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MULTILINGUAL K-POP IDOLS' INFLUENCE ON LANGUAGE ACQUISITION AMONG SURAKARTA K-POPERs

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ABSTRACT

The Korean pop (K-POP) phenomenon is currently raging among fans in various countries. K-pop idols, who are icons in the industry, often speak multiple languages other than their native language (such as English, Japanese, and Chinese) to promote their content to the rest of the world. This study aims to determine the influence of multilingualism among K-pop idols on foreign language acquisition for K-poppers in Surakarta through the content they see. This study used a mixed-methods design. Data was collected through a questionnaire consisting of 10 questions for 59 respondents aged 16 to 24 years old living in Surakarta. In addition, the researcher also analysed media content, such as music shows, awards speeches, and reality shows, and conducted a literature review, which searched and reviewed academic articles, research reports, and other sources related to the topic. The results show that the multilingualism of K-pop idols affects the language acquisition of Surakarta fans. When fans see idols with multilingual abilities, they tend to respond positively as they are more motivated to learn the various languages. This study provides insight into how the multilingualism of K-pop idols is not only a means of entertainment but also indirectly affects the language acquisition of Surakarta fans. The implications of this study can be used as a basis for the development of a more contextualized and engaging language learning approach based on K-pop fans' interests.

Keywords: *Multilingualism, K-pop, K-poppers, Language acquisition, Language learning*

INTRODUCTION

Korean pop, or K-pop culture, is a culture from South Korea that has succeeded in attracting sympathy among young people around the world, including in Indonesia, through its music. One distinctive feature of K-pop music is that it can please its audience, so many people listen to and enjoy this type of K-pop music every day. The group of people who love K-pop culture is called K-poppers (K-pop Lovers) or the K-pop community, which hunts for all information about the K-

pop idols they like, such as Korean singer groups and music groups commonly referred to as Boy Groups and Girl Groups. (Taqwin, 2016)

In 2002, K-pop culture began to grow. This happened when South Korea successfully entered the World Cup and managed to become one of the four strongest countries participating in the World Cup. With this success, many mass media began to broadcast about Korean culture, one of which was K-pop culture. K-pop culture grew worldwide until the phenomenon of Korean fever (Hallyu or Korean Wave) emerged. The Korean Wave captivates fans not only with music but also with drama, films and other entertainment. According to the Korean Agency for Cultural Promotion and the Ministry of Culture, there are 182 Hallyu clubs and an estimated 3.3 million members spread across the country.

The phenomenon of globalization has led K-pop to become one of the most sought-after entertainment industries worldwide, and the close interaction between idols and fans is one of the key elements of this phenomenon. The success of K-pop depends not only on artistic talent and quality music production but also on the ability of idols to establish an emotional connection with fans through various communication platforms, such as social media. Those in the Korean entertainment industry are meticulous about creating and spreading Korean pop culture to other countries. Because of their good quality and attractive appearance, Korean pop culture products are very popular. In South Korea itself, becoming a K-pop star, or what is commonly called an "idol," is not an easy thing. They undergo a very strict pre-selection process and then must complete a multi-year training phase before finally being brought to market (debut).

The development of K-pop is increasing every year. It is increasingly able to compete with the global market. This, of course, makes producers strive for their music to be able to reach a wide range of fans around the world. Agencies in Korea began recruiting idols from various countries. It is hoped that having idols from other countries will allow their music to develop in that country. Idols who are not from Korean countries will be trained first, and of course, they must learn Korean for daily conversation while undergoing the training process. This has an impact on the idol's language skills. They will be able to speak various languages (multilingual).

Multilingualism is an individual or group ability that involves the act of using multiple languages. Multilingualism is currently one of the social phenomena that emerges along with globalization and cultural openness. With globalization, information will be easily accessible through the internet, so many people will be exposed to various languages. In this era of globalization, the ability to express or speak using various foreign languages is needed; at least the ability to use English must be owned as a means of communicating in the international sphere. Multilingualism became a phenomenon in many countries with the migration and advancement

of information during the end of the Second World War. This condition triggers the process of increasing mobility and the exchange of ideas, where language is used as a medium to interact between individuals and groups. The use of language can form various groups or communities in society.

