



## The Influence Of K-Pop Fanatism on The Social Behavior of High-Class Students

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**Abstract:** The decline in social behaviour among elementary school students makes them individualistic, have a high level of selfishness, and have a decreased sense of empathy. This is based on several factors that exist within them. One of them is being a fan who is quite fanatical about one object, namely K-pop culture. This research aims to find out how much influence K-pop fanaticism has on social behaviour. Data was collected through a questionnaire completed by high-class students at SDN Nyangkowek 02, Cicurug District, Sukabumi Regency. This research method uses quantitative correlation methods. The research results obtained were that there was an influence of 4.4% between variables. So, it can be concluded that this research provides information regarding the influence of K-Pop fanaticism on social behaviour in high-class students with a percentage of 4.4%.

## INTRODUCTION

Technology development in the era of globalisation makes it easier for people to get all the information they want. Technology development in the era of globalisation makes it easier for everyone to interact with anyone, regardless of time and place.

Technological progress is marked by the emergence of various forms of gadgets with quite competitive performance. This is one of the triggers humans cannot escape because they want to take advantage of the latest information.



The rise of social media demonstrates technological progress. Social media is an online medium that makes it easier for users to participate and exchange information. Social media is online media that uses web-based technology that turns communication into interactive dialogue (Rafiq, 2020; Adri Ht, *atal*, 2023). The early history of social media began in the 70s, namely the discovery of the bulletin board system, which made it possible to communicate with other people using electronic mail; all of this was done using a telephone line connected to a modem.

Social media used by society has both positive and negative impacts. The positive impact is that social media can make it easier for users to exchange information and interact with anyone. Meanwhile, the negative impact can make people forget about social life.

In Indonesia, there are a lot of social media users and almost all ages. Based on research data, blog. Slice. Id report data shows that 78% of Indonesia's population uses the internet, and 60% uses social media. Internet users in Indonesia have an average age of 29 years. According to

data research obtained by datareportal.com, internet users based on ages 0-4 years are 8.0%, ages 5-12 years are 13.6%, ages 13-17 years are 8.4%, ages 18-24 years are 11.1%, ages 25 -34 years as much as 15.2%, aged 35-44 years as much as 14.8%, aged 45-54 years as much as 12.7%, aged 55-64 years as much as 9.2%, and aged 65 years and over as much as 6.9%.

The impact of social media influences the behaviour of people who use it. The behaviour of someone in the mass media can encourage someone to imitate these actions, usually done by children and adults (Holilah, 2020). K-pop fans do this. Not a few K-pop fans copy the clothing styles of their idols. Apart from that, K-pop fans always buy goods their idol groups release, such as photo cards, light sticks, and music albums.

The use of social media among elementary school children makes them forget to socialise with society in the real world. They enjoy making friends and communicating with friends on social media. Even though elementary school-age children still have to socialise with their peers directly. Using social media will make

children become individualists and not care about the environment around them. The passion for K-pop can impact students' creativity because they will imitate the clothing styles of the idols they idolise, imitate their idols' grammar, and forget the culture in Indonesia, especially in their region. Not only that, they forget to carry out their obligations as religious people, they forget to worship, such as neglecting prayers, and do not recite the Koran at their place of study because they are engrossed in playing on social media to see information about their idols.

Elementary school students' use of social media makes them forget to help their peers when they need help because they are too focused on playing on social media that they forget about the real world. Many children who actively play on social media tend to prioritise their interests and satisfy their satisfaction, so they forget about their obligations, such as studying, worshipping, socialising, and others.

Social behaviour is positive behaviour that must exist within every individual to benefit others and make a good person. According to Hurlock

(2018), social behaviour is cooperation, competition, generosity, desire for social acceptance, sympathy, empathy, dependence, friendly attitude, selflessness, imitation, and attachment behaviour.

This happened to high school elementary school students. They have become active social media users on YouTube, Instagram, and TikTok. Almost all of the high school students at SDN Nyangkowek 02 are fanatical K-Pop fans and always follow the latest information from their idols via social media. They discuss their idols together, often even when the teacher is in class. Apart from that, students who idolise K-Pop do not hesitate to buy goods with pictures of their idols. Like photo cards, which cost hundreds of thousands, idol posters, and even t-shirts with pictures of their idols.

