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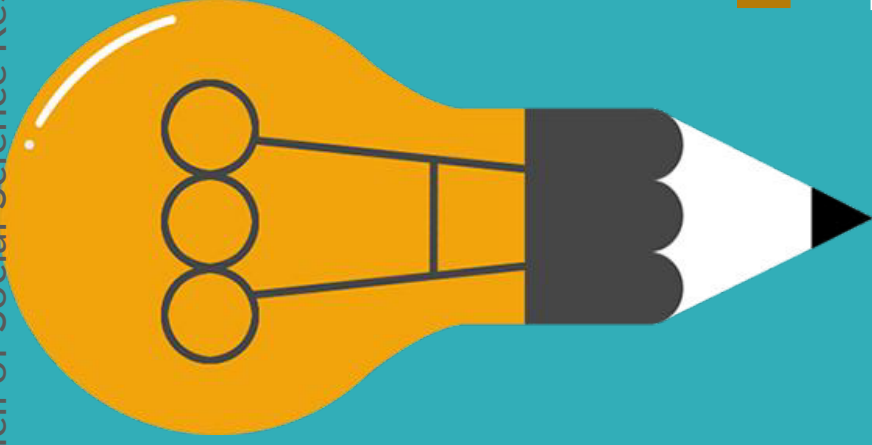
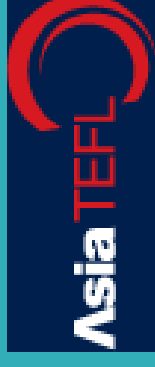
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19th Asia TEFL International Conference
Indian Council of Social-Science Research, New Delhi



Empowering Students with DLPCA Method to Teach Transnational Cultural Hybridity Materials

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Unika
SOEGIJAPRANATA
Talenta pro patria et humanitate

December 3-5th, 2021

English Department, Soegijapranata Catholic University, Semarang, Indonesia

BACKGROUND



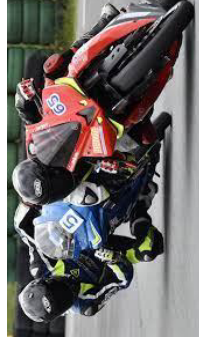
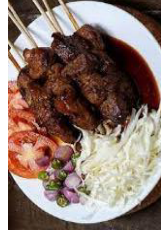
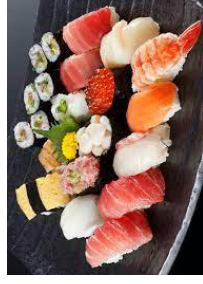
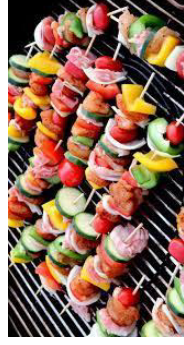
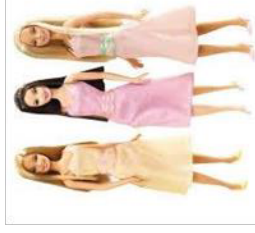
Covid-19 pandemic has challenged teachers/ lecturers to make creative and innovative teaching and learning activities online.

