

KOREAN CELEBRITY: CONSUMERISM BY TEENAGERS

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Abstract

This study aims to explore how the phenomenon of adolescent consumerism in Pekanbaru towards collaborative products between the K-pop girl group, Blackpink and the famous coffee company Starbucks. The method used in this study is descriptive qualitative with phenomenological theory. The object of this study is adolescent consumerism towards Korean celebrities in the city of Pekanbaru, the subjects are teenagers who buy Starbucks x Blackpink collaboration products in Pekanbaru using purposive sampling techniques. Data collection techniques are observation, interviews, and documentation. In this study, there are 5 teenagers who do consumerism who become informants. The interview transcript data and social media content will be processed to identify key themes that emerge related to the perceptions, motivations, experiences, and behavioral patterns of teenagers when buying collaborative products. The results of this study show two motives for consumerism actions, namely because of motive including interesting Korean pop culture, idolizing Blackpink, the influence of product endorsements then in order to motive because they want to show themselves as fans, provide support for their idols, have collections that smell like their idols. From this consumerism action because of the desire to support their idols and a sense of self-satisfaction.

Keywords: Communication, Teen Consumerism, Korean Celebrity

INTRODUCTION

The rapid development of technological progress around us has made it easier to receive information from outside. Including foreign cultures that have begun to influence every area of life in Indonesia, one of which is the culture of Korea.(Agatha & Utami, 2023).

Korean popular culture, especially K-Pop, has gained immense popularity in Indonesia, especially among the younger generation. One prominent example is the girl group Blackpink, who has gained global fans thanks to their catchy songs and attractive appearance. This is inseparable from the role of communication that is currently used by various communication tools that can convey and spread news throughout the world. With today's technological advances, we can follow all the developments of the era through the media.(Mustika, 2023). The development of K-pop or Hallyu has experienced a significant increase throughout the world, thus having an impact on various economic, social and cultural aspects.(Nisrina et al., 2020).

According to the National Population and Family Planning Agency (BKKBN), the age range of teenagers is between 10 and 24 years old and unmarried. The large number of teenage fans was confirmed through a survey conducted by Kumparan on 100 Korean pop music (K-pop) fans. and showed that around 57% of fans are teenagers and young adults, especially between the ages of 12 and 20, and 42% of other fans are between the ages of 21 and 30, including 1 in 100. over 30 years old(Aufa et al., 2019).

Based on Baudrillard's consumption theory(in Ni Made Febriana Sara Dwiyananti et al., 2023)Today's consumer society is not based on class but on the ability to consume. Anyone can be part of a group if they can follow the group's consumption patterns. Overall, Baudrillard explains that in a consumer society, what is important is not the benefits of the product, but the image and message conveyed by the product. Furthermore, consumerism is not just a desire to buy goods in large quantities, but also a function of enjoyment personal function, freedom from need, self-satisfaction, wealth or consumption of material possessions.

Consumerism by K-pop fans can be in the form of purchasing K-popstuff including albums, photocards, clothes, accessories, and other products related to idols that are liked by K-pop lovers. K-pop fans carry out K-popstuff consumption behavior based on their desires, not their needs. This is explained by Baudrillard in his consumerism theory which argues that rationality in satisfying needs is no longer based on satisfying needs but is more oriented towards satisfying desires.(Nisrina et al., 2020).

One specific form of K-Pop culture is the emergence of Korean idol groups, one of the most popular K-Pop groups in Indonesia is Blackpink. According toIsabel (2022)K-Pop Girl Group consists of 4 members, namely Jisoo, Jennie, Rose and Lisa. Their official debut was on August 8, 2016. under their agency YG Entertainment with the songs "Boombayah" and "Whistle". Since then, Blackpink has become one of the most popular and influential girl groups in the entertainment industry, known for their diverse musical styles and energetic stage performances.

Blackpink has a diverse music style, covering many genres such as pop, hip-hop, EDM, and R&B. The group has a large fan base, known as "Blinks", Blackpink has also won various international awards and achievements, including various music industry records and collaborations with famous artists and brands.