Elementary school students love K-pop fanatically and do everything they can to defend their idols when someone insults them. Fanaticism is a belief about something positive or negative, a view that has no basis in theory or reality but is held so deeply that it is difficult to straighten out or change (Watiningsih, 2020). Fanatical fans will

do anything to defend their idols when someone insults them. Moreover, quite a few fans are only friends with fellow K-Pop fans. Even if there are people who do not like K-pop, they will be considered strange and out of date.

The characteristic of people who have fanaticism is that they cannot accept different views and tend to impose their will, which they believe to be correct, without thinking about other things. This attitude can cause quite a lot of things, one of which is acts of intolerance (Lesmana et al., 2022). Someone with a fanatical attitude will tend to have an individualistic attitude.

The impact of fanaticism is that it will make someone forget about their life. They will spend energy, material, and thought to find ways to defend their idols. Apart from that, he spends his materials to buy items related to his idols. This is different from elementary school students; they are willing to collect money from the pocket money given by their parents to buy items related to their idols.

## METHODS

The research that will be carried out in this study uses a quantitative

approach research method with a causal correlation method to determine how the independent variable influences the dependent variable. Research with a quantitative approach, which comes from the philosophy of positivism, is used to study specific populations or samples. This method involves collecting data using research instruments and analysing the data quantitatively or statistically. This approach aims to describe and test established hypotheses. (Sugiyono, 2022). There is also a type of research, functional correlation research, which aims to determine the effect of variable X on variable Y. The data collection techniques used in this research are observation, questionnaires, and documentation.

## RESULT & DISCUSSION

### Results

#### Descriptive Test of Social Behavior

Social behaviour data (variable Y) in this study was obtained through a questionnaire distributed to randomly selected 5th and 6th-grade students at SDN Nyangkowek 02 with a sample of 96 students. The following are the results of the descriptive analysis of social behaviour (variable Y) using the SPSS Statistics 25 application.

*Table 1 1 Descriptive Test of Social Behavior*

Table 1 Descriptive Test of Social Behavior

	N	R	Min	Max	Sum	Mean	Std
SOCIAL	9	5	81	13	102	106	12.
BEHAVIOR	6	3		4	43	.70	727
Valid N (listwise)	9						6

Based on the table of descriptive analysis results for variable Y above, it can be seen that there is social behaviour variable data from 96 students with a score range of 53, with

the highest score being 134. The lowest score was 81, with an average score of 106.70 out of 10,243, with a standard deviation of 12,727. The score obtained for each respondent's answers to the social behaviour questionnaire can be seen in the following table.

Table 2 Obtaining Respondent Answer Scores

Formula	Interval	Frequency	Percentage	Category
$X \leq M - 1,5SD$	$X \leq 88$	9	9%	Strongly Disagree
$M - 1,5SD < X \leq M - 0,5SD$	$88 < X \leq 100$	19	20%	Disagree
$M - 0,5SD < X \leq M + 0,5SD$	$100 < X \leq 113$	37	39%	Doubts
$M + 0,5SD < X \leq M + 1,5SD$	$113 < X \leq 126$	25	26%	Agree
$M + 1,5SD < X$	$X > 126$	6	6%	Strongly agree

Based on the frequency distribution table for social behaviour variables above, it can be seen that of the 96 respondents' answers regarding social behaviour, it is known that in the range  $\leq 88$ , there are nine students (9%), the range  $\leq 100$  is 19 students (20%), the range  $\leq 113$  is 37 students. (39%), range  $\leq 126$ , as many as 25 students (26%), and range  $> 126$ , as many as six students (6%).

variables above, a pie chart can also be created as follows:

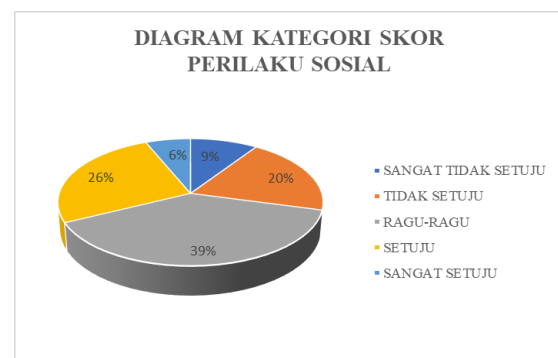


Figure 1 Social Behavior

Based on the diagram above, it can be seen that the results of calculations from all respondents show that most students show social behaviour in the

doubtful category, with a percentage of 39%.

