



IT Industry and Business Opportunities

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Abstract:

The purpose of this study is to find out the influence of Kpop (Korean Pop) had to create new business opportunities by utilizing available social media in Indonesia. The research used descriptive method by describing, explaining, and validating social phenomena through the distribution of online questionnaires based on existing data. Judging from the 58 data obtained, as many as 84.5% stated that business in the Kpop field could be seen as a promising business opportunity. This data was obtained from two types of respondents, namely Kpop fans and non-Kpop fans. This opportunity must be utilized as well as possibly one of the sources of funds for our businesses.

Keywords: *IT Industry, Business Opportunities, Kpop, Social media*

INTRODUCTION

Current developments and technological advances make exchanging information easier. Social media is an implementation of technological development and progress. Social media is an online media where users can easily participate, share information, and communicate (Jenner, M. 2017). The offered convenience certainly has an impact on social life, one of which is the entry of foreign culture into Indonesia. Korean Pop (Kpop) is one of the popular music genres originating from South Korea. Over the past decade, a specific form of Korean popular music—K-pop—has enjoyed huge success around the world (Messerlin, P. A., and Shin, W. 2017). Indonesia is one of many countries that has a high enthusiasm for KPop. From the beginning of 2009 until now and can still continue, Kpop has made its stand in Indonesia (Nugroho, S. A. 2014). K-Pop is spread through videos uploaded to Youtube, introducing boy bands and girl bands that can gain popularity all over the world (Jenner, M. 2017). Korean fever has occurred in almost every country in the world, one of which is

Indonesia. In this digital era, it is easy for people to see series or films from other countries, one of them is Korean drama or film. Not only dramas and films, the Indonesian people especially adolescents love Boyband and Girlband from South Korea because of the appearance of Korean Boyband and Girlband personnel which are considered handsome and beautiful (Otmazgin, N., and Lyan, I., 2014). “Hanryu” or “Hallyu” (in English, “Korean wave”) is a phenomenon particular to Asia and it refers to the current impact of products specific to South Korean Popular culture (films, music, games, and fashion) on this region of the world (Nugroho, S. A., 2014). This phenomenon has caused many K-pop fans to spread in Indonesia, from teenagers to adults.

Social media is a form of internet service that can be a place for works, ideas, responses, opinions, entertainment, and even media to express situations that occur (Jenner, M., 2017). The current high use of social media can be used as an opportunity to conduct online-based business, especially in selling Kpop goods. Bolstered by the power of social media as a means to access contents, K-pop have managed to carve a niche among group of consumers especially girls with their cultural content, Korean movies, TV dramas (Otmazgin, N., and Lyan, I., 2014). The utilization of information technology to its maximum can provide benefits for its users. Some of the advantages of Information Technology for Business; Information Technology makes business people closer to consumers, Information technology helps reduce costs, and Information Technology makes business more flexible (Soegoto, E. S., 2014). Online social networks offer opportunities to express themselves by disagreeing or agreeing to something. Users can feel the difference from direct conversation (Fardouly, J., et al 2015). Further, online social interactions fundamentally differ from face-to-face interaction in offline social networks (Fardouly, J., et al 2015). Online social networking typically offers opportunities for free speech (Fardouly, J., et al 2015). Through the media, especially the internet, Kpop fans can fulfill their 'missing' feeling (Filo, K., et al., 2015). Fans often gain strength and enthusiasm from their ability to identify themselves as part of another group of fans who share the same pleasures and face the same problems (Jenkins, 1992) (Filo, K., et al., 2015). In a development or business development plan, the first step that needs to be analyzed is looking at the possibility of opportunities to market products to be traded by looking at the level of market absorption that is still available by analyzing market demand, offers, and opportunities (Market Opportunities) (Hutagalung, B., et al., 2017). South Korea used cultural products from Korean Wave as a secondary source of their income because of its high popularity in countries in Asia, Europe, and North America (AltÄ±nay, F., and AltÄ±nay). Around the world, pop consumers are widely accessing popular products through social media (Cheng, C., et al., 2014). We can make this an opportunity to open an online-based business utilizing social media by selling Kpop-related goods, such as merchandise, clothes, albums, and others. Social media has become a common place for communication, networking, as well as content sharing, and many companies seek marketing and business opportunities via these platforms (Paniagua, J., and Sapena, J. 2014).

The purpose of this study is to find out the influence of Kpop (Korean Pop) had to create new business opportunities by utilizing available social media in Indonesia. This research used a descriptive qualitative method by taking existing data, spreading questionnaire, and conducting literary study from books, journals, and articles. By looking at the influence of K-pop in Indonesia, it is now expected to become an alternative as a business opportunity that

can provide benefits for businesses by utilizing existing social media and technology.

METHOD

The study was conducted using descriptive methods by describing, explaining, and validating social phenomena that occur. Data collection techniques were done by taking some data through the distribution of questionnaires online, and through literary study by observing a variety of literature both scientific works, international journals, books, and others that can be used as a guide in the research process. The data obtained were 58 data. From the results of this study, data were obtained as many as 49 people answered that the Kpop goods sales business was promising.

