

FASHION K-POP IDOL AS A REPRESENTATION OF SOUTH KOREAN POP CULTURE

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Abstract: This research analyze Representation of South Korean Pop Culture in Fashion K-Pop Idol. One of the trends in K-Pop idol is a fashion outfit and fashion brand. The purpose of this study is to describe the meaning and describe representation in fashion K-Pop idol. The scope of this study is cultural study by using semiotics in Charles Sanders Pierce theory. The limitation of this research in the picture, fashion, outfit, accessories and brand of K-Pop idol, which describe representation of south korean pop culture in fashion K-Pop idol. The theory on semiotics analysis is based on Charles Sander Pierce : sign –object-interpretant, or is called the triangle theory of meaning. The method of this research use of method analyze a research design, data source, data collection method and data analysis method The result shows that Korean teenagers are considered to have their own uniqueness, which is different from the fashion styles that come from Western countries so that the uniqueness of Korean-style clothes is identical to the bright colors of clothes and can easily be combined with Asian body colors and skin., K-Pop idol fashion is indeed in great demand by many people, especially K-Popers, they even imitate all the styles that their idols wear from outfit to brands worn by their idol.

Keywords: *Representation, South Korea, Fashion, K-Pop Idol*

INTRODUCTION

Etymologically, culture which is contained in the treasures of Indonesian origin from Sanskrit that is buddhayah, which is plural form of buddhi (mind or intellect). In general, this can be interpreted as “things that are related with human mind and intellect”. According to Rafiek (In Tjahyadi et all, 2019) culture is something that must be discovered as something new that previously didn’t exist, something that must be transferred from generation to generation, and something that must be perpetuated in its originality or in a modified form. It can be understood that culture is something complex and is always related to humans.

Popular culture is considered a totality of ideas, perspectives, behavior, images and other phenomena chosen by informal consensus within the mainstream of a culture. As at this time, there is a cultural phenomenon that is the subject of public, namely the alay phenomenon. Phenomena alay has only been known and widely spread by the media community since 2008. When a junior high school child succeeded in making a trending topic on Twitter about the term alay’s child. Alay in question is lebay (behavior that is considered excessive) (www.artikelsiana.com). Pop culture formed through the production of popular meanings that are formed at the time of consumption. This meaning is an arena for disputes over political and cultural values. According to Hall (In Barker,

2000:51) said, pop culture is an arena of consensus and resistance in fighting for cultural meaning. A place where cultural hegemony is accepted or opposed.

Pop culture is always changing uniquely in various places and times. Pop culture creation can challenge dominant understandings of the world and become empowering for them. Today's popular culture is not always empowering and opposing. This means denying that pop culture is nothing more than a degraded culture, which it manages to inflict upon in order to reap benefits and secure ideology. The existence of this popular culture research, to inform the public that the fashion industry from South Korea greatly influences current culture among K-Pop idols. This popular culture is only temporary or can be said to be dependent, because over time people will accept other cultures provided by the media. All of that influenced by popular culture (Storey, 2010).

There is also the phenomenon of influencers on Instagram who like to upload their perfect life on Instagram (www.blogs.unpad.ac.id). Starting from showing off tourist activities, branded goods, to their daily activities and live streaming in Instagram. This is also done to make profits through the endorsement of any products. In the end, many feel out of date if don't update on Instagram. This phenomenon of popular culture is known as celebgram (celebrity Instagram) which is frequently updated on Instagram. An example of the phenomenon of celebrity influencer who is trending at this time is like reviewing a product from an online shop. Most of those on Instagram who become influencer are those who have many followers and are quite famous on Instagram. But pop culture is a commercially produced culture and there is not reason to think that it looks like pop culture will change in the future (Barker, 2000).

