

## THE INFLUENCE OF THE KOREAN WAVE AND EVENT MARKETING ON PURCHASING DECISIONS SEVENTEEN MERCHANDISE (STUDY ON FOLLOWERS OF THE X ACCOUNT @CARATSTALK)

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**Abstract:** This research aims to determine the influence of Korea Wave/Hallyu (Korean Wave) and Event Marketing (Marketing Events) on Purchase Decisions for Seventeen merchandise among followers of the X @caratstalk account. The method used is quantitative. A total of 96 people were used as respondents in the research. Data analysis uses regression with SPSS 25.0 as an analysis tool. The results of this research show that the Korean Wave has a significant influence on purchasing decisions. The t hypothesis test proves this, obtained count > table or (3.067 > 1.985). And Event Marketing influences purchasing decisions. The value of count proves this > table (5.650 > 1.985). Korea Wave and Event Marketing have a significant influence on Purchasing Decisions. This is proven by Fcount > Ftable or (58.432 > 3.09).

**Keywords:** Korean Wave, Marketing Events, Purchase Decisions.

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## INTRODUCTION

K-pop is an abbreviation of Korean Pop, a type of music characterized by songs that have a cheerful feel with a fast tempo, use Korean lyrics mixed with English, and are accompanied by modern dance. K-pop is centered on an idol group of teenagers and is more popular than solo singers. An idol group is a group of rappers, singers, and dancers who are combined into a group.

The existence of K-pop artists is now influencing the preferences of millennials, such as the increasing use of skincare products and Korean makeup, Korean style, consumption of Korean food, and others. Their perspective has also changed, becoming more open to various aspects of life, becoming happier, and many have even emerged from depression. They often insert Korean words into everyday life, such as *annyeong*, *nesthae*, *hyung*, and *hwaiting* (Sarajwati, 2020). Love for K-pop can give rise to fanaticism, which can influence its fans' lifestyle patterns and consumer behavior. According to (Putri et al., 2019), fanaticism is the basis that makes the Korean Wave an area in the formation of fans' lifestyles and is illustrated by their perspective in seeing and assessing the Korean Wave, as well as their expressions and enthusiasm when responding to things related to the Korean Wave, and how they told their story of becoming a Korean Wave fan.

The rapid development of technology means that K-pop music has more and more fans, and these fans collect many items related to their idols, such as dolls, posters, light sticks, CDs, albums, and merchandise. In this era of digitalization, physical album sales in various parts of the world have decreased due to the ease of accessing music via internet streaming; however, the South Korean music industry, through K-pop music, has succeeded in making physical sales (CDs) experience very high growth to date. K-pop attracts fans to buy and consume the merchandise and physical albums they release in various versions and attractive packaging. Being a K-fan is costly because you have to spend a lot of money to buy various merchandise, albums, concert tickets, votes, and products advertised by your favorite artists. As a fan, buying an item related to your idol or watching their concert is a form of support given to your idol. The merchandise itself consists of two types: Unofficial Merchandise, which consists of T-shirts, jackets, cellphone straps, bags, painted shoes, stickers, cellphone casings, and so on. Unofficial merchandise is made by fans of their idols and sold at affordable prices. The second is Official Merchandise, which is produced and released by the company to which the group belongs. Usually, K-pop fans buy various merchandise to collect. K-pop

merchandise is one of the items that many K-pop fans are looking for, and this makes the K-pop merchandise business profitable. (Anggraeni, 2021). The term "Korean Fans" has become a label for people interested in all forms of culture brought by South Korea. Fans who join a fandom for their idol usually use the typical attributes of their favorite idol. Starting from wearing clothes or knick-knacks themed around idol artists to buying certain items that are the same as those idols use (Agustanti, 2022). Fandom (an abbreviation of fan kingdom) is a collection of fans who form a social network based on their shared interest in reading and watching specific texts (Afifah & Kusuma, 2019).

Many K-pop fans use one of the X features to communicate the autogenesis feature on an auto base. Autobase is a feature that functions as a forum for followers to get information, discuss, ask for advice and criticism regarding personal matters, convey hidden feelings, ask questions about something whose topic has been determined, or even joke and be anonymous. To send a tweet on an auto base, you must send a mention confession (Menfess) sent by an anonymous person via direct message (DM) using hashtags determined by the auto base, which the auto base bot will automatically send. Only users who have received follow-up from the admin who created the autobase can send a message (Adelia & Christin, 2022). The mentees sent will appear on the tweet page of the auto base account, and interaction can occur between the sender who sent the mentees and auto base followers who can provide information.

