

Webinar Series on “*Indonesia in Korea and Korea in Indonesia*”

Seoul National University Asia Center &
Faculty of Social and Political Sciences, Universitas Indonesia

K-Pop and Fandom in Indonesia as Community of Practices

Dr. Endah Triastuti

The Korean Wave, Hallyu, has been around in Indonesia for more than two decades. Kpop was introduced through Korean drama (Kdrama) in national television network in 2009 as mediascape of the country is rapidly digitalized. Deeper Hallyu penetration through various Korean media products in Indonesia goes hand in hand with the market neoliberalism, enhance the mass growth of fan culture, which has shifted the nature of community in Indonesia. My study explores Kpop and fandom and examines how fan culture has shifted the notion of community in Indonesia. Approaching my study mostly with qualitative methods, it is evident through various practices that Kpop fandom signifies the growth of community of practices.

Endah Triastuti is a faculty member of the Department of Communication, Faculty of Social and Political Sciences, Universitas Indonesia. She is graduated from doctoral program at School of Social Sciences, Media and Communication, University of Wollongong Australia. Her expertise is in media anthropology. Her core studies are in digital media, society and sexuality. Her last publication is Fandom as a reward industry: Pleasures in pop music fan engagement and participation within online social networking in Indonesia's context.

Date & Time: November 26 (Thurs) 2020, 13:30-15:30 (WIB); 15:30-17:30 (KST)
Place: Zoom Meeting