Uses and Gratification Analysis of Social Media in K-Pop Information Searching

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ABSTRACT - Korean culture fever has entered into Indonesia since 2000s. This was due to the spread and influence of Korean culture in Indonesia, especially from the film, drama, music and knick-knacks that have been spread among the people of Indonesia. The spread of this Korean culture evoked the need for information searching about the latest trends in Korea. The presence of social media, especially Facebook and Twitter enrich the means of information retrieval. Freedom to access social media resulted in a major phenomenon of the information flow. The speed of social media also began to replace the role of conventional media in disseminating information. Social media is understood as a new form of communication which is interactive, available for everyone to participate in it. The need for information retrieval is often associated with satisfaction in finding information. The concept of this satisfaction measure is called GS (Gratification Sougth) and GO (Gratification Obtained). Gratification Sougth is sought or desired satisfaction when individuals consume a certain media types and motives that drive a person to consume media. While Gratification Obtained is obtained satisfaction a person has after consuming a particular type of media. Results of this study showed that 43 respondents who assess GO <GS and 39 respondents rate GO> GS, but the difference is relatively small or not so significant. This suggests that the Korean Lovers were less satisfied about the fulfillment of cultural information about K-Pop.

Keywords: Culture, Gratification Sought, Gratification Obtained, Korean Pop, Social Media

1. Introduction

Popular culture is widely present in support of the advancement of technology today that can be produced, distributed, and reproduced rapidly to large consumption. Popular culture such as commercial, traded to meet the needs of the market's appetite for entertainment (Storey, 2006:12).

Popular culture is often called pop culture began to take place within human life in Indonesia. Currently Korea began to show its effect as an exporting country pop culture through a variety of entertainment shows. This phenomenon motivated Korea-Japan World Cup 2002 ended with the entry of Korea as the fourth power of the world in terms of football.

Fever Korea (korean wave) has now entered the country of Indonesia. This was due to the spread and influence of Korean culture in Indonesia, especially from the film, drama, music and knick-knacks that have been spread among the people of Indonesia (Jimoondang 2008:59).

Refers to the large number of Korean fans at this time, then formed Korean fan base known as Korean Lovers. They regularly meet each other and communicate, exchange of informasi.Bahkan change their nicknames with Korean names. Not only that, they are also obsessed with studying the Korean language. In effect, the current spot burgeoning Korean language course, for example, one of the language courses are also flooded Balai Bahasa UPI students who want to learn Korean language. Balai Bahasa UPI open a Korean language class at a cost Rp.215.000/month.

Not to mention, all the attributes are labeled Korean interests them, ranging from electronic products such as Samsung and LG, make-up tools like Etude House and The Face Shop, Korea Muji clothing stores and restaurants typical Korean food. They are trying to show their identity through the products they use so that it looks like the Koreans.

K-Pop culture was able to reach all ages, ranging from children to adults even become connoisseurs of K-Pop culture. According to Kim Song Hwan, a syndicate manager of South Korean television, Korean cultural products were able to capture the hearts of fans in all circles, especially in Asia due to the marketing techniques of Asian Values-Hollywood Style (in http://oase.kompas.com) That is, they resemble Asian values are marketed in a modern style. This term refers to stories that are packed bernuansakan Asian life, but how to use international marketing by promoting the sale of the name of a star or sell style.

K-Pop cultural globalization or better known as the Korean Wave (Hallyu) is managed affects the lives of the world community. Various Korean cultural products ranging from dramas, movies, songs, fashion, industrial products to decorate the realm of people's lives in different parts of the world. Not only in Asia but has spread to America and Europe.

Moreover, indirectly this can certainly improve the national image of Korea. Korean Wave spread the influence not only increase the chances to carry out cultural exchanges, enhance cultural interaction but also a means for legitimizing ideology Korea so easily accepted internationally.

