

# A Catalyst of Acculturation of Korean Pop Culture Towards Religious Attitude and Habits of BTS Army Indonesia: A Review of Communication Study

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## ABSTRACT

This research examines how Korean pop culture, especially through the music group BTS, functions as a catalyst in influencing the religious attitudes and habits of their fans (Army) in Indonesia. Using a communication science framework, this research explores the process of intercultural communication that occurs through social media, as well as how the messages conveyed by BTS are constructed, disseminated, and interpreted by their fans. The research method used is a qualitative approach, involving in-depth interviews and participatory observation of members of the Lampung Army. Media content analysis was also carried out to understand the influence of BTS content on fans' religious attitudes and habits. The research results show that the influence of BTS and Korean pop culture creates a complex dynamic between the adoption of new cultural elements and the maintenance of existing religious values. The findings of this research provide insight into the role of communication in cultural acculturation and its impact on non-secular aspects of fans' lives, also contributing to the understanding of how media and intercultural communication can influence religious identity and practice in the era of digital globalization. These findings are important for cross-cultural studies, the sociology of religion, and communication science, and provide practical guidance for researchers and practitioners in the fields of communication and culture.

*Keywords:* Cultural Acculturation, Korean Pop, Akhlak, BTS Army

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## 1. INTRODUCTION

Korean pop culture, or K-pop, has become a global phenomenon that influences various aspects of social and cultural life in many countries, including Indonesia [1]. One of the most prominent and influential musical groups in this Hallyu wave is BTS. With a large and very dedicated fan base known as the Army [2], BTS has not only succeeded in attracting the world's attention through their music but also through the social messages they convey. This influence is visible to their fans in various regions of Indonesia, including Lampung.

Along with the development of globalization and cultural consumerism, the BTS fan community in Indonesia is not only limiting itself to the role of fans but is also a catalyst in developing various cultures and social changes and habits [3]. So how does Korean pop culture, especially BTS, make their fans (ARMY) a catalyst capable of influencing the attitudes and religious habits of the ARMY community in Lampung? Cultural acculturation is a process in which different cultural groups influence and interact with each other, often leading to significant changes in daily life practices and values [4]. In this context, the acculturation of Korean pop culture through BTS not only influences the entertainment aspect but also penetrates the spiritual and religious realm of their fans. The process of cultural acculturation is a process where the cultures of one or more groups meet and interact, resulting in changes and the adoption of new cultural elements. In acculturation, cultural elements can be accepted, rejected, or accepted with modification, thus forming a unique and new culture [5].

Foreign culture enters a certain area, using various media, ranging from trade, missionaries, and so on. Recently, along with advances in technology, foreign culture has also begun to enter through mass media in the form of news and products *entertainment*, and its kind. Inseparable from discussions about culture from the development of information flows that can be accessed through mass media, currently there is a hot discussion about developments *in entertainment* from South Korea in Indonesia [6]

Communication science provides an important framework for understanding this acculturation process. Intercultural communication, particularly through mass media and social media, plays a central role in the spread of Korean pop culture and how these messages are interpreted by fans in various parts of the world. Social media such as Twitter, Instagram, and YouTube have become the main platforms for BTS to communicate with the Army, spread messages, and build a global community. The media, which is generally defined as a conductor or intermediary in conveying messages or information, occupies a strategic position in the formation of popular culture [7], just as the previous definition of popular culture was defined as a culture that was born from the will of the media. Where media can create a form of culture that begins by easily absorbing this and forming a popular culture or what we also know as pop culture [8].

The aim is to explore the intercultural communication process that occurs between BTS and the Army in Lampung, as well as how this interaction influences fans' religious attitudes and habits. Using a qualitative approach, this research will involve in-depth interviews and participatory observation of Army members in Lampung. In addition, an analysis of BTS-related media content will be conducted to understand how such content influences fans' religious attitudes and habits.

The role of mass media as a medium for cultural transfer is proven by the emergence of Korean trends in *Boygroup* Indonesia, clothing style and another thing is community *FanbaseKorea*. Currently, popular culture has penetrated every side of society, especially in Indonesia. Apart from that, the progress of the times which seems to be eroding traditional Indonesian culture is also a supporting factor in the development and birth of new cultures and does not rule out the possibility of cultures from outside the nation reaching the hearts of the Indonesian people. One example that is currently happening is the Indonesian people's passion for South Korea.

We cannot deny the influx of South Korean pop culture (*K-Pop*) to Indonesia. Pop culture comes in various forms, namely drama, music, and films. In Indonesia, with the development of advances in information technology, especially the internet, access to Korean drama, music, and film entertainment has become very easy. Now Indonesian people, especially in big cities, know Korea through its pop culture. Regardless of age and gender, people will immediately be able to identify a soap opera or music video on television with distinctive costumes and hairstyles as a pop culture product from Korea.

