ABSTRACT

The Enchantment of Korean Fashion Trend as a Popular Culture Among College Students in Bandung

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This research *has so many purposes. The main purpose of this research is to analyze how college students in Bandung has been enchanted by Korean fashion trend as a popular culture nowadays. This research is designed to answer the research problem mentioned above, therefore it has focused on the following things, such as:* ***The strength*** *or advantages of the use of Korean fashion, Korean style's* ***appearance*** *and the* ***use of mass media*** *in Korean fashion. Those things are used as a meter of the research entitled "The Enchantment of Korean Fashion Trend as a Popular Culture among College Students in Bandung".*

This research uses qualitative descriptive methods, with students as the main subjects. Informants have been selected using purposive sampling technique, and the informants of the study consist of: 5 (five) students, then, in order to clarify and strengthen the data, there are also 2 (two) participants whom play roles as the key informants. The data of the research is obtained through in-depth interview data, observation, documentation, literature and online searching. To examine the validity of the data collected, this research uses a triangulation time techniques. The techniques of data analysis used, such as, data reduction, data collection, presentation of data, draw conclusions, and evaluation.

The results of this study show that: 1. ***Strength or advantages*** *gained from the students is a media of expression in order to differentiates their style to the other students in which it fits to their personality, too 2.* ***The appearance*** *of Korean fashion trend which is interesting, unique and creative has become such a fascination for the students which is supported by the use of clothing, accessories, hairstyle and makeup 3.* ***The use of Electronic media****, such as Print and Social Media makes the students become easier in getting references about Korean fashion trend.*

In conclusion*, the existence of Korean fashion trend causes the emergence of new popular culture among college students in Bandung.*

Suggestions *for people, especially for the students, is that a new fashion trend does not necessarily has to be followed by the students, moreover, if student does not feel comfortable in wearing it. Because the most important thing is that students should be able to conform to the situation and condition. The research suggests that the future research should be more selective in choosing the appropriate theories for the study and another possibility suggestion would be to take a further look at the other possible literature, in order to provide more information to support the current study.*

Key Word : Popular Culture, Fashion Trend, Enchantment