

# CHAPTER I

## INTRODUCTION

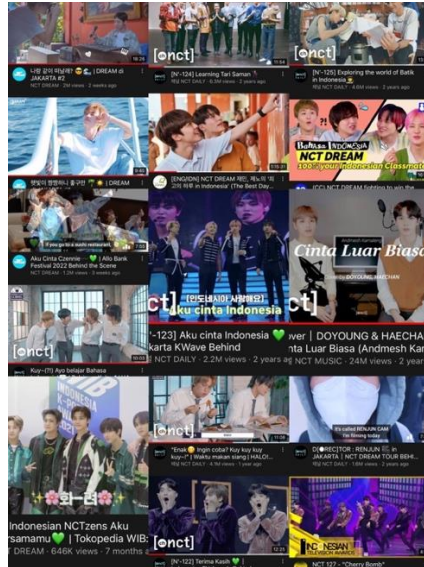
### 1.1 Research Background

In 2019, Covid-19 hit the world, and all humans were not allowed to interact directly because contracting and spreading the virus was extremely dangerous. As a result, implementing Work from Home (WFH) and maintaining distance are the most effective ways to combat the spread of this pandemic. This WFH regulation forces humans to interact or carry out their activities remotely, where WFH is also made possible by the increasingly sophisticated Internet. On the other hand, the Kpop (Korean Pop) industry is capitalizing on this internet dependence to expand its presence in Indonesia. Hal Ini ditandai dengan hadirnya secara resmi Kantor perwakilan SM Entertainment di Jakarta. The official presence of the SM Entertainment representative office in Jakarta signified this. SM Entertainment is a well-known Kpop agency, Lee Sooman as the agency's founder, founded SM Entertainment in 1995 in Seoul, South Korea. The SM Entertainment agency's concept is heavily influenced by technology and culture, with SM Entertainment effectively establishing itself in the United States, Europe, and Asia under the slogan "Culture first, Economy second," where SM Entertainment focuses more on the realm of cultural interests to lead the way. - Korea's economy is improving, and their contribution to SM Entertainment's own economy is growing (SMTown.com).

Only SM Entertainment can open a representative office in Indonesia, despite the fact that there are many enthusiastic Kpop fans in Indonesia. SM Entertainment chose to build a representative office located at Mall FX Sudirman, Jakarta, Indonesia, which opened on February 4, 2019. "This office is the Indonesian representative." More to come from the representative office. So, if a corporation or a television station wants to use our star, they can do so here. "So we prepared," Rubina told Kompas.com. SM Entertainment has also formed a partnership with TransCorp, and TransCorp frequently invites SM Entertainment artists to their events. (source: kompas.com)

The establishment of a representative office in Jakarta by SM Entertainment has become a phenomenon in and of itself, as well as a significant step forward for the Kpop industry. Furthermore, in 2019, SM Entertainment introduced NCT to the Indonesian market by presenting content about Indonesia. NCT as quoted by Ag Crystal Bell, MTV (2018) The Korean Boy Group is made up of 23 members that belong to SM Entertainment. NCT's unique system consists of several units, including the NCT U, NCT 127, NCT Dream and WayV. NCT is an abbreviation for "Neo Culture Technology." whose members hail from various countries and nations, including Korea, Japan, China, the United States and Thailand. Thus, it can be said that NCT is a multicultural group consisting of people from all over the world. Lee Sooman, as the founder of SM Entertainment, devised a strategy namely "Culture Technology" which essentially is a strategy to introduce Kpop music to the world. By considering NCT's constant growth schedule of international performers, they are employed as the modern extension of that plan. Furthermore, NCT is well-known for its global impact on music, business, and culture. Then, NCT confirmed its intention to enter the Indonesian market by developing Indonesian language learning content. This is, of course, welcomed by fans in Indonesia, also known as (NCTzens).

As time passes, the NCT boy group in Indonesia continues to gain fans in terms of music, merchandise, and even those who simply enjoy their content. NCT has become very popular in Indonesia because they frequently visit for concerts or are simply invited by Indonesian television shows, which elicits a lot of enthusiasm from NCTzens in Indonesia. NCT, aware of the enthusiasm and loyalty of NCTzens in Indonesia, frequently creates official content with Indonesian elements, as shown below:



Picture 1.1

### NCT's Content with Bahasa Indonesia

The above is an actual example of NCT using the Indonesian language to attract the attention of Indonesian NCTzens. All of this Indonesian-language NCT content, which includes Learning Indonesian, Learning Indonesian Culture, and Communicating with Indonesian, brings NCT up to date in terms of intercultural communication. This NCT move is, of course, an excellent way to enter the Indonesian market and maintain the loyalty of Fans (NCTzens) in Indonesia. However, this phenomenon of intercultural communication has both positive and negative consequences. Various consequences may occur for NCT who take special measures to expand their fanbase in the Indonesian market.