One example of a shift in social media is a function of how social media is now used to popularize a new culture, the culture of Korea. Since the first, the K-pop artists are very excited to promote themselves abroad, even sometimes they are willing to go to any country for only a small activity for the sake of publicity. (Kok, 2012). But now, with the support of social media, one of which Youtube, recent Korean pop music, or commonly known as K-pop, is becoming more popular around the world, including in Indonesia (Sari, 2011)

Popularity of K-pop culture in Indonesia is an impact on the growing enthusiasm of K-pop fans in Indonesia for a concert artist K-pop idol. So that the enthusiasm of the fans can be heard by the agency or the company of the idol and the concert promoter, takes interactive media. K-pop fans then showed their enthusiasm through social media, by placing a hashtag related to K-pop concert they want to watch. For example, in February the VIP (call for fans of Big Bang, one of K-pop group) showed enthusiasm for the news that Big Bang will be touring the world by placing a hashtag # BigBangAliveTour2012 who later managed to enter the ranks of twitter trending topic in Indonesia (Sadati , Tweeps Discuss Crowded Concert Big Bang on Twitter, 2012).

Following up on the news, the VIP installing a more specific hashtag, which is # IndonesiawantsALIVE that the concert was held in Indonesia. In fact, after the Big Bang confirmed that Indonesia has officially become one of the countries to be visited in their concert tour, the VIP re-install the hashtag # IndonesiaReadyforAlive to show their enthusiasm for the news (Sadati, 2012).

Using the twitter hashtag that K-pop fan enthusiasm into the topic trends in twitter, not a new way for fans of K-pop artists to draw attention to K-pop idol that they can come to Indonesia. The way it has been used at every concert that was held in Indonesia. For example, in 2011 the group 2PM fans put hashtag # 2PMJKT, and in February the group BEAST fans put hashtag # BeautifulShowINA. In fact, the ELF (call for fans of K-pop group Super Junior) has been using the hashtag since last year to draw attention to Super Junior and other parties in order to bring Junior Super Show 3 concert in Indonesia.

At that time, the hashtag is # wewantSS3 used, and although last year they failed to bring the concert Super Junior to Indonesia, this year they did not give up. This year once again the ELF showed their enthusiasm via hashtag # WeWantsSuperShow4INA, and their enthusiasm

eventually heard by a concert promoter who later announced officially that Super Junior will hold a concert Super Junior Show 4 them in Indonesia through their twitter account (@ ShowMaxxEnt). Super Junior was then come and amaze his fans at the concert "Super Junior 4" which was held in Indonesia in April (Wardany, 2012). After Super Junior, other Korean artists continues berdarangan. K-pop fans in Indonesia also crowded thrash about plans MBLAQ came to Indonesia in June. (Sadati, 2012)

