

# Role of Social Medias in Building Connections on K Pop Culture in Bengaluru

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## ABSTRACT

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K Pop has become a vast expanding culture among the people of Bengaluru. The success of K Pop depends upon the efforts and initiatives taken from the Government of Korean industry. Korea is not just building connections through K Pop, but building its country by adopting measures like exporting cultural products in and around the world. These developments are due to Social Medias platforms. Social Medias are extremely fusing people all around the globe. People can connect their interests in music, videos, flicks, everyday activities, blogs, etc. through social media. K Pop appeal to wide range of age groups is the result of social media. Social media platforms are influencing people worldwide, regardless of their age, reaching audiences worldwide the quickest. People are able to follow their idols, learn music, dance and share their interests with groups. Social media platforms have become an important medium in associating K Pop fans in this region through associations, clubs and organisations. The Korean news channel updates everything about the programmes. One such example is the Korean Broadcasting System. This channel works for 24 hours a day and provides latest popular attractive programmes. (you.tube.com). This article will examine the social medias role in spreading, creating awareness on K Pop culture and its role in building connections in Bengaluru. It would be difficult to reach without development of Social media. Drawing on to narrative and Observational study. This article explores Social Medias in creating awareness and influencing audience adopt K Pop, fashion, trends and their cultural preferences, in spreading and systematising events and in spreading K Pop content. The growth and influence of social medias have led to the growth of K Pop culture in the south east regions of Bengaluru.

**Keywords:** Connections, K Pop, Promoting, Platform, Social Media

## Introduction

K Pop is gaining popularity and attention through worldwide listeners. This music is attracting masses for its uniqueness in its style, clothing, sound, dance and storylines. It is mostly followed by people of Asian and North East of India. From the past ten years it is popular in terms of music culture. Social media is one the key factor that is influencing and advancing the popularity of K Pop. The most famous social media platforms that are usually used by the majority are the Facebook and YouTube, these are culture and entertainment Medias that provide music, dance and user generated videos.

The K Pop success goes to the entertainment industry, companies as well as the various social media platforms. The audience and fans are able to search easily and get access to lots of stuff which results in following the recent trends through watching, consuming, sharing, discussing K Pop contents online. Online media platforms are currently drawing attention of the social media users and influencers.

The arrival of tools like smartest smart phones and social media platforms (Goodwin, 2021) K Pop has changed and exploited the medias. Science and Technology has advanced the globe. With booming platforms like Instagram, You Tube, Tiktok, snapchat, the information is reaching the audience with updated latest content. Social media has connected people worldwide. BTS a band group of 7 members is one such K Pop group which has a biggest fan base. They update everything about their music even before their release. They also publish their cover songs, videos, recording, live conversation with audience, fanbase and dance choreography (Sunga, 2021) which attracts the people (<https://www.nyucommclub.com>).

There is been immense growth of social media platforms. Messages shared and interacted are through social Medias these days. Social media attracts audience online through various platforms. With immense websites, sites, and media communications, the relationships are getting stronger day by day (Aijarah, 2018).

Social media marketing brings in communication and enhances the brand awareness (Hafez, 2021). A lot of research on social media marketing is focussed on behaviour, strategies and various other analysis.

According to Music College of contemporary music using social media platforms can make singers reach wider audience. Platforms make musicians reach their fans on a larger scale. Social media has brought revolution, it connects people around the world, communicates, spreads and influences people to consume information. The music industries are using social media and are greatly influenced by social media platforms. The advent of social media platforms now have created opportunities to showcase their talents to worldwide audience. (blog, 2023).

Based on a study by Music watch, people take part in activities involving music but also for marketing their business and products. It is not just for college students and teens but also for professionals. Each media platform is unique in its own way when it comes to catching trends (College, 2022).

Music has always been as a powerful tool for social media platforms to reach audience on a larger scale. As social Medias continues to grow, the popularity of the musicians and brands are taking advantage of its power for various marketing purposes in a positive and negative way. They are reaching audience and fans in larger capacity. This study aims to illustrate the influence of social media on K Pop on regions like Bengaluru.