One of the autobases that is a forum for discussing and sharing information about the boy group Seventeen is the @caratstalk account. The @caratstalk account is an auto base launched in April 2018 and was specifically created to communicate and exchange ideas for Indonesian Carats, the name of the fans or enthusiasts of the boy group Seventeen. The @caratstalk account has 143,514 thousand followers. According to an analysis of YouTube viewing data conducted by JoongAng Daily, Seventeen is in eighth place for the highest number of views for music videos and lyric videos on YouTube, with 1.17 billion views between March 2021 and February 2022, while in first place is boy group. BTS has 15.1 billion views, and in second place is Blackpink, with 8.59 billion views on YouTube. It can be seen in Figure 1.6 that Japan is in first place as the country that streams the most Seventeen music videos, with a total of 244 million views, and South Korea is in second place with 210 million views. At the same time, Indonesia is in third place with 134 million views, followed by the Philippines. With 127 million impressions, Thailand with 41.9 million, India with 34.1 million, Vietnam with 31.7 million, and finally Taiwan with 24.3 million impressions. This proves that the boy group Seventeen has many fans in Indonesia.

The rapid rise of the Korean wave phenomenon in Indonesia has resulted in more and more Korean artists/idols being invited to national TV shows and becoming brand ambassadors for local products. Apart from that, the rise of Hallyu events, fan meetings, and concerts by K-pop artists is familiar to the Indonesian people. Fans use this opportunity to meet and communicate directly with their idols. One of them is the boy group Seventeen, which held a fan meeting in Indonesia in 2016 and received a very enthusiastic response from fans, as evidenced by their ticket sales, which sold out in one day. (Afifah & Kusuma, 2019). Apart from holding a fan meeting, Seventeen held a concert in Indonesia for the first time in 2017. Apart from that, Seventeen held another concert in Indonesia in 2018-2019 and finally in 2022, where every concert ticket sold out was always sold out. This proves that the enthusiasm of the Carats (the name of Seventeen fans) for their idol's concert is very high. Apart from that, K-pop concerts also influence purchasing decisions for official and unofficial merchandise because every K-pop concert has a booth for selling merchandise for the artists performing the concert.

Apart from that, another negative impact of K-popers (Hermayani, 2021) is forming a self-image that is precisely the same as their idol, taking up a lot of time and material for something useless, and their love for their idol makes them disharmonious with other people who have different preferences. Previous research shows that the Korean wave variable significantly influences purchasing decisions (Rahmadani & Anggarin, 2021). Likewise, the research results show that event marketing variables significantly influence purchasing decisions (Setiawati & Meitasari, 2020). This research looks at how the Korean wave and event marketing influence the purchase of seventeen group merchandise.

## RESEARCH METHODS

This research uses a quantitative approach, with the population being followers of the account @caratstalk. The analysis tool uses SPSS 25.0 software. The research sample was determined using the Rao Purba formula with a significance level of 5% and a margin of error of 10% so that 96 research sample respondents were obtained and the sampling technique used was probability random sampling, which indicates that anyone who follows the X @caratstalk account has the same opportunity to become a research respondent.

The following is an overview of the validity and reliability of research data, which can be seen in the table below.

**Table. 1 Validity and Reliability**

Variable	Items	Validity*	Reliability**	KS value***	Information
<i>Korean Wave</i> (Korean Wave)	X1.1	0.469	0.832	0.18	Valid and Reliable
	X1.2	0.737			
	X1.3	0.658			
	X1.4	0.781			
	X1.5	0.715			
	X1.6	0.619			
	X1.7	0.718			
	X1.8	0.656			
	X1.9	0.519			
<i>Event Marketing</i> (Event Marketing)	X2.1	0.724	0.876	0.18	Valid and Reliable
	X2.2	0.739			
	X2.3	0.666			
	X2.4	0.823			
	X2.5	0.758			
	X2.6	0.819			
	X2.7	0.725			
	X2.8	0.641			
	X2.9	0.67			
<i>Purchase Decision</i> (Buying decision)	Y1.1	0.653	0.792	0.18	Valid and Reliable
	Y1.2	0.61			
	Y1.3	0.584			
	Y1.4	0.741			
	Y1.5	0.471			
	Y1.6	0.62			
	Y1.7	0.563			
	Y1.8	0.597			
	Y1.9	0.582			
	Y1.10	0.453			

## RESULTS AND DISCUSSION

The following is a discussion of the results of the answer analysis process and the profiles of research sample respondents that have been analyzed by the author.

**Table. 2 Characteristics of Respondents**

Respondent Characteristics	Information	Amount	Percentage (%)
Gender	Man	5	5
	Woman	91	95
Age	<25 Years	81	84
	26-35 Years	15	16
Work	Student	3	3
	Student	47	49
	Employee	27	28
	Other	19	20

### **The Relationship of the Korean Wave to Purchasing Decisions**

The Korean wave refers to the popularity of Korean culture, such as K-pop music, Korean dramas, and Korean films, which have spread worldwide. The influence of the Korean wave is not only limited to entertainment but also includes the world of fashion and merchandise. Many fans from various countries are interested in owning merchandise related to K-pop idols or characters from their favorite Korean dramas. The success of the Korean wave in creating loyal fans has driven demand for various types of merchandise, such as clothing, accessories, and other items related to Korean pop culture. Fans feel connected to the artists or characters they love through this merchandise, creating a strong emotional bond. Thus, merchandise purchasing decisions are often influenced by the appeal of Korean culture offered by the Korean wave.

