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The Impact of Korean Culture and Its Language Addicted For Indonesian Teenagers of Korean-Lovers

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Abstract

This study focused on (a) the impact of Indonesian teenagers addicted of Korean lovers in learning Korean culture and its language; (b) to find out the advantages and disadvantages of Indonesian teenagers addicted of Korean lovers in learning Korean culture and its language. This study used 50 students of MAN 2 Mataram as the members of the K-lovers (Manda Korean Club) and as the research participants. This study is qualitative and the data collected through reading some research papers and depth interview with Korean lovers members/community and one of the native speaker. The data were analyzed by descriptive analysis technique. This study result showed that (a) Korean culture and its language was giving many impacts for the teenagers of Indonesia addicted of Korean lovers; (b) the researcher found many advantages and disadvantages of Indonesian teenagers of Korean lovers in learning Korean culture and its language. Besides that, the researcher found during research about intercultural communication. Intercultural communication occurs when two or more people with different cultural background. The results of this study are recommended to (a) all Korean lovers in Indonesia which encourage the development and utilization of learning Korean culture and its language, (b) Korean teachers to use this study as an alternative material and developing students motivation based on their needs, (c) others researcher to carry out further investigation with broader scope of content, focus and locus, and more participants to be involved.

Keywords: addict, culture, impact, Korean lovers, language.

1. Introduction

South Korean is a relatively homogeneous society with an absolute majority of the population of Korean ethnicity (The Korean ethnic group accounts for approximately 96% of the total population of the Korean Republic). However, with its emergence as an economic powerhouse, opportunities for foreign immigrants increased and in 2007

the number of foreign citizens resident in South Korea passed the million mark for the first time in history, 440.000 of them came from China, with more than half of them being ethnic Koreans of Chinese citizenship. The next largest group was from the United States with 117.000 residents or around 12% excluding the American troops stationed in the country.

Vietnam, Philippines, Thailand, and other countries followed. (www.wikipedia.org).

One thing that can not be denied about the popularity of Korea is the widespread use of language among millennials, including Indonesia. The language is Korean (한국어) and it is the official language of both South and North Korea. The original system of writing Korean is called 'hanggeul' (한글) which is included in syllabic and phonetic system. Sino Korean script or 'Hanja' (한자) is also used to write the Korean Language. Although most of Korean language uses hanggeul, but more than 70% of Korean vocabularies consists of Hanja (한자) words or taken from Mandarin.

Korean language is also used extensively in Yanbian in Northeast China. (Samsuddin, Didin, 2012:3). Overall, there are about 78 million Korean speakers worldwide including the large groups in the Soviet Union, USA, Canada, and Japan. The official clarification on Korean language is still not universally agreed upon, but it is considered by many people as the language of Isholat. Some linguists put it in the Altaic language groups. Altaic languages include Turkish, Mongolian, Tungusik, and so forth from Siberia to the Volga. The reason why Korean is included to the Altaic groups is because of the Korean language has similar characteristics with another language, especially in similar arrangement that belongs to the Altaic families.

The current phenomena of Indonesian millennials gestures showed that they are really interested and proud when they are talking everything about Korea. Those caused of the Korean ability in using entertainment as their

media to promote their countries, especially their tourism. Many Korean actress and actors played very important role in increase their countries devisa. During one decade around 1990s to 2000s, Korean able to proved their capability and creadibility in the world economic growth. The government also supported in any kind of fields, not only entertainment but also in many areas. Such as home industries, real estates, electronic devices. From these reality, people from other countries really want to learn from Korea, especially people in Indonesia.

Indonesia has the potential to plunge into the realm of popular culture as practiced by Korea, but its needed government and music industry management supports to make Indonesia becomes creative industry. (Kyung Hwa, Ahn, et.al, 2013: 19). The character or Indonesian identity that should be ingrained for youths into its own homework to launch Indonesia's soft power on the international level. During the decade, Indonesia embraced the imitated culture as a result of infiltration of other cultures. Therefore, Indonesia must rise to the possibility of getting gold more than it obtained of the previous miners.

