



DYNAMICS OF EDUCATIONAL DIGITALIZATION IN INDONESIA: THE INFLUENCE OF KOREAN CULTURE IN INDONESIA

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ABSTRACT

Digitization involves the process of transferring audio, video, and print media into digital form. Digitalization of education is one of the most popular trends in the development of the education system in Indonesia. The digitalization of education in Indonesia is experiencing dynamic changes influenced by cultural factors, including the increasing influence of Korean culture. This article examines the dynamics of digitalization of education in Indonesia in relation to the influence of Korean culture.

With the development of information and communication technology, Korean culture plays an important role in the transformation of education in Indonesia. This article examines how Korean culture influences the use of technology and teaching method strategies in the Indonesian educational environment. Apart from that, it also discusses the negative and positive impacts of the influence of Korean culture on the digitalization of education in Indonesia using the literature study method. This research provides an in-depth view of the interaction between culture and technology in the context of education in Indonesia which continues to develop. In conclusion, it can be said that the influence of Korean culture is an important element to describe Indonesia's increasingly developing digital education journey.

Keywords: digitalization, Korean culture, impact

1. INTRODUCTION

Digitalization has become an integral part of the development of information technology in various areas of life, including education. In Indonesia, the digitalization of education is a significant and growing phenomenon. This is inseparable from the influence of Korean culture which is increasingly expanding into various aspects of Indonesian people's lives, including education. As a result, the dynamics of digitalization of education in Indonesia are becoming increasingly complex and influenced by diverse cultural factors.

In a study by Choi et al. (2018), stated that Korean culture has had a significant influence on the use of technology and teaching method strategies in the Indonesian educational environment. For example, the popularity of K-Pop and Korean dramas has influenced Indonesian teenagers' preferences in choosing educational content and learning styles. This shows how Korean culture has become an important factor in shaping the thinking patterns and learning behavior of Indonesia's young generation.

However, the influence of Korean culture on the digitalization of education in Indonesia is also not free from negative impacts. According to Kim (2019), the tendency to adopt the mindset and lifestyle promoted by Korean culture can lead to neglect of local Indonesian cultural values. This raises concerns about the loss of local cultural identity in globalization which is dominated by Korean culture.

In this context, this research aims to provide a deeper understanding of the interaction between culture and technology in the context of education in Indonesia. By analyzing the influence of Korean culture on the digitalization of education, it is hoped that conclusions can be found that can become the basis for developing more holistic and sustainable education policies.

Thus, this article will review how Korean culture influences the use of technology and teaching method strategies in the Indonesian educational environment as well as its positive and negative impacts on the digitalization of education in Indonesia. Through the literature study method, it is hoped that this research can provide an in-depth and comprehensive view of the digitalization journey of Indonesian education which is increasingly influenced by Korean culture.



2. METHODS

The method used in this article is a literature study. Literary studies is a research approach that involves in-depth analysis of literary works and other writings to understand the meaning, writing style, themes, and cultural context in which the works were produced. The data sources used are primary and secondary data originating from written materials that are relevant to the topic discussed. Primary data consists of research articles regarding Korean culture. Secondary data was taken from mass media reports regarding Korean culture. In this research, after the data was collected, the data was analyzed to reach conclusions. Data analysis is the most important stage of writing. Because at this stage it can be worked on and utilized in such a way as to produce a delivery that can be used to answer the problems that have been formulated (Achmadi, 2013).

3. RESULTS & DISCUSSION

Indonesia is considered one of the important countries that is a target for the spread of Korean culture. One of the reasons is that many Indonesian workers work in Korea and many Koreans invest and live in Indonesia (Darmista, 2015). The incessant spread (diffusion) of Korean culture fostered a love for Korean culture and was followed by the formation of Korean cultural acculturation in Indonesia.

Recently, the influence of Korean culture has spread in many Asian countries, including Indonesia. Perhaps many people from several levels of society do not or have not realized that Indonesian teenagers are so strongly influenced by Korean culture. The following are the forms of Korean influence that are transforming Indonesia.

a) Korean drama

The success of Korean dramas in winning the hearts of Indonesian people was proven by the high level of audience interest in the Korean drama that was first broadcast at that time, namely *Endless Love*.

b) Korean language

Korean dramas and songs arouse their curiosity about Korean culture and language, which makes them want to know and learn Korean culture and language. They are even willing to take Korean language courses so they can learn Hangeul letters and Korean. It is not uncommon for Indonesian students majoring in Korean to admit that they chose this major because they like Korean dramas and want to study the language and culture in depth.

c) K-pop music

Slowly but surely that is what Korea is doing to dominate the world music industry, including Indonesia. It can be seen from the increasing number of girl bands and boy bands in Indonesia who are oriented towards K-pop music.

d) Food and cosmetics

Korean dramas and TV shows have popularized Korean food and cosmetics. Therefore, Korean people pay attention to healthy food that is cooked and eaten hot, as well as beauty care.

The dynamics of digitalization of Korean culture in education in Indonesia have had positive and negative impacts that need to be considered in depth. One of the positive impacts of Korean culture is that Indonesian teenagers can learn about the culture of other countries. The negative impact of the entry of Korean culture into Indonesia is that several Korean habits cannot be applied in Indonesia, which are imitated by Indonesian teenagers. Some of the positive impacts that we can see are:

- a) The influence of Korean culture through entertainment media such as K-pop and Korean dramas has increased students' interest in learning the Korean language and Korean culture as a whole. This is reflected in research by Choi et al. (2018) which shows that the popularity of Korean culture has had a positive impact on Indonesian students' motivation to learn Korean. Passion for Korean cultural content spurs interest in learning Korean and creates an environment that stimulates the development of linguistic competence among Indonesian students.