This research proves that the Korean Wave influenced the decision to purchase merchandise for the idol group Carastalk among their followers. The results of this research support previous findings which prove that the Korean Wave influences purchasing decisions, including research(Siskhawati & Maulana, 2021)which concludes that the Korean Wave influences consumers in purchasing Neo Coffee products, research(Muskitta et al., 2023) stated that the Korean wave had a significant impact on brand trust and had a positive influence on purchasing decisions for skin care products in Indonesia.

### **The Relationship of Event Marketing to Purchasing Decisions**

Event marketing is a marketing strategy that involves organizing or participating in special events or activities. In purchasing merchandise, event marketing is vital in influencing consumer decisions. When a brand or product hosts an event, such as a K-pop concert or official merchandise launch, it creates a live experience for consumers. This direct involvement can increase interest and emotional attachment to the brand or product, which in turn can influence purchasing decisions. Event marketing also provides opportunities for consumers to see and experience merchandise directly. Through participation in the event, consumers can experience the merchandise in real life, check its quality, and experience added value that may not be obtainable through online purchases. This can create consumer confidence in the product because they have direct experience with the merchandise before deciding to buy it.

This research proves that event marketing can influence consumer purchasing decisions; this can be seen from the count value, which is greater than the table ( $5.650 > 1.985$ ) with a significance level of  $0.000 < 0.005$ , which means very significant. This researcher supports previous research findings, including (Firdailla & Haerani, 2020), which concludes that event marketing influences consumer buying interest, research(Wiratri et al., 2021), which concludes that event marketing can influence the purchase of virtual goods in the Mobile Legends Bang Bang game. A study (Nilam et al., 2022)also concluded that event marketing can positively influence home purchases.

### **CONCLUSION**

With its success in creating loyal fans, the Korean wave generated interest in Korean music, dramas, and films and significantly boosted the demand for related merchandise. Clothing, accessories, and other items that reflect Korean pop culture are fan favorites. This merchandise makes fans feel closer and connected to the artists or characters they admire, forming strong emotional bonds. The Korean wave's popularity and influence created loyal fans and fueled the growth of the merchandise industry. Manufacturers strive to understand fans' tastes and desires, creating tempting and desirable products. This has caused the Korean wave to become a cultural phenomenon and generate significant business opportunities in the world of merchandise. Overall, the positive influence of the Korean wave is not only felt by fans but also opens the door for the growth of the merchandise industry that reflects the love of Korean culture. With the development of the Korean wave, which includes K-pop music, dramas, and Korean films, its influence is limited to entertainment and the world of fashion and merchandise. Fans from various countries are interested in owning merchandise related to K-pop idols or characters from their favorite Korean dramas. The success of the Korean wave created loyal fans, which drove demand for various types of merchandise related to Korean pop culture, such as clothing and accessories. This research provides evidence that the Korean wave influences merchandise purchasing decisions, especially for the idol group Carastalk and their followers in X. The research results show that the influence of the Korean wave on merchandise purchasing decisions is very significant.

Event marketing, which involves organizing or participating in special events, has a significant role in influencing consumer purchasing decisions, especially purchasing merchandise. When a brand or product holds an event such as a K-pop concert or official merchandise launch, this creates a hands-on experience for consumers and increases interest and emotional attachment to the brand or product. Through direct involvement at the event, consumers can see, feel, and test merchandise in person, giving them an experience that cannot be obtained through online purchases. This research shows that event marketing has a very

significant impact on consumer purchasing decisions. The results of this research are supported by previous research findings, showing that event marketing influences consumer buying interest in various contexts, such as purchasing virtual goods in the Mobile Legends Bang Bang game or even a house. With a count value more significant than a table and a shallow level of significance, event marketing strongly and positively influences consumer purchasing decisions. This conclusion provides a clear view of the importance of event marketing strategies in shaping consumer preferences and driving positive purchasing decisions.

With the rapid popularity of the Korean wave, which has succeeded in creating loyal fans, the merchandise industry has developed into an unstoppable phenomenon. Clothes with distinctive designs, seductive accessories, and various items that reflect Korean pop culture are the main focus of fans worldwide. Through a touch of creativity and aesthetics, this merchandise is not just a product but a medium that allows fans to feel intimacy with the artist or character who inspires them. A deep love story exists between fans and the Korean wave in clothing and accessories. Meanwhile, research findings showing the significant influence of event marketing in influencing consumer purchasing decisions provide a basis for taking more appropriate managerial steps. Management can further hone its event marketing strategy by creating more creative and measurable events. Fans' direct experience with merchandise during an event can be the key to success in building deep emotional attachments. In addition, using social media to present exclusive and interactive content will strengthen fan community involvement. By taking these steps, management can ensure that the positive influence of the Korean wave is not only felt by fans but also reflected in the growing growth of the merchandise industry.

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