### Literature Review

Korean wave started in East and South East Asia with Korean dramas followed by K Pop craze (Jin, 2018). With the advent of technology and social media platforms the K Pop music is gaining its popularity. The Korean wave was used in 2000 by Chinese media to spread the burst of popularity of Korean products in China (Hogarth, 2013).

Due to social media platforms like you tube, facebook and twitter there is an increased popularity of K Pop (Yoon, 2014). Social Media is about building meaning connections was published in March 5, 2015 by Anneke Van DerVoort. While being online people are exposed to messages in mails, face book etc these business platforms help in sharing knowledge and new connections.

(Readers blog, 2023) The power of social media is connecting and engaging the digital age. Media has become an integral part in today's life, it has become a connecting tool for many. Digital Marketing has been transformed by the rise of media where in advertising are taking place. Social media platforms have also given rise to online communities where in they share their similar interest. Social media can also be addictive in recent generations. It has become an integral part of lives for many.

Social media has transformed how culture works. It has united once isolated communities into cultural crowds. These cultural crowds are cultural inventors they produce their own content. These cultural crowds are a vehicle which can succeed in breaking culture and bring out new ideologies, practices which break new ground in entertainment specially in pop culture. With the emergence of smart phones in 2008 and the social media platforms, K Pop has changed. It has helped reach the globe. Media has connected fans everywhere. South Korean culture has grown into a global Phenomenon in the last 21<sup>st</sup> century. To take few references here.

(Doan, 2014) The development and liberalization of Korean medias have led to growing imports and broadcasting. The social networking services have made all these K Pop popular. Social media have played a major role in the growth of popular culture everywhere. Social networks have recently developed channels for masses.

Many studies on K Pop highlight the rise the subcultural music and its success factors (Shim, 2006) is due to online channels. Researches on K Pop fans and worldwide communities, social media platforms have examined the

contribution on K Pop (Leung, 2017, 2017). The findings of the paper suggest catchy lines, dance, pleasant music, all have added to its popularity. The success of K Pop goes to social media as it builds close connections with idols.

The Webtoons are popular these days, they are nothing but web and cartoons. They are a form of images which deliver short weekly story and are serialised for two months or a year. (Keane et al., 2018) these are adopted in films, dramas, games, music (Park et al., 2019). It offers translation in 32 languages (Yecies et al., 2019) Webtoons are widely consumed forms of entertainment in digital media. The paper concludes the changing nature of social media platforms and its role in industry. This provides fans active participation in digital media industry.

The online fan communities in South Korean entertainment industry have experienced changes in the last two years. This article has taken, Weverse as the subject of analysis. With weverse an attempt has been made to identify fan community platforms along with artists. Likewise, Weverse is a suitable platform to track the behaviour and attitudes of the fans. Weverse has strengthened its function by acquiring a live streaming service, V Live in 2022 (Chavis & Newbrough, 1986). The study is focussed on weverse, BTS, ARMY which proves to be a remarkable medium.

Social media is helping popularise K Pop, with global-local process, that is used in K Pop, proposed by (Hajji, 2021). It explains the hybridity of Korean culture aspects in the music charts. You tubes are to be mentioned in this case. K Pop is getting popularly worldwide in the music industry (Lee O. a., 2014). It discusses the recent boom of K Pop (Lee L. a., 2018). It highlights the strategic business models used social media like maximising social media channels. The paper highlights worldwide success of K Pop, through media strategy.

Korea has influenced Japan. Japan and Korea signify hybridity and localization. The ethnographic work and media source examines locations in Tokyo wherein Japan and Korea are consuming a lot of K Pop. Japan's influence to Korean culture includes its Korean popular music. The Twentieth century Korean music yuhaengga is indistinguishable from the Japanese Kayo which is developed as K Pop today which is based on Japan and American pop music (Fuhr, 2015).

The evolution of media in Indonesia has undergone development. Media has broadened the market share of Indonesia. This study circulates the growth of media industry and digital transformation (Bayu, 2020). Its primary objective was to provide easy access of information to the users and the public.

