

## **CHAPTER II**

### **REVIEW OF THE RELATED LITERATURE**

This chapter is consists of two parts, first is theoretical framework and the second is last review of the previous study. This thesis is uses representation theory with cultural studies approach.

#### **2.1 Theoretical Framework**

##### **2.1.1 Cultural Studies**

Cultural studies are not a set of monolithic theories and methods. Cultural studies contain multiple discourses; this field contains a number of different histories. Cultural studies are a set of formations, it records different moments in the past and the crisis conditions (conjuncture). Cultural studies cover a variety of different types. It is always a set of unstable formations. He has many trajectories, most people have taken different theoretical positions, and all of them firm in their stance. Hall, in Storey (2007: 1-2)

Cultural studies are always a stretching discourse, which responds to changing political and historical conditions and is always marked by debate, disapproval and intervention. For example, in the late 1970s class centrality in cultural studies was confounded for the first time by the affirmation of feminism in the importance of gender, and subsequently the question raised by black students regarding the non-emergence of race in most cultural studies. Now, it is

absolutely impossible to imagine cultural studies and pop culture for example, without at the same time imagining the many contributions made by feminism to the study of pop culture. In the early 1970s, this connection was still unclear (Storey, 2007: 2).

"Culture" in cultural studies is more defined politically than ethically. The object of study in cultural studies is not a culture that is defined in a narrow sense, namely as an object of aestheticism (high art), also not a culture defined in terms of equally narrow, namely as a process of aesthetic, intellectual and spiritual development but culture which is understood as the text and practice of everyday life. This is the definition of power that can cover the two previous definitions, besides that and this is very important, involving the study of pop culture can move beyond social exclusivity and the narrow definition of this culture. Although cultural studies cannot (and should not) be reduced to the study of pop culture, it cannot be denied that the study of pop culture is central to cultural studies projects (Storey, 2007: 2-3).

Cultural studies also consider culture to be political in a very specific sense, namely as a realm of conflict and struggle. Cultural studies are seen as important sites for the production and reproduction of social relations in everyday life. Pop culture is a place where hegemony arises and regions where full hegemony can really be 'shown'. However, it is one place where socialism may be given legality. That's why 'pop culture' is something important. Hall in Storey (2007: 3)

Cultural studies also emphasize that the creation of pop culture (production practices) can oppose dominant understanding of the world and become empowerment for those who are subordinate. However, that does not mean pop culture is forever empowering and opposing. Denying consumption passivity does not mean that the consumption is sometimes passive; denying that consumption of pop culture is not a victim of cultural culture does not mean denying that once we can all be victims of fraud. But this means denying that pop culture is nothing more than a culture of integration, which has been inflicted from above, to strength of industrial culture and the power of its influence. Both are too often mixed up, even though both are not always the same (Storey, 2007: 7).

### **2.1.2 Pop Culture**

William interpreted popular culture as a culture that was liked a lot, and work done to please people (Storey, 2003: 10). It is a concept that produces a product called popular culture products that many people like. The existence of popular culture itself is a form of resistance to the establishment of high cultural values, namely culture produced by intellectuals. But now popular culture is no longer considered a low culture because intellectuals have also been exposed to popular culture products.

Pop culture is a culture that originates from "the people". Pop culture is an authentic culture of "the people". Pop culture as well as regional culture is the culture of the people for the people (Storey, 1993: 17-18). Popular culture the development of cultural industries can be seen from various products produced by

popular culture. The concept of popular culture turned out to be very diverse, as can be formulated below. First, pop culture can be understood as a culture that originates from the people, by the people, and all things that are liked by the people. Popular culture is produced through mass-produced industrial techniques and marketed to benefit the mass consumer audience

Pop culture means the opposite of high culture. Pop culture is a cultural work that cannot be included in the criteria of high culture. Pop culture in the sense that neo-gramscian circles put it. The concept of pop culture cannot be separated from the terminology of hegemony as was conceptualized by Antonio Gramsci. Hegemony is a phenomenon of power which is always colored by various battles that never stop. Victory that is owned by the ruling party to dominate the party it controls is temporary and indeed will never be lasting and always in an unstable condition. So, in this case, pop culture is an area of battle of power carried out by the oppressed class against the oppressive class.

