

The Research on the Influence of KPOP (Korean Popular Music) Culture on Fans

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Abstract: With the continuous development of KPOP culture, the influence of fans has gradually been valued by everyone. Since many KPOP fans are students or young people, the change in the values of fans and the public due to KPOP culture has become one of the hot topics in today's society. This paper takes KPOP culture and its influence on fans as the research object, examines the reasons and ways that the public include fans are affected under the influence of KPOP culture, and why KPOP culture is so successful. At the end of the article, it proposes how to correctly guide fans' values, and through the research, the result finds that KPOP culture has a positive impact on fans, which has increased one's interests and hobbies, made many new friends, and diversified the public's aesthetic. The negative effect is that some fans are addicted to chasing stars and ignore their real life. The international success of KPOP culture is due to the following reasons: first, the government's support; Second, the unique characteristics of KPOP culture; Three, KPOP music is different. The revelation that the development of KPOP culture brings to the world is that it can promote its own local culture in multiple ways. The measures to influence fans' correct star-chasing are as follows: first, take a correct view of fan culture; Second, guide fans through the Internet. Through the research, the author hopes to make relevant contributions to future scholars.

Keywords: KPOP, music, influence, fans.

1. Introduction

KPOP, or Korean pop music, is a popular genre. The term "K-pop" is most frequently used to refer to popular music that has its roots in South Korea. Similar to Taylor Swift in the US, K-pop is a popular music genre in the nation. In the past three decades, KPOP idols have gone abroad and gone to the world, attracting countless fans to pay their money. What they rely on is not only the bright appearance and packaging, but also a complete mature industrial system from content manufacturing to publicity and promotion, as well as a stable variety of cash channels including albums, music sources, concerts, derivatives and so on. The Korean wave has encouraged its loyal fans to repeat their purchases through emotional bonding and expanded its market reach through planned international expansion. Now, people are currently experiencing a higher level of Korean pop culture domination on a global scale. Idol groups leading the third KPOP era include EXO, BLACKPINK, Super M, Twice, GOT7, Seventeen, and Red Velvet. Global social platforms are not only the way KPOP fans communicate, but they are now controlling and establishing iconic groups in today's

music and commercial industries. Fans have shown effort and support in digital music purchases, video streaming and more.

Since the Korean Wave became a global trend, South Korean celebrity artists have gained followers all over the world, both inside and outside Korea, and have spawned support cultures for their idols. KPOP idols have its own fan clubs all over the world that are grouped together under the name of the group and have their own chosen colors. For instance, TVXQ's supporters in Korea and Japan refer to themselves as Cassiopeia and Bigeast, respectively, and the aid color is "pearl red." Some of the more well-known bands also employ individualized concert props, such as BIGBANG's support stick in the form of a crown. In the name of their heroes, these admirers also demonstrate their support by donating rice and other supplies to the less fortunate. For one BIGBANG event, 50 fan groups from around the world contributed 12.7 tons of rice, while several south Korean businesses volunteered to donate rice by purchasing it from farmers and displaying it at venues, according to Time magazine.

Another way for the fan club to support the idol is to prepare a large amount of food during the schedule and give it to the backstage staff of the idol, and serve the people around the idol to help the idol build popularity. There are also Korean catering companies specializing in this service. On special anniversaries such as their idol's birthday, debut, return, tour, release of a new song, farewell to the stage, and performance of a TV series, fans send their favorite idols congratulations and gifts, and raise money to support them through advertisements on buses, subways, newspapers, and electronic screens. Another unique feature is that idol groups make their own support signs and slogans. When idol groups release a new song, they will pause in the singing of support, interspersed with calling the idol's name, providing harmony in the chorus, or "answering" the lyrics.

