



RISE OF HALLYU: A QUALITATIVE STUDY ON THE EFFECTS OF KOREAN WAVE IN THE PHILIPPINE CONTEXT

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ABSTRACT

Hallyu, also known as “Korean Wave,” is a term which refers to the popularity of South Korea’s culture that is known, not only in their country but also in Western and Asian nations. Due to this, studies on the influences of Hallyu emerged around the world, however, it lacks context in the Philippines. This study explored the effects of Hallyu among students of San Pablo City Science Integrated High School. This qualitative research employed phenomenological approach to delve into the lived experiences of students. Purposive sampling was then used as the study sought participants that are Hallyu fans. Thematic analysis was utilized as it determined themes extracted from the data to connect links of concepts manifested from the participants’ significant statements. Based on the result, Hallyu reveals that from a single drama and music one watches or listens to can lead to a ripple effect of influences. The impact of media led to the adaptation of K-culture and K-lifestyle as it acts as a stress-reliever or everyday entertainment, helping the patronizers to build personal development. However, there are detrimental effects emerged that need to be addressed. Colonial mentality has existed, Philippine culture and industry has appeared unmodern and underdeveloped, and the need to raise awareness about culture and heritage has surfaced.

Keywords: Phenomenological research, Hallyu, Korean Wave, K-drama, K-pop, Philippine culture, Philippine industry, San Pablo City Science Integrated High School