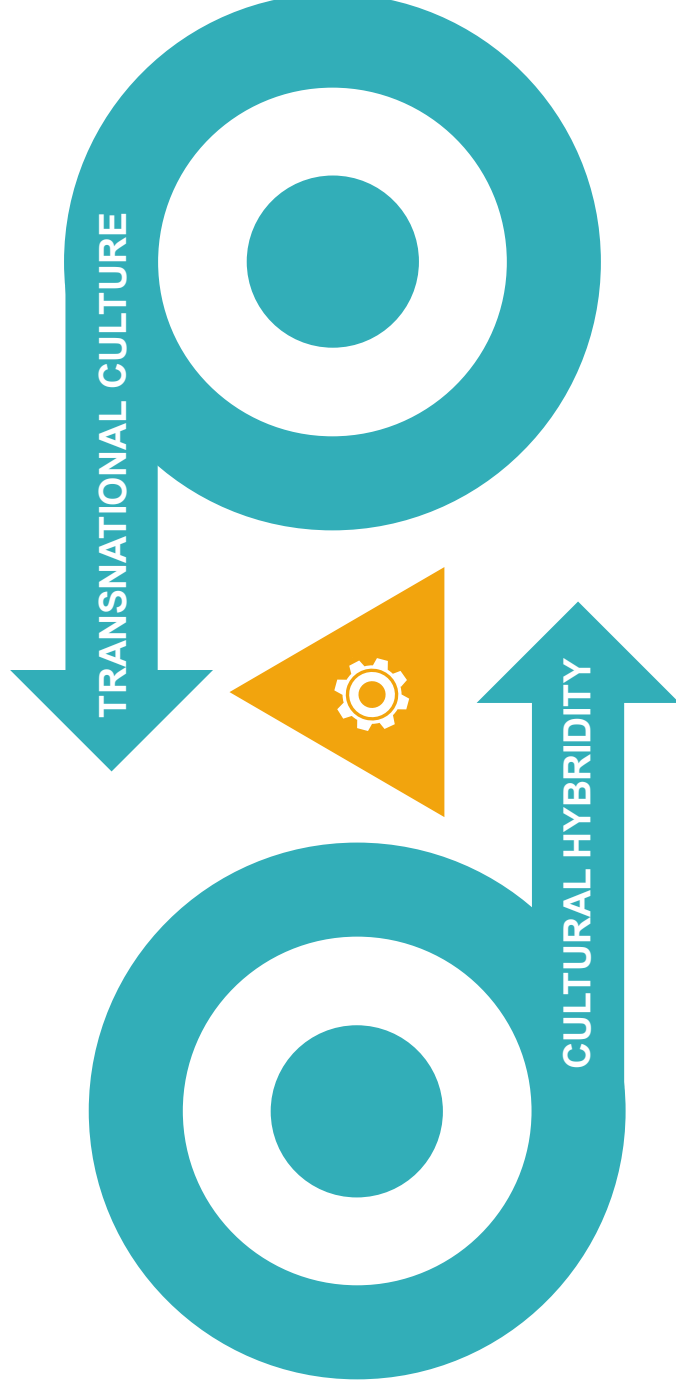
One of the ways to ensure an effective academic environment in the class is to employ a DPLCA learning strategy.

Popular Culture

Students taking this course are trained to understand about the characteristics of popular culture by interpreting and analyzing popular culture products of the modern, globalized society.

By doing library and field research, the students then learn how to interpret and analyze the globalized popular culture as a way to understand better their own Indonesian culture.





TRANSNATIONAL CULTURE:
the penetration of global cultural products that have crossed boundaries of countries.
the cultures are no longer enclosed to the local or national scope, but have penetrated the territory of other countries

CULTURAL HYBRIDITY: the blending of global and local cultures that results in a new culture, which is accepted by everyone:

