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The Role of K-Pop Idols in the Consumptive Lifestyle of Adolescents in an Islamic Perspective

***Berlian Dwi Puji Mulya¹, Nasikhin², Mahfud Junaedi³, Fihris⁴**
^{1,2,3,4}Universitas Islam Negeri (UIN) Walisongo Semarang, Jl. Walisongo No.3-5,
Semarang, Central Java, Indonesia
*mulyaberlian45@gmail.com

Article Information	Abstract
Received: 11 September 2024	<i>This study aims to examine the influence of K-pop idols on adolescent consumer behaviour and explore Islamic views in responding to the consumption patterns of adolescents who like K-pop idols. The research method used was qualitative, and data was collected through questionnaires and literature reviews. Data validation was carried out using source triangulation techniques. The data analysis used is the Miles and Huberman model, which includes data reduction, presentation, and conclusion. The study results show that K-pop idols play a significant role in shaping adolescents' consumer lifestyles, as seen from their willingness to spend money to buy albums, photocards, or other items related to their idols. This consumer tendency is also reflected in purchasing fashion products that imitate their idols' clothing styles. In the Islamic perspective as stated in QS. Al-A'raf verse 31 and QS. Al-Ahzab verse 59 explains that this consumer lifestyle needs to be consistent with the principles that emphasize the importance of maintaining balance in using wealth. These findings indicate the importance of formulating educational policies that encourage K-pop-loving teenagers to make wiser financial decisions based on Islamic teachings. Thus, this study adds insight into the influence of pop culture on consumer behavior and provides a basis for interventions that support healthy financial management within the framework of religious values.</i>
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Keywords: <i>K-Pop Idols, Lifestyle, Consumptive Life, Islamic Perspective.</i>	<p>Penelitian ini bertujuan untuk mengkaji pengaruh idol K-pop terhadap perilaku konsumtif remaja serta mengeksplorasi pandangan Islam dalam merespons pola konsumsi remaja yang menggemari idol K-pop. Metode penelitian yang dipakai yaitu kualitatif, data dikumpulkan melalui angket dan kajian pustaka. Validasi data dilakukan menggunakan</p>

¹ orcid id: <http://orcid.org/0009-0006-8730-9271>

² orcid id: <http://orcid.org/0000-0003-0635-294X>

³ orcid id: <http://orcid.org/0000-0002-7459-0432>

⁴ orcid id: <http://orcid.org/0009-0006-0355-4625>

teknik triangulasi sumber. Analisis data yang digunakan adalah model Miles dan Huberman, yang mencakup reduksi, penyajian, dan penarikan kesimpulan data. Hasil penelitian menunjukkan bahwa idol K-pop berperan signifikan dalam membentuk gaya hidup konsumtif remaja, yang terlihat dari kesediaan mereka untuk mengeluarkan uang membeli album, photocard, atau barang-barang lain terkait dengan idola mereka. Kecenderungan konsumtif ini juga tercermin dalam pembelian produk fashion yang meniru gaya berpakaian idolanya. Dalam perspektif Islam sebagaimana termaktub dalam QS. Al-A'raf ayat 31 dan QS. Al-Ahzab ayat 59 yang menjelaskan bahwa gaya hidup konsumtif ini dianggap tidak sesuai dengan prinsip-prinsip yang menekankan pentingnya menjaga keseimbangan dalam penggunaan harta. Temuan ini mengindikasikan pentingnya penyusunan kebijakan pendidikan yang dapat mendorong remaja pecinta K-pop memiliki keputusan keuangan yang lebih bijak dan sesuai dengan ajaran agama islam. Dengan demikian, penelitian ini menambah wawasan mengenai pengaruh budaya pop terhadap perilaku konsumtif serta memberikan dasar untuk intervensi yang mendukung pengelolaan keuangan yang sehat dalam kerangka nilai-nilai agama.

