

Trends sebagai salah satu platform penyedia data yang cukup menyajikan ukuran ketertarikan masyarakat terhadap suatu hal dengan merefleksikannya pada rasio pencarian. Tetapi, data yang disajikan oleh Google Trends memiliki kekurangan karena tidak semua data dapat diandalkan mengingat jumlah rasio pencarian sangat bergantung pada tren yang saat itu sedang berlangsung. Alangkah baiknya jika penelitian selanjutnya dapat menemukan cara lain untuk mengukur popularitas secara lebih riil. Kedua, terkait dengan pengukuran *cultural proximity* dari model dimensi budaya milik Hofstede, kultur yang dikaji di dalam model tersebut adalah kultur secara kolektif nasional sebuah negara yang direfleksikan dari penduduk berusia dewasa. Padahal, penelitian ini lebih banyak berfokus pada generasi berusia muda yang bisa jadi memiliki pemahaman kultur yang berbeda dengan orang dewasa. Tetapi, terlepas dari kekurangan tersebut, penulis menggeneralisasi kajian Hofstede dengan meyakini bahwa kultur kolektif nasional yang dikaji merupakan representasi kultur negara secara keseluruhan. Ketiga, keterbatasan penulis untuk mendapatkan narasumber dari Arab Saudi juga sering kali terbatas dengan rintangan bahasa, sebab tidak banyak narasumber yang ditemui dapat berbahasa Inggris dengan baik dan benar. Untuk itu, penulis dalam lembar lampiran wawancara menyajikan transkrip wawancara yang tata bahasanya sudah diperbaiki agar lebih mudah dimengerti oleh pembaca. Sehingga penulis menyadari bahwa dalam data wawancara yang didapat bisa jadi didapati beberapa *error* yang tidak penulis kehendaki.

Akhir kata, penelitian ini menetapkan jangkauan waktu pada tahun 2010-2012 sebagai jangka waktu yang menunjukkan kenaikan popularitas Hallyu di Arab Saudi. Penulis tidak memungkiri bahwa alasan populernya Hallyu di Arab Saudi di tahun-tahun setelah jangka penelitian bisa jadi memiliki jawaban yang sama, tetapi penulis mempercayai bahwa akan terdapat dinamika tersendiri jika penelitian selanjutnya menetapkan jangkauan penelitian di luar tahun di dalam penelitian ini. Sebab pergeseran dinamika masyarakat dan kebijakan pemerintah bisa jadi berpengaruh pada alasan populernya produk kultural di sebuah negara.

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