One type of Korean pop culture that is very popular with Indonesian people, especially teenagers, is pop music or songs sung by *boy groups*. *Boygroup* is defined as a group of people singing songs while moving their bodies in sync with the rhythm of the music. A characteristic of a *boy group* is that the members do not play musical instruments when they sing [9]. *Boygroup* from Korea named *BTS* the meaning of *BTS* (*Bangtan Seonyeondan* or *Bangtan Boys*). Meanwhile, meaning *Bangtan* namely "bulletproof" and *Seonyeondan* means "a group of boys". *BTS* formed with seven members, namely RM (Kim Nam Joon), Suga (Min Yoon Gi), Jin (Kim Soeok Jin), J-Hope (Jung Ho Seok), Jungkook (Jeon Jeong Guk), V (Kim Tae Hyung), and Jimin (Mr. Ji Min). This group

debuted in 2013, to be precise, BTS's official debut was on June 13, 2013. Since its debut until now, fans of this boy band have continued to increase, both within Korea and abroad. In Korea, *BTS* gives identity to its fans by forming a fan union and giving it a name. Through *fanbase*, fans who become members get benefits that other fans don't get, such as limited concert ticket sales and invitations to *meetings*. Overseas fans also set up a *fanbase* in their respective countries. Fans simply add the name of the country to the official BTS fanbase name. So, *the fanbase of BTS* in Indonesia in sequence is *ARMY Indonesia*. What is meant by *ARMY* namely a group of young people at the stage of growth and development in the adolescent category. In general, a human's adolescence ranges from the age of 19 years and ends at the age of 23 years. These teenagers form a community called a fanbase *ARMY*.

The types of activities carried out by Indonesian *ARMYs* largely imitate what fans do *BTS* in Korea. These activities include projects carried out for *BTS* and in the name of this boy band, meeting fellow fans, cover singing, cover dancing, and charity activities. Fans write and produce works of fiction and works of art whose basic concepts are still related to the members of *BTS* [10], where each member knows each other and has a close relationship. According to data obtained through interviews and observations with sources, this community is an association formed from a collection of fanatical fans of artists, drama, music, and culture from South Korea. This community is formed from the similarities between its members in their passion *boygroup* from Korea, namely *BTS*. Most members of the *ARMY BTS Lampung fanbase* community are young people or teenagers. Not only teenage girls, but many of them are also teenage boys. To express their passion for *BTS* artists and Korean culture, they usually gather periodically to discuss current topics related to *BTS*. Apart from that, it is not uncommon for the *ARMY BTS Lampung fanbase* community to hold large-scale meetings which are usually held in modern shopping centers. The events they hold are usually watching concerts together, watching movies together *streaming* film documentaries para member *BTS*, *anniversary BTS*, *birthday* members, donations, and other activities related to *BTS*.

According to observations, the *ARMY* community often organizes activities *Gathering* Korean artists or culture which are held periodically. In this activity, members of the community dress up as their idol artists and try to be as similar as possible to their idols, they also often perform singing and singing performances. *dance cover* from the artists they idolize. What is interesting about this activity is the rudimentary use of mixed Indonesian-Korean language used to communicate in the *Lampung BTS ARMY fanbase* community meeting.

The fever of the *ARMY BTS Lampung fanbase* community is also a form of cultural dynamics that occurs in our society. There are new cultural elements, namely culture from South Korea, which are currently entering our culture and will of course influence our society, especially the *Lampung BTS ARMY fanbase* community. The entry and acceptance of new culture originating from South Korea into our culture has brought society, especially the *ARMY BTS Lampung fanbase* community, to a stage of cultural acculturation [11].

Defined as morals are the character or characteristics of a person who has been trained and influence the actions he performs [12], morals in Islam are a measure of personality and must be by the values of Islamic law. The word morality comes from Arabic which is the plural of the word *khuluq*, which means customs, mannerisms, habits, etc *muru'ah* [13]. Thus, etymologically, morals can be interpreted as character, character, and character [14]. In the Koran, it

says *khuluq* which refers to the meaning of temperament, is mentioned twice, namely: (QS. *Asy-Asyu'ra* (26): 137)

The spread of culture *K-Pop* through various ways to make things easier with internet access and social media which makes it easier for anyone to get information that is available in various languages. The fans or *Kpopers* often spend hours playing on social media and discussing with people *Kpopers* others which leads to fanatical behavior. For most people, that's crazy *K-Pop* known for its inherent stereotypes. Fans of *K-pop* are considered excessive, crazy, hysterical, objective, addictive, and consumptive when they waste money on purchases of *merchandise* chasing idols to any part of the world. The parable of social media 'brings things closer and makes communication easier', this is by the definition that social media is an internet medium that allows users to interact, and collaborate with other users to form virtual bonds [15].