At present, Indonesian's young generation tends to enjoy learning everything about Korea. Ranging from entertainment such as music, songs, drama, movies and even how to dress like Korean people. Only a few want to learn about Korean language and the culture. When it comes to foreign language studies, most students choose to learn Spanish, French, or German before they even consider learning an Asian language. When they do think about Asian languages, they usually choose Chinese or

Japanese first, and then maybe Korean as a distant third. This is unfortunate, because they are many great reasons to learn the Korean language.

Related to Korean language and its culture, Manda Korean Club (MKC) is one of the community in West Nusa Tenggara that focuses on learning Korean and culture. Most of them are diligently campaigning that MKC is not just a community that always talks about K-Pop, drama or movies. They want to prove that MKC does not merely talk about Korean entertainment world, but rather they learn things that are beneficial to them, especially how to respond to a different culture from Indonesia. Based on this reality, the researcher try to dig more the impact caused when studying these two things. This study was conducted to address the following problems:

- ❖ What kind of the impact of Indonesian teenagers (Manda Korean Club Member) addicted of Korean lovers in learning Korean culture and its language?
- ❖ What kind of the advantages and disadvantages of Indonesian teenagers (Manda Korean Club Member) addicted of Korean lovers in learning Korean culture and its language?

Based on the problem statements, the objectives of the study are:

- ❖ To find out the impact of Indonesian teenagers (Manda Korean Club Member) addicted of Korean lovers in learning Korean culture and its language.
- ❖ To find out the advantages and disadvantages of Indonesian

teenagers (Manda Korean Club Member) addicted of Korean lovers in learning Korean culture and its language.

2. Research Method

This study is qualitative, that is considered to be suitable when the researcher either investigates new field of study or intends to ascertain and theorize prominent issues. Polkinghorne (2005) said that qualitative research is inquiry aimed at describing and clarifying human experience as it appears in people's lives. The data are gathered primarily in the form of reading some research papers and depth interview with Korean lovers members/community of Manda Korean Club and also one of the native speaker who lives in Bandung-West Java. The data were analyzed by descriptive analysis technique.

3. Previous Research

Dal Yong Jin & Tae Jin Yoon (2017) wrote in their article about "Korean Wave (The Korean Wave: Retrospect and Prospect-Introduction)". This article focuses on the origin of the Korean Wave and emphasize either theoretical challenges in *hallyu* studies or empirical cases of *hallyu* in various areas of the world. The primary purpose of this study is to explore the history of the Korean Wave as a catalyst of regional and global change by analyzing the evolution, structure, mechanisms, and strategies employed by the music, television, film, digital games, and animation industries in the global markets and their shifting relationships with the state. This study goal is to provide several key dimensions of the Korean Wave to help readers understand the nature of the emerging local popular

culture and digital technologies as a new trend.

Benjamin Han (2017) argues on his research about “K-Pop in Latin America: Transcultural Fandom and Digital Mediation” that K-Pop as a subculture that transforms into transcultural fandom via digital mediation, further resulting in its accommodation into Latin American mass culture. The article further engages in a critical analysis of K-Pop fan activism in Latin America to explore the transcultural dynamics of K-Pop fandom. In doing so, the article provides a more holistic approach to the study of the Korean Wave in Latin America within the different ‘scapes’ of globalization.

Jeong Jae Seon, Lee Seul Hi, and Lee Sang Gil (2017) on their research about “When Indonesian Routinely Consume Korean Pop Culture: Revisiting Jakartan Fans of the Korean Drama Dae Jang Geum”. This article investigates how ‘hallyu’ is appropriated and experienced by Indonesian fans in their daily lives. Following up on their work in 2006, they carried out interviews in 2013 with 12 Indonesian reception of the Korean television drama Dae Jang Geum (Jewel in the Palace). First, this article examines the historical development of the hallyu phenomena in Indonesia with rapidly digitalized mediascape of the country. Next, the examine the salient features of the appropriation of Korean pop culture and investigate the hybrid cultural resources and experiences. They focus on particular on how our interviewees construct and use a certain imaginary of “Koreanness” as a consequence of

negotiation in relations of symbolic power. Finally, they discuss implications of the routinized consumption and habituation of hallyu by its transnational audience to understand its cultural impact and significance in the global context.