DISCOVER

T gives academic readings
Ss discover



LEARN

Ss reads, interprets and
analyses



ASSESS

T gives assessment to
final work

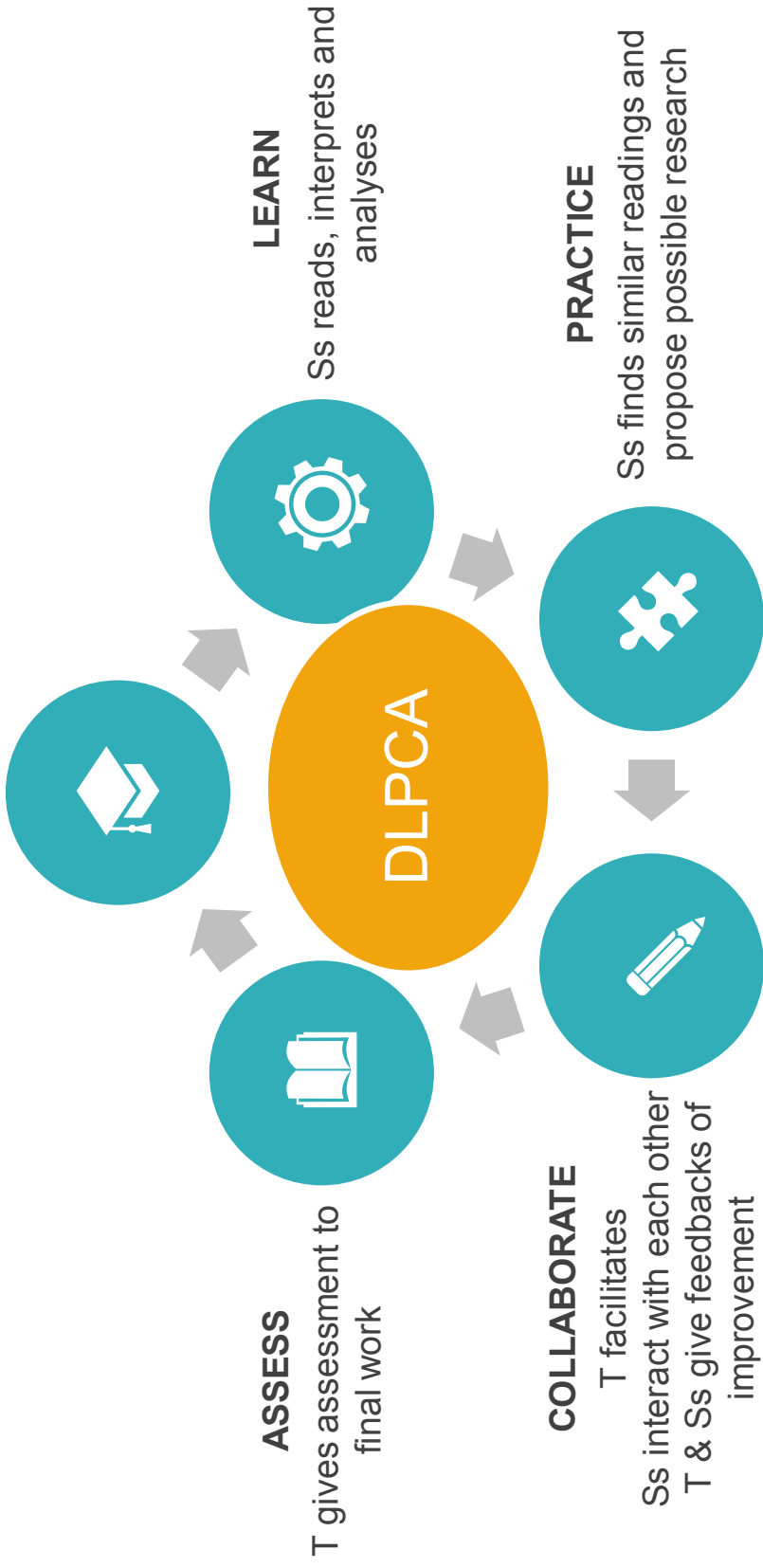
COLLABORATE

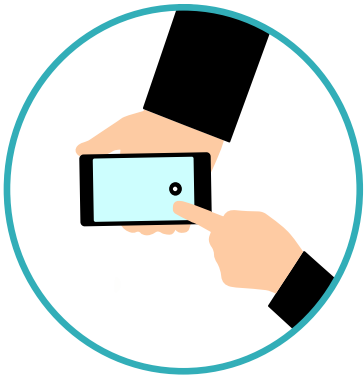
T facilitates
Ss interact with each other
T & Ss give feedbacks of
improvement



PRACTICE

Ss finds similar readings and
propose possible research





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
- + Add an activity or resource

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

- + PPT Meeting 1
- + Module meeting 1
- + LINE link
- https://line.me/R/j/0/3143ajD0C0
Click also to see your ASSIGNMENT for next week.
- + Attendance 17 Mar 2021
- + Meeting ONE PC

+ Add an activity or resource

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

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

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/Dj1e8p0t5Uw>

REFLECT: https://www.youtube.com/watch?v=09_47

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

QUESTIONS

1. Do you agree that Barbie has “done 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 8

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

A. The Significance of Building Popular Culture

Pop culture is studied as it can become a valuable tool in adding an understanding of the world around us. All that the researchers, however they may see and how to do them, then they can do. The other and 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 messages or entertainment.

Although pop culture is increasingly accepted as a legitimate subject for academic inquiry, it has not always been so. It should be understood that the High Culture elite had an attitude that was not only superior rather than the pop culture’s cinema works directed 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.



