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## Report #14363877

CHAPTER 1 INTRODUCTION Background of the Study The term "Korean Wave" refers to the phenomena of South Korean cultural products that spreading across Asia, Europe, and America. The Korean Wave is promoted through movies, music, and entertainment such as television dramas, which represent traditional and modern South Korean culture. (Su'yani, 2015). A journalist in China called the Korean Wave as Hallyu when he saw the news about K-Drama and K-Pop that dominated newspapers and magazines in China in 1998 (Safii & Ahmad, 1981). According to Sook (2000 as cited in Kim, 2010), when news of the K-Pop idol group's performance at a concert in Beijing in November 1999 reached the Beijing Youth Daily media in China, it was the first time Hallyu was mentioned. Since then, the term Hallyu has been used to describe the global popularity of South Korean culture. (p.3). Hallyu exports South Korean culture through films, television drama (K-Drama), music (K-Pop), and K-Fashion. In several Asian countries such as Indonesia, Japan, China, and