In the hadith, it is said, that when someone idolizes another person, it will not be a problem regarding the beliefs he holds because it is only limited to being amazed and amazed by all the advantages he has physically or his abilities. Social media morals are also very necessary for everyone *Kpopers* [16] when in the virtual world understand their rights and obligations as citizens of the virtual world. Morality *fanbase ARMY BTS* that is, the behavior shown has given rise to direct action or practice from the individual. Changes in religious behavior are that nothing changes in terms of beliefs and worship because of liking *K-Pop* and worship and belief are two different things. Changes in morals, they say that long before they knew *K-Pop* Since childhood, they applied good manners towards their parents, after getting to know *K-Pop* then they are more able to respect other people's opinions. Then there are changes in terms of *muamalah*, namely in social life making more friends, being braver in voicing opinions, and also assessing things from a different perspective on certain issues, and being easier to get along with [17]. The *ARMY BTS fanbase* community itself is included in this *Primary Group*. [18]

The acculturation of Korean pop culture, especially through the music group *BTS*, has attracted the attention of many researchers in the fields of communication science and cultural studies. Previous research has explored various aspects of this phenomenon, including the influence of Korean pop culture on the identity, behavior, and values of fans in various countries. "The Influence of K-Pop on Cultural and Social Identity", a Study by [19] examines how K-pop culture influences the cultural and social identities of fans in Southeast Asia. This research found that K-pop fans often adopt elements of Korean culture in their daily lives, which creates a hybrid identity that combines local and Korean culture. "Social Media and K-Pop Fan Communities" Research by [20] explores the role of social media in forming K-pop fan communities. This study shows that platforms such as Twitter and Instagram allow fans to interact directly with K-pop artists and fellow fans, building a cohesive global community. These interactions often reinforce the influence of K-pop culture in fans' lives." A study [21] focuses on the social impact of the messages conveyed by *BTS*. This research found that *BTS*, through its song lyrics and social campaigns, succeeded in influencing fans' attitudes toward social issues such as mental health, diversity, and inclusion. Fans often feel motivated to follow and support the values promoted by *BTS*. "Pop Culture Acculturation and Religious Practices" Research by [22], examines Western pop culture acculturation and its impact on religious practices among teenagers in Indonesia. This study shows that despite the adoption of elements of Western pop culture, Indonesian teenagers can maintain their religious identity by integrating these new elements within the framework of existing religious values [23].

The studies above provide an important background for the study of Korean pop culture acculturation through BTS and its impact on the attitudes and religious habits of the Army in Lampung. However, research that specifically examines the interaction between Korean pop culture and fans' religious aspects in local contexts such as Lampung is still limited. This research aims to fill this gap by exploring how intercultural communication that occurs through mass media and social media influences the attitudes and religious habits of the Army in Lampung. Thus, this research not only broadens our understanding of the phenomenon of Korean pop culture acculturation but also makes an important contribution to cross-cultural studies and communication science in Indonesia.

## 2. METHODS

This study used qualitative research methods, qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example, behavior, perceptions, motivations, actions, etc., holistically, and using descriptions in the form of words and language, in a specific context. naturally and by utilizing various natural methods. Judging from the type of research, this research is a field in nature (*field research*), namely a problem-solving producer that is investigated by describing or depicting the current state of the object or objects of research (person, institution, society, and others) based on facts that appear to be what they are. It aims to explain the problems that arise and describe the data in the form of words according to facts during the research to understand the phenomenon regarding problems, namely regarding the acculturation of Korean culture on the morals of the BTS army fanbase. The nature of this research is descriptive, namely research carried out by explaining and depicting past and present variables based on (what is happening), or descriptive, exploratory in nature, namely aiming to describe the situation or status of the phenomenon. The research method used in this research is the Qualitative method, a method that observes people in their lives interacting with them, trying to understand their language and their interpretation of the world around them [24].

## 3. RESULTS AND DISCUSSION

The research results were obtained by researchers from the ARMY BTS Fanbase community in Lampung through direct interviews and WhatsApp media. What forms and processes of Indonesian-Korean cultural acculturation occur in this community? This research will focus on the study of new cultures that emerge due to cultural acculturation which occurs due to the development of information flow in the mass media. Here the researcher gathered information from ten participants, one was the leader of the Lampung BTS ARMY Fanbase community and nine official members of the Lampung BTS ARMY Fanbase community, based on direct observation, the researcher tried to get real answers from the Fanbase community. Apart from that, techniques and methods to obtain the actual situation that occurred so that it can be accounted for academically and scientifically. Of the ten informants, there were 2 men and 8 women, and the data was obtained from accounts *Instagram* which are the targets of researchers. The answers from the results obtained by the researchers of the ten informants were that they felt that Korean culture had influenced them, such as morals and changes in attitudes.

### 3.1 Analysis of the Forms and Processes of Korean Cultural Acculturation That Influence the Army Fanbase Community

A form of acculturation that occurs in the BTS Lampung ARMY Fanbase community encourages cultural contact and cultural acculturation which gives rise to several new cultural elements. These forms include the following.