Through social media presence, Korean Lovers can express their aspirations and their desires can be fulfilled. One method used by the Korean Lovers to express their aspirations about the K-pop artists where they want to invite is through social media, one Twitter. They use the hashtag so that what they wanted was listed as the trending topics that can attract the attention of a promoter or artist management. Hashtag or hashtag is a system used by the community to add additional context or metadata into user tweet, tweet that they can be categorized and can be found easily by the subjects in which they attach hashtag. Using the same hashtag to add tags to your blog or tumblr that he fit, or enter keywords into the meta-its web pages. Twitter hashtag allows users to create groupings in Twitter simply by adding a hash mark in front of the word or phrase they want to use.
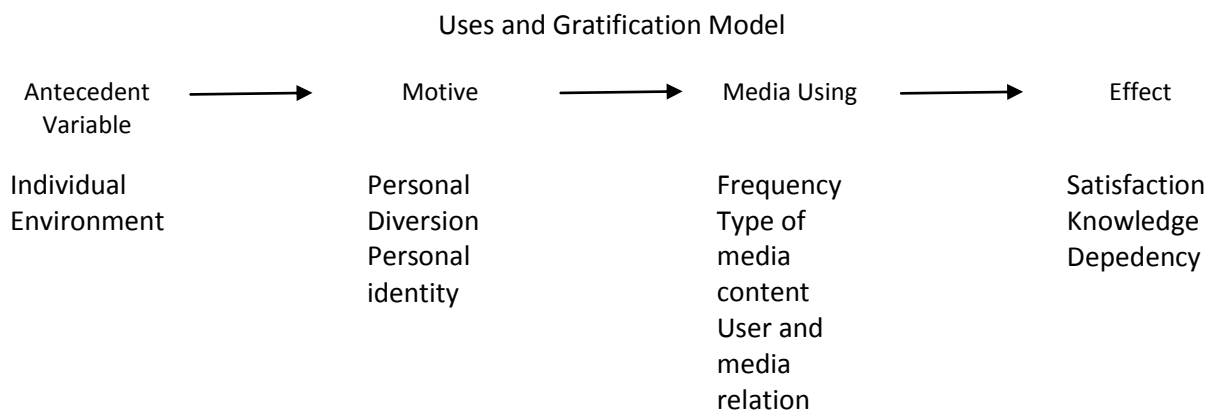
Hashtag often used by Korean Lovers for small things that can attract the attention of K-pop idol, for example, to celebrate the anniversary of their idol (Sadati, Indonesia Enliven VIP Birthday Taeyang (@ Realtaeyang) 'Big Bang', 2012). In the case of the implementation of K-pop concert in Indonesia, the fans use the hashtag that contains a request for k-pop idol they come to Indonesia (# IndonesiawantsAlive, # IndonesiawantsSS4INA).

In addition, another way for the Lovers Korean artists to bring their K-pop idols through social media is a way to give direct mention twitter account to their idol Korean artist or me mention promoters Korea. Then there is the Twitition, an application twitter where twitter users can sign a virtual petition using their twitter accounts. This method has been used by the ELF (the name for fans of Super Junior) that Super Junior Show 4 concert was held in Indonesia.

In addition to twitter, Facebook was social media commonly used by fans of K-pop artists to seek information regarding their K-pop idols. They are using facebook to posting comments on the official page of their idol Korean artist or make fanpage containing their demands that their idol Korean artists held a concert in Indonesia, and asked the fans who are members of the fanbase to add like on the fanpage. One fanpage fanpage ever made is "Indonesia Want SJ (Super Junior)".

2. Literature Review

Uses and Gratification theory does not interested in what the media does to a person, but rather interested in what people do with the media (Mercy, 2007:65). Palmgreen (in Kriyantono, 2006:208) states that the "Uses and Gratification theory often focuses on motives as independent variables that affect the use of the media, whether the motives of the audience have been met by the media (figure 2.3), whether the audience satisfied after using media. The concept of the satisfaction measure is called GS (Gratification Sougth) and GO (Gratification Obtained). Gratification Sougth is sought or desired satisfaction of individuals when consuming a particular media type and the motives that drive a person to consume media. While gratification obtained is a real satisfaction gained after consume a particular media type.

Uses and Gratification Model

Antecedent Variable	→	Motive	→	Media Using	→	Effect
Individual Environment		Personal Diversion Personal identity		Frequency Type of media content User and media relation		Satisfaction Knowledge Depedency

Source: Rakhmat (2007:66)

In addition, Uses and Gratification Theory itself has been tested as a rationale by Perse and Dunn in 1997 have looked specifically at the use of computers for communicate with others through the Internet and information services. (In Mirabito and Morgenstern, 2004: 231). The study finally draw a conclusion that the person using the computer as a means of electronic communication to meet the needs in accordance with the assumption of uses and gratifications theory.

A number of similar studies conducted by Mirabito and Morgenstern attempted to be applied on the scale of the organization, in which computer networks are used as a communication network, which is then referred to as computer mediated communication. Objects in this study is Facebook which at that time was a trend which is one example of a computer nediated communication.

