

**The Impact of K-Pop in the Philippines**

A Research Paper Presented to

Dr. Elvira Delgado

In Partial Fulfillment

Of the Requirements in Research

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**APPROVAL SHEET**

The research project entitled: "The Impact of K-pop on the Philippines" prepared and submitted by Shanaine Leidell V. Gertos and Triziah Kaye Norene Tasio of Grade 11 – Procyon in partial fulfillment of the requirement in the subject Practical Research 1 has been examined and hereby recommended for approval and acceptance.

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**ABSTRACT**

This study is focuses to the influence of Korean culture to the Philippines especially to the youth. This is to help determine if it was beneficial to our teenagers the effect of Korean culture and how great it had affected our sociality. This is conducted to determine how far Korean culture impact in our daily lives. This study also aims to help determine if adding Korean language in the learning subjects of the student would be beneficial to them as well.

This study would require participation of the teenager grade 11 to 12 especially that this Korean culture spreading would affect them. Knowing that teenagers are the one fond of following what is trendy, their input will help this study gather the required information that would supply answers for the questions of this research. This study will be utilized descriptive method in gathering data. The researchers used the descriptive method of research to obtain the opinions, viewpoint and the preference of the respondents of the study.

This study is performed as compliance to the subject requirement and future researcher may use this study as a reference of their researched.

## **Chapter 1**

### **Introduction**

#### **Background of the Study**

Filipino people is very well known for its hospitality where when a visitor came for visits, the host would greet them with a warm welcome. This traits that we have is also the reason why we are easily influenced by other country. In the past few years, many trends surfaced in the Philippines. One of those trend is brought to us by Koreans.

Despite the cultural barrier between South Korea and the Philippines, the cultural wave known as hallyu reached the shores of Philippines. It started off from having Korean dramas being shown in local television – dubbed from its original Korean language to the Filipino language.

Korean dramas or K-dramas at present term, helps build television rating hit skyrockets, because of this, 2 of the well-known television network tries to incorporate Korean drama in their everyday shows. Filipinos being jolly type of person find their cheerful music easy to appreciate. Since then people started to embraced the Korean culture which leads now to a huge Korean influences in our music, dramas and even fashion industry.

The current issue that caught interest of the many citizen is the changing of Filipino Language subject and/or just adding of a Korean language to the current curriculum. This

bring debate and arguments especially to the opposing party. Some say it's a good thing and it is a step forward in diversifying Filipino people while other says that is a way of abandoning our very own culture. This event also sprouted questions how far really did Korean culture invaded our own. Though this topic was clarified by our DepEd that Filipino subject will not be replaced but instead, the Korean subject will just be included in the present curriculum that we are having.

This research aims to help with the current debate if Korean influence does harm our own culture and determine the benefits we can have from it.

### Statement of the Problem

This study is conducted to provide answers to the following questions.

1. What is the effects of K-pop in the Filipino culture?
2. How far Korean culture influence our society?
3. Is Korean influenced beneficial to our youth?

### Significance of the Study

- To the Students Youth

This study deals with Filipino students, teenagers who idolized Korean culture and is greatly affected by the influence of it. This aims to determine if up to what extent Korean culture have repercussions with our very own culture. This study also hopes to clarity if Korean culture really is a good influence to our youths and students.



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- **To the Teacher**

This study benefits teacher in a way of giving them insight of what is currently trending up to what matter is currently in to their student life. Also knowing what their student is fond of could help them determine what teaching tactics to use and or do to encourage their students' participation to the class. Plus with the speculation of adding the language of this culture to the educational system, teacher should really get themselves involve in this topic.

- **To the Parents**

Knowing if in to what world is your child is into could open up a relationship where being a parent/ best friend is possible. Parents should know what kind of people or artist influences their children so that they will be able to deeper understand their children behavior.

- **To the Economy**

This research wants to determine the economic effect of adapting Korean drama in our culture. We also aims to determine how much of its culture is now actively accepted in our country. We would like to know how many of the Filipino is aware of the influence Koreans have brought to us.

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- To the Future Researchers

This research already tackle about the influence of Korean culture to the society in the Philippines. The result of the research may serve as source for further study or research.

#### Scope and Limitations

This research includes the influence of Korean culture to the youth and to the Philippine culture. This aims to determine how far the Korean culture did affected our own and determine if this Korean culture is beneficial to our society. Beyond the mentioned topic is out of the scope of his research.

#### Definition of Terms

DepEd- Department of Education. This is an executive department of the Philippine government responsible for ensuring access to education.