## 1. Substitution

Substitution is the process of acculturation of old cultural elements replaced by new or immigrant cultural elements, as long as the community gets added value and benefits from the culture itself. An example is language, a new cultural form resulting from a form of Korean-Indonesian cultural acculturation that occurs in the BTS Lampung ARMY Fanbase Community, namely a mixture of Indonesian and Korean. Language is a verbal communication tool that humans use to convey messages in communication.

The Korean language in the form of sentences or just fragments of words that are absorbed and used by the BTS Lampung ARMY Fanbase Community and used together with Indonesian for daily communication with the community is very unique and diverse. Because language skills will add value and benefits to one's own culture. Their interest in learning Korean is getting bigger day by day. Finally, within the community, they use a mixed Indonesian-Korean language to communicate. Below we will convey what words in Korean are used by the BTS Lampung ARMY Fanbase Community to communicate daily.

To express or ask "Hello?" This community will use the phrase "hello (*Anyeong Haseyo*)". Sentence "*Anyeong Haseyo*", we will usually hear in this community when each member greets other members or there are new members or people who will introduce themselves in the BTS Lampung ARMY Fanbase community.

When each member of this community is going home or going their separate ways, they will say the words "또 봐요 (*tto bwayo*)" which can be interpreted as "see you" in Indonesian. They are very proficient in Indonesian in everyday communication. To welcome or call their friends to gather, they usually use the word "친구 (*chingu*)" or "여러분 (*yeoleobun*)". The word "chingu" is usually used to call just one friend, an example of the sentence they use is "*anyeong chingu*" which means in Indonesian "hello friend". While the words "*yeoleobun*" is usually used to call more than one friend to gather, the sentence is something like "let's get together here *yeoleobun*".

Another word used when meeting new people is to greet them with the words "Nice to meet you, friend" 반가워요 친구 (*bangapseumnida chingu*) which means "nice to meet you, friend". If your younger sister calls your older sister "언니 (*eonni*)" which means "older sister", if the person calling your younger brother must say "누나 (*noona*)" which means the same thing, namely "older sister", when a younger sister calls her older brother, it is called "오빠 (*oppa*)" which means "older brother", in contrast to younger brothers who call their older brothers "형 (*hyeong*)" which means the same thing, namely "older brother".

When showing interest they will use the word "좋다 (*joaha*)" which means "like", to express their liking. The words "miss you" are also replaced with "보고 싶어요 (*bogosipeo*)", when they haven't seen their friends for a long time. To express their love, they also usually use the phrase "사랑해요 (*saranghe*)" which means "I love you".

There are still many Korean sentences that they use in everyday life, such as the words "괜찮아 (*gwenchana*)" which means "it's okay", "감사합니다/ 고마워 (*gamsahamnida/gomawo*)" which means "thank you", "몰라 (*molla*)" which means "don't know", "화이팅 (*hwaiting*)" means "spirit", "대박 (*daebak*)" which means "cool", "네 (*it is*)" which means "yes", "아니요 (*aniyo*)" means "no" and many more.

Entering, accepting, and using Korean in everyday sentences in the Lampung BTS ARMY Fanbase Community is a form of successful acculturation of modern Korean culture with modern Indonesian culture in this community. The use of mixed languages shows the uniqueness of a new culture within the BTS Lampung ARMY Fanbase Community.

## 2. Syncretism

Syncretism is the process of creating a new culture due to the mixing of elements of native culture and foreign culture. For example, in hairstyles, hair is a crown for every human being, as it

should be, the dominant hair color of the Indonesian population is black, with foreign culture entering native culture, this will be carried over, such as dyeing their hair the color they want, many members of the Lampung ARMY Fanbase are dyeing it. their hair is for their satisfaction, even though some of them wear the hijab, they still dye their hair in colors that are currently trending.

Physical appearance is less common and different from most of our younger generation. This community adopts the appearance styles of Korean artists or *boy groups/girl group* K-Pop they like. From the very top, model or hairstyle, this community is inspired by K-Pop artists which are then copied in their entirety or slightly adjusted to their physical condition. Several of these communities followed suit *style* Korea starts with hairstyles that are parted in the middle and some are colored just to follow the trend or fashion of their idol artists. Apart from hair coloring, their hairstyles and how to do their hair are also inspired by K-pop artists.

Many members of the BTS Lampung ARMY Fanbase Community dye their hair in unusual contrasting colors and then cut it in the same way as the idols they like. Apart from dyeing their hair, they also put their hair in ponytails like the idols they currently love. Many female members of this community imitate the style of Korean artists who display cute and slightly childish hairstyles or trends. Even though some members wear the hijab, they do this for their pleasure, sometimes it looks strange and gets a lot of ridicule from their friends outside the community, this community still dares to be different to express its passion. That is the process of realizing cultural mixing between Indonesia and Korea.