Because of NCT's large presence in Indonesia, they have become Brand Ambassadors for several Indonesian products, including BliBli, Click, and NuTea (NCT 127), Lemonilo, and Somethinc (NCT DREAM). As a result, this research will reveal how NCT applies intercultural communication to their Indonesian market and how the role of the Indonesian language used by NCT can strengthen loyalty and expand its fanbase.



**Picture 1.2**

### **NCT as Indonesian Brand’s Brand Ambassadors**

Based on the issues raised above, it is possible to conclude that, given the large amount of NCT content in Indonesia, there is a role for Intercultural Communication between NCT and NCTzens in Indonesia. According to Samovar and Porter (2004;139-141), the function of language in the function of culture is to serve two interests. Language serves as a medium for transmitting culture to new generations, and these functions are related to the purpose of communication. For example, NCT's use of Indonesian makes it easier for them to communicate in both languages. In this research, the usage of foreign languages has a significant impact in marketing communication. NCT also has access to communicate with their International fans in an application called LYSN / Bubble to communicate with the fans, in which they usually talk about their schedules or just small talks to inform the fans.

In this research, NCT fans are referred to as 'NCTzens.' The term 'NCTzens' means that all fans are citizens of NCT (sounds like N City), implying that they are also a part of the city. On June 12th, 2017, the fans officially gained their names as NCTzens (Channel Korea, 2020). The philosophy of the name implies

the meaning of citizens who come from various countries, which is shown in intercultural interaction among NCTzens. As stated by Jasmine Jones (Quora, 2020), the United States and Korea are countries with the most numbers of NCTzens, some being Korean-Canadians and Korean-Americans, followed by Japanese, Indonesian, Chinese, Filipino and Thai.

NCT frequently promotes their products in foreign languages, as language is a component of intercultural communication. With the use of Indonesian by NCT, there has been a significant difference in album sales and sales of the products they marketed as Brand Ambassadors, which previously sold around 600,00 album copies, can now become a million - even triple million - sellers, with half of these sales coming from NCTzens Indonesia. The very rapid development of NCT Fans globally from their YouTube streamers since 2021, where the average of their YouTube streamers is NCTzens Indonesia, can be seen as evidence of the emergence of this phenomenon.



**Picture 1.1**

**Indonesia as the highest NCT's viewers on YouTube**

According to the explanation provided above, NCT is evaluated based on the credibility required by researchers to conduct this research, because NCT can use foreign languages to promote the sale of their products, particularly in the realm of Intercultural Communication, and produce very influential results for NCTzens. Furthermore, with the devotion of NCT's Indonesian fanbase.

According to the explanation above, this study employs an explanation of William B. Gudykunts and Young Yun Kim's intercultural communication model, in which the intercultural communication model of William B. Gudykunts and Young Yun Kim assumes two people who are equal in communicating, each as a sender and at the same time. receiver, or both simultaneously perform encoding (encoding) and decoding (decoding). Each communication participant is influenced by culture, social culture, and psychoculture.

This research looks at how William B. Gudykunst and Young Yun Kim describe the phenomenon of NCT in Indonesian, and then looks at how NCT uses Indonesian to communicate with its fans (NCTzens)

Maka dari itu, The research is very much important to conduct because it is beneficial to learn more about how NCT understands the role of foreign languages employed by themselves in the scope of Intercultural Communication and marketing communication and the impact of their sales. This research is also beneficial to academic circles and general readers, the role that NCT's played in promoting their products to persuade citizens to continue purchasing their products, which is NCTzens' loyalty and the effectiveness of NCT in maintaining NCTzens' loyalty as fans and consumers, as well as the usage of a foreign language in promoting their products through NCT's YouTube contents and their official shop website page, which sparked a lot of curiosity among NCTzens. Aside from that, numerous Indonesian NCTzens still do not grasp foreign languages, and this research aimed to provide an opportunity for them to learn foreign languages. A mutual impact between NCT and NCTzen will develop since they already understand each other by interacting using foreign languages. Besides making it easier to interact with native speakers, foreign languages are also beneficial to utilize in daily life. With having diverse members and being known by so many people in

Indonesia, they are able to influence teenagers, particularly NCTzens, to launch businesses that NCT adapted due to the high demand from other NCTzens to NCT as a group or individually.