I. INTRODUCTION

Outside cultures easily influence adolescents, giving them a consumptive lifestyle and creating a new standard (Jafar et al., 2023). In addition, adolescents are easily influenced by their lifestyle because, in this adolescence, a child imitates the habits of the people around him, including his friends and family (Komariah et al., 2015). With the help of the internet, today's teenagers can easily access various information, including about lifestyles and cultural trends from different countries (Arini, 2021). One well-known example of outside culture is K-pop. K-pop is a form of Korean popular culture that has now gone global. Korean culture began to enter Indonesia in the early 2000s through Korean dramas on several private TV stations. Then, Korean pop music began to be known and increasingly popular among the Indonesian people (Almaida et al., 2021). Korean culture, often called Hallyu, has resulted in many products including movies, music, culinary, drama series, fashion, and lifestyle (Prasanti & Dewi, 2020). These products ultimately affect the lifestyle of today's teenagers.

Richins and Dawson's Theory of Consumptive Materialism provides a compelling perspective on the role of K-pop idols in the consumptive lifestyle of teenagers (Richins & Dawson, 1992). According to this theory, adolescents

associate happiness and self-identity with owning items related to K-pop idols, such as merchandise, clothing, and accessories. These products carry a symbolic meaning that reinforces teenagers' identity, making them feel closer to their idols and appear trendy in the eyes of their peers. This theory highlights how K-pop idols influence the consumption patterns of adolescents, not just as a source of entertainment, but also as a model that shapes their consumption decisions. However, this consumptive lifestyle, if not monitored, can promote materialistic behaviour that is at odds with the values of simplicity in Islam, raising concerns about the potential conflict between materialism and Islamic values (Ikhwan et al., 2019; Muhja et al., 2022).

So far, research that examines the influence of popular culture, especially K-pop, on the wasteful lifestyle of adolescents is still rare. Most still discuss, in general, how K-pop affects the lifestyle of teenagers in the era of globalization (Hanan Ahmad Alhamid, 2023; Irianti et al., 2021; Putri, 2020). In addition, research that discusses how Islam responds to a wasteful lifestyle is also rare. Other research tends to focus on the negative side of a consumptive lifestyle without linking it to Islamic teachings (Nazarudin & Widiastuti, 2022). Therefore, this study aims to fill this void by examining the role of K-pop in influencing the consumptive behaviour of Muslim teenagers and also how Islam responds to this.

Thus, this research makes a new contribution by filling this gap and is essential to understanding how the K-pop phenomenon interacts with the lives of Muslim teenagers. This study aims to examine the influence of K-pop idols on adolescent consumptive behaviour and explore Islamic views in responding to the consumption patterns of adolescents who love K-pop idols. This research focused on teenagers because many of them are K-pop fans starting in 2002 at the same time as the Korean-Japan World Cup (Purnomosidi & Nabila, 2023). This phenomenon is interesting to study because K-pop culture not only influences music preferences but also influences the lifestyle of teenagers. K-pop culture plays a vital role in various aspects of adolescent life, both in social and psychological contexts.

The increasingly global phenomenon of K-pop affects not only the entertainment aspect but also the lifestyle of teenagers in various parts of the world, including Indonesia. Teenagers exposed to K-pop culture often imitate their idols' dress styles, ways of speaking, and even their attitudes (Nurhasanah et al., 2024). In the context of Muslim society, this trend poses challenges because some aspects of the lifestyle adopted from K-pop may not always be in harmony with the values taught in Islam. Therefore, it is essential to understand how Muslim youth can accept this cultural influence while still maintaining their religious identity. This research is expected to provide deeper insights into how Muslim teenagers balance the impact of K-pop idols with Islamic principles and how they blend the two different cultures in their daily lives.

II. METHOD

Seeing the problems that have been explained, this study uses a qualitative approach. This qualitative approach aims to understand a phenomenon that occurs, seen from the perspective of the subject being studied, without the need to prove something without data manipulation (Hasan et al., 2022). The data collected by the researcher includes primary and secondary data. Primary data is obtained through surveys shared using Google Forms and also from interview results. Meanwhile, secondary data are obtained from literature studies through previous research journals and other relevant sources to link the impact with Islamic perspectives. Teenagers who are fans of Korean idol groups became informants in this study. The research location is not only centred in one place, but it also involves several fans in various regions to get a broader and diverse perspective on the influence of K-pop idols on the lifestyle of teenagers. A total of 50 people were made informants through a survey with the criteria of being 10-24 years old, Muslim, and liking Korean idols. In addition, from the 50 people, 5 were taken for interviews, these 5 people were students at Uin Walisongo, Faculty of Tarbiyah and Teacher Training in the 5th semester. To provide a more detailed picture of the interviewed informants, here is a table of informant profiles selected based on predetermined criteria.