### 3. Addition

Addition is cultural acculturation which is shown to add value and benefits to a new culture as a result of the combination of native culture with immigrant culture. For example, the way of dressing that is currently booming is the Korean style. Clothing is an important element in human life which is one of the basic needs of human life [25]. In this community, clothing is also one of the products resulting from the Korean-Indonesian cultural acculturation process that occurs. As we know, generally young people in our country wear appropriate clothes. Most people in our society will view clothes that are not commonly worn as strange or eccentric. In this community, the clothes they wear are generally greatly influenced by *Korean Style*. Starting from the jackets, and tops, to the skirts or trousers they wear, everything is inspired by K-Pop. At first glance, it will look the same, but the way they combine tops and bottoms will be a little different from most young people. Example of the clothing style of members of the Lampung ARMY BTS Fanbase Community.

Starting from tops to bottoms to shoes or footwear, they always try to combine clothes to make them look like their idol artists. Several members of the BTS Lampung ARMY Fanbase Community besides trying to buy clothes or footwear that are similar to those worn by their idols from within the country. Even though this community likes and is inspired by the fashion trend of dressing like their idols. They have certain restrictions on what kind of clothes they are appropriate to wear in society. The prevailing religion and customs make them also slightly adjust what kind of K-Pop style clothes they can wear.

From the fact that the appearance of the Lampung ARMY BTS Fanbase Community resembles K-Pop artists, the acculturation of Korean-Indonesian culture in terms of physical appearance has occurred well in this community. Even though elements of modern Korean culture in terms of dress and appearance are included in this Community, there are religious, moral, and physical conformity boundaries that they forget in adopting these foreign cultural elements. That is what is shown to add value to the results of cultural combinations.

### 4. Deculturation

Deculturation, which means replacement, means where the old culture is completely replaced with a new culture. For example, in Korean music, currently the BTS Lampung ARMY Fanbase Community prefers songs from BTS rather than their own culture, according to them songs

from BTS give them inspiration for a better life, provide beautiful meaning, and the lyrics and tunes are good to listen to. They show a strong interest in the Korean music industry, one of which is songs from *the group BTS*. Korean music fans tend to have a high dedication to Korean artists and music groups, monitoring their behavior on social media, watching concerts, and adapting to fandom activities [26].

According to them, in comparing Korean music with local music, several differences can be identified, first, the style and aesthetics of Korean music often have elements that are unique and different from local music. BTS songs, for example, often feature a combination of various musical genres, complex dances, and interesting audio-visual production. Local music may be more likely to reflect local traditions and cultural diversity.

Second, song lyrics in Korean music can be a challenge for those who are not fluent in Korean, while local music uses languages that are more familiar to listeners. Translation of lyrics and sometimes knowledge of Korean culture. It often takes time to fully understand the message behind the songs.

From the above phenomenon, the BTS Lampung ARMY Fanbase Community has been influenced by the acculturation of Korean culture through Korean music which has become a significant aspect in the global realm. Known by the term *Hallyu* or "Korean wave," this phenomenon includes several contributors to the spread of Korean culture abroad through the music industry.

## 5. Origin

Origination is an acculturation process where the culture of immigrants brings significant changes to the original culture of the community. For example, consumer behavior *Merchandise/ K-Pop merchandise*. consumptive *merchandise among* BTS idol fans. *Merchandise* for K-Pop fans, namely products that are interesting and funny, have idols they like, have functions and uses, and *limited editions*. And a design that can make K-pop fans express themselves as fans of their favorite group/idol.

It's normal to be a fanboy *group* or *girl group* This South Korean origin is to have *merchandise* or knick-knacks sold or issued by the agency or company where their idol belongs. Type *merchandise* What is released by each idol, even each agency, is different. Well, this is what triggers the interest of fans to buy it. Just like what fans do *boy group* BTS. Especially for BTS fans, the kind of *merchandise* that is usually bought in, *albums, photocards, trading cards, image pickets, lightsticks, pillows or dolls in the shape of BTS characters*, and so on.

During purchase fulfillment of *merchandise K-Pop*, K-Popers get the money to buy it, namely from saving money and also working. The reason they buy this merchandise apart from being cute, nice, and beautiful is because it is also a form of support for their idol. From the facts, the phenomenon of consumer behavior in the BTS Lampung ARMY Fanbase Community is a form of success in the acculturation process of modern Korean culture to modern Indonesian culture in this community.

Then the process of acculturation of Korean-Indonesian culture on the morals of the BTS Lampung ARMY Fanbase, Acculturation will occur when a group with a certain culture is faced with elements of different foreign cultures so that over time these foreign cultural elements are accepted and processed into their own culture without eliminating the elements. culture itself. From the data obtained after carrying out this research, the results show that in the ARMT BTS Lampung Fanbase community, there is currently a process of acculturation of modern Korean culture with local Indonesian national culture.

Seven universal cultural elements such as tools and equipment for human life, livelihoods and economic systems, social systems, language, arts, knowledge systems, religion or beliefs. Of the seven existing universal cultural elements, not all elements of Indonesian culture in the BTS Lampung ARMY Fanbase Community are acculturated by modern Korean culture. The cultural elements of language and the cultural elements of equipment and equipment for human life, one of



which is physical appearance, are the cultural elements that are most influenced by modern Korean culture.