An important thing to consider here is the concept of presence, where something which virtual objects are perceived as a true / real. Facebook is said to have a high level of social presence, as a two-way communication process, and individuals have their own experiences related to relationship building.

Uses and gratifications approach also postulates that the media compete with other information sources for audience's need satisfaction (Katz et al., 1974a). As traditional mass media and new media continue to provide people with a wide range of media platforms and content, it is considered one of the most appropriate perspectives for investigating why audiences choose to be exposed to different media channels (LaRose et al., 2001).

The uses and gratifications has always provided a cutting-edge theoretical approach in the initial stages of each new mass medium, such as newspapers, radio and television, and now the Internet, which receives the significance via this approach. The uses and gratifications theory has been widely used, and also is better suited, for studies of Internet use. In the Internet environment, users are even more actively engaged communication participants, compared to other traditional media (Ruggiero, 2000).

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3. Research Methodology

This study is a descriptive study using survey methods. The level of gratification obtained and gratification sought of the information in the social media about K-Pop, measured by distributing questionnaires online at GoogleDocs.

The population of this research is Twitter users who frequently access information about K-Pop culture. Questionnaires distributed via twitter fan page Korean artists and bands and respondents could give an answer online after downloading the link displayed.

Considering this study did not have a sampling frame, the sampling method used was non-probability sampling by convenience sampling technique. According Sugiyono, convenience sampling is taking sampling in accordance with the provisions or requirements of a particular sample of the population of the most easily accessible or available (2007:85).

In this study, the level of accuracy (α) of 5%, 95% confidence level in order to obtain the value of Z = 1.96. The error rate was set at 10%. Meanwhile, the probability of correct

questionnaire (acceptable) or rejected (false) respectively is 0.5. By entering into the formula above equation then obtained the minimum number of samples is 96.04. The minimum number of samples obtained is 97 respondents but the author made up to 100 to reduce errors in filling out the questionnaires.

Findings and Discussion

Based on the results of the questionnaire can be seen that the majority of respondents came from Bandung, as many as 44 people, or 44%. This is most likely due to the distribution of questionnaires were predicated on Korean artists' twitter fan base from Bandung. Meanwhile, there was one respondent from Kuala Lumpur. This is due to the nature of social media, which is not bounded in space and time, allowing the social media to be accessed by anyone wherever they are.

Tabel 1.Respondent's Origin

Origin	Amount
Bandung	44
Sumedang	1
Cirebon	1
Gresik	1
Bekasi	5
Cimahi	2
Depok	3
Semarang	3
Tangerang	4
Medan	6
Jakarta	9
Kendari	1
Malang	1
Surabaya	3
Palembang	1
Bogor	2
Bontang	1
Samarinda	1
Indramayu	1
Banda Aceh	1

Jogja	1
Riau	2
Denpasar	2
Kisaran	1
Banjarmasin	1
Tasikmalaya	1
Kuala Lumpur	1
Total	100

Table 2 shows that male respondents were only amounted to 8 people, or 8%. This indicates that the number of fans of Korean culture is dominated by the female gender. Female domination also happens in K-Pop concerts or the number of Korean Lover.

Table 2. Respondent's Characterictic Based on Gender

Sex	Amount
Male	8
Female	92
Total	100

The results of measurements of gratification sought (GS) and gratification Obtained (GO) is described in Table 3, Table 4, Table 5 and Table 6 below:

Table 3. Gratification Sought

Item	Mean Score
1	2.90
2	3.03
3	2.99
4	2.66
5	2.65
6	2.83
7	2.68
8	3.26
9	2.73
10	3.28

Respondents agreed (average score above 3) for the statement number 2, number 8 and number 10. In statement number 2, the respondents agreed that they always use Twitter to search for information about K-Pop culture. In statement number 8, the respondents agreed that they are always using Twitter about K-Pop culture to relax and spend leisure time. While the statement number 10, the respondents agreed that they are always using Twitter about K-Pop culture for entertainment and pleasure.