The digital transformation has resulted in content production, broadcasting online platforms (Garcia-Perdomo, 2021) Seventeen, a K Pop group is managed Hybe Entertainment. This group has enjoyed its popularity from 2015. It has created milestone selling over 4.5 million sales, breaking the records of BTS in 2020 (Benjamin, 2023). It has self produced web entertaining program called Going Seventeen which is shared free in You Tube. This programme has gained a lot of influence and popularity among the fans in YouTube's of Korea due to its appeal and quality.

Korean pop music has reached global markets. BTS group has successful markets, it is the top selling music in western markets (Ahn J. O., 2013) which won the 12 Billboard awards (Ahn J. O., 2013). K Pop is South Korea's greatest exports (Jung, 2011, 2014). The article interests are on firms role in music industry. The success of K Pop is beyond Asian markets. (Putri, 2019, 2020, 2018) The research methods used here are data collection, selection, exploration, extraction, comparative analysis and practical insights.

'Korean pop takes off' and one more 'Social media strategy of Korean entertainment industry' discusses the role of social media and the recent scope of K Pop (Jin et al., 2013). Coming Online, learning language, local talents, cultural exchange between countries have brought understanding among the nations. Digital music downloads, ticket sales on concerts all these have led to economic growth.

The review of literature encompasses the cultural influence, artistic evolution, social, cultural and historical implications of K Pop. It also encompasses genres fusion with traditional and modern characteristics. Some studies also projects visual aesthetics, choreography which is contributing to distinct identity. Overall the review presents multifaceted views combining to cultural studies, musicology and their idols performance analysis which leads to comprehensive study of K Pop in Bengaluru youth through social media.

### Objectives

The study will explore:

1. Social media platforms role in Bengaluru in adopting K Pop fashion trends and their cultural preferences.

2. Social media's contribution in organising and promoting K Pop events and gatherings.
3. Social media's in spreading K Pop content.

### **Social media platforms role in Bengaluru in adopting K Pop fashion trends and their cultural preferences.**

The rise of K fashion is just like K Pop music, making news in entertainment industry. K Fashion has also become one of the fashion statements. From street wear to formal clothing K Fashion has captured the hearts of today's generation. It is known for its simple appealing, with funky colors, neutral shades and Pastel colors. The oversize and baggy clothing is its uniqueness which is attracting all the ages. This culture has influenced the current generation in its own way. According to Koreans the person's character depends upon their appearance. Korean girls are not allowed to show their shoulders, chest but still has its own attraction. Trendy coats, puffer jackets, blazers are among the popular ones among both men and women. T shirt oversized, skinny jeans, sunglasses, bags like tot bag, hobo bag create different vibes and added to this is the sneakers and the trendy accessories. These kinds of fashion are trendy and are attracting youngsters.

The popularity of Korean fashion has brought about cross cultural exchange, leading to appreciation and understanding the cultures of other different countries.

Social media is currently running fashion trends, attracting various ages. Influencers also play a vital role in promoting trends and designs, confirms Rita Campos Griggs. According to them online shopping has become a tool to fashion industry and for various other industry, wherein they have access to wider variety of options like style, trends. Style has become a latest trend. Style attracts people of various ages and generations ([www.palomar.edu/fashion hour](http://www.palomar.edu/fashionhour), 2023).

Neal believes that fashion has created a sort of micro trend culture wherein the trend can be in and out anytime. Fast fashion concept is producing clothes at a cheaper price using cheap materials very quickly. Platforms like tiktok, twitter, instagram, youtube and other medias have become the major roles for fashion today.

Tharana says she has revamped her wardrobe to accommodate K Fashion by adding fashion suits both in formal, causal settings, with turtle necks, trench coats and many more (Times of India). Despite the language barrier, K Pop has captured the hearts of many in Bengaluru city. Bengaluru Kwave Fan Club is one of the fan clubs related to K culture. This organisation is 7 years old and was founded by young energetic teens. Groups like What's app is used to conduct events, gatherings and meetings. Bengaluru is joining many other cities across the world, specially mainly who are into K Pop ([Deccanherald.com/in](http://Deccanherald.com/in)).