The cultural element of language is one of the main studies of acculturation results in the Lampung ARMY BTS Fanpage Community because language is a means of communication or a means of conveying messages, which is commonly used by humans. K-pop drama, video, and music shows, as a medium for transferring modern Korean culture, always use Korean in every content of their products. This then made the BTS Lampung ARMY Fanpage Community get used to hearing Korean and slowly started to accept it.

Apart from language, the cultural element of physical appearance, which is included in the elements of equipment and equipment for human life, is also one of the cultural elements that has quite a big influence. Physical appearance such as how to dress and make up are things that are observed in this research. This is because the appearance of the BTS Lampung ARMY Fanpage Community is seen as being quite influenced by modern Korean culture.

Clothing is one of the basic needs of human life, therefore clothing cannot be separated from human life. In the BTS Lampung ARMY Fanpage Community, the way they dress, dress up, or appear is quite influenced by modern Korean culture. K-pop drama shows and music videos are a medium for them to see unusual and interesting clothing styles. From this, the way of appearance of the Lampung BTS ARMY Community became influenced by the South Korean style of appearance.

Cultural acculturation occurs very quickly in the BTS Lampung ARMY Fanpage Communication because according to data obtained from interviews, this community also does not understand the local culture that exists in its environment. As a result, when there is a new culture that is considered interesting, they will accept it and then absorb it. The cultural contact process occurred because the BTS Lampung ARMY Fanpage Community received messages from K-pop drama and music video shows that contained cultural elements. The more often they consume these messages, over time they accept elements of modern Korean culture brought by K-Pop drama shows and music videos.

The elements of modern Korean culture that entered were not immediately accepted by the BTS Lampung ARMY Fanpage Community at all. Because they also have culture and beliefs that have been embedded in them since birth, several elements of modern culture cannot be accepted by this community because they are slightly at odds with their culture and beliefs, namely Korean women's clothing, which is mostly skimpy and revealing, as well as their drinking habits. alcoholic beverages, and living with the opposite sex without marriage.

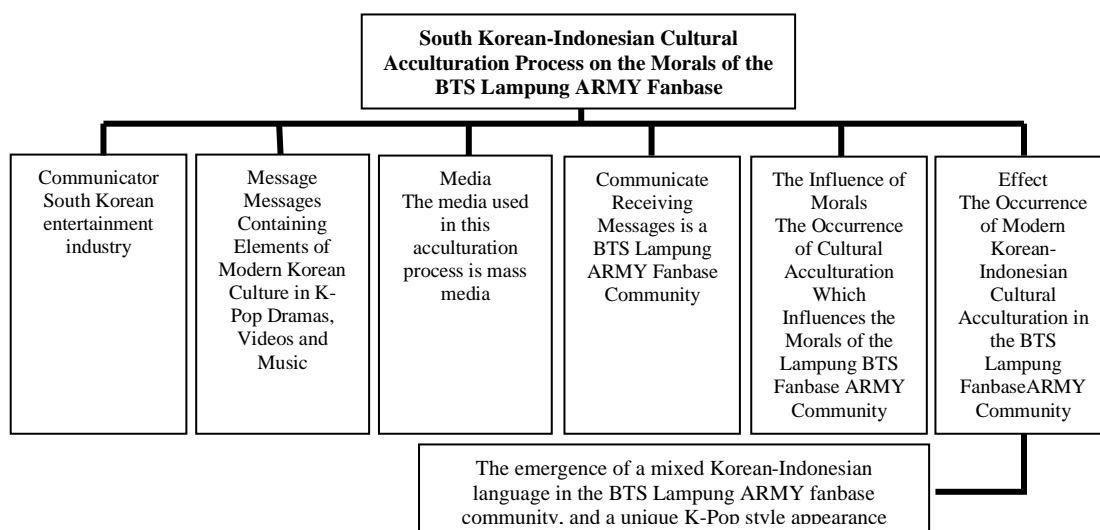


Figure 1. Cultural Acculturation Process in the Community *Fanbase ARMY* Lampung

Source: Research Observation Results, 2023

Some cultures that are considered attractive and do not conflict with the belief system and norms that apply in their environment, such as clothing that is within the limits of modesty norms, attractive physical appearance, and language are elements of Korean culture that they accept and absorb. From this, acculturation occurred and a Korean-Indonesian language and appearance trend emerged in the style of the BTS Lampung ARMY Fanbase Community.

### 1. Communicator

Industry *entertainment* in South Korea, which is currently very popular in various countries in Asia and Europe, is also popular in our country, Indonesia. Korean fever in Indonesia also triggered a process of cultural acculturation among fanatical fans of the product *entertainment* the Korean. On the phenomenon of Korean-Indonesian cultural acculturation that occurs in the Lampung BTS ARMY Fanbase Community. They received an introduction to elements of Korean culture from drama shows, video clips, and K-pop music originating from Korea. Media or industry *entertainment* in Korea is a communication of Mass Communication process that is creating Korean fever in Indonesia today. How to package products *entertainment* such as dramas, video clips, and interesting K-Pop music, causing Korean fever to occur in various places.

