

## ABSTRACT

**Ningsih, Hani Gustiya.** 2019. *BangTan Seonyeondan (BTS) Music Video "IDOL" As Korean Pop Culture*. Thesis, English Department, Faculty of Letters and Philosophy of Panca Marga University. The advisors are (1) Indra Tjahyadi, S.S., M.Hum.. and, (2) Nuril Hidayati, S.Fil., M.Hum., M.Phil.

Korean pop culture or hallyu (Korean wave) refers to the phenomenon of Korean entertainment and popular culture which has caused a great sensation in the world with pop music, TV dramas and films. Supported by increasingly advanced technology so that it can easily access news about Kpop. Kpop has a distinctive characteristic of music that gives pleasure to the audience. Various kinds of traditional culture that are modern in the genre of music, choreo dance, stage performances and video music make Kpop more interesting.

This research aims to find out about Korean traditional culture that is becoming popular culture in Korea today in BTS "Idol" video music. This research is qualitative descriptive by using Stuart Hall's representation theory with cultural studies approach. The method of data collection used is literary research.

The results of this study are; (1) *Horangi* (tiger), considered a holy creature that brings good luck and as a symbol of courage and strength, (2) *Hanbook*, modified traditional Korean clothes to become modern, (3) *Paljak-jiboong*, Korean traditional pavilion still in use for house roof design, (4) '*eo*lssu', *Pansori* and *ggwaeng-gwari*, traditional arts and musical instruments that are combined with the flow of modern music in the current Kpop song, (5) the habit of *Yangban*, a mild cough that indicates its existence still applied until now.

**Keywords:** *BangTan Seonyeondan* (BTS), music video BTS "*Idol*", Korean pop culture