Ashwini, a part of Kwave Fan Club, a first year degree student, says its feels nice for her to meet the like minded people at one spot. The fans here are attracted to things like aesthetic pleasing music, storylines, choreography etc. Impana, a K Pop event organiser traces her interest in anime, was initiated by one of her best friend and now it has become a chain of obsession. Ashvini, a B.Com student got into K Pop when she was in high school, the lyrics, the music inspired and healed her. She also loves Korean street fashion. With expansion of K Pop culture the Korean stores are coming up in Bengaluru in various areas.

### **Social media's contribution in organising and promoting K Pop events and gatherings.**

South Koreans popular music is associated with entertainment and the idols are engaged with fans or army through various entertaining activities like questionnaire, games and photography. K Pop events are classified based on popularity of group, more the popularity, larger will be the audience. The popularity of solo music singers also attracts the audiences based on their interest. K Pop encompasses a lot of genres like pop, hip hop, R and B, electronic, rock and other variety. The event organisers organise music events based on specific sub genres and the demand. The organisers focus on variety and types of songs like ballad and trendy dance performances to attract the fans. These preferences help event organisers to cater the needs of the audiences. K Pop events are also based on sales like online booking, online ticketing, physical ticket sales and sales through fan clubs too. Each sale of ticket has its own audiences. The organisers and artists use various digital platforms like social media; live streaming, online communities to promote their K Pop events. The events are decked up with colourful lighting, red carpets, special effects with unique stage decorations and performances ([maximisemarketresearch.com](http://maximisemarketresearch.com)).

The event organisers and artists also release fashion and beauty to appeal fans on brands, which is increasing the popularity and revenue of brands. The quality of the artist and their performance has made all these success. The venue, amenities and the facilities also adds to revenue generation. The organisers also promote their channels through advertising and through other various Social Medias.

Some of the initiatives taken to bring about development in Korean culture are the recent SM entertainment. SM Entertainment SuperM, NCT, Red Velvet, EXO, TVXQ has collaborated with fashion trends brands Gucci and Colette.

JYP Entertainment TWICE, with LG and Lotte Duty-free and has launched its own online shop.

Big Hit Entertainment called HYBE is incharge of BTS and TXT has collaborated with Puma and Hyundai motors, it has also acquired Source Music behind GFRIEND.

YG Entertainment Products, BLACKPINK, BIGBANG, IKON, WINNER have collaborated with Adidas, Moonshot.

CJ ENM Products, SEVENTEEN, NU'EST, IZ\*ONE has done collaborations with companies like Coca Cola, Shopee.

Starship Entertainment, MONSTA X, Cosmic Girls, CRAVITY, and St Entertainment have made alliance with Estee Lauder and LG Electronics.

Anmol Kukreja, one of the organiser of the show informs that K Pop has grown huge in India and so the festival was organised. This was the 50 year celebration of relations between India and South Korea. Bengaluru has crowd of audience which is why the festival was apt here.

Max and Prit, from US now currently in Bengaluru tells they live closer to South Korea.