- Hallyu- this means an increase in global popularity of south Korean culture.
- Korean Culture- a type of cultured practices by Koreans
- K-pop- it is a genre of music characterized by a wide variety of audiovisual elements. This also means a pop music domestic in South Korea
- K-drama- is a television series in Korean Language and is made in South Korea.



## **Chapter 2**

### **Research Literature**

Its peculiar how its population grew despite the cultural barrier between the Filipinos and the Korean culture. A barrier such as this isn't something simple, since the Filipinos and the Koreans have a uniquely difference culture from each other. This diversity will not be solved with dubs and subtitles. Since the different not only exists in language, but there is a vast difference in the way of life of the Koreans themselves. From the mannerisms, to their values, and even to food they eat. It's certainly amazing how such diverse cultures were able to meet at a certain point – the entertainment industry.

The cultural barrier already poses as a threat for south Korea to start investing their hallyu products into the Philippines. The potential market and audience could be lethal and dangerous to explorer and challenge the market for the sake of their hallyu product. Such a products with a completely different cultures background from that of the Philippines.

Even if there are Asian cultures that have infiltrated Philippines cultures, like for examples, the anime cultures from japan. A phenomenon considered to have a been treated differently, given that anime could be dubbed into the local language and watched with subtitles for understanding of the story. The Philippines people have



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gained awareness towards anime, regardless of its different cultural background, for the reason that this phenomenon is backed up with a plethora of translators—this is in light of the economic background between the Philippines and Japan. Music however, is a different story. Given that anime became somewhat popular in the Philippines, Japanese music did not gain much attention as K-Pop. But that topic is up for a different discussion. The focus of this study would hence be on the phenomenon of K-Pop and how it has gained a considerable amount of audience and a penetrable market.

Although the people in the Philippines are sensitive regarding other foreign cultures, they are nevertheless people who would follow trends. But trends have yet to be set by a certain amount of people significant enough for other people to follow it – and such a trend should be kept alive so that it will be kept as a trend.

K-Pop as a part of the Korean wave, plays a major role in its expansion. A vital part of the culture wave that's now sweeping across the globe. From its humble beginning in its mother country – K-Pop, along with other parts of Hallyu, has reached the Americas, Europe and the Middle East. The culture barrier is more of a problem in these areas of the world, given the difference between eastern and western cultures. These two are more distinct from each other compared to the distinction between Philippines and Korean cultures, and yet – K-Pop and Hallyu has managed to penetrate their market as well although the penetration is not clearly felt, there is nevertheless a significant amount for companies to invest in holding events in those western countries.

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It should be a given that hallyu should first penetrate the Asian market before progressing towards the western market. Since the cultures in Asian are relative to each other in one way or another. Hallyu has already past the stage of gaining the Asian market, and is now on its way in moving on to the western market.

Given this observation, K-Pop should have penetrate in Philippines as well. This would entail that the Philippines should have a considerable amount of audience – thus, leading to investments in the Philippines market, in regards to event, merchandise, and etc. Its understandable that it would be a benefits for both countries. Promoting economic development for both countries – but all this is an assumption that the popularity is well and alive. And awareness is good enough for market penetration.

With the assumed penetration of market, it should mean that K-Pop and hallyu has influence in the miduims of communication in the Philippines. An influence should be held in areas where most of the attention of the potential market. They should be efficient and affective enough to boost awareness and hence, to penetrate the market.

In this study, the reasons behind such an expansion and how it's made possible will be answer throughout the course of this discussion. But there is definitely no one clear answer a to what is the behind the spawning of popularity and awareness of k-Pop.

(Alyssa Kristin Cruz)

### **Chapter 3**

#### **Research Methodology**

This chapter presents the procedure of the study. It includes research design, population and sample of the study, research instrument, data gathering procedure and statistical treatment.

##### **Research Design**

The study made use of descriptive method. The researchers used the descriptive method of research to obtain the opinions, viewpoint and the preference of the respondents of the study. By this method, the researchers were able to describe and identify "what is/are" the Influence of Korean Culture in this study.

##### **Population and Sample of the study**

The respondents of this study will be students of John B. Lacson Foundation Maritime University. The respondents of the study are the ones who volunteer to supply the information needed by the researchers. This study will require at least 50 respondent from the said school.

##### **Research Instrument**



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This study made use of survey-questionnaire instrument to achieve the main objective of the study. Questionnaires given to the respondents will help supply the answer to the question how far did Korean culture had influence our country. This questionnaire contains multiple choice questions and close-ended questions. Next, the researchers also used the check the box and multiple choices to easily determine the ideas and thoughts of the respondents based on the given statements. Another, the researchers also used the identification method but the answers are subjective to the recipients.

