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The Contribution of Social Identity to Conformity in Korean Pop Fans

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Abstract - Riots in a certain group have become widespread today, and the activities of many irresponsible people acting on behalf of various groups have resulted in an unfavorable perception of that group among the general public. This is true for K-Pop fans, who regularly experience negative stigma as a result of irresponsible behavior. As a result, many K-Pop fans attempt to define themselves and their groups as social groups that are not like what the majority of people imagine, both stigmatizing and seeing them in a negative way. The goal of this research is to explore how social identity influences compliance among K-Pop enthusiasts. This study employed a quantitative research strategy, collecting data through questionnaires with two measuring instruments: the social identification scale and the conformity scale. The population under investigation includes individuals and social groupings, with a particular focus on K-Pop fans residing in DKI Jakarta. The samples used in this study comprised both individual K-Pop fans and non-fans; there were 82 respondents in total: 40 non-fans and 42 K-Pop aficionados. The research being conducted seeks to discover whether, as direct K-Pop enthusiasts believe, social identity plays a role in conforming to the fandom, as well as the perspectives and thoughts of non-K-Pop fans. A simple regression analysis was used for this study's data analysis. The results of the study show that social identity influences compliance by 56.3%.

Keywords: K-Pop fans; social identity; conformity; self concept; stereotype.

Introduction

Nowadays, music has become a part of people's lives. Whether in developed or developing countries, music has become a part of modern life, including in Indonesia. It functions as a "world language" that is able to bridge and unite individuals in various places, especially for the youth and elderly. The progression of music has led to the emergence of contemporary music genres from time to time due to the unique characteristics of songs that are different from all music genres. Hence, some of the popular music genres are pop, rock, jazz, R&B, hip-hop, rap, and soul (Qurays, 2014).

K-Pop is certainly one of the few pop songs that really exists today and is influencing the world. Back in 2011, K-Pop started to emerge in several Asian countries, even Europe, including Indonesia. It was originally in 2002 that Korean dramas were launched in Indonesia by the commercial TV channel 'Endless Love'. Endless Love itself is the main heading of the four Korean dramas (tetralogies), which all began with the season names Autumn in My Heart, Winter Sonata, Summer Scent, and Spring Waltzes. After that, no less than 50 Korean dramas dominated the Indonesian entertainment industry (Sinsomboonthong, 2020).

Increasingly, everything related to "Korea" is gaining popularity in Indonesia, including music. There are also some Korean actors and actresses who sang; usually, Korean dramas have original music. In fact, the actors and actresses themselves sing. The dynamism of Korean music present in its works is an attraction in itself, which makes Korean music a huge draw. In addition, the integration of drama and music in the background of the drama makes the audience more immersed in the drama (Pertiwi et al., 2013). Due to the development of time and the increased acceptance of Korean culture in Indonesia, K-Pop has become one of the most popular cultures, where Korean music groups, or boy bands and girl bands, have become new idols for teenagers in Indonesia. It is already very common and found in Indonesian society, essentially boy bands and girl bands made from South Korea have become one of the trendsetters for their fans both in terms of musical appearance and others for their fans in Indonesia. Even in this country, there are many boy bands and girl bands that follow or are inspired by K-Pop itself, for example, but certainly the culture from South Korea is increasingly felt in Indonesia, one of which is the holding of many music concerts made by girl bands or boy bands from South Korea in Indonesia.

Currently, Indonesia has experienced a rampant K-Pop explosion with the appearance and charisma of Korean artists, who certainly make their fans hysterical. The Korean boy bands and girl bands tend to have a relatively large number of members, so fans have more variety in choosing their idols because each boy band and girl band has a unique dance element combined with clothing. Internationally, the steady rise and popularity of South Korean culture have brought about many changes in the lives of people around the world, including in Indonesia. The rise of South Korean culture, often referred to as hal, cannot be separated from the development and entry of music from South Korea itself, commonly referred to as Korean pop or K-Pop. K-Pop itself is one of the most popular or very famous types, originating from South Korea.

