

ABSTRAK

Fenomena globalisasi budaya Korea semakin berkembang dengan YouTube sebagai media utama penyebaran budaya. Kanal YouTube SMTOWN sebagai representasi industri hiburan Korea memiliki popularitas tinggi dan menjangkau khalayak luas, termasuk komunitas NCTzen di Bandung. Penelitian ini bertujuan mengetahui bagaimana popularitas YouTube SMTOWN berperan dalam penerimaan budaya Korea di kalangan NCTzen Bandung. Penelitian ini menggunakan metode deskriptif kualitatif melalui wawancara mendalam dan observasi terhadap anggota komunitas NCTzen Bandung. Landasan teori yang digunakan adalah Teori Media Baru (Mulyana, 2008) dan Teori Representasi (Sobur, 2009).

Hasil penelitian menunjukkan bahwa popularitas YouTube SMTOWN berpengaruh pada penerimaan budaya Korea melalui tiga aspek utama: pertama, intensitas konsumsi konten musik dan visual yang membentuk persepsi positif; kedua, adopsi gaya hidup seperti fashion, bahasa, dan perilaku sosial; ketiga, terciptanya rasa kebersamaan melalui aktivitas komunitas. Dengan demikian, YouTube SMTOWN tidak hanya menjadi sarana hiburan, tetapi juga berfungsi sebagai medium penting dalam memperkuat penerimaan budaya Korea di kalangan NCTzen Bandung.

Kata kunci: Popularitas, YouTube SMTOWN, Penerimaan Budaya, NCTzen Bandung, Media Baru.

ABSTRAK

The globalization of Korean culture continues to grow, with YouTube serving as one of the main platforms for cultural dissemination. The SMTOWN YouTube channel, representing the Korean entertainment industry, has gained high popularity and reached a wide audience, including the NCTzen community in Bandung. This study aims to explore how the popularity of SMTOWN YouTube contributes to the acceptance of Korean culture among NCTzen Bandung. This research employs a qualitative descriptive method through in-depth interviews and observations with members of the NCTzen Bandung community. The theoretical framework used is New Media Theory (Mulyana, 2008) and Representation Theory (Sobur, 2009).

The findings reveal that SMTOWN YouTube's popularity influences the acceptance of Korean culture in three main aspects: first, intensive consumption of music and visual content that shapes positive perceptions; second, the adoption of lifestyle elements such as fashion, language, and social behavior; and third, the creation of togetherness through community-based activities. Thus, SMTOWN YouTube functions not only as entertainment but also as a key medium in reinforcing the acceptance of Korean culture among NCTzen Bandung.

Keywords: Popularity, SMTOWN YouTube, Cultural Acceptance, NCTzen Bandung, New Media.