

THE MEANING OF IMITATION AMONGST K-POP COVER DANCERS IN SURABAYA

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ABSTRACT

Korean Wave is quite popular these days and the growth of the Korean wave is also followed by the growth of popular idol groups in South Korea. Examining a dance cover group which quite popular in Surabaya, this research discusses about the act of imitation. Cover dance is one of the fan activities which mostly done by hyper-fans. In Indonesia, some people tend to imitate or impersonate some particular things and this phenomenon has become a common thing. This research argues that Fresh as hyper-fans who imitates Korean boy groups in order to be famous, thus makes them become “demi-idols”. This research aims to reveal the meaning of imitation for K-pop cover dancers, especially in Surabaya. This research uses qualitative approach and purposive sampling to find the data. Kang’s term “demi-idol” is used as the theory in this research because this research adopts Kang’s study about cover dance in Thailand. The method used is in-depth interview with Fresh members and interpret the answers. The analysis shows how imitation among K-pop fans is become a new way to be famous and can be an alternative to go global similar to their Idol along with some negotiations. Imitation is also become the part of globalization through fan activities. This research finds that Fresh turns into demi-idols through cover dance, thus they also succeed to gather their own fans out of their fandom.

Keywords: Cover Dance, Demi-Idol, Fandom, Hallyu, Imitation