In K-pop, the interaction between K-pop idols and fans is not only limited to performances and social media but also includes various aspects of daily life. One aspect of interest is the use of language. It has been mentioned earlier that quite a few K-pop idols are known to be multilingual, and this raises the question of whether the ability to speak multilingual languages among K-pop idols also has an impact on their fans. Do fans become more motivated to learn new languages? Do they feel closer to their idols because they can communicate in the same language? Or are there other impacts that we don't know about yet? These questions form the basis of this research. Through this research, we hope to understand more about how the K-pop phenomenon affects its fans, particularly in the context of fan language acquisition.

REVIEW OF THE LITERATURE

Today, South Korea, known as the "land of ginseng," can compete with developed countries in America and Europe when it comes to promoting its overall culture to the world. In the 21st century, it can compete with Hollywood and Bollywood. Korean culture, commonly referred to as the Korean wave, has produced many products such as films, music (K-pop), food, drama series, fashion, and lifestyle. With the development of science and technology, Korean Wave products have spread all over the world. (Nawawi et al., 2021)

In the context of K-POP, the relationship between artists, artist management, record labels, media, promoters, sponsors, and fans can be harmonious. According to (Irmanto et al., 2013) Loyal K-pop fans are attracted to the quality of the product (songs, music, choreography, and stage acts) and the charm of the celebrities (both physical, attitudinal, and behavioral). Integrated marketing strategies and programs contributed to the dramatic increase in popularity, and diverse K-POP communities have formed everywhere.

This worldwide community of K-poppers can connect in support of their K-pop idols. By joining from foreign countries, of course, you will learn a variety of different languages. Not only among the fan community but also among K-pop idols. Over time, there have been several K-pop group members who have nationalities outside of South Korea. This is what then gives rise to multilingual abilities among Idols.

Multilingualism is the ability to communicate with other cultures in their language, which affects both individuals and society, brings personal and professional benefits to individuals, and benefits society locally and globally. Multilingualism plays an important role in business at both

global and local levels, both in doing business with companies in other countries and in serving communities where another language is predominant. (Stein-Smith, 2021)

In a review of the literature, there is evidence to support the relationship between multilingualism among K-Pop idols and fans' motivation to learn the language. According to Kim and Kim (2019), K-pop fans often feel motivated to learn Korean and other languages spoken by their idols.

Research by Lee (2020) also shows that multilingualism among K-pop idols can have a positive impact on fans' language acquisition. Fans who actively try to learn a new language because of their idols' influence often show increased proficiency in that language. However, Choi (2021) notes that while there is a relationship between multilingualism among idols and fans' motivation and language acquisition, this relationship may not always be positive or direct. Many other factors may affect one's motivation and language acquisition, and it is important to consider these in further research.

Thus, this literature review suggests that there is a significant relationship between multilingualism among K-Pop idols and fans' motivation and language acquisition, but this relationship is complex and influenced by various other factors.

METHODOLOGY

The research method used in this study is qualitative. Qualitative methodology is a method with research procedures that produce descriptive information in the form of descriptions of words or sentences, both written, oral, or spoken by the subject. (SriYenti et al., n.d.)

To explore the influence of multilingualism among K-pop idols on indirect language acquisition for K-popers in Surakarta, the researcher used an online questionnaire consisting of 10 open-ended questions. According to Arikunto (2010), an open-ended questionnaire is a series of questions given to respondents to get answers from respondents in their own words. Data was collected using Google Forms, and respondents were asked to answer according to their own opinions. The questions were presented in Indonesian to facilitate respondents' understanding. The questions asked are as follows:

Table 1. The questions on the questionnaire

Number	The questions
1.	When did you become a K-popers? How much time do you spend each day listening to K-pop music or watching K-pop content?
2.	Did you know that some K-pop idols are multilingual? Name one multilingual idol that you like, and what languages does he or she speak?
3.	How important do you think it is for K-pop idols to be able to speak several languages? Give your reasons!
4.	Does the multilingual speaking ability of K-pop idols motivate you to learn the language? Explain!
5.	Do you believe that listening to songs or watching K-pop content has helped you with specific language acquisition? Please explain to what extent K-pop idol content has influenced the way you learn a language.
6.	How often do you watch interviews, live social media, vlogs, or other content involving multilingual K-pop idols? Mention the content that you see frequently!
7.	Does a K-pop idol's ability to speak multiple languages affect your preference for them?
8.	Does watching K-pop idols with multilingual skills affect your vocabulary usage in daily communication? Give an example!
9.	Do you feel that learning the language varieties used by K-pop idols is important? Explain and give examples of the media you use to learn the language varieties used by K-pop idols!
10.	How do you see K-pop idols who are multilingual? (Example: more multicultural, more open, etc.) Explain

In addition, a qualitative approach was applied by analyzing K-pop idol content on social media. This analysis includes interviews on music shows and reality shows, speeches at award shows, and live broadcasts on social media that they do. The author collected video documentation of idol interviews on music shows, speeches at award shows, and live broadcasts conducted by idols with multilingual skills. The author observes the interaction between fans and idols that occurs in these contents. Through content that is easily spread, idols are easier to reach their fans. When idols have the ability to speak in various languages, this makes fans absorb various languages as well. This is evidenced by comments from fans who use mixed languages in these contents. This makes the author speculate that interaction with this variety of languages can affect language acquisition for fans. Then the author strengthens this research by conducting interviews with K-Pop fans, especially those in Surakarta.

In addition to primary data, this research also included a literature review. The technique used for the literature review is to identify discourses from books, papers, articles, journals, the web (internet), or any other information related to the research topic, after which conclusions are drawn about the problem being studied. (Angelicha, 2020)

By combining survey methods, social media content analysis, and literature review, this study provides a comprehensive picture of the impact of multilingualism on K-pop idols and its impact on indirect language acquisition among Surakarta K-popers.

FINDINGS AND DISCUSSION

The results of this study were obtained by conducting a survey of K-pop fans in Surakarta. This survey was attended by 59 K-popers in Surakarta by filling out 10 questions in the questionnaire given by the researcher. When viewed in each gender, the results obtained in male subjects were 7 people, or around 11.9%, and 52 women, or around 88.1%. The diagram below depicts gender-based subjects:

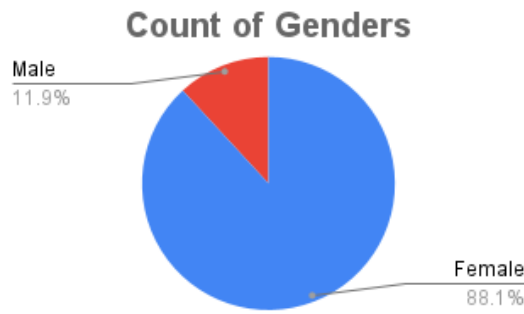


Figure 1. Subject Description Based on Gender

When viewed in each age group, the results of the 59 subjects range from 17 to 24 years old. Subjects aged 17 years were 11 people around 18.6%, aged 18 years were 11 people around 18.6%, aged 19 years were 12 people around 20.3%, aged 20 years were 7 people around 11.9%, aged 21 years were 7 people around 11.9%, aged 22 years were 8 people around 13.6%, aged 23 years were 2 people around 3.4%, and aged 24 years were 1 person around 1.7%. The diagram below depicts subjects by age:

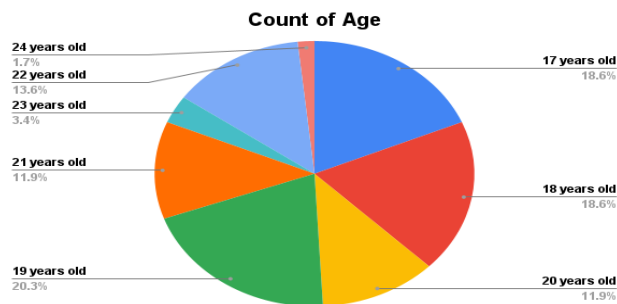


Figure 2. Subject Description Based on Age

There are three categories of current topic education levels (grades) among these 59 subjects. The first group (senior high school) obtained findings from as many as 21 people, around 36.2%; the second group (vocational school) obtained results from as many as 6 people, around 10.3%; and the third group (college) obtained results from as many as 32 people, around 53.4%. The diagram below depicts subjects based on current education:

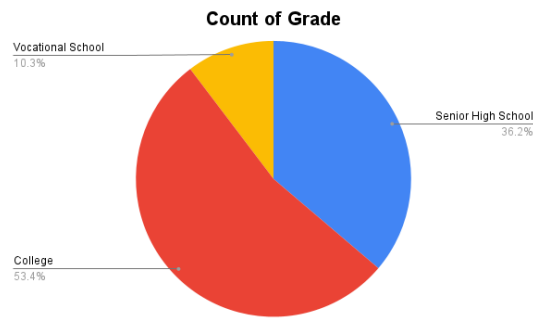


Figure 3. Subject Description Based on Grade

To find out how intense our respondents are in knowing K-pop, we asked about when respondents became K-pop fans and how long they spend each day listening to K-pop music or watching K-pop content. Here are the survey results for the first question “When did you become a K-poppers? How much time do you spend each day listening to K-pop music or watching K-pop content?”:

A total of 1 respondent became a K-pop fan in the past few months, while another 4 respondents have been fans for 1 year since 2022. There are 14 respondents who have been fans for 2 years since 2021, and another 9 respondents have been fans for 3 years since 2020. Furthermore, 9 respondents have been fans for 4 years since 2019, 6 respondents for 5 years since 2018, 4 respondents for 6 years since 2017, 5 respondents for 7 years since 2016, 4 respondents for 8 years since 2015, and 3 respondents have been fans for 10 years since 2013.

Regarding how long they spend each day on K-pop, 1 respondent spends 8 hours/day, 3 respondents spend 7 hours/day, and 6 respondents spend 5 hours/day. There were 8 respondents who spent 4 hours/day, 9 respondents who spent 3 hours/day, and 7 respondents who spent 2 hours/day. Furthermore, 3 respondents spend 1 hour/day, another 3 respondents spend 30 minutes/day, and 19 respondents spend an unspecified amount of time or often listen to or watch K-pop without calculating the duration.

From a survey of 59 respondents, it was found that the range of respondents following K-pop was the last few months to 10 years. Every day, most of them watch K-pop content for 3 hours to count, but they tend to watch it often in their spare time. This proves that K-poppers in Surakarta are active and have long-known K-pop.

Next, we asked respondents about their knowledge of multilingualism among K-pop idols and whether some K-pop idols can indeed speak multiple languages, and we also asked them to give examples. From the question, "Did you know that some K-pop idols are multilingual? Name

one multilingual idol that you like, and what languages does he or she speak?". All 59 respondents stated that they knew that some K-pop idols are multilingual. Of these, some K-pop idols and the languages they are good at were mentioned by the respondents as follows:

Three respondents mentioned NCT's Chenle as an idol who can speak multiple languages. According to the respondents' knowledge, Chenle can speak English, Korean, and Chinese. Furthermore, eleven respondents agreed to mention BTS's RM for his ability to use English, Korean, and Japanese. Then seventeen respondents mentioned Lisa from Blackpink as an idol because of her proficiency in speaking English, Thai, Japanese, and Korean. Apart from Lisa, another Blackpink member who can speak multilingually is Jennie. Two respondents said that Jennie can speak English, Korean, and Japanese and is learning French. In addition, NCT's Ten was also mentioned as being able to speak English, Japanese, Korean, Mandarin, and Thai by four respondents.

Next, two respondents mentioned Bambam from GOT7 with his multilingual abilities in Thai, English, and Korean. Three respondents wrote Giselle from AESPA by listing her three languages: Japanese, Korean, and English. Another AESPA member who is multilingual is Ning-Ning; three respondents mentioned her as being able to speak Chinese, Korean, and English. Then two respondents mentioned Jackson Wang as having the ability to speak English, Korean, Chinese, and Japanese. And then, two respondents mentioned Sandara Park (Mandarin, Japanese, English, Korean, and Tagalog) and EXO's Chanyeol (Korean, English, and Japanese).