### **2.1.3 K-Pop of Culture**

K-Pop (abbreviation of Korean pop; Hangeul: 케이팝; RR: *kei-pap*) is a musical genre originating in South Korea that is characterized by a wide variety of audiovisual elements. Although it comprises all genres of “popular music” within South Korea, the term is more often used in a narrower sense to describe a modern form of South Korean pop music covering: dance-pop, pop ballad, electronic, rock, metal, hip-hop music, and R&B. *Hallyu* or Korean Wave is meaning that given for spread Korean pop culture globally in the world (Lee, 2009).

*Hallyu* is a media that is deliberately created to satisfy the public's curiosity about Korean world and everything in it. A variety of information and knowledge about arts and culture of Korean society can be obtained here. *Hallyu* success is not accidental but result of the combination of the development of Korean culture for 5000 years, the creative efforts of media experts, sensitivity to international trends and outlook of the media (Lee, 2009).

As Korean pop culture is becoming an increasingly globalized phenomenon and globally popular in many parts of the world allows South Korea to utilize its pop cultural sectors to access, tap and break into foreign entertainment markets. By tapping into social networking services and the video sharing platform YouTube, the K-pop industry's ability to secure a sizable overseas audience has facilitated a noticeable rise in the global proliferation of the genre (Diana, 2016).

#### **2.1.4 Representation Theory**

Representation is process of record an ideas, sciences or message on some physical ways (Wibowo, 2011: 122). Representation on another defines are all activity which formed science and be able doing based on human's brain activity (Danesi, 2010: 24).

The main part of cultural studies is centered on the question of representation. Which is how the world is socially constructed and represented to us and by us. Even the main element of cultural studies can be say as a study of culture as a signification practice of representation. It requires exploration of the textual meaning construction. It also requires investigation of how a meaning can

be constructed in any contexts, such as sound, object, images, book, magazine, or even in a television programmed (or a movie). They are produced, showed, used and recognized in a particular social context (Barker, 2008: 9)

Representation works through system of representation. This system of representation, consist of important component that is concept on mind and language. These two components are related. Concept from what is what we think, makes us know what the meaning from our mind is, but sign is not shown without language. Representation is part of produce and then description a meaning about something like sign, picture or language. Each of culture has differences to get meaning from sign (Hall, 1997: 13).

There are several different approaches that describe how language is used to represent, there are three approaches: *reflective, intentional and constructionist*. The first approach, *reflective* approach is thought to lie in the object, person, idea or event in the real world, and language function like a mirror, to reflect the true meaning as it already exists in the real world. The second approach, *intentional* there is some argument since we all. Individually, language is used to convey or communicate things which are special or unique, the way of seeing the world. However as a general theory of representation thought language, the intentional approach is also flawed (Hall, 1997: 13).

Simple form, Stuart Hall states that culture is about “shared meaning”., meaning is what give us sense of our own identity, of who we are and with whom we ‘belong’ = so it tied up with question of how culture is used by mark out and maintain identity within and difference group (Hall, 2002: 3). This is allow with

language is used as a medium which make it possible sense production and interchangeable. Language can do it because there is representation system. On language, we used symbol and symbol to represents what we want share to other people about concept, idea and feel. Language become only media is used to represent mind, idea and feel on culture.

The question of representation. This is one f the central practices which produce culture and a key ‘moment’ in what has been called the “circuit of culture” (Hall. 2002: 1). On Stuart Hall’s book explain that a questioned of research about representation from life of social practices which produces culture and event has been called Circuit of Culture.