There are many positive and negative impacts of the presence or entry of K-Pop culture on the development of the personalities of its fans around the world, including those in Indonesia, where not a few of them are still underage or teenagers. The small example of the negative impact that can be seen or felt by K-Pop fans has been mentioned earlier. It occurred because of adolescents' tendency to have emotional tension, a period that can also be described as a period of storms and typhoons or a period of heightened emotions, in which the adolescents' emotions are indeterminate, unstable, and can explode any time. It also impacts the social lives of teenage K-Pop fans, one of whom is an adolescent who easily gets angry and tends to like or prefer to be alone.

Korean Wave fans are in the fan club community. Some of the fans give full support to their idols, while the others faithfully follow their idols through good and bad times because of the harmony shown by the group. Despite having different fan clubs, teenage K-Pop fans support each other, adapting those who like K-Pop or are around to be interested in the world of K-Pop itself. If a music market is mostly for teenagers and adults, then they are more likely to listen to it with their peers because the demands or pressure from peers can be positive or negative (Harefa, 2022). Therefore, teenagers have their own preferences for idols. Since popular K-Pop produces many loyal fans, each boy band and girl band has their own fan club characterized according to what they like (Marsinondang & Dewi, 2022). Nevertheless, of the many boy bands and girl bands from South Korea, the background of a K-Pop idol group plays an important and major role in shaping one's identity, both positive and negative. Indeed, the only way to maintain or build a positive identity among K-Pop fans is to show the opposite or positive side of the presence of South Korean culture in Indonesia.

One of the ways for South Korean culture or K-Pop fans to show their identity as a positive K-Pop fan is showing their abilities, for instance, by participating in cover dance activities that perform the songs of K-Pop boy bands or girl bands. Anyone can also participate in a variety of activities or a series of events related to K-Pop activities, such as volunteering at concerts of South Korean boy bands or girl bands. The other way is showing their potential by joining an apprenticeship in a South Korean company and becoming a member of a South Korean boy band or girl band fan community. Today's teenagers are highly susceptible to conformist behavior. Conformity is present when a person imitates the attitudes or behaviors of others (imitation) due to real or imagined pressures or demands. Conformity can originate from pressures or demands influenced by social influences, so it can be said that conformism is very sensitive among adolescents aged 12–19 years, from early adolescence to middle adolescence (Cahyani & Purnamasari, 2019).

Right now adolescents are exposed to many new roles in the world. Teenagers learn many new things or roles from various social environments, for instance, the family community of their peers, including the models idolized by teenagers in various media today, Adolescents explore many things and new roles in society; if they are absorbed healthily and can be carried out properly, then the roles in their lives or social identity will be formed positively. One of the many sources that can influence the shaping of a teenager's self-identity is a role model or idol, that is a person who is highly idolized or admired by teenagers. Generally, idols or figures are those who come from celebrity circles, such as singers, sports movie stars, and so on. The effect of conformity can result in changes in appearance, language style, and even the principle values held over the years. However, according to Baron and Byrne, the factors that influence conformity are the influence of people who are liked and the influence of group size and social pressure (Choi & Maliangkay, 2014). Commonality, or compatibility, occurs in the same interests, values, and norms shared by group members and in ongoing interactions within a particular group.

In this respect, John Turner (1970) also emphasized that, in terms of use in the process of social comparison between groups, it is based on the need for a positive identity in the group. A relationship between social identity is seen in group comparisons, and it can also be said that social comparisons trigger group processes that can be analyzed as social competition. Social competence can be different from realistic competence, a conflict which according to the group is important to resolve. Furthermore, there are problem objects that affect the social identity of K-Pop fans due to the rise of concert ticket scams, fake album scams, and others.

Hence, it can be concluded that the root of K-Pop fans'problem today is the increasingly bad name of K-Pop fans, who give rise to K-Pop concerts in Indonesia, and proven fraud such as concert tickets, K-Pop albums, and fake merchandise. In view of this, it is no wonder that the social identity of K-Pop fans is tarnished and represents a community that has negative elements. The negative impact can also be felt by people around K-Pop fans who are still teenagers. Negative stereotypes can easily stick with fans as most or existing K-Pop fans who are still teenagers or minors always show excessive, crazy, hysterical and over-obsessive behaviors, have addictive properties, and are excessively consumptive.