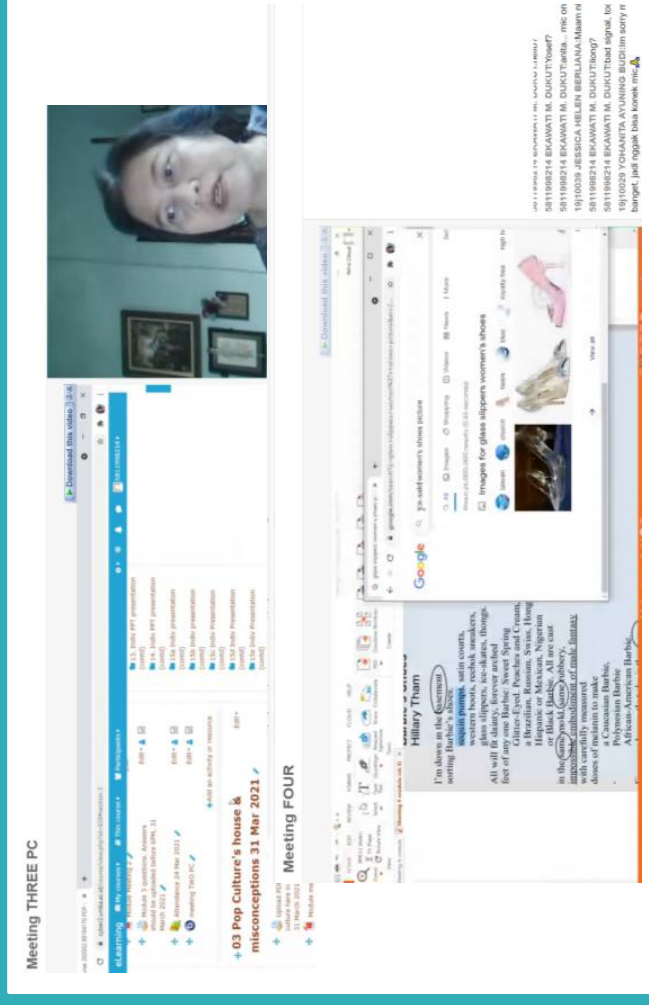
+03 Pop Culture's house & misconceptions 31 Mar 2021

- 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 in progress. On the left, there is a video call window with a participant's face. Below it is a chat window with several messages. The main part of the screen is a screen share of a Google search page. The search results include an article titled "Hillary Thom: The shoes in the museum wearing Barbie's shoes" and another article titled "Images for glass slippers, women's shoes". The search results also show a list of items for sale, including a pair of shoes for \$199.99 and a pair of shoes for \$199.99. The Zoom interface includes a top bar with the meeting title "Meeting THREE PC" and a bottom bar with various controls.



PRACTICE

Students find similar readings, and devices possible research



+05 The Nature of Beauty + Skin

Deep

- + 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](#)
- [+Add an activity or resource](#)

+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.

17/3/2024, GABRIELLA ATRIA GANTIK ADZANI

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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 passed 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 author's "Beauty is in the eye of the beholder" mean?
2. Why does beauty itself "regret" "Beauty is a corrupt system like the gold standard"?
3. Give an example of how beauty is being valued by the primary society.
4. Why is Hollywood a symbol of beauty?
5. What is the author's "Beauty" according to the members of the jury? Why is this "Beauty" what is your definition of beauty?
6. Why would the ideal of beauty exist in the past, and not in the future?
7. The models are usually considered beautiful. They would then be considered as beauty? Why or why not? Upload a picture of somebody who you think represents the ideal beauty.

17/3/2024, GABRIELLA ATRIA GANTIK ADZANI

17/3/2024, gabriella.atriagantik@uniba.ac.id

READINGS ON POP CULTURE

Submission

Submitted for grading

Not graded

Assignment was submitted 1 year, 12 days ago

Student can edit this submission

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GROUP DISCUSSION

1. Solomon sees as the basic contradiction or conflict in the American Dream? How does advertising exploit this or exploitative in the way that Solomon describes.

2. Offer short interpretations of some specific advertising ads-Pepsi, Porsche, McDonald's, and Cadillac, among or one example that you found particularly interesting, Solomon's interpretation. What would you add to make this ion stronger?

3. To Solomon, advertisers usually appeal either to our 'd 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.

An Analysis of the Korean Wave as Transnational Popular Culture: North American Youth and Their Social Media

DAE WONG TAN, Simon Fraser University, Canada

This article explores the ways in which the new Korean Wave phenomenon is interpreted through interviews with two fans in Canada. It examines recent developments characterizing the increasing role of social media and changing media consumption habits among youth in Canada. It finds major role of social media has contributed to the increased popularity of the transnational media culture produced by the Korean region.