**Descriptive Test of K-Pop Fanaticism**

Data on K-Pop fanaticism (variable X) The following are the results of a

*Table 2 Descriptive Test of K-Pop Fanaticism*

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation
FANATISM.KPOP	96	23	67	90	748	77.9	5.395
Valid N (listwise)	96				7	9	

Based on the table of results of the descriptive analysis of variables, The score obtained for each respondent's

descriptive analysis of K-Pop fanaticism (variable X) using the SPSS Statistics 25 application.

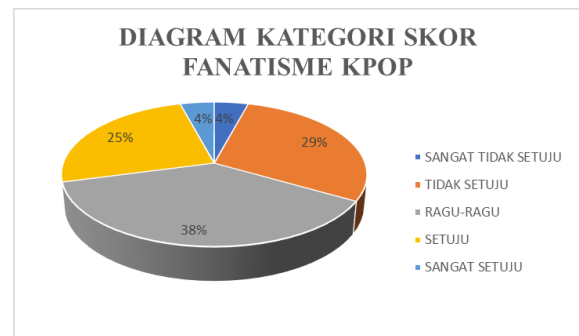
answers to the K-Pop fanaticism questionnaire can be seen in the following table:

*Table 4 Obtained Respondent Answer Scores*

Formula	Interval	Frequency	Percentage	Category
$X \leq M - 1,5SD$	$X \leq 70$	4	4%	Strongly Disagree
$M - 1,5SD < X \leq M - 0,5SD$	$70 < X \leq 75$	28	29%	Disagree
$M - 0,5SD < X \leq M + 0,5SD$	$75 < X \leq 81$	36	38%	Doubts
$M + 0,5SD < X \leq M + 1,5SD$	$81 < X \leq 86$	24	25%	Agree
$M + 1,5SD < X$	$X > 86$	4	4%	Strongly agree

Based on the frequency distribution table for the K-Pop fanaticism variable above, it can be seen that of the 96 respondents' answers regarding K-Pop fanaticism; it is known that in the range  $\leq 70$ , there were four students (4%), the range  $\leq 75$  was 28 students (29%), the range  $\leq 81$  as many as 36 students (38%), range  $\leq 86$  as many as 24 students (25%), and range  $> 86$  as many as four students (4%).

variables above, a pie chart can also be created as follows:



*Figure 2 K-pop Fanaticism*

Based on the diagram above, it can be seen that the results of calculations from all respondents show that most students show K-Pop fanaticism in the

Based on the frequency distribution table of K-pop fanaticism

doubtful category, with a percentage of 38%.

### Normality Test

In this study, a normality test was carried out using the Kolmogorov-

Smirnov test with the help of SPSS 25. Data is said to be expected if the sig value is  $> 0.05$ . The following are the results of the normality test in this study.

Table 5 Normality Test

One-Sample Kolmogorov-Smirnov Test			K-POP FANATISM	SOCIAL BEHAVIOR
N			96	96
Normal Parameters <sup>a,b</sup>	Mean		77.99	106.70
	Std. Deviation		5.395	12.727
Most Extreme Differences	Absolute		.084	.082
	Positive		.073	.079
	Negative		-.084	-.082
Test Statistic			.084	.082
Asymp. Sig. (2-tailed)			.092 <sup>c</sup>	.109 <sup>c</sup>
a. Test distribution is Normal.				
b. Calculated from data.				
c. Lilliefors Significance Correction.				

Based on the data normality test table above, it can be seen that the significance value of Asymp, Sig. (2-tailed) the K-Pop fanaticism variable is  $0.092 > 0.05$ , which means significant, and the social behaviour variable is  $0.109 > 0.05$ , which means significant. So, it can be concluded that the

distribution of variable (X) K-Pop fanaticism towards variable (Y) social behaviour is usually distributed.