The negative impact can be felt not only by fans and people around them, but also by idols or role models. For instance, idols can suffer injuries, minor injuries, or even serious injuries caused by the excessive enthusiasm of K-Popers. The other examples of K-Pop fans'excessive consumptive behaviors include   consciously buying many K-Pop albums', watching their idols in concerts, watching or downloading videos of their idols, watching music videos on various media platforms, and listening to songs on various media platforms. vengerling on social media, blogwalking, and buying merchandise that cannot be said All of these things are a form of fondness or love of these K-Pop fans for their idols and make it their self-identity to non-K-Popers that they are true K-Popers. Moreover, behind all the behaviors of these K-Pop fans, many people capitalize on this situation to commit crimes, for example, fraud. There are times when fraudsters on behalf of K-Pop fans get a profit of around 10 million rupiah (Yulianti, 2022).

The researcher's purpose of raising this phenomenon as an object of this study is to explain the relationship between social identity theory and the conformity of K-Pop fans, who are the talk of the public through their contamination of irresponsible people who make K-Pop fans a community that has a negative impact. In connection with the phenomenon, K-Pop fans experience an individual process to conform to the norms of the Korean Wave itself, such as supporting each other and different boy bands or girl bands of K-Pop fans, not spreading hate speech, and others.

Theoretical Framework

The American media analyst Henry Jenkins has observed that fan-induced events or phenomena are evolving from "book activities to art." Henry Jenkins characterizes fans as individuals who seek meaning in a cultural product, meaning a free activity that engages their intellect and emotions. Henry Jenkins thereby rejects the notion that meaning is driven by creative industries or producers. People aspire to make meaning out of culture to create their own identities, and fans are a group of individuals who are drawn to cultural products to fully engage and then integrate them into their daily lives (Rengganis, 2017). It is inevitable, too, that it can demonstrate how much social identity contributes to the comfort of the fans.

Conformity leads to the loss of one's views or aspirations. Since the decisions taken are group decisions, each group member, consciously or unconsciously, becomes part of the group's decisions. Connected to this point, conformity or adaptation in the same way helps prevent prejudice and creates a self-concept of social identity based on group relationships and personal identity based on unique individual characteristics (Song & Velding, 2020). Accordingly, the event of conformity in a group can be linked to social identity theory. In the 1970s, Henri Tajfel and John Turner, a social psychologist and the originator of this theory, stated that social identity is a condition in which social identity becomes more important than a person's individual identity, and this theory specifies the ways in which social identity can influence group behavior (Rachman et al., 2020). It can therefore be emphasized that social identity theory is a theory that analyzes behavior between certain groups based on differences in social status, group legitimacy, perceived stability that arise from differences in social status, and the perceived ability to stay away. It predicts the behavior of one group over another.

Pertinent to this, there was a study analyzed by Reicher & Levine stating that identity manipulation can affect the relative importance of personal and social identities because a default choice for behavioral control is possible. The study contributes to further arguments for including proper identity manipulation, which involves not only a sense of social identity but also strategic communication of social identity (Reicher et al., 2020).

Social identity theory is described as a theory that predicts behavior between certain groups based on differences in group status, perceived legitimacy and stability due to status differences, and the perceived ability to move from one group to another. This is in contrast to the term social identity theory, which is used to explain social human (collective) identity. Although some researchers have used it for this purpose, social identity theory was never intended to generalize social categorization. Awareness of the limited scope of social identity theory prompted John Turner and his colleagues to develop a similar theory of self-categorization that built on the insights of social identity theory to produce a more general notion of this process of self and group formation. The term'social identity approach' or'social identity perspective' is suggested to describe the joint contribution of social identity theory and self-categorization theory.

Material and Methodology

This research uses quantitative methods and data collection techniques using a questionnaire consisting of two measuring instruments, namely social identity scale and conformity scale. Population in this study was 82 K-Pop fans in the Special Capital Region of Jakarta. Population censuses in 2022 provide actual data showing that people who recognize themselves and their communities as K-Popers are able to provide positive and negative aspects for the wider communit,y. so this is used as data of this research to review the problems that happen to K-Popers and how social identity contributes to conformity in K-Pop fans. The sample of this study consisted of individual K-Pop fans and individual non-K-Pop fans. In total, there are 82 respondents comprising 42 K-Popers and 40 non-K-Popers.

