

ABSTRACT

Korean culture has been an influence on the world of Indonesian music, so many emerging boygroup and girl groups in Indonesia. In every country there must be a community composed of individuals who have interest in Korean culture, such as Bandung HANSAMO which became one of the community who love Korea. In a definite community of the interdependence between the other members so that there is conformity behavior. Conformity is one kind of influence on the behavior of the communication group, which conformity can happen anywhere. The purpose of this study was to determine the behavior of members HANSAMO conformity Bandung. This study uses qualitative research method with a descriptive case study approach. Where is that to be the case this is a community HANSAMO Bandung. The data obtained through observation, interviews and documentation. Results from this study is that the community HANSAMO Bandung has three categories in conformity behavior is regulation, how to look, and environmental influences. The conclusion of this study are members HANSAMO Bandung accidentally have received conformity within the group, where such conformity occurs without awareness of each individual to make a variety of environmental influences spread among its members.

Keywords: Korean wave, conformity, community