RESULTS AND DISCUSSION

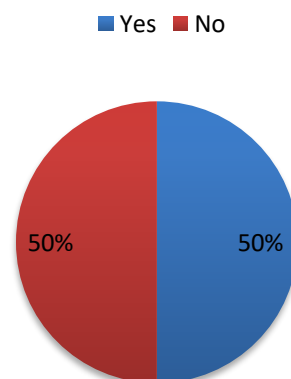
In this study, the questions given to respondents using the open method in which this method has freedom of opinion by what they know, while the questions to be given to the sample are as follows (See Table 1):

Table 1. Questions given to respondents

No	Questions
1.	Are you a Kpopers?
2.	In your opinion, how big is Kpop's current existence?
3.	Judging from its existence, is Kpop's business promising?
4.	In your opinion, at present what business is most in demand by consumers?

Based on the questionnaire that had been distributed, 58 data were received from the respondents. The results can be seen in Picture 1.

Are you a Kpopers?

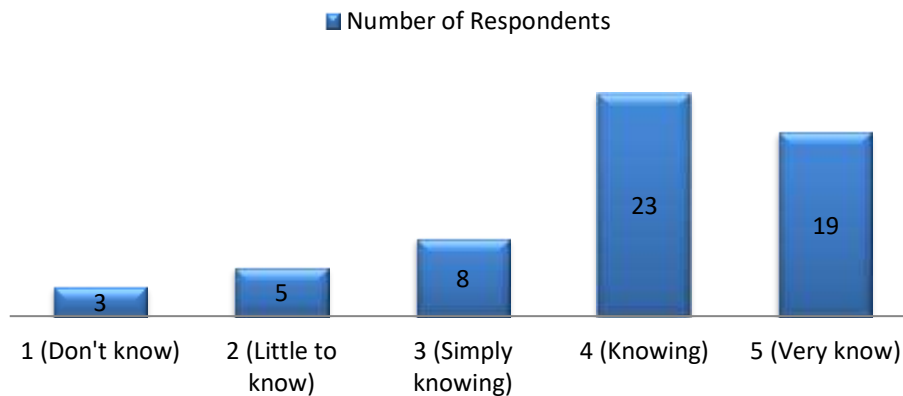


Picture 1. Survey results based on question 1

This question aims to find out how many people like and know the existence of Kpop in Indonesia. Based on the results of Figure 1 above, it can be seen that from a total of 58 data received, 50% of respondents who answered were Kpop fans, while the remaining 50% were not Kpop fans. Therefore, it can be concluded that 16 respondents who answered "Yes" knew what K-pop was and the influence of Korean music in Indonesia. The other 50% results that

answered "No" are as many as 16 respondents who do not yet know in detail what is K-pop and the influence of K-pop in Indonesia. (See Picture 2).

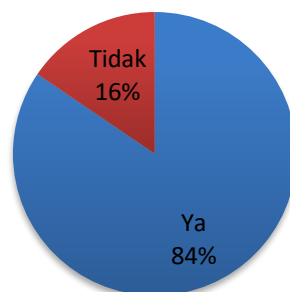
In your opinion, how big is Kpop's current existence?



Picture 2. Survey results based on question 2

This question aims to find out how big the influence of KPop in Indonesia seen from the numerical benchmark. Based on the results from Figure 2, if measured through the numbers 1-5, the existence of Kpop currently reaches number 4 with the most data, namely 23 respondents who voted. The second most data, which reached number 5, has a total of 19 respondents. It can be concluded that the existence of Kpop in Indonesia currently reaches number 4, as many as 42 respondents from the total of 58 respondents know about K-pop. If the percentage is made, this result reached 80% from the 100% point. (See Picture 3).

Judging from its existence, is Kpop's business promising?

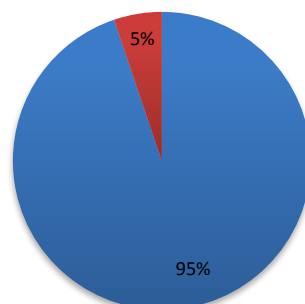


Picture 3. Survey results based on question 3

In this question, the researcher wants to know whether the existence of KPop in Indonesia can be used as a benchmark for the emergence of promising business opportunities. Based on the results on Figure 3, it can be seen that 84% of the 58 respondents who filled out the questionnaire answered "Yes". While the remaining 16% answered "No". Then it can be concluded that the K-pop business in Indonesia can be one of the promising business opportunities (See picture 4).

In your opinion, at present what business is most in demand by consumers?

■ Online Store ■ Offline Store



Picture 4. Survey results based on question 4

This question aims to discover what media are currently in great demand by consumers as buyers. Based on the results from graph 4 above, 95% of 58 data are answered that online business is in high demand by consumers, while the remaining 5% answers that offline business is still the main choice of consumers in shopping. The ease of technology offered by online businesses is one of the main reasons businesses in this field are in great demand. Therefore, it can be concluded that online store business that utilizes social media is more in demand by consumers than offline stores.

CONCLUSION

Judging from the results of this research, it can be concluded that the existence of Kpop in Indonesia can be made as a benchmark to bring up a business opportunity in selling goods related to Kpop. Businesses using social media are still the main choice for consumers to conduct business transactions more effectively and efficiently. Opportunities in business will not come twice, the use of social media as a means of business is a good and appropriate idea to apply. The impact of the development of technology led to cultural exchange, this opportunity we should be able to capture as an opportunity to run a business, for example, the inclusion of music culture from South Korea called Kpop. A large number of fans in Indonesia has resulted in this opportunity being utilized as a source of livelihood in opening a business.

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