Dal Yong Jin (2018) on her research “An Analysis of the Korean Wave as Transnational Popular Culture: North American Youth Engage Through Social Media as TV becomes Obsolete”, explores the ways in which the new Korean Wave phenomena is integrated into a social-media-embedded cultural landscape in North America. By employing in depth interviews with K-Pop fans in Canada, it analyzes recent developments characterizing the Korean Wave tandem with cultural industries in the age of social media. It discusses the increasing role of social media and changing media consumption habits among youth in Canada. It finally maps out why social media has contributed to the enhanced popularity of the transnational media culture produced in a non-Western region.

Most of the researchers above are discuss about Korean Hallyu or Korea Wave around the world. Which are happened in Latin America, Indonesia, and North America (Canada). All of the researchers stated the same thing, but there is no research above focused on participants in Islamic Senior High School like the researcher did. The unique of this study are: focussed on the k-Lovers community in the Islamic Senior High school specially at MAN 2 Mataram-Lombok Indonesia. This study try to find out the impact of the community addict-lovers of Korean K-

Pop and how the advantages and disadvantages appears when the community studied the culture and language of the Korean itself. This is what makes the researcher's position is clear. Therefore, this study is important to be conducted.

4. Discussion

This study was designed to investigate how the impact of Indonesian teenagers (Manda Korean Club Members) addicted of Korean lovers and try find out about advantages and disadvantages in learning Korean culture and its language. In doing so, the researcher first observed and read some literatures and discussed with one native speaker who lives in Bandung-West Java. Then the second the researcher gathered the data from 50 participants through depth interview. From those interviewees the researcher got data to cover research problems. Here are the results.

a. **The Impact of Indonesian Teenagers (Manda Korean Club Members) Addicted of Korean Lovers in Learning Korean Culture and its language**

MAN 2 Model Mataram is the best Islamic Senior High School in West Nusa Tenggara Province. This madrasa located at Jl. Pendidikan No. 25 Mataram and has 1.173 students which divided into 34 classess, those are: 13 classes for Tenth Grade, 11 classess for Eleventh Grade, and 10 classess for Twelfth Grade. Those 34 classes also divided into Religion Class, Social Class, Science class, and Language class. This madrasa has 25 extracurriculars and give wide opportunities to the students to develop their both in academic and non-academic

competencies. (Source: MAN 2 Mataram Curriculum on 29th February, 2020).

Manda Korean Club or MKC is one of them. This is a community who loves Korean culture and the language. They are establish a community to share information, gathering and held events. They like to show fashion, food, and discussion about the newest information about Korean artists. They also have held Korean day and Korean culture festival, doodle (Korean caricature picture) competition and the theme about love relations. Almost all of the members of K-Pop (MKC) have known about K-Pop when they were teenagers. This is because K-Pop has come later than J-Pop (Japan-Pop). In the other hand, many K-pop character stories and theme are about teenagers life. As the member of the community said that the reason they love K-Pop because K-Pop also provide a new value. Although some K-Pop adopt Western style like R & B music and also Hip-Hop, but they packaged it with Korean taste like their fashion.

K-Pop is very familiar with the young people, even in MAN 2 Model Mataram students. Teenagers in many countries are like, love, and even addicted with the icon of them. They come in many ways and many shape. They brought a new taste that make them different with the Western culture, although we can not say that they are totally different with the West. K-Pop came using the globalization of media. Many people getting the information about K-Pop from media like internet and television.