Table 4. Gratification Obtained

Item	Mean Score
11	2.71
12	2.95
13	3.04
14	2.56
15	2.81
16	2.90
17	2.72
18	3.11
19	2.85
20	3.27

Respondents agreed (average score above 3) to statement number 13, number 18 and number 20. In statement number 13, the respondents agreed that they get information about K-Pop culture through Twitter. In statement number 18, the respondents agreed that they can relax and spend leisure time after accessing Twitter related to K-Pop culture. While the statement number 20, the respondents agreed that they can get entertainment and pleasure after accessing Twitter related to K-Pop culture.

Table 5. Gratification Sought VS Gratification Obtained

		N
GO – GS	Negative Differences[a]	43

	Positive Differences[b]	39
	Ties[c]	18
	Total	100

a. GO < GS

b. GO > GS

c. GO = GS

Description:

1. GS (Gratification Sought) is sought or desired satisfaction of individuals when consuming a particular media type and the motives that drive a person to consume media.

2. GO (Gratification Obtained) is a real satisfaction derived by a person after using a particular type of media.

Table 5 shows that 43 respondents has GO value smaller than their GS value, meaning there are 43 respondents who were less satisfied when they access Twitter about K - Pop because they get less than expected. While there were 39 respondents who has GO value greater than their GS value. This means that there are 39 respondents who were satisfied when they access Twitter about K - Pop because they get more than they expect. Nevertheles, there are 18 respondents who have the same value of GO and GS, which means they got what they expected when they access Twitter about K - Pop.

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Table 6. Test Statistics[a]

	GO - GS
Z	-.331
Asymp. Sig. (2-tailed)	.740

a. Sign Test

Table 6 shows that the results of the sign-test is 0.740 which is greater than the value of α used, which is equal to 0.05. This suggests that although there are 43 respondents who

assess GO <GS and 39 respondents who rate GO> GS, but the difference is relatively small or the difference is not so significant.

DISCUSSION

Uses and Gratification theory is not interested in what the media does to a person, but rather interested in what people do with the media (Rahmat, 2007:65). This study attempted to explain what is usually done by a fan of K-Pop culture when they use Twitter, when they access twitter associated with K-Pop culture, for example official fan club twitter owned by Korean artists, Korean artist's own twitter or fan made twitter of Korean artists.

Palmgreen (in Kriyantono, 2006:208) states that "Uses and Gratification theory often focuses on motives as independent variables that affect the use of the media, whether the motives of the audience have been met by the media, whether the audience satisfied after using the media. The concept of the satisfaction measurement is called GS (Gratification Sought) and GO (Gratification Obtained)." This study focuses on the K-Pop culture's fans quest of motives when they use twitter, as well as to see whether these motives can be fulfilled when they finally accessed twitter.

Research shows that although there are more respondents who felt less satisfied, because they were unable to get the things that they previously expected, but the numbers only slightly differ with respondents who were satisfied or get more than expected. The number of respondents who were satisfied as much as 39% while the number of dissatisfied were totaled to 43%. In addition, there are 18% of respondents who were not satisfied but also not feel dissatisfied or neutral, that is, when they were getting what they expected.

CONCLUSION

The results shows that the number of respondents who were satisfied as much as 39% while dissatisfied totaled 43%. In addition, there are 18% of respondents were not satisfied but also not feel dissatisfied or neutral, that is, when what they were getting what they expected. This should be used as input for manager of twitter about the culture of K-Pop that they should readjusted the content to meet the needs or motives of K-Pop culture's fans.

These managers can improve the satisfaction of K-Pop culture enthusiasts by focusing on the statements which have GO value less than its GS value. For example, the statement number 1 (GS) and 11 (GO), by giving more information about Korean country, which means

the fans of K-Pop culture is actually expecting to obtain information about the country of Korea but they only get a little information about the that.

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