Circuit of culture description the relation or connection among representation and identity, regulation, consumption and production. This unity is concerned whit how is sense is produces through description of self identity and some events has relation with regulation, consumption, process of sense production and representation that exist in mass media. All of this has their respective role (Hall, 2002: 1)

Circuit of culture becomes an important reference to know and see how a process of meaning is produced and articulated in a cultural context. There are five important elements, consist of representation, identity, regulation, production and consumption. The fifth elements has feedback or has relation two-way direction between one another (Hall, 2002: 1)

Meaning will be produced and interchangeable through each people social interaction as well as n the media. Language on culture’s concept has important

thing because it makes sense of things and finally language producing sense and interchangeable sense on society. In other word, language can construction sense (Hall, 2002: 2)

Meaning of something can be different in culture r group of society who are different in each culture, or this group of society have different knowledge background to cultural codes cannot understand of meaning that is produced by the other group of society. Dwi Mega Aprilia (2018: 15) in her thesis “Man Representation on L-MEN Advertisement”.

## **2.2 Review of the Previous Study**

The following section describes the result of previous studies, which are relevant to the present study. There are present as a contribution for the literature study especially in pop culture that also connected to the Korean pop culture. This thesis is needed many references to be good thesis. In this thesis, there is review of the study.

*First.* Drama Korea and Budaya Popular, a thesis from Velda Ardia in 2014 from the University of Muhammadiyah Jakarta. This thesis describes Korean drama as a popular culture that spreads in several countries through media globalization. The reason Korean dramas are in great demand is Korean drama episodes, only around 16 to 20 1-2 hours long with various genres aired every week. Korean Actors and Actresses are able to lift the development of the Korean entertainment industry, with established acting skills and a charming appearance that can attract and capture the hearts of people around the world. This study uses descriptive qualitative research methods that can be used to describe broadly.



*Second.* Communication and Popular Culture Identity in Surabaya - Korean Lovers Community, a journal from Andira Ardiyanto Putra and Raden Ayu Erni Jusnita from university, Dr. Seotomo in 2018. This journal analyzes how Korean cultural trends towards the KLOSS community (Korea Lovers Surabaya) can make its own interests towards its members, because in the KLOSS community (Korea Lovers Surabaya) there are forms of interactions that use symbols. Where the symbol symbolizes the characteristics of Korean pop culture. For example, there is a symbol in color that represents the fandom of each idol they idolize. Then the clothes that become icons, such as clothes with a symbol / writing about their idols. Music is one of the trends, such as kpop music with rap nuances, or hip hop according to the interest of its listeners, besides make up music also makes a trend in this community. This study uses a quantitative research method that can be used to describe broadly and understand directly.

The third is Yelly Agesti's thesis (2018) University of Lampung. The title of his thesis is "The Influence of K-Pop Dance Video Content on the Cover Dance Community at BANDAR LAMPUNG to do K-Pop cover dance". This thesis examines the influence of K-Pop video dance content on YouTube on the cover dance community in Lampung to do K-Pop cover dance. The sample in this study were 66 members of the cover dance community in Lampung and showed the influence of K-Pop video dance content on YouTube on the cover dance community in Lampung to cover K-Pop dance, but based on the calculation of the results of the correlation the influence was included in the low category . this thesis use quantitative approach and SPSS.16 application, instrument and

collecting data use questioner an documentation and the analysis data is path analyze.

From the three literature reviews that have been described above, it can be seen that in previous studies focusing on Korean wafers was a form of modern globalization that was most favored and favored by all circles, especially adolescents. From the three literature reviews above, it can be explained that the Korean Wave phenomenon is a cultural globalization whose spread is helped by the role of mass media that brings various kinds of information on Korean pop culture to all directions.

Of the three reviews above, there are also some similarities with the research that will be carried out by researchers in this thesis; but of course there are certainly some differences. The research that will be carried out through this thesis will be more specific, namely discussing BTS 'idol' music video as a KPOP culture, which is within the limits of Korean traditional culture in BTS 'idol' music video.