It can be seen from various fan support activities that kpop stars occupy a certain position in the fan group. Similarly, the star-chasing culture will also have a positive or negative impact on fans. In the context of the successful dissemination of kpop culture, it is important to guide fans rationally to chase stars through correct strategies, which can not only promote the influence of kpop culture positively, but also have a positive idol effect on the fans themselves. On the other hand, in the era of the prevalence of kpop culture, exploring its successful communication strategy also has certain reference significance for the development of China's entertainment industry. Based on this, the research will be divided into three chapters to study the concept and influence of KPOP culture, the causes of the successful international spread of KPOP culture, inspiration and strategies to guide fans to establish the correct concept of star-following, hoping to provide relevant contributions for future scholars in this field.

2. The Concept of KPOP Culture and Its Influence

2.1. The Definition of KPOP Culture

K-pop is one part of the "Korean Wave"-also called Hallyu, a term referring to the popularity of Korean pop culture and Korean TV shows, music, and movies across Asia and other parts of the world [1]. K-pop idol groups are a global phenomenon, with millions of die-hard fans all over the world. In the last two decades, the K-pop industry has become a cultural sensation, continuing to grow in popularity as groups like BTS and Blackpink break barriers to achieve worldwide success [1]. Kpop culture started in the 1990s and gradually spread to Asian countries such as China and Japan before spreading to the world. The representative companies SM, JYP and YG basically maintain a stable market position by virtue of high-quality idols and trainees, excellent talents, technology and interpersonal resources, while new companies constantly launch attacks on this market every year. Like people know EXO, Aespa, Blackpink are from these companies.

In the process of tracking down KPOP idols, fans actively look for similarities between themselves and their idols, and project their physical characteristics, personal experiences, and values onto their favorite objects. By strongly identifying with an idol, fans have found a strategy to gain psychological satisfaction without becoming famous.

2.2. The Influence of KPOP Culture on Fans

2.2.1. Positive Effects

Nowadays, as KPOP culture is becoming more and more popular around the world, the values of many fans are being influenced. By pursuing positive idols, fans can be inspired. For example, some fans will raise money in the name of their idols to do charity work, or follow in the footsteps of their idols to help more people in need. In this process, fans will not only help their idols gain recognition from the public, but also continuously improve themselves, and, of course, to pursue Kpop idols also add a lot of fun to fans. They will make lots of new friends who like the same stars as them. Many fans learn to dance KPOP songs to enrich their lives and release pressure from study or work. In addition, due to the popularity of KPOP culture, many people have changed the aesthetic of men. In the past, when men wore makeup or wore long hair, they were criticized by many as "girly", but when KPOP culture started to become popular all over the world, people can see more and more men on the street getting their ears pierced or wearing long hair, and few people will accuse them because many KPOP boy bands have long hair or have their ears pierced. For example, in the music video of Bigbang, G-Dragon is shown many times with long hair; Or maybe there are a lot of EXO members who get their ears pierced just to look good. Therefore, it can be found that Korean dramas can always creatively add fashion elements to the image of movie stars according to the changing trend of The Times, and create a good star image in line with the influence of Korean dramas on the cultural and aesthetic consciousness of Chinese stars [2]. While female viewers in China are enthralled by Oba in Korean dramas, they also emulate the images of heroines who discover their love of music through Europa. In contrast, Chinese males are also dressed like Korean celebrities to appeal to women's shifting fashion preferences. Star-themed identification fantasies on both sides give way to identity actions.

2.2.2. Negative Effects

However, KPOP always not only bring some benefits to their fans, but also some disadvantages. Many followers will make themselves degenerate continuously because of chasing stars. Some KPOP fanatics even ignore their own real lives. For example, many fans will spend a month or even half a year's pocket money to buy more Idol albums, just to boost the sales of their idol. Some people give their idols expensive items as personal gifts, including limited fashion luxury items such as designer clothes, watches and shoes, which can cost millions of won. Fans also compete with each other, and this pattern of spending more than they can afford has caused strong dissatisfaction and controversy in some parts, so some talent agencies have banned their artists from receiving expensive gifts for personal purposes. The increase of white-collar fans in fan groups and their conspicuous consumption in fan groups also easily cause minors to compare; In the sense of fan group, the prevailing support culture in the Korean Wave fan group also intensifies the support war among various fan groups, which also produces many problems [3]. For example, Chinese fans of Tian Guo, a member of BTS, have questioned the location of the money gathered by Tian Guo's greatest Chinese fan support website and the delayed delivery of the items, which caused a "war" in the food circle that culminated in the exchange of management staff.