Seeing the enthusiasm of the people and the popularity of Korean culture in Indonesia, companies are competing to attract attention by using effective and efficient marketing strategies and creating a strong brand image, by using K-pop artists or idols as brand ambassadors, company symbols, or stars. It can be seen from this phenomenon that a marketing strategy like this is needed. to maintain competitiveness between companies, of course by building an image to improve the brand or product being sold.

Phenomenon according to Huesserl's conception is a visible reality, there is no curtain or veil that separates humans from that reality. Phenomenon is a reality that appears to humans. Meanwhile, to overcome the phenomenon, humans involve their consciousness, and consciousness always means realizing something (reality)(Fauziah, 2017). In terms of communication, the company must have new ideas and a positive reputation or image by using brand communication so that the product can expand its

features and provide more benefits than other brands, thus creating trust in the brand. Announcement from the official Instagram @starbucksindonesia Thursday, July 20, 2023 with the theme "Turn Up Your Summer" which will collaborate with the Korean girl group Blackpink x Starbucks.

Starbucks is an American multinational coffee chain based in Seattle, Washington. The world's largest coffeehouse chain was originally founded by three coffee and tea lovers, Jerry Baldwin, Gordon Bowker, and Zev Siegl. in 1971. In 1995, Starbucks decided to expand its products internationally and quickly became famous in the eyes of the global community for the quality of its coffee. Starbucks' brilliant success is reflected in having 32,844 official stores spread throughout the world in 2021. Starbucks' popularity certainly does not only depend on the quality of its coffee. but also its globalization strategy, which is a key factor in helping Starbucks be accepted internationally. Starbucks strives to combine the local cultures of various countries with its authentic image. Starbucks' globalization in Asia, including Indonesia, has its own challenges because coffee is not yet part of the drinking culture. Starbucks tries to adapt to local Indonesian culture to attract attention during promotions and collaborations(Karamy, 2022).

Figure 1. Blackpink & Starbucks Edition collaboration product



(Source: Pinterest Documentation, September 15, 2023)

Through the Narasi.tv site, they explained that Jisoo, Jennie, Rosé, Lisa and Starbucks will launch various products such as drinking cups, tote bags, aprons, key chains, yoga mats, and glasses. Lisa chose a luxurious metallic pink stainless steel cup. This cold mug is sold for 95,000 won or Rp1.1 million. Lisa's chosen cold cup is able to keep the temperature cold longer. Jisoo's chosen cold mug with a rose motif costs around 32,000 won or around Rp376,000. Rose chose a 458 ml cup and is all pink. The cup chosen by Rose is sold for 25,000 won or around Rp294. While Jennie chose a porcelain cup with a pink handle. This elegantly designed mug is priced at 27,000 won or around Rp318,000. This collaboration will officially open on July 25 with pre-orders. girl group Blackpink received media attention everywhere and was enthusiastically received by their fans, namely blink, Of course because of Blackpink's popularity. This raises hopes that this collaboration will bring the Starbucks brand image(Nuri, 2023).

Therefore, this research will analyze Pekanbaru teenagers' interest in Blackpink and Starbucks collaboration products, analyze Blackpink's positive image as a Korean celebrity on Pekanbaru teenagers' interest in buying their collaboration products, and analyze the motives that cause teenagers in Pekanbaru to adopt a consumer pattern of goods related to their idols.

METHODOLOGY

The method used in this study is qualitative descriptive research. According to Creswell (in Rukin, 2019) Qualitative research approach is an approach that aims to construct knowledge statements based on constructive perspectives (e.g. meanings arising from personal experience, social and historical values, with the aim of constructing a particular theory or model). Thought, knowledge, or based on a paternal perspective (e.g. political orientation, issues, cooperation or change), or both. Qualitative approach is an approach in which the questioner often makes knowledge claims based on constructive perspectives (i.e. various meanings from individual experiences, socially and historically constructed meanings, with the aim of developing theories or patterns) or advocacy/participatory perspectives (i.e. political, issue-oriented collaborative, or change-oriented) or both.