Population samples in this study are only adjusted to those who are fond of the world of K-Pop and know everything about the South Korean entertainment industry based on questionnaires (Google Forms) that have been distributed in the DKI Jakarta area. Data analysis techniques used in this study are simple regression analysis and data analysis using the SPSS for Windows program. The classification of K-Pop and non-K-Pop fans aligns with the purpose and objective of this study to analyze whether there is a contribution of social identity to conformity in K-Popers believed by K-Popers directly and input and opinions from non-K-Popers. Sampling techniques in this study used random sampling techniques, meaning that the data had the same opportunity in sampling.

Result and Discussion

Simple Linear Regression Analysis

Regression analysis results in a functional or causal relationship between one independent variable and one dependent variable. The linear regression analysis aims to see how much one dependent variable can affect one independent variable. The data processing in this study used a simple linear analysis model. The independent variable in the study is social identity contribution (X), and the dependent variable in the study is conformity (Y).

Description :

Y   = Conformity

X   = Social Identity Contribution
a   = Constant
b   = Regression Coefficient
e   = Error Term

The simple linear regression analysis test was conducted with the help of SPSS software, while the calculations for simple linear regression analysis are as follows:

Table 1. Result of Simple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	10,453	5,477		1,909	,063
Social Identity Contribution (X)	,563	,129	,542	4,371	,000

a. Dependent Variable: Conformity (Y)
Source: SPSS for Windows

Based on the calculations for the simple linear regression analysis in the above chart that explains the contribution of social identity (X) to conformity, regression equations can be formed as follows:

$$Y = 10{,}453 + 0{,}563X$$

Description :
Y   = Conformity
X   = Social Identity Contribution

According to the regression equation above, the following interpretations can be made for the research variables: (1) The constant value of 10.4 means that if the social identity contribution variable (X) has a value of 0 or is constant (no increase), then conformity (Y) will increase by 10.453; (2) The coefficient value of the contribution of social identity (X) of 0.563, which is positive, indicates that for every 1 point increase in the contribution of social identity (X), conformity (Y) will increase by 0.563. With these results, it can be interpreted that the contribution of social identity (X) contributes 0.563 to conformity (Y).

Table 2. Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	10,453	5,477		1,909	,063
Social Identity Contribution (X)	,563	,129	,542	4,371	,000

a. Dependent Variable: Conformity (Y)
Source: SPSS for Windows

The contribution of social identity includes many characteristics that can be represented, including gender, interpersonal relationships, self-concept, and others. Through their social identity, individuals associate themselves with social groups and roles that influence their behavior and actions. The social identity, according to Dr. Martin and Hewstone, is an individual who prefers to conform to the behavior of group members correctly if he wants to be liked by group members. In a psychological sense, loyalty and obedience to the group, feelings of fate, and compatibility are called conformity. Conformity arises because of the similarity of interests, values, and norms adopted by group members, as well as continuous interaction in a particular group (Putri et al., 2021). Conformity has the effect of losing the opinions or aspirations of each individual. Considering that the decisions implemented are group decisions, every group member is consciously or unconsciously dragged into group decisions.

Statistically, the primary result of this study shows how much constant social contribution (X) has on K-Pop fans. The hypothesis stating the contribution of social identity to conformity in K-Pop fans has been proven to be true. The value of t = 4.371. is the Sig value. The Sig. value obtained is 0.063. It emphasizes that the social identity variable affects conformity by 6.3%. Therefore, it can be seen that conformity is prone to occur in the wider community due to the onslaught of the Korean Wave, which makes many people who initially did not recognize or disliked K-Pop eventually become K-Pop fans. The K-Pop fandom in Indonesia is able to generate many events that have direct involvement with the fandom. It can be referred to as the social identity of K-Pop fans who are influenced by group membership and affiliation (Laffan, 2020). The identity of an individual consists of the individual himself and the social environment that can lead to self-categorization in the group. Hence, it can be seen that the results of self-categorization can be used as a justification that produces positive psychosocial outcomes that are able to give a positive impression and fluctuate self-esteem and self-improvement as a form of self-categorization in K-Pop fan members.