- b) The dynamics of digitalization of Korean culture have also driven innovation in teaching and learning methods in Indonesia. Teachers and educational institutions can take advantage of the popularity of Korean culture to develop engaging and interactive learning strategies.

In responding to this positive impact, educational institutions and the government need to develop a framework that supports the integration of Korean culture into the overall education curriculum. This can be done by providing training and resources for teachers to develop curricula that are relevant to the Korean cultural context and utilizing technology as an innovative and inclusive learning tool.

The negative impacts of the influence of Korean culture on education in Indonesia are as follows:

- a) The dynamics of digitalization of Korean culture can also have a negative impact, the strong influence of Korean culture, especially through the entertainment industry such as K-pop and Korean dramas, can cause neglect of local Indonesian culture. The popularity of Korean culture can shift students' attention from traditional Indonesian cultural values, which can threaten the sustainability and preservation of local cultural heritage. Kim (2019) highlights that the popularity of Korean culture in Indonesia can lead to a decline in interest in local culture, which has the potential to eliminate Indonesia's cultural identity amidst the flow of globalization which is dominated by Korean culture. This could threaten the sustainability of Indonesia's local cultural heritage and national identity.
- b) The dynamics of the digitalization of Korean culture can also create social gaps in access and understanding of Korean culture among Indonesian students. Students from lower economic backgrounds may not have the same access to technology and educational resources related to Korean culture as students from higher economic backgrounds. This can increase educational inequality and social inequality between students, which can exacerbate the problem of educational inequality in Indonesia. This negative impact needs serious attention from related parties so that education remains inclusive and equitable for all levels of Indonesian society.

Overall, the dynamics of the digitalization of Korean culture in education in Indonesia is a complex phenomenon and requires a balanced approach. While providing opportunities to enhance cross-cultural understanding and enrich learning experiences, we also need to consider the challenges associated with preserving local culture and the judicious use of technology in learning. The interaction between Korean culture and technology in education in Indonesia shows a significant impact on various aspects of learning. Korean culture, especially through the entertainment industry such as K-Pop, dramas, and films, has become one of the main factors influencing Indonesian teenagers' preferences for using digital technology in the teaching and learning process (Lee et al., 2020). For example, technology-based learning applications such as online learning platforms and educational content that use visually and audio-attractive styles tend to be more popular with Indonesian students who are influenced by Korean culture. Furthermore, this interaction also includes the use of technology to support Korean language learning in Indonesia. The increasing popularity of the Korean language among Indonesia's young generation, largely influenced by the Korean cultural phenomenon, has encouraged the development of online learning applications and platforms that provide Korean language learning materials with an interactive and interesting approach (Choi et al., 2018). This reflects how Korean culture has driven innovation in the use of technology to support foreign language learning in Indonesia.

However, the interaction between Korean culture and technology in education in Indonesia also poses challenges, especially related to the sustainability of local culture and assessment of educational content. The strong influence of Korean culture in the use of technology and learning styles can shift attention from local cultural values and traditional Indonesian knowledge (Kim, 2019). Therefore, it is important to consider the balance between the use of technology and the cultivation of local cultural values in the educational context in Indonesia. Addressing the various impacts of Korean cultural influence on education in Indonesia due to the dynamics of digitalization requires a holistic and balanced approach. First, it is important to strengthen understanding of Indonesia's local cultural values and encourage appreciation of its rich cultural heritage. This can



be done through the integration of local content into the educational curriculum and the promotion of extracurricular activities that strengthen Indonesian cultural identity (Kim, 2019). Second, a wise approach is needed in the use of technology in learning. Although technology has the potential to improve access and quality of education, it is important to ensure that its use does not replace social interactions and context-based learning experiences (Choi et al., 2018). Teachers and educational institutions need to develop balanced learning strategies, integrating technology with student-centered learning methods and social skills building. Lastly, cooperation between educational institutions, government, and society is key in responding to the impact of Korean cultural influences on education in Indonesia. Through open dialogue and active collaboration, we can identify challenges and opportunities related to the dynamics of the digitalization of Korean culture and formulate appropriate solutions to optimize its impact in supporting inclusive and sustainable education in Indonesia.

4. CONCLUSION

The interaction between Korean culture and technology in education in Indonesia shows that digitalization has become an integral part of the development of the education system in Indonesia, with the influence of Korean culture further deepening the complexity of digitalization dynamics. The digitalization of education has had a positive impact in increasing accessibility to educational resources related to Korean culture, as well as expanding cross-cultural understanding among students. However, this interaction also raises challenges related to preserving local Indonesian culture and the wise use of technology in the learning process. Therefore, to address the various impacts of Korean cultural influences on education in Indonesia due to the dynamics of digitalization, a holistic approach is needed that strengthens understanding of local cultural values, balanced use of technology, as well as cooperation between educational institutions, government, and society to formulate the right solution to support inclusive and sustainable education in Indonesia. So it can be said that the influence of Korean culture is an important element in describing the digital journey of Indonesian education which is increasingly developing.

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