This study will use qualitative methods to find out more about the phenomenon of teenagers towards Korean celebrities in Pekanbaru city. This approach will allow researchers to find out more about the perceptions, motivations, and experiences of teenagers regarding the phenomenon of purchasing Blackpink and Starbucks collaboration products. exploring the experiences, perspectives and meanings associated with this phenomenon by teenagers in Pekanbaru.

According to Suwandi, the research subjects are people who truly understand the problem being researched. More seriously, Moleong said, the research subjects are people who are used to provide information about the situation and conditions of the research context. (Basrowi & Suwandi., 2019). The research participant subjects used in this study were teenagers in Pekanbaru aged 10-24 years who purchased Blackpink x Starbucks collaboration products. The technique used in this study was Purposive sampling, in which the researchers in this study selected 5 informants where the research subjects were specifically teenagers in Pekanbaru who were fans of Blackpink with criteria such as: (a) Teenagers who live in Pekanbaru city with an age range of 10-24 years and are fans of Blackpink including following their social media accounts; (b) Teenagers who are involved in purchasing merchandise or collaboration products between Blackpink and Starbucks. (c) Teenagers who stated that their decision to consume (purchase) collaboration products was influenced by promotions related to their idol Blackpink.

Table 1. Informant data

No	Name	Age	Status
1	Rekha Avidilla Marsya	21 years	Student
2	Grace Boy Dani	21 years	Student
3	Aisha	18 years	Student
4	Yuni Widya	24 years old	Work
5	Goodbye	20 years	Student

Source: processed data by researchers (2024)

The object is something that will be investigated during this research. Therefore, the object of this research is adolescent consumerism towards Korean celebrities in Pekanbaru City. The location of the research was conducted in Pekanbaru City, especially in the K-Pop lovers community.

Data collection techniques are carried out by: (a) observation, researchers will observe people who participate in activities related to Korean popular culture, such as community meetings or fan events and observe from social media. This will help better understand social interactions and group dynamics; (b) interviews, will be conducted with related teenagers who are fans of Korean pop culture. Questions will focus on motivation, behavioral changes and the impact of the phenomenon on their lives; (c) documentation, in this study are documents in the form of photos of teenagers who purchased collaborative products between Blackpink x Starbucks and several supporting research documents.

The data in this study were analyzed using a thematic analysis approach. Interview transcripts and social media content will be processed to identify key themes that emerge related to adolescents' perceptions, motivations, experiences, and behavioral patterns when purchasing collaborative products.

RESULTS AND DISCUSSION

The results and discussion in this study were obtained based on the formulation of the problem that had been determined with the research title "Teenager Consumerism Towards Korean Celebrities in Pekanbaru" using the phenomenological theory of Alfred Schutz, Alfred (in Manggola & Thadi, 2021) Thinking about interpretation as a way to understand social actions in past and future behavior, divides two categories of motives to describe all of a person's actions. They are goal motives (to drive) and cause motives (because of motives).

Teenage Consumerism Towards Korean Celebrities in Pekanbaru, Alfred Schutz divides behavior into two parts, so based on the results of interviews conducted with 5 informants in this study, there are findings regarding adolescent consumerism towards consumerism in Pekanbaru, namely as follows: ***Because of motive***, namely behavior that has a reason in the past to do the behavior or an action. So seeing how teenagers in Pekanbaru want to buy products (Starbucks x Blackpink) from their idols in Pekanbaru City based on past experiences there are 3 findings, as follows:

Korean pop culture is interesting, this aspect emerged because based on past experiences where informants felt that the emergence of the influence of Korean dramas created a global phenomenon introducing Korean culture to the world, Korean lifestyle attracts the attention of teenagers with up-to-date fashion trends and interesting food cultures such as kimchi, thus causing the emergence of consumerism in aspects of Korean pop culture, therefore, there are 2 informants who are relevant in this case.