Keywords: new Korean Wave, transnational culture, social media, K-pop, BTS, cultural products

Introduced by The Chosun Ilbo, KES made their U.S. premiere about on the 2017 American Music Awards Sunday night (Nov. 12) in Los Angeles. They also made history as the first K-pop boy band to perform on a major American music show.

Performing "DNA," the group displayed their fiery sense of style and flamboyant stage presence. The performance was a major success, earning the band a new audience—when the camera cut to social reactions, several fans were crying (Urby, 2017, para. 1-2).

discussed by Solomon? Discuss which strategies you think work best, and why.



COLLABORATE

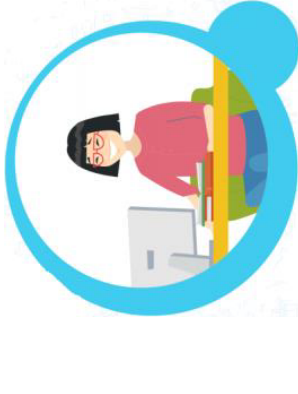
The teacher/ lecturer facilitates and students interact with each other by giving feedbacks of improvement



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=Uy8yLaoWybk>

Meeting FIVE PC

Samples of Students' Work



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?

Gumulya & Helmi (2017)



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

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

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




Fauzi, Ahmad and team (2012)

COFFEE SHOP
is a place to socialize and actualize community lifestyle.

TARGET MARKET
Young generation and executives

Factors



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



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
- Muslim population

COFFEE IS ENJOYED BY THE MASSES

ANALYSIS

What is Korean Drama?

Korean Drama is a drama series performed and made by Koreans. Nowadays, Korean drama play important role in the Hallyu (Korea Wave) phenomenon and also the number one export broadcasting system of Korea (forbes 7.1. Ukha, 2019). Korean Drama is one of the main fad in Korean Wave worldwide now.

CHARACTERISTICS OF KOREAN DRAMA AS POP CULTURE

About Satisfaction

K-Drama has the power to shares emotions, and very much enjoyed by the viewers.

Easy to Obtain

K-Dramas are available on many streaming platforms and internet on a paid subscription basis and there are some in free basis.

Reflection of Society

K-Drama is arguably a mirror of society because many of K-Drama's plot is created by reflection of the society in real life.



SURVEY AND THE RESULTS

RESPONDENT

Male - 62.6%
Female - 37.4%

Wish to visit Korea after watching

Yes - 67.1%
No - 32.9%

Desire to learn K-language after watching

Yes - 54.2%
No - 45.7%

Watch or Not

Watch - 83.8%
Not - 16.2%

Will buy K-products after watching

Yes - 74.2%
No - 25.7%

Like to try & enjoy K-food after watching

Yes - 87.1%
No - 12.9%

Like or Don't

Like - 75.3%
Don't - 24.7%

Reason to like watching

No reason - 75.3%
Other - 24.7%

Like to understand K-culture after watching

Yes - 75.2%
No - 24.7%

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

THE 10 COUNTRIES WITH THE MOST K-POP FANS



HOW THE SOCIETY CONSTRUCTED IT

"INDONESIA'S HIGH ENTHUSIASM IN LIKING KPOP"



HOW THE SOCIETY CONSTRUCTED IT



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



HOW THE SOCIETY CONSTRUCTED IT

Korean's Makeup



Indonesia's Makeup



HOW THE SOCIETY CONSTRUCTED IT



❖ 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.



McDonald's Burger is a Pop Culture

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*.



(Dukut, 2018, p. 9)
(Herminingrum, 2020, p. 6)

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.

(Herminingrum, 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.

(Herminingrum, 2020, p. 5)



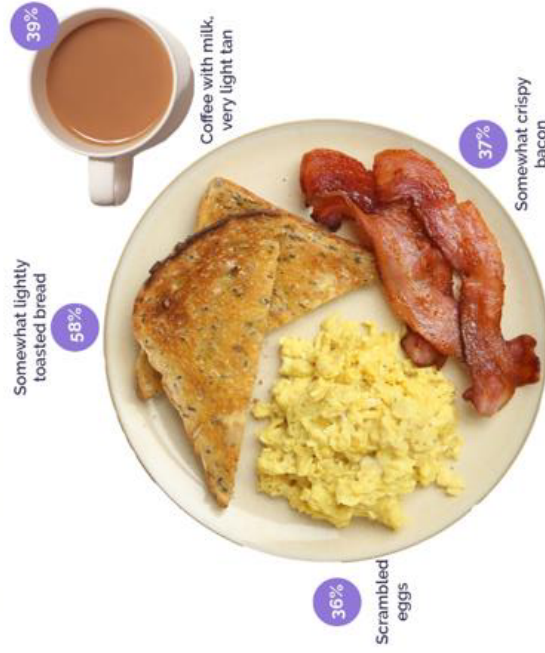
CONCLUSION

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.