### Linearity Test

The linearity test aims to determine whether data from K-Pop fanaticism (variable This linearity test uses SPSS 25 with the following test results:

Tabel 6 Linearity Test

		ANOVA Table					
			Sum of Squares	df	Mean Square	F	Sig.
SOCIAL BEHAVIOR * K-POP FANATISM	Between Groups	(Combined)	4282.755	21	203.941	1.359	.168
		Linearity	674.553	1	674.553	4.495	.037
		Deviation from Linearity	3608.203	20	180.410	1.202	.277
	Within Groups		11105.484	74	150.074		
	Total		15388.240	95			

Based on the table above, the significance value obtained for the deviation from linearity is 0.277, which means the sig value is > 0.05, and the obtained Fcount is 1.202 < Ftable 3.94. So, it can be concluded that the data on K-pop fanaticism (variable X) and social behaviour (Variable Y) have a linear relationship.

Based on the analysis prerequisite tests showing that this research data is usually linearly distributed, this

research hypothesis test can use inferential parametric analysis and be continued with regression testing.

**Determining the Regression Equation**

This research uses quantitative correlation methods through regression tests. A regression test was carried out to determine the effect of K-Pop fanaticism (variable X) on social behaviour (variable Y). The regression test in this study used SPSS 25 with the following results.

Table 7 Determining the Regression Equation

		Coefficients			T	Sig.
Model		Unstandardised Coefficients b	Std. error	Standardised Coefficients beta		
1	(Constant)	68.1177	18.600		3.665	.000
	K-POP FANATISM	.494	.238	.209	2.076	0.41

a. Dependent Variable: SOCIAL BEHAVIOR

Based on the table above, the constant (a) value is 68.177, and the b component value is 0.44. So, the regression equation follows:

$$Y' = a + bx$$

$$Y' = 68.177 + 0.494X$$

It can be concluded that the K-Pop fanaticism variable (variable x) positively affects social behaviour (variable Y). The calculated t value proves this > t table, namely 2,076 > 1,984 and a significance value of 0.041 <

0.05, and the b component value, which is positive, is 0.494.

**Determining the Coefficient of Determination**

Based on the table below, the R-value is 0.209, and the coefficient of determination (R square) is 0.044, which means there is an influence between the K-Pop fanaticism variable (variable X) and social behaviour (variable Y). To find out the percentage calculation of the influence of K-pop



fanaticism on social behaviour is as follows:

$$KD = 0.209^2 \times 100\%$$

$$KD = 0.044 \times 100\%$$

$$KD = 4.4\%$$

$$KD = r^2 \times 100\%$$

Table 3 Determining the Coefficient of Determination

Model	R	Model Summary		
		R Square	Adjusted Square	Std. Error of the Estimate
1	.209 <sup>a</sup>	.044	.034	12.511

To. Predictors: (Constant), K-POP FANATISME  
 b. Dependent Variable: SOCIAL BEHAVIOR

So, it can be seen that the coefficient of determination (KD) is 4.4%, or by looking at the R square, it is 0.044, or the same as 4.4%. This value means that K-Pop fanaticism has a meagre influence on social behaviour, namely 4.4%. Meanwhile, the remaining 95.6% was influenced by other variables not examined in this research.

### Significance Test

Based on the calculations in the t-test below, it is  $2,076 > 1,984$ , which means  $t \text{ count} > t \text{ table}$  with a significance value of  $0.041 < 0.05$ , which

means there is a positive influence of the K-Pop fanaticism variable (variable X) on the social behaviour variable (variable Y). Based on the results of the significance test above, it can be concluded that  $H_a$  is accepted and  $H_o$  is rejected, which means there is a positive influence between K-Pop fanaticism and the social behaviour of high-class students at SDN Nyangkowek 02.

Table 4 Significance Test

Model	Coefficients			T	Say.	
	Unstandardised Coefficients		Standardised Coefficients			
	b	Std. error				beta
1	(Constant)	68.177	18.600	3.665	.000	
	K-POP FANATISM	.494	.238	.209	2.076	.041

a. Dependent Variable: SOCIAL BEHAVIOR

### Discussion

The discussion in this research describes the data analysis found in the

research process, which was carried out by distributing questionnaires for the K-Pop fanaticism variable (variable.

K-Pop fanaticism is an attitude of liking or interest towards something every individual has but excessively. K-Pop fanaticism can be seen in people's behaviour when discussing things they like. Fanaticism can also be measured when their idol releases a new album or identity item or even when someone insults their idol.