Then three respondents said that Red Velvet's Wendy can speak Korean, Spanish, English, and French. Furthermore, there are K-pop idols from Indonesia, namely Zayyan XODIAC and Dita. Two respondents mentioned Zayyan XODIAC as an idol who can speak multilingually, namely Korean, Indonesian, and English. Also, three respondents mentioned Dita from Secret Number with her ability to use Korean, Indonesian, and English. Three respondents further mentioned Ricky from ZB1 as one of the K-pop idols who can speak multilingual Chinese, English, and Korean.

In the second question, all respondents stated that they knew that some K-pop idols can speak multilingually. Most of them mentioned that one of the K-pop idols who can speak multilingual is Lisa from the group Blackpink. This is in line with the researcher's findings on social media content analysis and literature. If you search on YouTube or other social media, you will find a lot of Lisa's content with her multilingual abilities. One of them is on the Chinese survival program *Youth with You*, where Lisa often uses Chinese as a mentor on the show. Meanwhile, according to the literature review, Lisa is a Thai citizen, so she can speak Thai. Her stepfather is Swiss, so that makes Lisa proficient in English. And of course, when she became a K-pop idol, she was required to be able to speak Korean. This makes Lisa able to speak

multilingual. Apart from Lisa, several other idols can speak multilingual, such as RM BTS, Ten NCT, Sandara Park, and others.

The third question stated, "How important do you think it is for K-pop idols to be able to speak several languages? Give your reasons!". We got answers from as many as 40 respondents who thought that it was very important for K-pop idols to be multilingual to interact with other group members who may be from overseas. Some of them also argued that K-pop idols will attend many K-pop events overseas besides their own country, so they need to be multilingual to acclimatize to the venue and easily interact with fans from different countries.

Another 18 respondents gave various answers, ranging from moderately important to important. According to them, it is quite important for K-pop idols to be able to master multiple languages, at least Korean and English, as they are associated with the entertainment world and can attend K-pop events from all over the world. The more languages K-pop idols master, the more likely they are to be able to interact with many other K-pop fans from different countries.

However, there is 1 respondent who thinks that it is not mandatory for K-pop idols to master multiple languages because if they are good or fluent in Korean, being less fluent in other languages is not a problem because the most important thing here refers to the K-pop sentence where "K" is for Korean, so if they can only speak Korean, it will not be a problem.

So, there are two underlying reasons were obtained. There is a group that stated that it is quite important—important to very important—because K-pop idols will interact with group mates and fans who come from many countries; therefore, the ability to speak multiple languages is needed. One other reason stated that it was not important for idols to be able to speak multilingually because K-pop itself would certainly use Korean. From the results of this survey, we can see that most K-pop fans consider language ability to be an important aspect of a K-pop idol's career. However, there is also a small percentage who think that language ability is not an absolute requirement if the idol is fluent in Korean. This shows that fans' views on the importance of language skills in the K-pop industry are quite varied.

Next are the survey results for the fourth question on whether K-pop idols' multilingual speaking ability motivates respondents to learn languages. We asked the question, "Does the multilingual speaking ability of K-pop idols motivate you to learn the language? Explain!". The result we obtained was that all respondents, or 59 respondents, stated, "Of course, it is very motivating." They reasoned that the ability to speak multiple languages by K-pop idols motivates them greatly because it can spark enthusiasm for learning Korean and other foreign languages. From these results, we can see that the language skills of K-pop idols have a significant impact on motivating their fans to learn new languages. This shows how K-pop idols not only act as

entertainment but also as a source of inspiration and motivation for their fans in various aspects, including language learning.

The survey results of this fourth question agree with the findings (Supriyatin et al., 2023), which state that the positive impact of liking K-pop is that fans learn a lot of foreign vocabulary and their cultures. The idols that they favor are also able to provide a lot of motivation for fans and become self-healing, as well as for their pleasure when feeling sad, so that their learning mood can return to normal, let alone learning.

(Supriyatin et al., 2023) research also found that K-pop culture has a positive impact on respondents' learning motivation, such as making their lives more colorful because of the behavior of idols and K-pop songs that are quite touching and give them a zest for life. This motivates respondents to be more enthusiastic about learning, to be more able to express their feelings and foster enthusiasm to do their assignments. Respondents are also more motivated to strive to become a better person and enthusiastically pursue dreams and learn to become a successful person so that they can continue studying abroad.