In Korea, industrial cultivation *entertainment* is done seriously and not playing around. The process of forming quality artists or talent is quite tight and full of competition, right down to working on the concept of a product *entertainment*, really well prepared. In terms of funding, they dare to sacrifice more to get maximum results. The complete concept of a drama, video clip, or K-pop music is formed through solid team collaboration between the production team and talent with a high professionalism attitude. This is what makes South Korean drama products, video clips, and K-pop music easily accepted by many people in various countries, including Indonesia.

Industry *entertainment* in Korea shows its seriousness in making a quality product. Supported by professional staff and management, in a short time, the product *entertainment* Korean has spread and been accepted by many countries. Product distribution *entertainment* in Korea also makes Korea more known and is also a medium used by Koreans to spread elements of their culture.

### 2. Message

In the process of cultural acculturation, the incoming cultural message is an important thing that drives the acculturation process. The Korean fever phenomenon in Indonesia and the cultural acculturation that occurs in the BTS Lampung ARMY Fanbase Community is the impact of receiving this cultural message. Messages are also divided into two categories, namely verbal messages and non-verbal messages. We can differentiate the messages carried by K-pop dramas and music that support cultural elements into two categories. We can see the verbal messages conveyed by dramas, video clips, or K-Pop music from the language they convey. Apart from that, non-verbal messages in drama shows, video clips, and K-pop music also play a very important role as a medium for cultural transfer. We can see the non-verbal messages in K-Pop music from their physical appearance and behavior in every show or music video that is usually seen by the BTS Lampung ARMY Fanbase Community.

### 3. Media

The media used as a channel to encourage Indonesian-South Korean cultural acculturation in the BTS Lampung ARMY Fanbase community is mass media. Mass media can convey messages to a wide audience at relatively the same time with a wide area reach. This makes the flow of information easier for us to access. Easy access to information allows cultural messages from other countries to enter Indonesia through products *and entertainment* in the form of drama and music. Elements of modern Korean culture enter through the products *of entertainment from* South Korea in the form of K-pop drama and music shows.

Cultural elements from South Korea have entered Indonesian culture in the BTS Lampung ARMY Fanbase Community through K-pop drama and music shows, among which that we can see most clearly is the Korean language and fashion. Language enters our culture through song lyrics listened to by the BTS Lampung ARMY Fanbase Community and in the sentences of Korean drama scenes. The more often a person hears the same words over and over again, the more he will learn to understand and imitate them. Likewise, with the BTS Lampung ARMY Fanbase Community, listening to Korean song lyrics and sentences in Korean drama scenes made them gradually learn Korean. Apart from language, their physical appearance is also an important study because their physical appearance is different from most teenagers. The physical appearance of members of the BTS Lampung ARMY Fanbase Community is greatly influenced by the styles and trends of modern Korea which have entered through Korean K-Pop dramas and music.

The channels for conveying elements of modern Korean culture are television, magazines, and the Internet. Starting from watching Korean drama shows on television, they then looked for information through magazines and then the internet. Currently, the BTS Lampung ARMY Fanbase Community fulfill its information needs with the internet. They no longer use magazines or television which are considered not to provide the information they get from the internet which is diverse, fast, quite factual, and cheap.

As we know, the Internet has a global reach and the information available is diverse. Every day they use the internet to look for information about Korean dramas or K-pop. They are always actively looking for information about the latest news about Korean dramas and K-Pop via the internet. Currently, they do not use other mass media to fulfill their information needs about K-pop.

#### 4. Communicate

The process of disseminating information or messages will not be complete without communication. The recipient of the message or communicant is very important in the communication process. The phenomenon of the spread of K-Pop fever in Indonesia and this community has emerged. In the communication process that causes cultural acculturation to occur, the communicant or recipient of messages from the media industry *entertainment* South Korea is an Indonesian society. Not all Indonesian people are recipients or communicators of messages in the form of dramas, video clips, or K-pop music.

The recipients of this message are communities like Korea in Indonesia, and one of them is the Lampung ARMY BTS Fanbase Community. As communicants in the mass communication process, the ARMY BTS Lampung Fanbase Community receives and processes the messages or information they receive. The results of the reception and processing of messages containing elements of Korean culture in drama broadcast products, video clips, and K-pop music encourage the process of Korean-Indonesian cultural acculturation.

#### 5. Moral Influence

The spread of K-Pop culture is through various ways to make it easier with internet access and social media which makes it easier for anyone to get information that is available in various languages. The fans or *Kpopers* often spend hours playing on social media and discussing with people *Kpopers* others which leads to fanaticism. For most people, those who are crazy about K-pop are known for their inherent stereotypes. K-Pop fans are considered excessive, crazy, hysterical, objective, addictive, and consumptive when they waste money to buy *merchandise* that goes a long way and makes communication easier, this is by definition where social media is an internet medium that allows users to interact, collaborate with other users to form virtual bonds.

