

THE INFLUENCE OF K-POP IN THE LIFESTYLE OF
ANIMO K-WAVE SOCIETY: A CASE STUDY

**“THE INFLUENCE OF K-POP IN THE LIFESTYLE OF ANIMO
K-WAVE SOCIETY: A CASE STUDY”**

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Abstract

This paper focuses on the influence of K-Pop in the lifestyle of an organization called Animo K-Wave Society. It centers on how the members of the said organization are being influenced by K-Pop in terms of music and fashion, the reasons for patronizing K-Pop and what are the benefits they get from doing so. This study is a descriptive research both quantitative and qualitative methods in which survey questionnaires were used in collecting data. The researchers also conducted an interview from at least 10 members of the organization. There were 41 members who participated in the survey and the 10 interviewees were classified according to their fandoms: Shawol, EXO-L, ELF, VIP and Blackjacks. Interview with the members of the organization helped the researchers to know and get a more specific answer and explanation to the questions.

A Likert Scale was used to determine the points of view of the members of the Animo K-Wave Society in terms of Music and Fashion and the whole lifestyle. Nine males and 22 females responded to the survey given. The researchers asked the respondents about what they feel when they hear K-Pop Music playing, why are they imitating K-Pop's Fashion, if they understand the language and why are they patronizing Korean Products. In this way, the

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researchers identified the perspective and the variables why the members of Animo K-wave Society have been a fan of K-pop.

Based on the results the music and fashion of K-Pop really has a huge influence in the lifestyle of the members of Animo K-Wave Society. It shows that it really influenced them because they tend to imitate K-Pop's fashion due to their very stylish features and as for the music, they keep listening to it to express their emotions. For them, the music has a unique approach and different appeal compared to other genres.

The researchers suggests that future researchers discuss the media exposure of the fans not only in terms of social media but in terms of print like K-Pop Magazines e. g. Sparkling and TV advertisements.

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