CULTURAL HYBRIDITY IN INDONESIAN BREAKFAST

This is America's ideal breakfast platter of bacon, eggs and toast
Based off the most popular answers on how US adults like the following foods and beverages: coffee, toast, bacon, and eggs (%)



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



AMERICAN VS INDONESIAN
SUPERHEROES



GATOTKACA VS SUPERMAN

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 metrics.

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 have 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 (Dukler, 2018, p. 9). As like what informed earlier, we can conclude that advertisement goals are 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 women 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 every possible way to achieve the desired beauty standards, even by justifying any kind of method and spending a lot of money just for it. Beauty standard is various. From the "body-shape" beauty standard, fashion style, makeup 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 conform 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 at 1915, the ideal face of makeup was inspired by Hollywood.

POP CULTURE

A Popular Culture Research on Adverts



(Source: *Helton Archer: Stranger!* Getty Images)

FIGURE 1: Actress and producer Norma Talmadge applies lipstick in 1919

The early day of the cosmetics history, around 1900 and 1919, makeup was worn only by the movie stars or the celebrities. According to Wikipedia, Max Factor founded his own beauty lab in 1909 to create products for the stars, and the first metal-tube of lipstick was invented in 1913. Across the decade, women who wore makeup preferred pale, powdery skin as well as painted lips.



(Source: *Underwood Achieves* Getty Images)

FIGURE 2: Actress Helene Chadwick wears a sharp lip shape in the 1920s

Then, in the 1920s, lips have been the major focus of beauty. The makeup trends from that time still reflect on the Hollywood movie stars' makeup style. Thus, the face powder and cream-rouge compacts were the popular makeup items. According someone who researches the history of fashion, those products helped women to have natural looks but at the same time it also reflects the Hollywood style as well. That's why the product is becoming the favorite products at the time. However, the ideal face of makeup looks in the 1920s was never complete without the red lipstick. The red lipstick

THE ANALYSIS

I. KOREAN DRAMA AS A 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* (Korea Wave) phenomenon and also the number one export broadcasting system of Korea (Bhatnagar T. J. Utkar, 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 attract attention and very much enjoyed by the viewers. The second characteristics 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 basis. The third characteristics are the reflection of society. This is because Korean drama is arguably a mirror of society. Many of Korean drama's 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 reflection of society. Thus, Korean drama is pop culture.

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desire to learn Korean language after watching Korean drama with 54,26% and 45,71% who stated not desire to learn. In the next questions most of the respondents with 87,14% are like to try and enjoy Korean food after watching Korean drama. Then there are 12,86% who stated not to try and enjoy Korean food after watching Korean drama. Around 75% respondents stated to like to understand Korean culture after watching Korean drama and the rest which are around 25% stated the opposite.



FIGURE 1: The result of the survey on the question "Time spent to watch Korean drama daily"

The graph above is the result of the survey on the question "Time spent to watch Korean drama in daily basis" of respondent. As can be seen in the graph picture above, more than 41,43%

respondents are not drawn to try watching Korean dramas news, are not interested when they 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, and whether they like to understand the Korean culture after watching the Korean dramas. 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 in this survey. Then, most of respondents are not watching the Korean drama with 82,86%. There are 17,14% for the respondent who not watching the Korean drama. From the result, 75,71% stated they are like Korean drama. The rest which are 24,29% stated that they do not like the Korean drama. There are 87,14% who are wish to visit South Korea after watching the Korean drama. Then there are 12,86% who stated not 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

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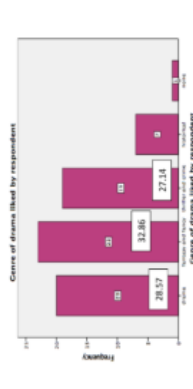