As the case in MAN 2 Model Mataram, Lombok-Indonesia, while many youth influence and to be addicted with K-Pop, so the question is: what should we do? Of course we can not block or hiding

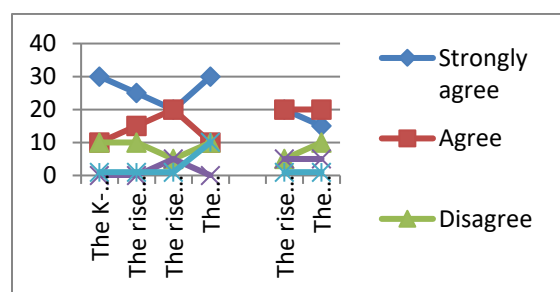
from this kind of globalization culture. Technology of information today, is very active and touching close parts of our daily life, so it will very difficult for us to avoid it. But, if the people just in silent and enjoying this culture without though the impact, in very short time, the researcher really sure that we will just to be customer for any Korean product which ride on their pop culture. According to Effendi (2012:16) we should to aware on this phenomena without trying to reject it because it will be very difficult. Many scholars, especially social sciences should to create many researches about the impact of East Asian Pop culture to the people in Southeast Asian countries. We also can try to take advantages by create collaborative event of pop culture or inside pop culture itself.

The researcher done her research during two months, that was on first January until second week of February 2019. The first thing that researcher do was observation for about a week, study literature, and collecting many informations from the participants, a native speaker who lives in Indonesia (Miss. Cho Seong Ok ssi), and the persons who interested in Korean culture and the language. In other words, the observation conducted on 9th to 14th of January 2019. From the observation and depth interview, the researcher found many impacts of Indonesian teenagers (K-Pop lovers) addicted.

This study using 50 participants. Which focus on 6 element of assesments, those are: (1) The K-Pop lovers tend to follow the style of speaking dressing and lifestyles of their idol. (2) The rise of the talent show like Korean boybands and girlbands. (3) The rise of Korean cultural festival. (4) The teenagers more

interested of Korean culture than Indonesian culture (5) The rise of social networks and sites about Korean lovers and (6) the outbreaks of the stuff that smelled Korea and become proud in using Korean product. This study using 4 response options (4 levels of agreement), they are; *strongly agree*, *agree*, *disagree* and *strongly disagree*.

Data presentation of the impact of Indonesian teenagers (MKC Members) addicted of Korean lovers in learning Korean culture and its language can be seen in the following line diagram:



Line Diagram 1: Data of The Impact of Indonesian Teenagers (MKC Members) Addicted of Korean Lovers in Learning Korean Culture and its language

From the line diagram above the data showed: Firstly, the K-Pop lovers tend to follow the style of speaking; strongly agree (30%), agree (10%), disagree (10%), and strongly disagree (0%). Secondly, dressing and lifestyles of their idol; strongly agree (25%), agree (15%), disagree (10%), and strongly disagree (0%). Thirdly, the rise of the talent show like Korean boybands and girlbands; strongly agree (20%), agree (20%), disagree (5%), and strongly disagree (5%). Then, the rise of Korean cultural festival there are strongly agree (30%), agree (10%), disagree (10%), and strongly disagree (0%).

Next, the teenagers more interested of Korean culture than Indonesian culture; strongly agree (20%), agree (20%), disagree (5%), and strongly disagree (5%). Finally, for the rise of social networks and sites about Korean lovers and the outbreaks of the stuff that smelled Korea and become proud in using Korean product are; strongly agree (15%), agree (20%), disagree (10%), and strongly disagree (5%).

The highest score shows from line line diagram 1 are on the K-Pop lovers tend to follow the style of speaking dressing and lifestyles of their idol and the rise of Korean cultural festival aspects, that is 30% . Then the lowest score on 3 aspects, they are: the K-Pop lovers tend to follow the style of speaking dressing and lifestyles of their idol, the rise of the talent show like Korean boybands and girlbands, and the teenagers more interested of Korean culture than Indonesian culture. The data of each is 0%.