In recent years, the influx of popular culture from South Korea has been irresistible. Including in the fashion industry. Korean trends make fashion developments change drastically. In terms of fashion, many teenagers especially young women, now point to South Korean-style fashion. Introducing a fashion style through Korean dramas, the appearance of K-pop artists and through other public figures is an effective way to transmit the trend of fashion Korean style. Korean designers observe the development of the world market for fashion, so that they are able to make unique, stylish and fashionable clothing models with a beautiful play of colors. In the Jakarta Fashion Week 2018 event, the Korea Foundation for International Culture Exchange (KOFICE) and the GKL Foundation with a program they formed the Young Creator Indonesia Fashion Institute (YCIFI) participated and introduced the work of Indonesian designers who were oriented towards Korean trends.

Representation is a concept used in the social process of meaning through the available tagging system, such as dialogue, writing, video, film, photography. Representation is a concept that has several meanings. It is the social process of 'representing'. Representation refers to both the process and the product of the meaning of a sign. Representation Referst other construction of all forms of media (especially mass media) again stall aspects of reality or reality, such as society, objects, events, to cultural identity. This representation can be in the form of words or writing and can even be seen in the form of moving images (Cherry, 2011).

To examine this research, theory that use is semiotics from Charles Sanders Pierce as a study of sign and everything related to fashion. For analysis a sign in fashion South Korean Pop idol. And what is the meaning of fashion that is popular at the moment or

what is the fashion sign that K-Pop is wearing at the moment. In semiotics theory, the signs of social / community and cultural phenomena will examine this research as a discussion. Charles Sanders Peirce said semiotics as the study of signs and everything related to them, namely the way they function, their relationship with other signs, their transmission and acceptance by those who use them. Peirce called the perceivable part of the sign a representamen (literally "something that does there presenting") and the concept that in encodes the object (literally "some thing cast out side for observation") (Vera, 2018).

Semiotics is the study of sign and meaning (Fiske, 2007). These signs convey information so that it is communicative. Semiotics comes from the Greek word semeion, which means sign. There is a tendency that humans are always looking for meaning or trying to understand everything around the world are considered as signs. Semiotics, as described by Ferdinand de Saussure 4, is a science that studies the role of signs as part of social life. Semiotics is the study of the structure, type, typology, and sign relation in their use on society. Therefore, semiotics studies the relationship between these components and the user community.

METHOD

This research is qualitative - descriptive by using Stuart Hall's representation theory with cultural studies approach. This study is design to obtain the answers about analyze Representation of South Korean Pop Culture in Fashion K-Pop Idol. Qualitative research is loosely defined category of research designs or models, all of which elicit verbal, visual, tactile, olfactory and gustatory data in the form of descriptive narrative like field notes, recordings or other transcriptions from audio and videotapes and other written record and pictures and films (Tjahyadi, Andayani, & Wafa, 2020). Primary data is a main data in this research. The primary data of this research takes from the analyze fashion of K-Pop Idol. Primary of the data source here was comprised all movement, gesture, facial expression and lyrics with represented K-Pop Idol culture representation.

Secondary data source is obtainable from some source from literature research (library research) such as; articles, books and thesis, by studying and reviewing the literature related to the problem under study to support the assumption of a theoretical basis for the subject matter covered. Another source from internet, as the other source to complete this thesis. This research uses a collection method to get the data. This data of this study are movement, gesture, facial expression, costume and the lyrics quitted from the music video. They have been collected based on purpose of the study.


ANALYSIS AND FINDINGS

There are several picture that are analyzed in K-Pop idol fashion. Each picture bears many marks for identification with C.S Peirce's theory. Peirce is particularly concerned with the signs and objects it points to. If observe the signs and meanings that exist in K-Pop idol fashion, the objects that reveal something. The triadic or triadic sign model developed by Peirce is poured out simply through 3 points, namely, representaments (sign), objects and interpretants.

Every picture uses three steps to analyze. The first is uses representament (sign). Object meaning is the explicit meaning from the picture of the fashion. Interpretant meaning is a relation between signifier and signified. The sign in here is the BTS fashion in the music video with the object of BTS personnel, while Interpretant is a BTS fans.