FIGURE 2: The result of the survey on the question "Genre of drama that liked by the respondent"

The second multiple question is the question of the genre of Korean drama that liked by the respondent. From the graph picture above, as can be seen, the most favorite genre of Korean drama that liked by the respondent is the "fantasy and fancy" with 32,86%. Then the second rank of the favorite genre of Korean drama that liked by the respondent is genre "drama" with 28,57%. Next is the "shiller and crime" genre of Korean drama that liked by 21,43% respondent. The historical genre of Korean drama is liked by the respondent with percentage 10%. Then the rest of respondents which the percentage are 14,35% stated that there is none kind of genre of Korean drama that liked.

II. THE EMERGENCE OF MANY BUSINESSES RELATED TO SOUTH KOREA IN INDONESIA

The influence of Korean drama makes Indonesian people enthusiastically accept Korean culture, including their lifestyle. Thus, it can be said that Korean lifestyle such as K-pop, K-food, K-beauty, so K-culture are the result of the influence of Korean drama. The news headline is one of the evidence that K-Drama does indeed influence Indonesian people. As what this headline state, that K-Wave Impacts K-beauty and food sales in Indonesia. There are so many businesses related to Korea in various types of sectors in Indonesia.



Korean Wave Impacts Korean Skincare and Food Sales in Indonesia

FIGURE 7: The News Headline of 'Korean Wave Impacts Korean Skincare and Food Sales in Indonesia'

(Source: Korean Wave Impacts Korean Skincare and Food Sales in Indonesia. (2020). Korean Wave Impacts



FIGURE 6: The picture and the News Headline of 'Korean Hanbok Inspiration on Muslim Fashion'



FIGURE 8: The picture of Korean Hanbok with Indonesian Batik Youth

inspiration to make new products. For example, in the makeup which are the lip products, in Korea there are brands named *Jamisilfor* and *Lily By Red* which produces the lip-tint and lip-cream. In Indonesia, there are brands like *Emfous* and *Wardah* which produces similar kinds of lip-tint and lip-cream. The skincare products such as sheet mask can be another examples. *Tony Moly* is the example of Korean brands that produce the sheet mask. Then in Indonesia there is brand named *Ariaif* which using the Korean beauty technology to produce the sheet mask. Another beauty's sector is outfit or style. For example is the Korean traditional clothes called *Hanbok*. There are so many *Hanbok* rental place and *Hanbok*-inspired outfit in Indonesia right now.

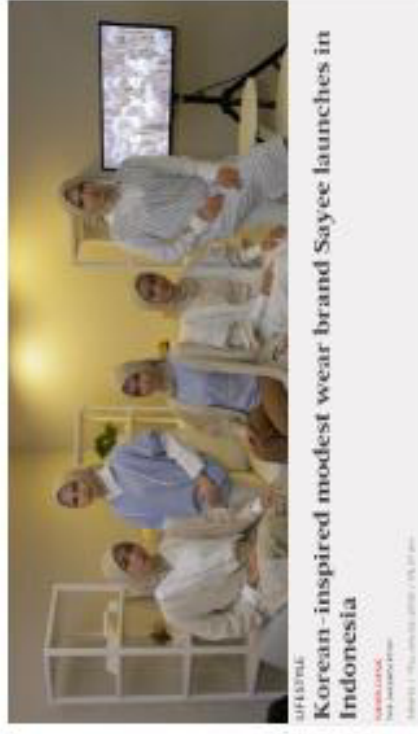


FIGURE 9: The picture and the News Headline of 'Korean-inspired modest wear brand Sayee launches in Indonesia'

(Source: Korean-inspired modest wear brand Sayee launches in Indonesia. (2016, July 28). Korean-inspired Modest Wear Brand Sayee Launches in Indonesia. Retrieved June 28, 2020, from <http://www.ahqfajar.com/berita/2016/07/28/korean-inspired-modest-wear-brand-sayee-launches-in-indonesia.html>)

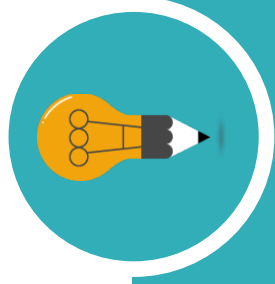


Conclusion

“ Transnational culture → Cultural hybridity → DLPCA ”



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