

Pengaruh Hegemoni Budaya *Korean Wave (Hallyu)* terhadap Rasa Cinta Tanah Air Remaja di Bandung

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ABSTRAK

Saat ini arus globalisasi sedang gencar-gencarnya menerjang dunia tak luput Negara Indonesia. Perkembangan globalisasi yang begitu pesat melahirkan sebuah budaya tren yakni budaya populer. Budaya populer yang tengah diminati oleh masyarakat khususnya remaja adalah budaya pop Korea yang disebut *Korean wave (hallyu)*. Tampilan visual yang menarik, inovatif dan elegan menjadi daya tarik ampuh menghipnotis para remaja seakan-akan mereka terhegemoni dan ingin terus mengonsumsi *hallyu*. Gencarnya hegemoni budaya membuat kekhawatiran pada ketahanan cinta tanah air para remaja terhadap budayanya. Hegemoni budaya dapat merubah moral-intelektual remaja dan apabila itu terjadi terus-menerus tanpa didampingi komitmen dan tanggung jawab diri maka rasa cinta tanah air remaja akan mudah terkikis. Penelitian ini bertujuan untuk (1) mengetahui gambaran hegemoni budaya *Korean wave* pada remaja, (2) mengetahui besarnya rasa cinta tanah air mereka dan (3) mengetahui besarnya pengaruh hegemoni budaya *hallyu* terhadap rasa cinta tanah air remaja. Data dikumpulkan menggunakan metode deskriptif dengan pendekatan kuantitatif melalui penyebaran angket tertutup. Responden ialah para penggemar *hallyu* yang mayoritas berusia remaja di Bandung. Hasil penelitian menunjukkan bahwa (1) Teknologi informasi khususnya media sosial *online* dan kaum intelektual berperan andil tinggi dalam tersebarnya hegemoni budaya *hallyu*, (2) Rasa kecintaan remaja Bandung terhadap tanah airnya cukup tinggi berkat komitmen dan kepercayaan diri mereka, dan (3) Menurut hasil uji pengaruh menunjukkan bahwa kecil pengaruh hegemoni budaya *Korean wave (hallyu)* terhadap rasa cinta tanah air remaja di Bandung. Dapat disimpulkan bahwa para remaja Bandung masih memiliki kepekaan dan peduli terhadap budayanya sendiri dibuktikan dengan masih kuatnya rasa cinta tanah air mereka meskipun *hallyu* sangat gencar menghegemoni mereka.

Kata kunci: Cinta Tanah Air; Hegemoni Budaya; *Korean Wave (Hallyu)*.

The Influence of the Cultural Hegemony Korean Wave (*Hallyu*) Against The Adolescents Patriotism in Bandung

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ABSTRACT

At this time, globalization was keen to strike world as well as Indonesia. The development of rapid globalization begets a culture trends i.e., popular culture. Popular culture who are interested by the society particularly teenagers are Korean pop culture called the Korean wave or *hallyu*. The visual appearance of an interesting, innovative and elegant became a powerful attraction to hypnotize the teenagers as if they being hegemony and wish to continue consuming *hallyu*. The incessant cultural hegemony makes the concern on the durability of patriotism against the origin culture. Cultural hegemony can change moral-intellectual teens and when it occurs continually without accompanied by commitment and responsibility for yourself then the sense of patriotism for motherland will be easily eroded. This research aims to (1) find out the description of the cultural hegemony of the Korean wave against teenagers (2) knowing the magnitude of patriotism teens and (3) knowing the magnitude influence of the cultural hegemony of *hallyu* against patriotism teens. The data collected using descriptive methods and quantitative approach through spreading closed questionnaire. The respondents are *hallyu* fans aged teens in Bandung. The results showed that (1) The role of information technology in particular online social media and intellectuals played the high participation in spreading cultural hegemony of *hallyu*, (2) The patriotism of juvenile Bandung against their motherland is high due to the commitment and their confidence, and (3) According to the results of the test showed that small influences of cultural hegemony of Korean wave (*hallyu*) against a patriotism of adolescents in Bandung. It can be concluded that the teens in Bandung still have sensitivity and care with their own culture, that evidenced by the vigorous patriotism of their motherland despite *hallyu* very forceful updating the hegemony.

Keywords: Cultural Hegemony; Korean Wave (Hallyu); Patriotism.