Meanwhile, (Maharani, 2019) argues that the higher the motivation and active activity of a person, the better the results will be. The activity of listening to music or watching films must be accompanied by supporting activities such as writing new vocabulary, then looking up the meaning in the dictionary or asking a more expert.

For the fifth question, "Do you believe that listening to songs or watching K-pop content has helped you with specific language acquisition? Please explain to what extent K-pop idol content has influenced the way you learn a language." We got 47 respondents stating their belief that listening to songs or watching K-pop content has helped them with language acquisition. With details, 3 respondents stated that they moderately believed, 49 respondents stated that they believed, and 5 respondents stated that they strongly believed.

They stated that, thanks to frequently watching K-pop content, they gradually began to know what the K-pop idols were talking about without having to look at the translation first. From watching idol content, they also learn little by little the basic vocabulary that idols often say, such as numbers and greetings. However, two respondents stated that they did not believe it. They feel that only occasionally following some words in the language shown by K-pop idols themselves is not intensive because they only listen to the songs without understanding the meaning of the words. This opinion is supported by several scientific studies. Such a study by (Jung et al., 2022) from George Mason University showed that integrating Korean pop culture into language classes can increase the effectiveness of language instruction.

In addition, a report by the Modern Language Association showed that enrollment in Korean language courses at US universities increased by almost 14% between 2013 and 2016, while overall language enrollment decreased. This suggests that K-pop has contributed significantly to the global popularity of the Korean language. Nonetheless, it is important to note that while K-pop can be an effective tool for language learning, a more intensive and structured approach to learning may be required to achieve higher language acquisition. This might explain why two respondents felt that watching K-pop content alone was not enough to help them learn the language.

In question six, the researcher asked, "How often do you watch interviews, live social media, vlogs, or other content involving multilingual K-pop idols? Mention the content that you see frequently!". The survey results for the sixth question show that most respondents frequently watch content involving multilingual K-pop idols. A total of 35 respondents stated that they often - very often - watch idol shows with multilinguals. They usually watch shows on Instagram Live, MVs, reality shows, Blackpink's YouTube channel, Livenha, Running Man, Jeon Somi's vlogs, KPop NCT, and the label's YouTube channel. Furthermore, 19 respondents stated that they watch idol shows with multilingualism quite often. They usually watch shows on Popmama, Halo 82, Live Weavers, Going Seventeen, Weekly Idol, and Yougji_boxmedia. However, 5 respondents rarely watch; they only watch when they have free time, such as on live, vlogs, and ODG.

The researcher believes that through the content they view, the researcher can find out their language acquisition. This is in line with the findings of (Yuda Irawan & Sari Ramdhani, 2023), through social media, subjects can acquire a lot of vocabulary and can dialogue quite well using the language. One of them is through music videos, where the subject will gain the ability to sing using the language in the video. Although several times the subject forgot the lyrics and his pronunciation was still not fluent, this ability is obtained through repetition or habit. When someone watches a video repeatedly and continuously, this will lead to understanding, habits, and application.

In the seventh question, the researcher asked, "Does a K-pop idol's ability to speak multiple languages affect your preference for them?". Researchers want to know more deeply about respondents' interest in multilingual content by K-pop idols. The survey results for question seven show that K-pop idols' ability to speak multiple languages can influence fan preferences. A total of 39 respondents said "of course," because this can increase their interest in K-pop idols, give a better impression, and make them enthusiastic about learning more than one language. However, 13 respondents chose the "maybe" option because they thought it would have little effect on them. Meanwhile, 7 respondents chose no effect at all because, according to them, attraction to K-pop idols cannot only be judged by language skills.

Next, the researchers wanted to know the extent of language acquisition that respondents gained from watching multilingual K-pop idol shows. The researcher asked the question, "Does watching K-pop idols with multilingual abilities affect your use of vocabulary in daily communication? Give an example!". From this question, 50 respondents chose to influence because they felt the use of simple vocabulary in their daily habits and a simple understanding of what they said most often, such as *aniyo* and others, which they often used when avoiding, or *palli-palli*, which means saying quickly. They also often use several exercises from other countries, depending on the idol they follow. Such as Thai *sawadhikap*, Japanese *sayōnara*, *Konnichiwa*, or the English used by their idols certainly adds to their vocabulary.