This is not the only study that discusses the use of language in intercultural communication; there have been several previous studies that discuss the use of language in intercultural communication; in this paragraph, the researcher will explain three previous studies that served as the basis for conducting this study. First, a study of Kpop intercultural communication in China. Intercultural Communication of Kpop in China by Jin Seong and Hong Seong - Gyu from Kyunghee University's Department of Applied Arts. This paper is theoretically based on a detailed summary of the main message that K-pop spread to China between 1988 and 2018. As a result, an objective evaluation of the overall status of Kpop spread in China was made. There are similarities and differences between previous studies and this research. The similarities between Jin Seong and Hong Seong - Gyu's research and this research are how the phenomenon of K-pop became famous in both China and Indonesia, as well as how Kpop spread in the two countries using Intercultural Communication theory. Meanwhile, the difference between this study and this study is that the study written by Jin Seong and Hong Seong - Gyu focuses on Kpop in China, whereas this study focuses on NCT and the use of Indonesian in some of their content.

Second, Ruri Amelia of Mercu Buana University presents Intercultural Communication Behavior of Korean Pop (Kpop) Among Kpop Students in Jakarta. This study looks at the intercultural communication habits of Kpop fans in Jakarta. There are similarities and differences between previous studies and this study, with the similarities using an explanation of William B. Gudykunst and Young Yun Kim's intercultural communication model. The distinction between this study and this study is that the former discusses the behavior of Kpop fans in Jakarta in liking Kpop, whereas the latter discusses the influence used by NCT in their content that uses Indonesian against Indonesian NCTzens.

Third, the research conducted by Prof. Dr. H. Mudjia Rahardjo, M.Si from UIN Maulana Malik Ibrahim, Case Studies in Qualitative Research: Concepts and Procedures. The research explains This study describes the Case Study's

ultimate goal of gaining in-depth knowledge of the themes or topics studied, as well as concepts and strategies for conducting case study research. Furthermore, the research written by Prof. Dr. H. Mudjia Rahardjo, M.Si. has similarities and differences. This study is a qualitative case study discussion in which the case study qualitative method is employed. The method used in this study is qualitative with a case study approach because it can produce in-depth results and accurately and validly answer the research objectives.

Based on the explanation above, this research about “**THE ROLE OF INDONESIAN AS AN INTERCULTURAL COMMUNICATION MODEL: A CASE OF INDONESIAN NCT'S FANS**” is required. This research is very useful and important to do because it can be useful for the environment how NCT as a boyband from the SM Entertainment Agency makes a breakthrough in terms of intercultural communication. This research, which focuses on the Indonesian Language and Culture adopted by NCT in their programs, can be new knowledge and deserves to be studied.

## **1.2 Research Focus**

The purpose of this study is to determine the role of foreign languages in intercultural communication model used by NCT, as well as their impact on NCTzens in Indonesia.

## **1.3 Research Problem Identification**

Based on the context of the background of the study, the problem identification is as follows:

1. How is the role of Foreign Languages that occur between NCT and NCTzens in the field of Intercultural Communication?

## **1.4 Research Benefits / Utility**

### **1.4.1 Theoretical Benefits**

The findings of the study are expected to advance Communication Science, particularly Intercultural Communication, and to provide insight into how the use of foreign languages affects communication and transactions. This research, particularly for adolescents, can help them make new contacts with strangers and begin to learn a foreign language, both of which are critical needs.

### **1.4.2 Practical Benefits**



### 1. For Researcher

This research is useful for studying how the use of Indonesian used by NCT in the scope of Intercultural Communication, and this research can provide new information.

### 2. For Academics

This research is expected to be a source of information and expertise in discussing the use of language in Intercultural Communication.

#### 1.5 Research Time and Period

NO	ACTIVITIES	2021				2022	
		FEB - MAR	APP- JUNE	JUL - SEPT	OCT- DEC	JAN - JUNE	JUL - AUG
1.	Looking for Research theme and observations of the object under study						
2.	Collecting theories for bibliography						
3.	Develop a methodology						
4.	Desk Evaluation						
Stages Chapter I – V							
5.	Revised						
6.	Final Progress						

7.	Apply for Final Journal Publication / Thesis Defense						
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**Table 1.1**  
**Research Time and Period**