#### Data Gathering Procedure

The researchers asked permission to the principal and teachers of John B. Lacson Foundation Maritime University to conduct a survey about this study. The researchers conducted the survey inside the classrooms. The questionnaires were retrieved after the respondents were done answering.

Assurance was given to the respondents that their responses shall be treated with strict confidentiality and shall be used for research purposes only.

#### Statistical Treatment of the data

The researchers made use of the Percentage formula. The formula used was;

$$P = \frac{x}{n} \times 100$$

Where;

$P$  = Percentage of the quantity compared to the total

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$x =$  *Given quantity*

$n =$  The total amount

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**Chapter IV**

g(Molo) Inc. of Grade 11. It is Important to know what students think about the impact of K-pop in the Philippines. This study was conducted to know the opinion of the students about the impact of K-pop in the Philippines.

**Data Collection and Analysis**

In this chapter the result of the data analysis is presented finding the 30 respondents completed by the students of JBLFMU (MOLO), Inc. The purpose of this study is to find out and know the effect of the K-pop in our country.

Data analysis is used to identify the percentage to answer all the question given to them.

1.What are the reason why you have to learn Korean language as a subject in school?

23 out of 30

answered its more helpful especially for those  
students who's taking Tourism in college  
use it help to communicate in Korean people

7 out of 30

answered Don't have any reason



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2. Why do you follow Korean trends? Why?

5 out of 30

Answered they don't follow Korean trends

23 out of 30

Answered its cute, unique and more comfortable.

2 out of 30

Answered they have own fashion sense and because of different weather

3. Is it worth it to watch Korean drama late at night?

NO

9 answered that they love watching Korean drama but they don't stay late at night because they study during that time

YES

21 students answered depend on the situation if it's a vacation. It is really worth especially when you're in the climax of the story

4. What Korean song would you like to add in your playlist? why?

27 out of 30

Answered any Seventeen, Exo, Blackpink, Bts, GG, 2ne1, OST and BF songs because the lyrics is meaningful and it relieves stress. Language is not barrier to understand the message of the of the songs

3 out of 30

Answered not any because they're not a fan





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5. Do you think Korean culture bring good influence? Why?

**YES**

23 students answered that we need also to learn different kind of culture to be able to communicate in other country but we should know our limits

**NO**

7 students answered that we conquered and invade by a very viral culture but we should respect our own culture

6. Which do you prefer to do first homework? or watching Korean drama? Why?

28 out of 30

Answered because its more important and help us to expand our knowledge

2 out of 30

Answered Korean drama it gives chills before doing homework

7. Do you prefer Korean pop? or Philippines?

14 out of 30

Answered Korean pop that it helps relieves stress from school and most of Korean songs are jolly

16 out of 30

Answered Philippine pop because we should support our own music



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8.As a Teenager? Does K-pop help you in your study? Why?

NO

6 answered that its distracted from studies

YES

answered that k-pop songs calm they're mind. It avoids for having a boyfriend

9.What do you think of invading of Korean culture in the Philippines? Why?

14 out of 30

Agree because they don't see any problem of it besides its more helpful to be able speak different kind of language

16 out of 30

Do not agree because we need to respect our own culture

10.State the amount of the time you spend watching Korean drama? Why?

10 out of 30

Don't watch Korean drama

4 out of 30

Answered don't have time because of work

7 out of 30

Answered 1-2 If they has a free time

9 out of 30

Answered 6-8,9-10,3-5 because they watch it during vacation



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**Chapter V**

**Summary, Conclusion and Recommendation**

**Summary**

This chapter presents the summary of findings, conclusions drawn from the study, and recommendations for future works. Summary This study was intended to know the effect of K-pop in our country. The researcher conducted survey questions and purposively chosen 30 selected ABM students of the John B. Lacson Foundation Maritime – Molo as the respondents to gather the data for this study.

Findings 1. Most of the respondents were between the age 17 to 20 years old; 2. Majority of the respondents were females; 3. Majority of the respondents were students; 4. Most of the respondents were K-pop fan

**Conclusion**

Some of the students are already addicted to the point that they don't have interest in their own culture. They stay up late at night just watch Korean drama and music videos.to the point that they forgot to study and review. Its also affected our body because of being stay late at night, also affect their eyesight.



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**Recommendation**

Most of the respondents believed that K-pop is not toxic in the society. It can also help student to help improve their skills and talent. Korean culture is invading our country, but we should know our own limitations. We learn their language by their music and we also discover their own language that it is suggested to learn in school. This must apply in college students who's taking the Tourism course.

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