In analyzing the data obtained, this study uses the Miles and Huberman data analysis model (Miles et al., 2014). The first stage is data reduction, where researchers filter and group data from questionnaires and literature reviews. This process aims to determine the main topics related to the influence of K-pop idols on the lifestyle of teenagers from an Islamic perspective. Furthermore, the presentation of data is carried out by arranging data in tables that systematically summarize information, as well as using diagrams such as bar or pie charts to visualize the results of the questionnaire. In addition, narrative descriptions are used to explain the patterns found in the data. Finally, at the conclusion drawing and verification stage, the researcher analyzes the main themes and compares them with existing data and literature to ensure that the conclusions drawn are valid and based on the existing knowledge. In this way, the research aims to provide a better understanding of how K-pop idols affect the lifestyle of Muslim teenagers and how Islam views this phenomenon.

To ensure the validity of the data, this study uses the data validation technique of source triangulation (Alfansyur, 2020). This technique is applied by comparing and connecting data from various sources, namely primary data obtained through surveys and interviews and secondary data derived from literature such as scientific journals and other relevant references. By triangulation of sources, researchers can ensure the consistency of information between empirical findings and existing theories so that research results do not rely only on one data type. This validation helps reduce bias and strengthen the credibility of research results on the influence of K-pop idols on the wasteful lifestyle of adolescents from an Islamic perspective.

III. FINDINGS AND DISCUSSION

Result

This research shows that K-pop idols play a massive role in teenagers' wasteful lifestyles, which can be seen in their willingness to spend money to buy albums, photocards, or other items related to their idols. In addition, this consumptive tendency is also seen when they buy fashion products that resemble or follow their idol's dress style. From an Islamic perspective, such a consumptive

lifestyle is considered inconsistent with the principles that teach the importance of maintaining balance in the use of property. This research shows that it is essential to develop educational policies that can encourage young K-pop fans to make wiser financial decisions by the teachings of Islam.

Consumptive Lifestyle in K-Pop Fans

K-pop has become one of the elements that influence the formation of lifestyles among society. Based on our research findings, it is known that the majority of fans of Korean idol groups are women, reaching about 88%, while the rest, at 12%, are men.

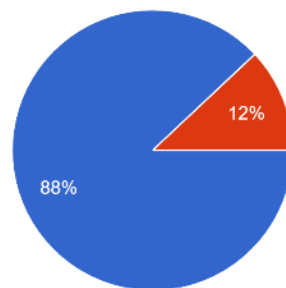


Figure 1. Gender of Korean Idol Group fans

The most dominant age group for K-pop Idol fans is teenagers aged 19-23. This is influenced by the majority of questionnaire fillers who are in this age range. Moreover, they like K-pop idols at this age because love positively impacts emotional well-being and increases personal motivation. This is the opinion of AC;

"Liking K-pop idols makes me happier, able to release fatigue from tiring campus activities. In addition, it can also motivate me to be more enthusiastic about doing college assignments or other activities. Besides that, there is nothing wrong with having someone who is idolized, as long as it is still within reasonable limits." (AC, 2024).

Another informant MA added,

"Their hard work motivates them so they don't give up easily and keep trying. And the criteria for idols that I like are those who start from 0 and are supported by qualified talent. In addition, getting to know K-pop is at least one way to be able to interact with other people." (MA, 2024).

Based on the results of questionnaires and interviews, most of the informants started liking Korean idols in high school. In this phase, their teenage

years coincided with the ever-increasing popularity of K-pop, affecting their musical tastes and lifestyles. This is the opinion of AC which states;

"I went to MA and also went to school because the environment was mostly K-pop, so my friends carried me away to like K-pop too." (AC, 2024).

Most informants support their favourite idols through social media platforms such as Instagram, Twitter, and TikTok. Social media is a means to participate in idol activities and a place to interact with fellow fans and share content related to the idol. This activity encourages the creation of a solid online community among fans. This is what the RF stated;

"If you support idols, you can do it through social media such as Instagram, TikTok, and Twitter, besides that you can also stream songs on Spotify. In addition to monitoring idol updates, Twitter can interact with other fans, so I feel like there are friends with the same goal." (RF, 2024).