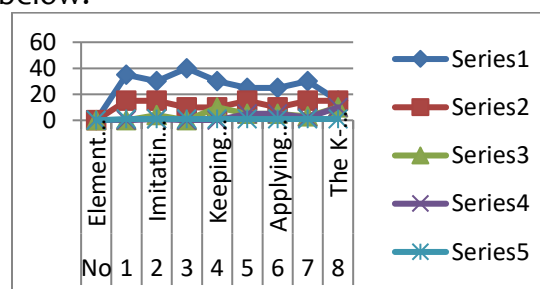
As the research results, the researcher can point out that the impact of teenagers addicted in learning Korean culture and its language is still showing that most of the teenagers proud to be Korean Lovers and try to imitated their idols.

b. The Advantages and Disadvantages in Learning Korean Culture and Its Language for Korean Lovers

From 50 participants, the researcher found many advantages in learning Korean culture and its language, which has 8 element of assessments and four level of agreement (*strongly agree, agree, disagree and strongly disagree*). Here are the follows: (1) The K-lovers more motivated to learn the Korean culture and its language. (2) Imitating the Korean responsible behavior and hardworkers. (3)

Giving priority on politeness to the older people. (4) Keeping a tolerant attitude toward others. (5) Imitating the Korean behavior in doing a job quickly. (6) Applying queuing culture. (7) Becoming on time person and (8) The K-lovers more like vegetables as well as Koreans .

To make readers clearly about this data, pay attention to the line diagram below:



Line Diagram 2: Data of The Advantages in Learning Korean Culture and Its Language for Korean Lovers

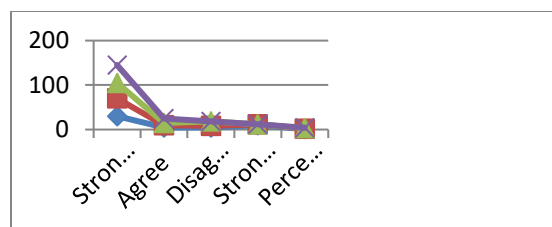
Line diagram 2 showed that there are 8 elements for the advantages in learning Korean Culture and its language. For the K-lovers more motivated to learn the Korean culture and its language has strongly agree (35%) agree (15%), disagree (0%), and strongly disagree (0%). For Imitating the Korean responsible behavior and hardworkers has strongly agree (30%), agree (15%), disagree (4%), strongly disagree (1%), then for giving priority on politeness to the older people has strongly agree (40%), agree (10%), disagree (0%), and strongly disagree (0%). Keeping a tolerant attitude toward others shows strongly agree (30%), agree (10%), disagree (10%), strongly disagree (0%). Imitating the Korean behavior in doing a job quickly gives strongly agree (25%), agree (15%), disagree (5%), strongly disagree (5%). Applying queuing culture

shows strongly agree (25%), agree (10%), disagree (10%), strongly disagree (5%). While becoming on time person gives strongly agree (30%), agree (15%), disagree (3%), and strongly disagree (2%). And the K-lovers more like vegetables as well as Koreans gives strongly agree (15%), agree (15%), disagree (10%), strongly disagree (10%).

The highest score of line diagram 2 got from giving priority on politeness to the older people has strongly agree (40%), then the lowest is from the K-lovers more motivated to learn the Korean culture and its language and imitating the Korean responsible behavior and hardworkers. Giving priority on politeness to the older people and keeping a tolerant attitude toward others aspects score is 0% from disagree and strongly disagree level. According to the result, it has provided many benefits for teenagers in their everyday life behaviors, especially in terms of maintaining more polite to older people.

The researcher also found disadvantages of learning Korean culture and its language for Korean lovers, those are: (1) Imitating the Korean quickly work culture gave impact in less work performed maximally. (2) Korean lovers more love to Korean culture than their own culture. For example: the Korean lovers prefer to use Korean product rather than using their own attributes. (3) The Korean lovers often out of controlled (a lot of work that is not accurate and not complete) when they wanted the discipline and becoming on time persons. (4) The K-lovers more understand about Korean culinary than their own country cuisinaries.