1. Analysis the meaning of fashion K-pop Idol


Table 1. Analysis of Blazer Fashion

Sign	
<p>Picture 4.1 The Blazer Worn by Jimin Source : https://id.pinterest.com/pin/458241330839145539/</p>	
Object	Jimin wears a black shirt and pants with a blue blazer and uses a hat with belt accessories. Carrying a bag with vintage shoes. With style wolking and bowing his head.
Interpretant	Blazer are used at formal event, usually people who work in office and someone who want to look more elegant are people who wear blazer. Blazer are also used in winter. Balzer a simple and elegant fashion for everyday use.

Blazer is a jacket that is loose but follows the shape of the cut body. Blazer are actually made of materials flanel with medium or small stripes, and light colours. In 1920, blazer are loved by women and are worn with plisket skirts, t-shirts and ties. Clothes model this blazer is indeed suitable for use during formal meetings or cn also wear it in daily activities. The material used for the process of making this blazer is from cotton, polyester to chiffon materials with tuxedo, pleated and even sequins (www.Galerikonveksi51.com).

The difference between a suit and a blazer is is. The suit is long sleeved and worn over the shirt. The jacket also has buttons on the front consisting of a row of buttons or two rows of buttons. While the Blazer is a jacket model that is worn with casual clothes but looks neat because of its semi-formal nature. Blazers have semi-formal characteristics so they can be worn to formal or casual activities. Blazers are shaped like suits so people are confused about the difference, it's just that the blazer is more relaxe.

Table 2. Analysis of Turtleneck Fashion

Sign	 <p data-bbox="676 642 1145 674">Picture 4.2 The Turtleneck Worn by Jhope</p> <p data-bbox="588 674 1233 705">Source :https://id.pinterest.com/pin/565694403187807841/</p>
Object	<p data-bbox="497 725 1327 813">J-Hope wears a white turtleneck and pairs it with a mocca blazer with jeans and sneakers. With round glasses that complimented his fashion. A standing pose and putting both hands in blazer pocket and cute face expression.</p>
Interpretant	<p data-bbox="497 842 1327 981">Jhope wearing a white turtleneck with a mocca blazer and sticking his hand in his blazer pocket. Style like a cool idol. Turtleneck collar models are synonymous with cool weather, in addition to be warm, the turtleneck model can also make the appearance look stylish. And turtleneck is a very simple and stylish fashion.</p>

Turtleneck is one model collar fashion tops that are designed in the form of a tight cover and warms the entire neck of the wearer. Although it looks very simple , turtleneck clothing has always a mainstay fashion item that many women choose to combine with other clothes. Meanwhile ,turtleneck clothing made of thin, soft and light textures fabric such as lycra can be used as underwear from a blazer, coat or vest. In addition turtleneck clothing combined with a suit or body warm coat can also be used as a substitute for ties worn by men on various formal or casual occasions (www.fitinline.com). Turtleneck are also popular among K-Pop idol and the people of south korea.

Table 3. Analysis of Sweater Oversize

Sign	 <p data-bbox="742 1825 1174 1856">Picture 4. The Sweater Worn by Jungkook</p> <p data-bbox="715 1856 1201 1888">Source :https://instagram.com/jongkook_bts_</p>
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Object	Jungkook only wears an iconic turtleneck t-shirt with outer oversized shirt and black tights or jeans. With a standing pose and put one hand in pants pocket and head held high.
Interpretant	Jungkook is a BTS member who is wearing an oversized sweater with his style that tells oversize is an elegant fashion. Sweater are use in winter and usually people who wear sweter are people who wnt to look simple and elegant.