In addition, 3 out of 5 informants interviewed stated that they buy idol works, ranging from albums to merchandise, such as clothes, accessories, and other collectibles. This financial support is considered a form of loyalty to idols and helps strengthen the emotional connection between fans and their idols. This is in line with AR opinion;

"I buy idol works, from albums to merchandise, such as clothes, accessories, and other collectibles. This financial support is a form of loyalty to the idol I like and helps strengthen the relationship between me and other fans. (AR, 2024).

This confirms that the K-pop phenomenon is not just entertainment but has a significant influence in shaping social and economic aspects among teenage Korean idol fans. Based on informant data, 30 people admitted to using their pocket money or income for this purpose, 10 felt doubtful, while another 10 chose not to use it.

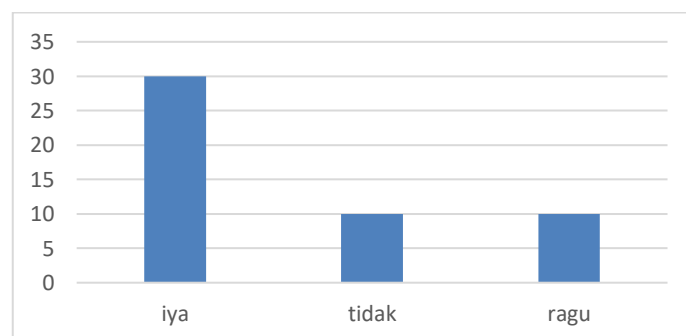


Figure 2. *Teens who spend money on albums/photocards*

Some informants, predominantly [gender] adolescents aged [age range], even revealed that they are willing to save for albums or photocards, which shows a high level of commitment to get their favourite idol-related items. This phenomenon shows how fan culture can influence the consumptive behaviour of adolescents. Most informants buy their idol works because they give them a sense of happiness and as part of their hobbies. NB states;

"I have only ever bought a jacket that reflects me as a fan, the money I used to buy the jacket came from the pocket money I saved. I bought this for my happiness, and the jacket can be included in the needs and used when needed." (NB, 2024).

In addition to spending money to buy albums, photocards, and other items related to their idols, this consumptive nature is also seen in their habit of purchasing fashion products worn by their favourite idols. This is by the remark of RF which states;

"I entirely follow Korean fashion trends inspired by Korean idols. If there is an idol whose dress style is good, I will use it as an example of dressing." (RF, 2024).

In addition, MA stated;

"If I buy the same fashion item as the idol I like, I don't know, but it affects my fashion when mixing and matching outfits." (MA, 2024).

According to the results of the answers collected, it can be concluded that the dress style of the informants, who are fans of Korean idol groups, is greatly influenced by their idols. Fans tend to imitate or be inspired by the fashion worn by their idols, which then influences the way they dress in their daily lives. They imitate the style of dress, appearance, and accessories worn by their idols. This not only affects outward appearance, but can also affect consumptive behavior among adolescents. Teenagers who follow the trend of K-pop idols often feel compelled to buy fashion products, cosmetics, or accessories that are used or inspired by their idols, so that consumptive behavior increases. This phenomenon, deeply rooted in idol culture, shows how the influence of idols can affect aspects of adolescents' lifestyles, including in terms of consumption of items related to appearance.

Islamic Perspectives in Responding to the Consumptive Lifestyle of K-Pop Fans' Teens

The Islamic perspective on the wasteful lifestyle of K-pop fans can be seen through several Qur'an surahs and the hadith narrated by the Prophet. The first is through Surah Al-A'raf verse 31;

يَبْنِيْ اٰدَمَ حُدُوْا زِيْنَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَكُلُوْا وَاشْرَبُوْا وَلَا تُسْرِفُوْا اِنَّهٗ لَا يُحِبُّ الْمُسْرِفِيْنَ

"O sons and daughters of Adam, wear your beautiful clothes in every mosque, eat and drink, but do not overdo it. Indeed, Allah does not like people who excess." (Az-Zuhaili, 2013b).