South Korea is one of the most successful countries in creating pop culture products and spreading them to many countries, even with a very large impact. Now known as Hallyu, Korean Wave, or K-Pop, popular culture from the Land of Ginseng. In Indonesia, South Korean popular culture entertainment products that are presented include films, dramas, music, and so on. Korean dramas, for example, are widely aired on Indonesian television stations, and because of these broadcasts, people in Indonesia are starting to know and understand South Korean pop culture. In addition, many young generations really like these shows (Fella & Sair, 2021).

Idolizing Blackpink (Korean celebrity), from the aspect of being a fan of Blackpink, this arises because of the characteristics and appeal of Blackpink, such as idols who can be used as motivation, even talented idol figures. This is because the physical appearance of K-pop idols often meets the standards of beauty that are considered attractive by teenagers with supporting visuals, as well as singing and dancing skills. Making music with high standards, simple lyrics but have emotional meaning and can be used as motivation that is connected to the life experiences of teenagers. There are 3 relevant informants in this case.

According to Yue and Cheung (in Farhana, 2023), it is common for teenagers to idolize artists as role models. One of the traits often found in teenagers is idolization, because adolescence is a period of identity search, where children are looking for their own identity. Idolization carried out by teenagers can have a positive impact if done properly. Teenagers can follow the principles held by their favorite celebrities without sacrificing elements that can hinder their growth.

The influence of product endorsement, this aspect arises because it is influenced by products that attract attention with cute designs, especially highlighting the uniqueness of the Blackpink group. In addition, because the price of the product is considered still affordable for informants to buy and the product star itself is Blackpink which is the main reason teenagers want to buy the product. So there are 3 relevant informants in this case.

Celebrity endorsement has indicators that are in accordance with the VisCAP theory (visibility, credibility, attractiveness, power) put forward by Percy and Rossiter (in Darmawan, 2020). As for visibility, it means how popular an artist is among the public; credibility means how well an artist is considered by the audience as an expert and can be trusted to convince them; appeal means how much appeal the artist has to convince the audience; and power means how much power an artist can convince the audience.

In order to motive, refers to future actions, where the actions taken by a person must have a specific purpose. In this case, it will explain the purpose of adolescent consumerism towards Korean celebrities so that adolescents in Pekanbaru are willing to buy Starbucks and Blackpink collaboration products, so that there are 3 findings, namely as follows:

Showing yourself as a fan, this aspect arises because the informant wants to get recognition from others with the aim that people around him know that the informant is a Blackpink fan, even to the point where the informant wants to be recognized as a die-hard fan who will support the activities carried out by his idol, from this statement there are 2 informants who are relevant to this.

Fans defined as someone who has a relatively deep and positive emotional belief about someone or something famous, which is usually expressed through recognition of style or creativity. Fans have a close relationship with the creative industry because fandom produces associations called fandoms. Fans are also encouraged to learn and participate in fan activities. In other words, fans are known as devotees or worshipers (Kusnul Fitria, 2022).

Fans see fangirling as a way to entertain themselves, fulfill their desires, and support their idols. According to supporting research, informants' motivations for fangirling on supporter accounts are divided into two stages: because of motivation and

to encourage it. Both motives come from unmet emotional needs, so they believe that fangirling can help them become better people.(Sawitri & Kusuma, 2022).

Giving support to his idol,This aspect has the purpose of self-expansion where the informant feels to what extent he is able to involve himself with his idol, by doing so is a support given by a fan so that the informant feels he gets feedback support from the idol by continuing to support his idol's collaboration. from this statement there are 4 informants who are relevant to this. The phenomenon known as K-pop fanaticism is a strong love and attachment shown by some fans of Korean pop music and related idols.

Fans who have a favorite K-pop group or idol show a deep emotional connection, unwavering support, and incredible dedication, all of which demonstrate this. Attending concerts, buying merchandise, watching music videos, attending fan events, and creating art or fanfiction are common ways that K-pop fans show their admiration for the artist. They spend significant time, effort, and resources to follow their idols' activities and support their success.(Rahma & Fauzi, 2023).