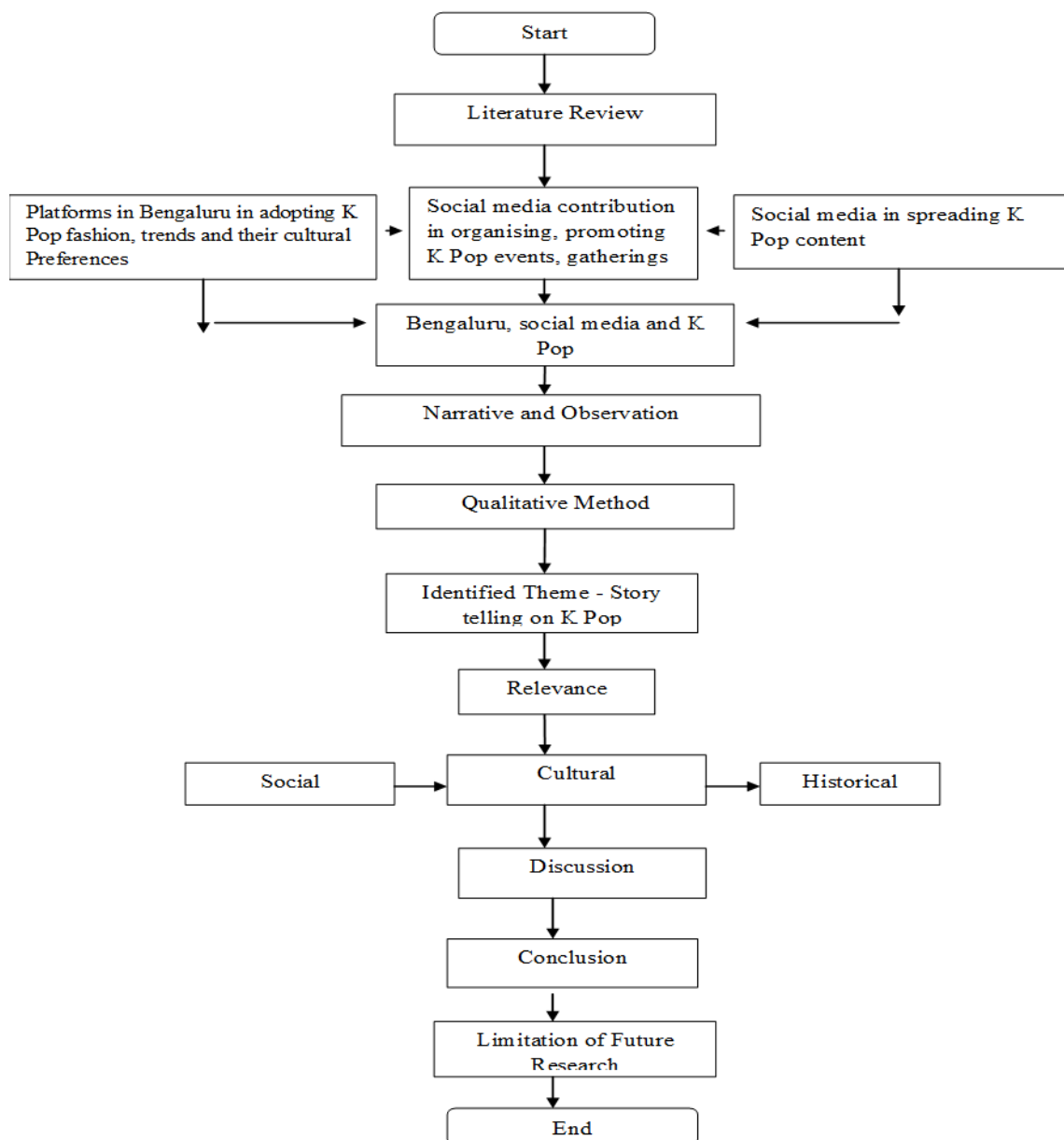
### **Social media in spreading K Pop content.**

The K Pop music has grown into global phenomenon in local, regional, national and international. K Pop is undoubtedly an ever expanding, attractive culture. With the emergence of updated Medias, smart phones and social medias, K Pop has become a flourishing industry (Goodwin, 2021). Technology development has helped K Pop reach worldwide. One of the Korean band group, BTS has a huge fan base updating the audience about their brands, fashion, music and day today activities live. They also publish their cover page songs and moves, informs Sunga in 2021. All these conveys, that K Pop has become global and a cultural phenomenon (Commclub). The Korean Entertainment agencies use instagram account to reach and capture the audience in a larger scale. Social media enables communication among content creators, fans and audience. As social media continues to develop and update in technology, K Pop culture evolves exploring boundaries. The influence of K Pop remains prominent in the world of Entertainment.

K Pop has maintained its popularity throughout East Asia for nearly two decades. It has maintained its own channel on YouTube, one of the video platforms which also celebrated its seventh anniversary in K Pop style with Korean Wave in google, a free collaborative concert between Korean broadcast cooperation.