3. The Causes and Enlightenment of the Successful International Dissemination of KPOP Culture

3.1. The Reasons for Successful International Communication

First of all, the government of South Korea supports the development of Korean Wave culture and take KPOP culture as its own national characteristics. The status of the Korean entertainment and culture industry in the world today is due to the "cultural Foundation" strategy formulated by the Korean government in 1998 [4]. In order to achieve greater and faster development of the country, the Korean government has turned its attention to the cultural industry, regarded it as the pillar industry to promote the development of the country, and adopted a series of measures, such as formulating laws and regulations, establishing special funds, providing financial support for the development of the cultural industry, to innovate and develop the cultural industry [4].

At the closing ceremony of the 2018 Pyeongchang Winter Olympics, singer CL and famous boy band EXO performed as South Korea's representatives. CL performed her solo single "Bad Girl" and her group 2NE1's hit "I'm the Most Popular". The boy band EXO and singer CL met with South Korean President Moon Jae-in and his wife and U.S. presidential aide Ivanka Trump after their performance. Ivanka said her children are such a fan of EXO that it was incredible to meet them. EXO has also invited the Ivanka family to its concerts in the US. EXO met Russian figure skating genie Evgenia Medvedeva before performing at the closing ceremony. Medvedeva later posted a photo of herself with EXO on her INSTAGRAM account, saying her dream had come true [5].

Secondly, KPOP culture has its own unique characteristics. K-pop idols are known for their colorful and stylish clothing, with styles ranging from street clothing to elegant wear and sleek black-and-white ensembles to themed outfits [1]. Many K-pop groups are fashion influencers, driving some of the current styles and trends for younger generations [1]. In addition, the Korean wave also has its systematic training. Entertainment agencies select aspiring pop idols for intensive live-in training programs [1]. They receive media training, learn choreography, work with vocal coaches, and practice live performing, which is sometimes recorded and uploaded to tease new talent [1]. After observing the aspiring singers, the agencies classify them into groups according to their distinct personalities, vocal abilities, and performing abilities. The students may spend years in the program polishing their abilities as they wait to be assigned to a group.

Last but not least, KPOP music is constantly distinct from other music. K-pop is a musical style that draws from a wide range of influences and sounds. Rapping, hooks, catchy beats, and instrumental dance breaks are all present in the song. The lyrics are typically in Korean, despite the fact that artists like Blackpink and BTS have several songs with both English and Korean lyrics. Some bands are well-known for their upbeat, bubblegum-themed tunes, while others are well-known for their jazzy ballads or overtly hip-hop influenced music. Some bands blend a variety of musical styles at once, others change their sound with each album. Hanliu Music has successfully shaped CSQ, Super Junior, Girls' Generation and so on through SM, YG, JYP and other large entertainment companies. With "Nobody", "Sorry Sorry", "Gee" and other toxic music style and "magic" dance moves, gradually rushed out of the Asian cultural circle [6].