Having a collection of items related to his idol,in this aspect the informant has a goal, namely as a place for informants to conduct buying and selling business related to kpop idol merchandise, this is because if the informant has goods that smell of his idol, a feeling of happiness arises because not all fans can have the product, especially if it is a limited edition, the informant feels self-satisfaction after buying it. from this statement there are 3 informants who are relevant to this.

A study conducted by Putri in the year(2019)found that fans, especially those who are very fond of Korean pop culture, are more likely to live a consumerist lifestyle. According toThe Last Supper (2022)One example of consumer habits is buying albums, using Korean cosmetics, and going to restaurants that depict Korean culture. In addition, research conducted by Kartika in the year(2018)about the influence of EXO fans' lifestyle on merchandise products shows that the behavior shown by fans when purchasing products shows their self-image and lifestyle as fans or fangirls of the EXO band. Fans see purchasing merchandise as their pride as fans of their idols.

Fans spend money to buy goods. Social media friendships and fans' social circles also drive their buying behavior. This often drives them to engage in consumption activities, such as buying their favorite idol's goods.(Kartikasari & Sudrajat, 2022).For greater clarity, the researcher presents the results and discussion in the following model:

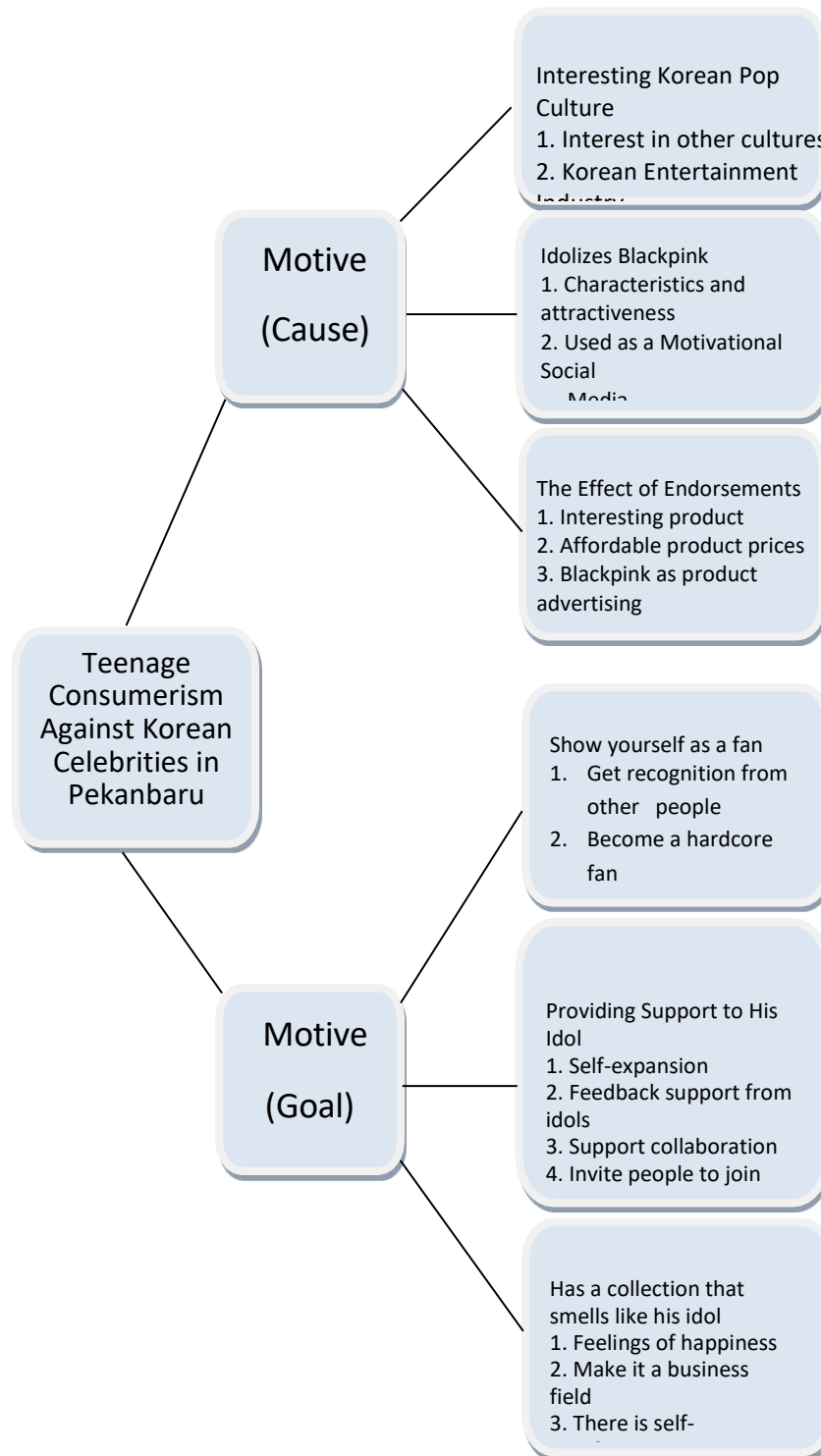


Figure 2. Research Model
 Source: Result, 2024

Based on the research model of adolescent consumerism towards Korean celebrities in Pekanbaru which is categorized into two motives, namely because of motive and in order to motive, in the motive (cause) of actions taken for a reason in the past, adolescents have 3 aspects including interesting Korean pop culture, then from this

aspect two statements emerged from informants, namely interest in other cultures and the Korean entertainment industry. The second aspect is the influence of endorsement, where there are 3 statements from informants, characteristics and appeal, used as a motivational figure, a talented figure, then the third aspect of the influence of endorsement there are 3 statements, namely attractive products, affordable product prices, Blackpink as product advertisements.

Then, in the motive (goal) of future actions, there are 3 aspects, namely showing oneself as a fan with the informant's statement of getting recognition from others, becoming a die-hard fan, the second aspect is to provide support for their idol with a statement of self-expansion, feedback support from idols, supporting collaboration and inviting people to join in buying. Furthermore, the third aspect has a collection of their idol's scent with 3 statements of happy feelings, making it a business field and self-satisfaction. So, from these two motives, it becomes a complete part of what is experienced by teenagers in building their consumerist attitudes.