Allah explains that Muslims should not spend wealth or consume excessively and in vain. On the contrary, Islam encourages people to spend their wealth wisely and by their needs and income (Irianti et al., 2021). Muslims must understand the concept of correct consumption, limiting desires to only what is needed. Islam encourages a balanced consumption pattern, where the use of wealth is done reasonably, not miserly but also not wasteful. On the one hand, people are encouraged to be generous (giving alms), but they are still reminded not to overdo it (Siregar, 2023). This shows that Islam emphasizes balance in using wealth by still considering needs and not overdoing it even though it has a lot of wealth.

From the verses of the Qur'an, it can be concluded that Islamic law does not encourage excessive consumption behaviour. If we delve into the verses of the Qur'an and the hadith, we will understand that man should control his desires and adjust them to his actual needs.

In addition, purchasing fashion products to follow the lifestyle of K-pop idols is considered irrelevant to Islamic law. This is affirmed in the Qur'an surah Al-Ahzab verse 59;

يٰٓاَيُّهَا النَّبِيُّ قُلْ لِّاَزْوَاجِكَ وَبَنَاتِكَ وَنِسَاءِ الْمُؤْمِنِيْنَ يُدْنِيْنَ عَلَيْهِنَّ مِنْ جَلَابِيْبِهِنَّ ذٰلِكَ اَدْنٰى اَنْ يُعْرَفْنَ فَلَا يُؤْذَيْنَ وَكَانَ اللّٰهُ غَفُوْرًا رَّحِيْمًا

"O Prophet! Say to your wives, your daughters and the wives of the believers, "Let them put their veils all over their bodies." This is so that they are easier to recognize so that they are not disturbed. Allah is Forgiving, Merciful." (Az-Zuhaili, 2013a).

From this verse, Allah commands His people to cover the awrah by wearing a hijab, as explained in His words. Islam regulates how every Muslim and Muslim woman dresses to maintain modesty and honour (Toyyib, 2018).

In the context of the wasteful lifestyle of K-pop fans, Islamic teachings on craving control and balance in consumption are very relevant. Teenagers are often encouraged to spend excessive money to buy merchandise, albums, or items related to their favourite idols. Although admiration and support for idols are not prohibited, excessive consumptive behaviour is contrary to Islamic principles. By understanding the boundaries between needs and wants, young K-pop fans can be more discreet in limiting their expenses and lifestyle, prioritizing their needs, and staying in the lifestyle taught in Islam. This understanding empowers them to make responsible financial decisions.

Based on the results of the questionnaire that has been distributed, the majority of informants think that liking K-pop idols and following their lifestyle is permissible as long as it is not excessive and remains within reasonable limits without violating Islamic law. This is by the AR statement;

"In my opinion, liking K-pop idols is allowed, as long as we don't overdo it. We can enjoy their music and lifestyle, but we must still remember not to violate Islamic law. It is important to maintain limits so as not to get caught up in wasteful consumption." (AR, 2024).

Discussion

As explained in the results, the main problem in this case is the role of K-pop idols in the consumptive lifestyle of teenagers and how Islam views this phenomenon. Therefore, this study reveals that K-pop idols have a significant influence on the consumptive lifestyle of teenagers, which can be seen from their willingness to spend money to buy albums, photocards, or other items related to their idols. This consumptive tendency is also seen in the purchase of fashion products that resemble or follow the style of their idols. From an Islamic perspective, this kind of consumptive lifestyle is considered contrary to the principle that teaches the utmost importance of maintaining balance in the use of wealth. This research emphasizes the need for educational policies that can help

young K-pop fans make wiser financial decisions in accordance with Islamic teachings.

Based on the theory of Consumerism Jean Baudrillard, we can understand how this phenomenon works. According to Baudrillard (1998), the consumption of goods involves not only practical needs but also symbolic values. This means that teenagers who buy albums, photocards, or items related to K-pop idols serve as a way to show their social status. The items also provide pride and an emotional connection with their idols (Dinningrum & Satiti, 2021). These items become a sign that shows their affiliation with the fan group and makes them feel connected to their idol's world on a deeper, emotional level.