To make sure about the data, pay attention to the line diagram below:



Line Diagram 3: Data of disadvantages of learning Korean culture and its language for Korean lovers

Line diagram 3 shows the data from imitating the Korean quickly work culture gave impact in less work performed maximally are strongly agree (30%), agree (5%), disagree (5%), strongly disagree (10%). Korean lovers more love to Korean culture than their own culture. For example: the Korean lovers prefer to use Korean product rather than using their own attributes aspects are strongly agree (40%) agree (5%) disagree (3%) strongly disagree (2%). The Korean lovers often out of controlled (a lot of work that is not accurate and not complete) when they wanted the discipline and becoming on time persons has strongly agree (35%), agree (5%), disagree (10%), strongly disagree (0%). The K-lovers more understand about Korean culinary than their own country cuisinaries gives strongly agree (40%), agree (10%), disagree (0%), and strongly disagree (0%).

So, the highest score from diagram line 3 are found on the Korean lovers prefer to use Korean product rather than using their own attributes those are strongly agree (40%) and the K-lovers more understand about Korean culinary than their own country cuisinaries gives strongly agree (40%). While the lowest are show from when they wanted the discipline and becoming on time persons and the K-lovers more understand about

Korean culinary than their own country cuisines got (0%). Those data showed that most of teenagers prefer to use Korean products and understand of Korean food more than Indonesia.

Besides that, the researcher found during research about Intercultural communication. Intercultural communication occurs when two or more people with different cultural background. The process rarely runs smoothly and without problems. In some situations, the interaction between cultural user do not use the same language, but the language can be learned and greater communication problems occurred in the areas of both verbal and nonverbal circumstances. Specially in verbal communication actually is very complex, multidimensional, and it is usually a spontaneous process.

People are often unaware of their own nonverbal behavior, done without thinking, spontaneously, an unconscious action. We are often unaware of our own behavior, it will be very difficult to mark and control of both verbal and nonverbal behaviors in other cultures. Sometimes we feel less comfortable with the culture of other people because we feel that there is something wrong with the culture. Especially the nonverbal behaviors that become conscious phenomena, which is very difficult for us to know for sure why we feel uncomfortable of the culture. Therefore, to make our feeling comfortable to other culture, we should learn and understand some of those cultures.

Based on nonverbal behaviors, the researcher found some similarities and differences between Korean and Indonesian. (interview results with Cho Seong Ok ssi- one of native speaker who is

living in Bandung-West Java combined with An Sun Geun, Ali: 2014 opinions). Here are the data:

- 1) Indonesian and Korean people assume that eye contact as a challenge and should not be done to the man who is respected or older people.
- 2) In Indonesia thumbs up means 'good or okay' and a thumb downward means 'ugly or demeaning', while in Korea thumbs-up means 'the best, number one or he/she is a boss'.
- 3) Korean people counting with his folded fingers, from the thumb sequentially toward the little finger with one hand, while the Indonesian people counting by opening hand from thumb sequentially toward the little finger with both hands.
- 4) In Korea formed a circle with the thumb and forefinger means 'money' while in Indonesia it means settled. As waved with palms pacing out and the vertical movement means 'invites people to come closer' in Indonesia.
- 5) In Indonesia, to show something politely to the older people using the thumb, while in Korea using the forefinger.
- 6) In Indonesia, putting the forefinger on his side against the forehead is considered insane, while in Korea crazy characterized by making a circle many times with the forefinger.
- 7) In Korean, to appoint himself, he would use the thumb pointing to his chest with a thumb, while in Indonesian will pat or pointing to his chest.