The remaining 2 respondents chose a small effect, and 6 respondents chose a sufficient effect, especially when chatting with fellow fans. For example, using the word "omo" when surprised. And one respondent chose no influence during daily communication but may have an influence when on social media, for example, the use of the word *annyeong*. Some examples of sentences made by respondents are as follows:

“Annyeong, apa kalian melihat mv baru Taehyung Oppa, he is very handsome”

- The words *Annyeong* and *oppa* are vocabulary in Korean, while the sentence "Have you seen Taehyung's new MV" uses Indonesian, and the sentence "he is very handsome" uses English.

“Jangan lupa streaming lagu baru NewJeans ya chingu”

- The word *streaming* is vocabulary in English, while the word *chingu* is vocabulary in Korean, which means friend. This is usually used by k-popers to remind each other when a new song from their idol comes out, or what is usually called a comeback.

“Palli-palli, kita sudah hampir terlambat ini”

- The word *palli-palli* is very often used by k-popers to tell someone to immediately do something.

By looking at the results of this survey, we can see that the majority of Surakarta K-popers often apply mixed languages in their daily lives. It can also be seen that broadcasts can influence their language acquisition and the way they communicate daily.

The next question explored respondents' opinions regarding the urgency of learning the language used by idols and how to learn it. For this reason, the researchers asked the question "Do you feel that learning the language varieties used by K-pop idols is important? Explain and give examples of the media you use to learn the language varieties used by K-pop idols!" This is to find out whether it is important for k-popers to try to learn the language their idols use. From

the survey, detailed answers were obtained, as many as 4 votes quite agree, 9 votes agree, and 37 votes strongly agree that studying the various languages used by K-pop idols is important for various reasons and media. For example, the use of foreign languages can be used by fans to feel closer to their idols and more easily understand what they are saying. The media used is quite diverse, such as Duolingo, Instagram, YouTube and Google Translate.

The tenth question asked respondents about their views on K-pop idols who have multilingual abilities. Researchers asked the question, "How do you see K-pop idols who are multilingual?" (Example: more multicultural, more open, etc.) Explain!" which was then answered by 59 respondents with various answers. However, it can be concluded from their answers that even though they have different opinions about K-pop idols who can speak various languages, they all expressed their admiration and pride because their idols have broad insight and are more formal, more cultured, and cooler. It can be concluded that K-pop fans feel amazed by their idols when their idols can speak multilingually in front of them.

According to Suroso (2014, p. 117), it is impossible to acquire language perfectly if a person does not interact with the surrounding environment. In this case, the habit that is continuously carried out by the subject is also supported by the subject's environmental situation. In this case, the role of the K-pop community is important to help someone learn the language perfectly. With the help of social media and other translation tools accompanied by motivation and enthusiasm for learning, language acquisition will be perfectly supported.

CONCLUSION

In conclusion, researcher conclude that the K-pop industry has become a worldwide sensation, luring fans from all corners of the globe. Among the appealing aspects of K-pop, the outstanding multilingual ability of its artists indirectly encourages fans to embark on a journey of language learning, especially Korean. From the survey results, it can be concluded that the average K-pop fan in Surakarta feels affected by the multilingualism of K-pop idols. In their daily lives, they also tend to use the basic vocabulary of the language they watch. They are also motivated to learn the language used by their idols because they think that idols who can speak multilingually tend to look more insightful, authoritative, intelligent, and cultured. Through the content they see, they will indirectly capture new vocabulary. With the help of several applications, such as Duolingo, Google Translate, and idol YouTube content with subtitles, they begin to understand little by little what their idols say. They also have the view that an idol needs to be able to speak multiple languages to communicate with fans globally. It is also instilled in fans that if they are also able to master the language of their idols, then their communication will be closer. Overall, K-Pop is not only entertaining but can also motivate language learning. Therefore, this study calls for

further research on the need to use K-pop as a resource to create more interesting and effective language learning methods in the future.

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