This consumptive tendency is also seen in purchasing fashion products that imitate the dress style of K-pop idols (Jannah et al., 2023). This shows how popular culture symbolism can affect the consumption behaviour of adolescents. They not only buy clothes for their functions but also imitate the cool and modern style introduced by K-pop idols. However, in the context of dressing, Muslims should not follow the dressing style of Korean idols. This is because the fashion style that often shows revealing clothes is not by Islamic law, which requires clothes and hijab to cover the surah for women. Korean idols who are not followers of Islam and do not wear hijab do not follow a dress code that is by Islamic sharia teachings.

However, in this modern era, more and more people can combine Korean fashion styles with Islamic law (Abbas et al., 2020). Korean fashion trends, often considered incompatible with the principles of dressing in Islam, have now undergone adjustments through innovations in clothing design (Choi & Kim, 2020). Many Muslim fashion designers are inspired by Korean fashion but maintain Islamic values by adding elements such as hijab and loose clothing that still covers the aurat. This creativity allows Muslims to follow Korean fashion trends without leaving Islamic law. This fashion style that combines elements of fashion and politeness proves that one can remain fashionable without sacrificing the principles of Islam.

This study shows that K-pop idols significantly influence teenagers' consumptive patterns, especially when buying items related to K-pop idols. This finding aligns with previous research that revealed that many teenagers and adults are willing to use their monthly salary or money to buy items related to K-pop idols (Rafidatikna & Amrullah, 2022). Another study also reinforced this finding by stating that fans who enormously liked their idols tended to exhibit higher consumptive behaviours, such as spending money on merchandise (Hariadi & Rahmawati, 2022). Other research confirms that with the increasing fanaticism of teenagers towards their idols, their consumptive behaviour towards purchasing merchandise is also increasing (Ciptaningtyas & Prasetyo, 2022). In terms of fashion, this study shows that teenage fans of K-pop idols tend to follow their idols' fashion styles. This aligns with research that states that teenagers who follow the Korean idol fashion style aim to describe their identity (Muliadi et al., 2023). From an Islamic perspective, this finding aligns with research that states that consumptive nature is contrary to Islamic law, which emphasizes the importance of living a lifestyle that is not excessive (Afzan, 2022).

Now that we know that K-pop idols influence the consumptive behaviour of teenagers, we need to take steps to overcome the negative impact of this consumption habit, especially from the point of view of Islamic law. First, we must educate teenagers on how to manage money wisely and the impact of overconsumption. Such as providing financial management steps, starting with financial planning to understand economic conditions and motivate savings (Irianti et al., 2021). Thus, teenagers can be more able to manage their finances. In addition, preparing educational policies that can encourage K-pop lovers to make wiser financial decisions by the teachings of Islam is also recommended (Arasy et al., 2024). In addition, for fashion issues, in this modern era, more and more people are successfully combining Korean fashion styles with Islamic law. Therefore, it is hoped that Muslims can now follow Korean fashion trends while still adhering to Islamic teachings. This combination of fashionable style and modesty shows that one can stay stylish without sacrificing religious principles.

IV. CONCLUSION

The practical implications of this study underscore the pressing need for more concrete interventions in educating adolescents about prudent financial management. This need is particularly evident in the context of the significant influence of K-pop idols on their consumptive lifestyles. Recognizing that teenagers often allocate their funds towards albums, photocards, and fashion products inspired by their idols, it becomes imperative for educators and parents to devise educational programs that instil the importance of sound financial planning and wealth management, aligning with Islamic principles. This includes the development of educational policies that facilitate the implementation of these programs, such as a curriculum that integrates Islamic values in a contemporary context. This strategic approach is anticipated to empower adolescents to make more informed consumption decisions and cultivate an understanding of the balance between desires and necessities, thereby enabling them to lead a healthier lifestyle in line with religious teachings.

One of the drawbacks of this study is the limited number of informants. With few informants, the study's results may only partially reflect the general pattern of adolescent consumptive behaviour. This may limit the generalization of research findings to a broader population. Research with a more extensive and diverse number of informants will provide a more comprehensive picture of the influence of K-pop idols on consumptive lifestyles and how other factors might affect those results. This limitation can also make the answer more objective. With this weakness, it is hoped that research will be carried out again on this theme with more informants to get closer to generalizations on this research theme.

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