3.2. The Enlightenment of KPOP Cultural Communication

The main reason for the huge success of KPOP culture today is that it has opened up overseas markets. Therefore, people can also learn a lot from it. Including members of multiple nationalities in a group is very beneficial to promote the group's business in different overseas markets [3]. Overseas fans will naturally pay attention to members with the same nationality and cultural background as their own, thus attracting the initial attention [7]. As long as the company guarantees the quality of the

group's products, the initially attracted spectators can easily be converted into fans [7]. Training in a language is the second point. Today's idols receive training in several languages, such as Japanese, Chinese, Thai, and English, and perform overseas local songs and greetings in the local tongue to draw in devoted admirers. This is done to minimize the distance with varied overseas fans and to demonstrate sincerity. The latest powders are quite efficient, take SM Entertainment's EXO as an example. As soon as EXO debuted, it has quickly become popular in China and South Korea. EXO was originally divided into EXO-M and EXO-K. Among them, M team members Luhan, Lay, Kris, Tao are all Chinese member. The other two Koreans, Xiumin and Chen, are also proficient in Chinese and can sing Chinese songs fluently. It can be found from the above that if country want to successfully spread local culture through idols and stars, can gradually set sights on international and overseas markets, strengthen publicity through language training and organization forms of members from different countries, and carry out cultural dissemination with the performance cause for the purpose of cultural export.

4. Strategies to Guide Fans to Establish the Correct Concept of Chasing Stars

4.1. Facing the Positive Influence of "Fan Culture"

Since many KPOP fans are teenagers nowadays, how to guide students to establish correct star-chasing values is one of the issues that schools and society need to pay attention to. Correctly view the phenomenon of students chasing stars, carry out student work with the help of the identity of fan culture, understand and get close to students, understand students' needs, and make students' specialties and skills play [8]. In addition, it is important to acknowledge the variety of thinking styles among pupils because it is impossible to generalize all star-chasing phenomena in one way. Realistic instruction must be combined with targeted instruction that takes into account each student's unique traits. People can investigate the positive energy features of idols and inspire students by having a thorough understanding of the experience, quality, amazing deeds, and other information about students' star-chasing objects. At the same time, fully understand the psychology of young people's star-chasing, according to the characteristics of their star-chasing psychology, from other aspects of study and life to compensate their psychological lack [9].

At the same time, family education also plays a very important role. When children chase stars in their spare time, what parents should do is not to blame or criticize them, but to accept them. In family education, parents need to straighten out their attitudes and recognize that the subculture of fans' culture is not a flood, it has tolerance and vitality, and can easily attract the attention of children [10]. On the contrary, If their children delay their study or life because of chasing stars, parents should remind their children in time to avoid irreversible mistakes.

4.2. Guiding Fans on the Right Path Through the Internet

Nowadays, the Internet is an indispensable part of people's lives. The government can promote the correct star-chasing values and show the positive side of those KPOP idols through the social platforms of the Internet. Bad idols should be banned, and high-quality idols should be more widely known to the public, and the dissemination of these information, the network and social platforms are undoubtedly the best medium.

The mass media should keep the idea of communicating cultural values while also improving the medium's quality and media sense of responsibility. People should direct the veneration of idols from the perspective of social duty, inspire the followers to identify idol's outstanding qualities, and construct a role model for the followers. Additionally, the media ought to present the most accurate news, without taking sides or embellishing the truth in order to grab people's attention or persuading them to follow a celebrity blindly or inflict harm on themselves.

5. Conclusions

When KPOP culture is popular all over the world, fans, the group most closely related to idols, are the objects people should pay attention to and care about the most. Good idols will continue to lead fans on the right path and bring many positive influences to fans. On the contrary, those idols with bad conduct will bring more negative influence to fans. This article mainly studies how KPOP culture affects fans and what effect it brings to fans. The results of the research found that KPOP culture had a profound impact on fans' daily lives. On the good side, the life of fans is getting richer and richer; On the bad side, some fans will gradually lose themselves in the process of chasing stars. At the same time, some methods on how to correctly guide fans' values are also introduced. For example: first, the school and the family should guide the child correctly; Second, helping fans establish correct values through the Internet. Finally, the development of Hallyu has also had a profound impact on the spread of popular culture in other countries, setting a good example. Future scholars who want to study this field should pay more attention to the history and influence of the Korean wave culture.

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