K-Pop fans (fandom) actively participate in activities related to their idols in order to provide positive fan support for their idols because fans are not only said to be connoisseurs of music from their idols, but they can also encourage positive forces in themselves for good purposes (Jenol & Pazil, 2020). Accordingly, it relates to the research conducted to state that doing knowledge (fangirling or fanboying) can increase individual happiness and functioning with a review of social identity theory (social identity contribution) and conformity that occurs in K-Pop fans.

In the theory of social identity, the term social identification is also known. The stronger a person feels identification with his group, the stronger his emotional bond with his identity as a group member. Behavior is shaped in line with his view of how group members should act. For instance, the more a person identifies himself as a "fan of band X" or a "fan of idol Y," the more he will behave like a typical fan of band X. If a fan of band X is known to be dedicated and protective of his idol, then he will behave that way. Besides, social identification also makes us depend on our membership in the group for our self-confidence. If someone is perceived as insulting their group, for example, then they will dress up as if they are the one being insulted.

K-Pop fans are motivated to fulfill the needs of self-stimulation, self-esteem, entertainment, escape, aesthetics, and group affiliation (Azzahra & Ariana, 2021). K-Pop fans' knowledge allows them to manage their personal and social identities in a better direction, improving their individual selves. Scherer, Walbott, & Summerfield (1986) suggest that pleasure and happiness are common causes of social relationships with individual environments. One of the factors of fandom is social identity with the individual's environment. The K-Pop fans who claim to be fans of a K-Pop idol or band are able to categorize themselves and their environment as part of the group. As a result of self-categorization in a particular group, fans will experience moral attraction or intragroup attraction.

Moreover, there are also three phases in the process of shaping K-Pop fans'self-identity: personal layer, enactment layer, and relational layer. Personal layer is the phase where K-Pop fans are in a social situation where fans of South Korean culture or K-Pop are in an environment that has something in common, namely they both like South Korean culture or K-Pop culture. Enactment layer is the phase where people around K-Pop fans begin to realize and recognize themselves as K-Pop fans based on things that K-Pop fans do regularly. Rational layer is the phase where fans of K-Pop or South Korean culture have found their identity as fans of South Korean culture. However, there is one more phase where K-Pop or South Korean culture fans are already bound to an association, organization, or even a larger culture than before, which is called communal phase.

Social identity still becomes a very sensitive thing where some of them struggle to maintain or even build a good and positive social identity, even though, along with the stigma or stereotypes of ordinary people, they underestimate that K-Pop fans are a community group that has a negative impact on others.

Conclusions

Based on the results of the above research, it can be concluded that the hypothesis proposed in this study is accepted, that is there is a significant contribution between social identity and conformity among K-Pop fans. This research uses a simple regression analysis based on testing the social identity and conformity scales. Subsequently, the Unstandardized Coefficients result is 0.563; if added up, it

will be 56.3%, which means that the higher the social identity, the lower the conformity. On the other hand, the higher the conformity, the lower the social identity.

In these cases, there are suggestions that researchers can offer to K-Pop fans to ensure that the groups they join truly align with group identity (social identity) rather than just wanting to be accepted by the group. The rising problems that occur in the capital, such as concert ticket fraud, conflicting fake merchandise, and hoaxes that have bad consequences on both K-Pop idols and fans, can be resolved if a K-Pop fan always convinces himself and does not merely want to be accepted by his group that he is a K-Poper, and also if an irresponsible person must realize that the act he has committed is bad and harms others and must promise not to repeat it so as not to tarnish the meaning of social identity in a large K-Pop fan group. Therefore, it can be said that a high liking for people who like something will make fans feel the difference, change positively, and become part of the ingroup. Based on social identity theory, an individual's psychological bond with other individuals who share the same interests as other fans will focus on how being part of the fan group affects their feelings.

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