

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak dari penyebaran globalisasi budaya terhadap penggemar *Neo Culture Technology* (NCT) atau NCTzen di Jakarta tahun 2016-2023. Metode penelitian ini menggunakan deskriptif kualitatif melibatkan survei dan wawancara. Pemilihan sumber data dilakukan melalui *purposive sampling*, dengan melibatkan 10 orang NCTzen di Jakarta. Fenomena *Korean Wave* yang terjadi mendapatkan sambutan positif dari berbagai belahan dunia saat ini. *Korean Wave* yang didukung penuh oleh pemerintah Korea Selatan terbukti menjadi strategi yang efektif dalam menyebarkan pengaruh Korea Selatan dengan memanfaatkan penyebaran globalisasi budaya di dunia. *Korean Wave* melalui K-Pop termasuk *Neo Culture Technology* (NCT) didalamnya berhasil membawa budaya Korea Selatan ke kancah internasional termasuk Indonesia. Masuknya K-Pop ke Indonesia menarik minat dari masyarakat terutama di kalangan anak muda dan remaja ,hingga Indonesia masuk sebagai salah satu negara dengan jumlah penggemar K-Pop terbanyak di dunia. *Neo Culture Technology* (NCT) sebagai grup *boyband* memiliki basis penggemar yang besar yaitu NCTzen. Tentu dengan banyaknya penggemar *Neo Culture Technology* (NCT) memberikan dampak bagi mereka. Hasil analisis data menunjukkan bahwa kehadiran *Neo Culture Technology* (NCT) memberikan dampak terhadap NCTzen dalam berbagai bidang seperti perubahan gaya hidup, fanatisme, hingga konsumerisme. Implikasi dari penelitian ini mencakup perlunya batasan konsumsi pengaruh dari budaya K-Pop agar terhindar dari dampak negatif tersebut.

Kata kunci: Globalisasi Budaya, *Korean Wave*, *Neo Culture Technology*, NCTzen

ABSTRACT

This research aims to analyze the impact of the Korean Wave on Neo Culture Technology (NCT) fans or NCTzen in Jakarta in 2016-2023. This research method uses descriptive qualitative involving surveys and interviews. The selection of data sources was carried out through purposive sampling, involving 10 NCTzen in Jakarta. The Korean Wave phenomenon that is occurring is currently receiving a positive response from various parts of the world. The Korean Wave, which is fully supported by the South Korean government, has proven to be an effective strategy in spreading South Korean influence by leveraging the spread of cultural globalization in the world. The Korean Wave through K-Pop, including Neo Culture Technology (NCT), has succeeded in bringing South Korean culture to the international arena, including Indonesia. The entry of K- Pop into Indonesia has attracted interest from the public, especially among young people and teenagers, so that Indonesia has become one of the countries with the largest number of K-Pop fans in the world. Neo Culture Technology (NCT) as a boyband group has a large fan base, namely NCTzen. Of course, the large number of Neo Culture Technology (NCT) fans has an impact on them. The results of data analysis show that the presence of Neo Culture Technology (NCT) has had an impact on NCTzen in various fields such as lifestyle behavior change, fanaticism, and consumerism. The implications of this research include the need to limit consumption of influences from K-Pop culture in order to avoid these negative impacts.

Keywords: *Cultural Globalization, Korean Wave, Neo Culture Technology, NCTzen*