

Efek Korean wave atau Hallyu terhadap industri operasi plastik di Korea Selatan dalam pandangan fans K-Pop generasi muda = The impact of Korean wave or Hallyu to the plastic surgery industry in South Korea in the eyes of the young generation of K-Pop fans

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Abstrak

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Korean Wave atau lebih dikenal dengan istilah Hallyu merupakan sebuah fenomena tren budaya Korea telah mencapai tingkat popularitas yang tinggi di seluruh dunia (Eun, 2013). Salah satu efek dari Hallyu adalah tingginya peningkatan industri operasi plastik di Korea Selatan dan kejadian tersebut telah banyak menarik perhatian bahkan dari media yang berpengaruh seperti The Economists, New York Times, ABC News, Business Insider, the Atlantic, dan NBC (Wang, 2015). Dalam karya ilmiah ini, peneliti akan mendiskusi lebih dalam akan efek Hallyu, terutama dari subkultur K-pop, terhadap industri operasi plastik di Korea Selatan serta keuntungan dan kerugiannya dalam pandangan fans Kpop generasi muda. Peneliti juga meneliti penyebab dan alasan mengapa industri operasi plastik Korea Selatan telah menjadi salah satu komponen utama dari Hallyu, serta pro dan kontra dari masalah tersebut.

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Korean Wave or commonly referred to as Hallyu is a phenomenon in which Korean popular culture has reached a high distinction across the globe (Eun, 2013). One of the impacts of Hallyu is the tremendous enhancement of the plastic surgery industry in South Korea and it has drawn numerous attention even from the influential media such as The Economists, New York Times, ABC News, Business Insider, the Atlantic, and NBC (Wang, 2015). In this paper, the researcher discusses the impact of Hallyu, especially its K-pop subculture, towards the plastic surgery industry in South Korea as well as its advantages and disadvantages in the eyes of the young generation of K-pop fans. The researcher also sees through the causes and reasons of why South Korean plastic surgery industry has been one of the main components of Hallyu, as well as the pros and cons to this issue.