Mahmudah morals are qualities that receive praise or praise from other people and are accepted by Allah SWT. For example, the easy morals that occur in the BTS Lampung ARMY include always remembering the teachings of their religion, never abandoning their religious orders, raising funds for natural disasters, donating to people in need, sharing food for breaking the fast, and being

friendly with fellow ARMYs, from Some ARMY members also study Korean well, some even take lessons on purpose, their knowledge of language skills is quite good because it is not easy to learn Korean. After all, there are different languages used by friends and older people, they are even used to it. Bowing when dealing with older people is because in Korea their level of politeness is very high, therefore some members of the BTS Lampung ARMY Fanpage community have been influenced by Korean culture which they think is positive. In the matter presented, the ARMY BTS Fanpage Community includes being moral to Allah SWT and being moral to fellow human beings. Morality towards God can be interpreted as an attitude or act that should be done by humans as God's creatures, Muslims are required to behave well towards Allah SWT by fearing Him, and Morality towards fellow human beings means that we must do good to fellow human beings regardless of who the person is, so that we can live in a peaceful and peaceful society.

Meanwhile, madzmumah morals are morals that are not justified by religion, moral groups, or bad actions that must be avoided by every human being. Madzmumah morals that occur in the BTS Lampung ARMY are for example screaming, some even cried singing songs while watching a BTS concert because they appreciate and know the meaning of the songs. Islamic law also limits songs sung by women. They are not allowed to sing with a voice that invites desire, sing by making erotic movements, and are also not allowed to be soft or artificially soft in their speech. Also, men who style themselves like women, because of the acculturation of Korean culture, it is related to the culture out there that legalizes and permits same-sex sexual orientation, which also influences the way they look and gets carried away with the social interactions there. And other things such as dyed hairstyles. Excessive color, waste of buying *merchandise* BTS.

In the hadith, it is said, that when someone idolizes another person, it will not be a problem regarding the beliefs he holds because it is only limited to being amazed and amazed by all the advantages he has physically or his abilities. But as Muslims, we should be able to sort out what is good and what is bad, the one who should be idolized is the Prophet Muhammad SAW because his morals were very noble, to the point that Allah SWT praised his morals in the Qur'an. Social media morals are also very necessary so that when Kpopers are in the virtual world, they must understand their rights and obligations as citizens of the virtual world.

## 6. Effect

The inclusion of modern cultural elements from South Korea brought by K-pop drama and music into the BTS Lampung ARMY Fanpage Community encourages cultural contact. The local cultural contacts in this community are modern Indonesian culture and modern Korean culture. The influx of modern Korean culture brought by K-Pop drama and music shows into modern Indonesian culture in the Fanpage ARMY BTS Lampung Community encourages the acculturation of Indonesian-Korean culture. The cultural acculturation that occurs certainly gives rise to new cultural elements in the BTS Lampung ARMY Fanpage Community.

The new cultural elements that were discovered by researchers include the most striking use of Korean which is used together with Indonesian by the BTS Lampung ARMY Fanpage Community to communicate within their community. Apart from language, the appearance of the BTS Lampung ARMY Fanpage Community is also the result of the Korean-Indonesian cultural acculturation process. The Korean style of appearance which is still adapted to local cultural customs, norms, and religion is proof of the success of the cultural acculturation process that has occurred.

## CONCLUSION

After searching the ARMY BTS Lampung Fanpage Community, and obtaining data collected through in-depth interviews, observations, and document analysis, the conclusion is that currently there has been an acculturation of modern South Korean culture with modern Indonesian culture in the Lampung ARMY BTS Fanpage Community.

Forms of cultural acculturation that influence the morals of members of the BTS Lampung ARMY Fanbase include several forms, such as substitution which influences language, syncretism which influences hairstyles, addition which influences the way they dress, deculturation which influences Korean songs, and origination which influenced by merchandise consumptive behavior. From the culture resulting from Korean-Indonesian acculturation that occurs in the Lampung BTS ARMY Fanbase Community, what is most striking is the South Korean artist's style of appearance which is adapted to Indonesian customs, norms and religion, mixed Korean and Indonesian languages, and consumer behavior among the BTS ARMY Fanbase. Lampung.

Meanwhile, the cultural acculturation process that occurs between Korean culture and local culture in the Community *Fanbase ARMY BTS Lampung*, namely the acculturation process occurs due to encouragement from the flow of information provided by the mass media and *new media* internet, ARMY has also transcended its traditional role as music fans to become an important catalyst in the formation of morals, global cultural identity, and the expansion of social networks. Fandom activities, which range from online activities such as discussion forums to offline gatherings and special events, not only bind fans in shared support for BTS but also facilitate broad and deep cultural exchange.

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