### **Methodology**

The methodology adopted is narrative and observation. The research article explores the influence and popularity of K Pop. Its uniqueness in setting trends, understanding the minds of youth and social medias are some reasons for its success. It's a global attraction. Social medias and its factors are influencing to its popularity. Social medias were used by the rich people way back when it came into existence. Today it is used by all the common people irrespective of regions and age. The consumption of K Pop is expanding among the influencers. They share their experiences, chat and also make comments with their favourite idols. K Pop music are heard in college feast, concerts, gym and in various other places. People are participating in concerts, gatherings through booking and ticketing. K Pop content is spreading in electronic and print medias too.

*Figure 1: Flowchart on Methodology*

### Relevance

This study will foresee the influence, promotions and the spread of K Pop content in Bengaluru. K Pop fans of Bengaluru are learning Korean language, to understand the lyrics of Korean songs. Some sources also give information telling Korean is the most liked language and the fifth most popular foreign language to learn in India. Korean language, dressing sense, food, accessories and making Korean friends are all trendy now. When people are busy influencing this international pop culture. Hallyu is becoming a hot topic in research and academic papers in Sage, Academia and other journals among culture lovers.

Socially, Korean K Pop culture has brought up lots of transformation in the life style of the people. The ways of dressing, food, languages, music clubs etc have all started. In Bengaluru the youths have brought about radical changes in the society. The music they listen, the dance they perform, the clothing they wear, the cosmetics they use in these young ages, have all brought about lots of changes in the society.

Culturally, the youth of Bengaluru are following the gestures of South Koreans. The way they greet, thank and converse to the audience is also followed by the youths of younger generation.



Historically, the Korean K Pop culture existed in 1885 they were based on popular western melody, this appeared in the scene in 1990, in various styles. In 1992 Seoji boys got their first hit. Later in 2000 there were massive hits of Korean music which led to Gen Z.

### Discussion

The success of Korean wave can be due to historical convergence of culture and economy. The rapid development of economy and successful democracy is one of the major factor for its cultural expansion. South Korean culture is a mixture of traditional and modern which has brought creativity which is appealing to the audience. South Korean countries are attracting particularly developing nations, as a successful story of achieving. K Pop has influenced Manipur, North East regions, Indonesia, Kashmir, Sweden, Bombay, Delhi, Poona and other metropolitan cites like Bengaluru too. To compare K Pop with Bengaluru and Manipur there are lots of interesting insights. The city is diverse in population and is metropolitan wherein there are a lot of chances in accepting the global cultural influences, as the youth here are modern thinkers associated with fast life and are connected to various social media platforms. It is helping in sharing views, content, organising and promoting events related to their interests. When compared to Manipur, the region is completely unique. In spite of lots of differences culturally the media platforms have emerged as a successful tool for K Pop fans. So K Pop is crossing geographical boundaries in regions like Bengaluru and Manipur. According to (Marchang, 2019) the Korean culture emerged and merged with an increase in consumption of Korean media. The people of Manipur are influenced to dramas, movies, music etc. So Korean K Pop culture is not a new phenomenon for them in the global as well as Manipur context.

### Conclusion

The popularity of K Pop, its events, is because of its uniqueness in lyrics, melodies, fashion, moves, stylish look of the singers and the story telling. It would be difficult to reach to this position without the development Social media. The invention of digital technology, media and networks have made K Pop and Korean Culture reach the nook and corners of the world. These influences are bridging the gap between the countries, bringing in mutual understanding, fostering to advancement and technological development in its spread and influence. It can also bring in a lot of cultural exchanges among the regions, nations, and countries at national and international level specially with the riches of the cultures.

### Limitations and future research

The current study provides information about the role of social media in reaching K Pop culture in city like Bengaluru in its events, fashion, its promotion, gatherings. This paper concentrates more on K Pop, its cultural preferences, K Pop's fashion trends and the way it is spreading content through social medias. The future study can be related to each one of the social media and its influence. This paper concentrates more on role of social media on K Pop on Bengaluru. This research article provide important data on above mentioned fashion trends, promotions, events and the K Pop content.

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