, such as whether they will buy Korean products, wish to visit Korea, desire to learn the Korean language, like to try and enjoy the Korean food, whether they like to understand the Korean culture after watching the Korean drama. The other questions are the time spent to watch Korean drama daily, the genre of Korean drama that are liked by the respondent, the kinds of thing from Korean drama influence on the population, the kinds of Korean products that the population influences, and the general opinion on Korean drama by the population.

The results of the survey are there are 42,85% for male respondents and 57,14% for female respondents. Hence, it means that there are around 30 male students and 40 female students that are participated as a respondent in this survey. Thus, most of respondents who watching the Korean drama. From which 75,71% stated they are like Korean drama. The next which are 24,29% stated that they do not like the Korean drama. There are 71,43% who are wish to visiting South Korea after watching the Korean drama. There are 32,86% who stated are wishing to visit South Korea. There are 71,43% respondents who will buy Korean product after watching Korean drama and 28,57% respondents stated not willing to buy the Korean product after watching Korean drama. In the question of reason to like watching Korean drama, 75,71% of respondent stated that there is no reason to like watching Korean drama and 24,29% stated other reasons. More than half respondents are

POP CULTURE

Korean Drama Influences in Indonesia as Pop Culture

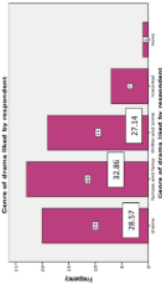


FIGURE 2: The result of the survey on the question 'Genre of drama that liked by the respondent'

The second multiple question is the question of the genre of Korean drama that liked by the respondent. From the graph picture above, it can be seen, the most favorite genre of Korean drama that liked by the respondent is the 'History and fantasy' with 52,86%. Then the second rank of the favorite genre of Korean drama that liked by the respondent is genre 'Drama' with 24,29%. Next is the 'Action and crime' genre of Korean drama that liked by 21,43% respondents. The 'historical' genre of Korean drama is liked by the respondent with percentage 10%. Then the rest of respondents which the percentage are 1,43% stated that there is no genre of Korean drama that liked.

POP CULTURE

Korean Drama Influences in Indonesia or Pop Culture



FIGURE 3: The picture and the News Headline of 'Korean Fashion Inspiration on Muslim Fashion'



CONCLUSION



Covid-19 pandemic has challenged teachers/ lecturers to make creative and innovative teaching and learning activities online. One of those ways is by employing a DPLCA (discovery, learning, practicing, collaborative, assessment) learning strategy. In ensuring students works' ingenuity, and in support for an effective online teaching-learning strategy, a cultural hybrid approach, which combines a global culture with the Indonesian one, is used.

Thank you,
ekawati@unika.ac.id

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