Fanaticism is a belief in an object that is always associated with something excessive about an object; a fanatical attitude is shown by extreme enthusiasm, emotional attachment, excessive love, and interest that lasts for a long time, often considering what they believe to be something the most correct so that they tend to defend and maintain a truth that they believe in, fanatical attitudes will increasingly develop with support from people in the surrounding environment (Eliani et al., 2018) Fanaticism will continue to stick if within one group has the same attitude. The same tends to follow trends developing in the surrounding environment.

An attitude of fanaticism can also change existing habits or culture in society because too much fanaticism will tend to make each imitate what

their idols do, reducing students' creativity. Fanaticism will also change students' social behaviour even though the percentage is below 10%.

Social behaviour can be seen realistically by others; social behaviour can also be measured and assessed by the surrounding environment. Social behaviour is a behaviour related to other people in the surrounding environment. External and internal factors will shape each individual's social behaviour. Children's social development can influence students' behaviour; they can think about themselves and others; this arises from their minds in reflecting on self-assessment and criticism of the results of their interactions; children's minds are often influenced by ideas that cause a critical attitude towards situations, an egocentric influence which is often seen as following what is in his mind without considering everything (Fauziah & Rusli, 2013).

A person's personality can still be said to be unstable because humans, as social creatures, will continue to adapt themselves to various social situations in their environment, especially elementary school-age children who

are still in the concrete operational development phase, which makes it possible to follow still what other people do. in the surrounding environment (Nurfirdaus & Sutisna, 2021). This makes elementary school students like to imitate and follow the discussed trends. Not a few students follow the trends their friends are discussing; this is done so they can join a friend group.

Students' self-defence attitudes can be helped by the school through character education so that students do not have too much liking for an object (Fauziah & Rusli, 2013). Teachers at school must provide character education. School is second place for students after family and has a significant role in shaping student character (Khusnul Latifah et al., 2022). The surrounding environment greatly influences students' character, including peers, parents, and teachers. Teachers are essential in developing students' personality and character (Gunadi & Sumarni, 2023; Adri HT at al, 2019).

Based on the research results regarding the influence of K-Pop fanaticism on social behaviour, the

regression equation  $Y^{\prime} = 68.177 + 0.494$  social behaviour (variable Y). The results of the coefficient of determination obtained an R-value of 0.209. They obtained a coefficient of determination (R Square) of 0.044 (4.4%), which means that the K-Pop fanaticism variable (variable X) affects the social behaviour variable (variable Y) by 4.4%.

Fanatical attitudes toward K-pop influence the social behaviour of high-class students at SDN Nyangkowek 02. Individualism, empathy, creativity, and antagonism influence and demonstrate student behaviour. Even though it is only 4.4%, the social behaviour shown by these high-class students is influenced by an excessively fanatical attitude towards K-pop.

The influence of fanaticism cannot be ignored even though it is only 4.4% because this can create intolerance and conflict in every individual or group. This can reduce tolerance for individual opinions or beliefs and inhibit cooperation and mutual assistance between individuals or groups. When someone has an intolerant attitude, it will easily cause disputes between individuals or

groups; fanaticism can cause individuals to isolate themselves from groups that do not agree with them (Gulo et al., 2023; Gultom, 2021).

If left unchecked, fanaticism will make an individual into a conformist human being, namely a specific behaviour that is carried out under the conscious influence of another person or group. Fanaticism will also make someone a consumerist; they are willing to spend much money to buy things. -items related to his idol. Fanaticism also makes people not appreciate time because they watch or look for information about their idols (A. et al., 2020; HT Adri & Suwarjono, 2023). If left unchecked, it will have a fatal impact on students' attitudes and behaviour in the future.

### CONCLUSION

Based on the research that has been carried out as well as the results of the research analysis described in the previous chapter by researchers, it can be concluded that K-Pop fanaticism on the social behaviour of high-class students at SDN Nyangkowek 02 has a positive influence, with a significance value of 0.041 with an alpha value of (0, 05) with a correlation level in the low

range. The magnitude of the influence of K-pop fanaticism on social behaviour is measured with an R-square value of 0.044 or 4.4%, while other factors influence 95.6% or 0.956. This research shows a positive influence between variable X (K-Pop Fanaticism) and variable Y (Social Behavior), so the research hypothesis  $H_a$  is accepted, and  $H_o$  is rejected.

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