

The Korean Wave in Indonesia : Korean Television Dramas among Indonesian Muslim Youth

The dissemination of Korean pop culture around Asian countries and beyond has been called as *Hallyu* or Korean Wave. This is a study of the Korean Wave in Indonesia, focusing on the case of Korean television dramas. This study examines to what extent it is popular among Indonesian youth who primarily are Muslims. It is to be noted that Indonesian Muslim youth do not share the underlying values of 'East Asian' such as Taiwan and China. This study finds that these youth are more active in their consumption of television dramas through laptops than television. In this case, globalisation has supported the instant availability of Korean television dramas on internet to be downloaded and formatted in the form of pirated DVDs and free files. Furthermore, the rise of Korean pop culture signifies the importance of popular culture, to which in this case, in the form of Korean television drama and Muslim youth imagination. Korean television dramas in Indonesia have contributed to the plurality of the Muslim youths' 'imagined world'. Post-modern ethnography is employed in this particular study in which it supports the 'other' voice rather than the 'author' voice. It emphasizes the Muslim youth agency since they are active consumers who are able to identify the element of foreignness and proximate with their Islamic identity.

Bio of Speaker

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