Oversize is one of the most popular outfit, the models are comfortable and easy to mix and match are some of the reason they often wear oversize . oversize clothes come in various pieces of clothing , such as shirts, T-shirts and sweaters (www.lifestyle.okezon.com). Many celebrities like oversize outfit because they are comfortable to wear. Not only K-Pop idol, many Asian artists also like wear oversize outfit. Clothes look more fashionable on bodies when are comfortable to wear. Likewise with oversize clothes, because the size is definitely too big for comfortable using it because it will not be to tight on the body (www.fimale.com).

The difference between cardigans, sweaters, and vests is that cardigans are a fashion item that every woman who cares about appearance must have. Cardigan can be worn in formal or informal occasions, worn to the office or just a walk in the park. Cardigan is a type of knitwear or sweater that is open at the front. There may be buttons, or may no.

2. Representation of South Korean Pop Culture in Fashion K-Pop Idol

K-pop idols, or Korean pop idols, are popular K-pop celebrities who have been training hard for years after going through various stages of auditions held by South Korean talent agencies such as SM Entertainment, YG Entertainment, and JYP Entertainment. According to The Vancouver Observer, the stereotype of a K-pop idol is “very young, handsome, and capable of carrying a melodramatic tone.

In 1995, South Korean record producer Lee Soo-man, who was educated in the U.S. and was exposed to the trends in American music, founded the entertainment company SM Entertainment. Former Seo Taiji & Boys’ member Yang Hyun-suk formed YG Entertainment in 1996, and Park Jin-young established JYP Entertainment in 1997. The idols & trainees who menstruate deal with it like everybody else. Pads or tampons, painkillers, and sometimes you’ll see an idol wearing one of these . They get this really complicated surgery that makes their periods just stop, and their cramps stop. Trainees/Idols live a great life without those problems.

Popular fashions are close to impossible to trace. High fashion is the style of a small group of men and women with a certain taste and authority in the fashion world. People of wealth and position, buyers for major department stores, editors and writers for fashion magazines are all part of Haute Couture (“High Fashion” in French). Some of these expensive and often artistic fashions may triumph and become the fashion for the larger majority. Most stay on the runway.

This new identity of Korean women is now prominent in Korean society and is embodied by K-pop celebrities. In this paper, examine contemporary K-pop's influence on the body image and beauty ideals of young South Korean women by analyzing the representation of female K-pop celebrities in South Korean mass-media. Using the following four concepts to frame my analyses: the redundancy of female K-pop idol representations, traditional and contemporary gender roles of Korean women, propaganda in the Korean cosmetic surgery industry, and Korean women's conformity to domestic beauty ideals.

Fashion is an everyday style of dress for Korean men. Therefore, it is natural for Korean men to wear famous brands in their daily life. Second, fashion is a trend that Korean men should follow. The current trend that is emerging is the paired look worn. Finally, fashion is prestige for Korean men. Having the characteristics of a man who always wants to be seen as having high prestige, requires Korean men to understand fashion so that they can be more appreciated by their interlocutors. The simplest thing they do is of course by wearing a fashion style that is out of date and appropriate. Therefore, fashion is a cultural element that has an important meaning for Korean men.

CONCLUSION

Based on the analysis, representation messages in fashion K-Pop idol is the outfit at present society who imitates their idol, especially K-Pop idol. The meaning of Korean fashion is often heralded as some of the best in the world. Seoul quickly become one of the fashion capitals in the world and definitely of Asia. Korea's traditional clothing, hanbok has maintained its basic traditional features throughout Korea's 5,000-year history. Various ways based on the lifestyle, social conditions and aesthetic taste of the times. This is only compounded by the skyrocketing popularity of Korean media such as K-dramas and K-pop.

There are several types of fashion contained in this study. First, the fashion on the popular K-Pop idol outfit are blazer, sweater, turtleneck, pastel colour. Second, accessories are used to complete the outfit. These accessories can be in the form of earring, hat and glasses based on the outfit worn and matched with the accessories. Third, fashion brands are often used by K-Pop idol, based on outfits and certain group of people with high-end brands.

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