- 8) For Korean people, the thumb and forefinger bring together and moved means 'they do not have money', but for Indonesian it means something seen as a statement that the person who did this was to underestimate anything, or assume something is easy.
- 9) Waving a hand with the palm facing out with horizontal moving means 'good bye' in Indonesia, whereas in Korea it invites people to come closer.
- 10) Indonesian people show their respect to the older people with slightly bending their back when they walking past the older people, while in Korea there is no such thing.
- 11) As a form of greeting, Indonesian people generally use the shakehand and kiss on the cheek, while in Korean just bow and shakehand. In a case of shakehand, there are also differences between the Indonesian and Korean. In general, the young Indonesian invite shakehand, while in young Korean are waiting an invitation from the old shakehand.

Well, in facing *Hallyu Wave*, Indonesia should be a real morale boosters to make a change for Indonesian teenagers. Basically, Korean wave is very interesting to learn and it can be an inspiration for us in its modernisation. There is a spirit of continuous change in it which by not leaving the traditional culture, of course. It becomes interesting to be studied by the Indonesian teenagers, that when we are influenced by other cultures we have a culture of own as

our filter. At the end, the triumph of culture and the Korean language in Indonesia must be able to inspire us to promote Indonesian culture, always has creativity and also innovation in many aspects.

As addition, according to talklesson.com: 2015, there are 5 outstanding reasons why people should learn Korean language and its culture.

- a) *Better understanding of Korean culture and concepts*; one of the main reasons people choose to study Korean is because they are already familiar with some Korean exports like songs, TV shows, and movies. Most Korean music and cinema fans are content using subtitles or online translations, but learning the Korean language can help them have a deeper and more meaningful understanding of Korean songs and shows. The Korean language isn't as difficult as it seems.
- b) *Boost their brain power*; there are many benefits to learning a second language. Being bilingual can stimulate intellectual growth, and enhance mental development. Learning a new language helps them stimulate their mind, which keeps their brain active and healthy. If they want to be bilingual, then they should consider learning Korean. Some people are able to learn to read Hanggeul fairly quickly. Once they can understand basic Hanggeul, they will be able to pick up Korean vocabulary, and their knowledge and comprehension will continue to grow.

- c) *Improve personal and bussiness relatonships*; learning Korean can help them strengthen personal relationships with Korean-speaking friends or loved ones. Their friends will appreciate their effort to learn a new language, and they will be excited to help them practice and improve. Being able to speak Korean, even just a little, can help them break the ice with new friends or professional colleagues.
- d) *Better travel experience*; If they're planning to travel to Korea, then they definitely should put some effort into learning the language. It doesn't matter if they're staying for a week or several months, learning Korean can help them find their way around, and adapt to the culture and society. They will be able to communicate with tour guides, business owners, and locals, which will allow them to have a better overall travel experience. Then, they will feel much more comfortable in a foreign place if they're able to understand the native language.
- e) *New opportunities*; Believe it or not, the fact that they speak Korean could enable them to help someone else. If they travel to Korea, or meet Korean-speaking people in the United States, they can use their Korean-language skills to bridge the cultural gap, and help someone else learn English.

The last but not least, If you want to learn Korean, you could buy several Korean books and spend hours listening to podcasts and watching YouTube videos. While these things

can definitely help, the best way to learn Korean is through one-on-one lessons with a private tutor. A Korean teacher can help you learn pronunciation, grammar, vocabulary, and much more.

5. Conclusion

This study result showed that (a) Korean culture and its language was giving many impacts for the teenagers of Indonesia (MKC Members) addicted of Korean lovers; (b) the researcher found many advantages and disadvantages of Indonesian teenagers (MKC Members) of Korean lovers in learning Korean culcure and its language. Besides that, the researcher found during reserach about Intercultural communication. Intercultural communication occurs when two or more people with different cultural background. The process rarely runs smoothly and without problems. In some situations, the interaction between cultural user do not use the same language, but the language can be learned and greater communication problems occured in the areas of both verbal and nonverbal circumstances. Specially in verbal communication actually is very complex, multidimensional, and it is usually a spontaneous process.

The results of this study are recommended to (a) all Korean lovers in Indonesia which encourage the development and utilization of learning Korean culture and its language, (b) Korean teachers to use this study as an alternative material and developing students motivation based on their needs, (c) others researcher to carry out further

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