

## ABSTRACT

Aslamiyah, Misbah (2013). *Student Self Identity Korean Pop Culture enthusiasts in Malang*. Thesis. Faculty of Psychology. State Islamic University Maulana Malik Ibrahim Malang. Advisor: Zainal Habib, M.Hum

**Keyword:** *Self Identity, Life Style, Korea Pop Culture*

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The presence of globalization are followed by progress in technology has led many the most significant change all over the world especially in developing countries such as in indonesia. Popular culture has become a thing exists everywhere. Pop culture now is not only being dominance of western culture, but asia precisely in korea also start to become exporter of pop culture. Korea proved to have been able to influence the world market with a variety of pop culture has to offer, and it's impact on the lifestyle and identity-leading to Korea's. If you notice, Korean pop culture has penetrated the cities in Indonesia. He managed to influence the lifestyle surrounding communities that he visited, not least in Malang. Korean pop culture is able to influence adolescents in Malang are further categorized in this study to students who materialized in the fashion, hairstyles, appetite, recreation, communication tools being used, as well as ownership of the items.

Looking at the phenomenon that occurs above, this study aims to determine the impact of the Korean pop culture to lifestyle and identity as well as the psychological dynamics of Korean pop culture enthusiasts of students. This research uses qualitative research methods with the phenomenology of approach with the students as the main subject. Informants amounted to 11 people who were chosen by purposive sampling technique. Research Data obtained through interviews, observation and data processing of documentation for more in-depth. The data analysis was carried out, using interactive data analysis techniques.

Based on the results of the study, pointed out that the impact of pop culture in Korea against the hapless student limited to enjoy and not so affect his lifestyle. As for the shape of its lifestyles adopted from all subject matter only in terms of taste choose entertainment, leisure activities by watching Korea impressions, and the language is a bit mimics Korea. As for the change of identity of these three subjects each mememiliki different levels of identity changes. Subject 1 (Nana) no meaningful change to the identity due to the surrounding environment which is still strong with formerly culture. Subject 2 (ceri) suffered because it is located between two's dilemma different environments which make it must adjust its identity with these two environments. Subject 3 (Nina) experienced a change of identity when gathered together members of fansclub seen from the change in lifestyle that mimic Korea Korea thrill when getting together. As for the psychological dynamics of each of the subjects seen from the change in lifestyle and patterns of identity different grades of each subject.