CONCLUSION

Based on the results of research on adolescent consumerism towards Korean celebrities in Pekanbaru, using Alfred Schutz's phenomenological theory, this study highlights the importance of past motivation (because of motive) as the main factor in adolescent consumerism behavior. The results show that interest in Korean pop culture, including music, drama, fashion, and other popular trends is the most important source for driving consumerism behavior. This interest often begins with adolescent exploration and interaction with mass media and digital platforms. Moreover, the love of Korean celebrities such as Blackpink plays an important role in arousing adolescent interest, which ultimately encourages them to adopt consumption patterns related to their idols.

Meanwhile, in the future motive (in order motive), it highlights as an important factor that maintains adolescent consumerism behavior. These results indicate that adolescents are motivated not only to focus on their current consumption experience but also to provide support for their idols and show themselves as fans. This is reflected in their desire to support their idols through purchasing official merchandise and participating in fan communities. In addition, having a collection related to Korean celebrities is also one way for adolescents to express their sense of ownership of Korean pop culture and strengthen social ties with other fans.

Both motives are inseparable parts, but from the research results that have been studied, the main reason that causes consumerism in adolescents is influenced by motives in the future (in order motive). This study can be used as a reference for subsequent researchers who conduct research with the same subject and object to produce new discoveries. For adolescents who often buy products or merchandise related to their idols, it is hoped that they can determine a budget limit that is affordable or reasonable for purchasing K-pop goods. Make good use of purchased K-pop products, don't sacrifice money or basic needs just to have merchandise and use them properly. Make sure the hobby of collecting K-pop goods does not interfere with the balance in everyday life, such as school, work, and social relationships. Choose items that are truly liked and valuable, not because of trends or social pressure without sacrificing important

aspects of life. Don't let this hobby make teenagers more consumptive and disrupt mental health.

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