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Publication details, including author guidelines

URL: <https://jurnal.iicet.org/index.php/jppi/about/submissions#authorGuidelines>

Editor: Linda Fitria

Article History

Received: 21 May 2025

Revised: 25 Jun 2025

Accepted: 31 Jul 2025

How to cite this article (APA)

Hidayat, V. S., Dewi, N. L., & Candra, A. R. (2025). The impact of hallyu (korean wave) on academic performance and learning burnout in accounting students. *Jurnal Penelitian Pendidikan Indonesia*. 11(2), 143-153. <https://doi.org/10.29210/020254727>

The readers can link to article via <https://doi.org/10.29210/020254727>

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JPPI (Jurnal Penelitian Pendidikan Indonesia)

ISSN: 2502-8103 (Print) | ISSN: 2477-8524 (Electronic)



The impact of hallyu (korean wave) on academic performance and learning burnout in accounting students

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Article Info

Article history:

Received May 21th, 2025

Revised Jun 25th, 2025

Accepted Jul 31th, 2025

Keywords:

Academic performance

Academic burnout

Hallyu wave

University students

Taxation

ABSTRACT

This study aims to analyze whether there is an influence of Hallyu on students' Academic Performance, in addition to that the dominant influence of Hallyu on Academic Performance, whether it has a positive or negative effect. Regarding the effect of Hallyu on academic performance the findings of several earlier studies vary. This study uses respondents from the current era in an effort to boost the value and knowledge associated with the research findings. This study uses descriptive & exploratory methods and hypothesis testing using regression analysis. University Students in the accounting study program and master's program in accounting for the 2020 – 2023 batch at one of the private universities in Bandung make up the study's population. The respondents have completed tax-related courses, such as international tax, tax planning, and taxation. The number of students in the research sample was 137. Surveys were distributed in order to gather data. The results of the study showed that Hallyu has a positive effect on student academic performance. Hallyu is able to reduce academic burnout in learning, thereby increasing student enthusiasm in learning/undergoing lecture activities. The results of the interviews with the respondents and the T-Test's significance value, which is less than 0.05, demonstrate this. This research can be used as a reference for academics to consider including Hallyu elements (including K-Drama and K-Pop in course materials used in the teaching and learning process in the classroom, for example in case studies regarding tax accounting, international tax, dan tax planning) to increase student interest in attending lectures, so that it is expected to improve student academic performance. This study specifically analyzes whether Hallyu can overcome learning burnout in students, or whether it only takes up study time and reduces students' academic performance.



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Introduction

Ganghariya & Kanozia (2020) stated that in the past ten years, Korean popular culture has proliferated all over the world. We call this broad appeal of Korean popular culture the "Korean Wave." Korean popular culture items, including drama, music, and movies, as well as food, cosmetics, and animation, are referred to as "Hallyu" or Korean Wave (Jenol & Pazil, 2022). The term "Hallyu" describes the Korean pop culture phenomena that gained popularity in mainland China and Southeast Asia in the late 1990s. Young people who are enthralled with Korean music (K-pop), dramas (K-dramas), movies, fashion, cuisine, and beauty in China, Taiwan, Hong Kong, and Vietnam, among other places, are particularly fond of hallyu. The multifaceted transnational movement of people, information, and financial flows in East Asia has been directly linked to this cultural phenomenon (B. Kim, 2015). Global repercussions resulted from the media's sudden ascent in the Korean Wave (Pedroso & Nifras, 2023). Korean pop culture has become a "big shot" in the world nowadays. The fact that terms like "Hallyu" and "K-pop" are widely used worldwide is a major symbol of Korea's ascent to prominence in the world of culture (J. Kim, 2016). One of the most well-liked cultures in Indonesia is Korean culture. As a result of the particular influence of Korean cultural products, like Korean dramas, this phenomenon is known as the Korean Wave or Hallyu (Fortunata & Utami, 2021).

In 2022, Tirto.id and Jakpat conducted a survey related to Hallyu to 1500 respondents spread across 34 provinces in Indonesia. The total respondents who are students are 15% of the total respondents. The survey was carried out especially related to K-Pop. K-Pop as the most prominent product, as well as Hallyu's flagship product today, has finally created a K-Pop artist support group, or commonly known as fandom. Tirto asked the initial question to separate K-Pop fans from groups that didn't like it at all. Of the 1,500 respondents, a total of 73.80 percent expressed their liking for K-Pop, both those who stated that they were affiliated with and not affiliated with a particular fandom. Most respondents did not associate themselves with a particular fandom. One of the survey results stated that when respondents were asked about the positive things they get from liking K-Pop or being part of a fandom, the majority answered that K-Pop can relieve stress (67.21 percent) (Rohmah, 2022).

Many people like watching Korean dramas that have an impact on their life as the Korean Wave expands throughout the world. Themes, narratives, characters, and even movie soundtracks draw viewers to Korean dramas, which are significant in the overall elements of society and have the power to shape viewers' behavior and way of life (Alejado et al., 2023). As to Peri and Karimah (2022) the theory of behavior posits that all behavior is acquired through conditioning, which is the outcome of interactions with the environment. According to the behaviorist perspective, a person's behavior is influenced by their surroundings. In other words, this school of thinking holds that only behaviors regardless of an individual's internal mental state are systematically investigated and observable (Ulum & Fauzi, 2023).

Students' experiences learning in lectures are undoubtedly impacted by the Korean Wave as well. During their time in college, students frequently experience academic burnout, also known as academic tiredness. According to Yang (2004), student burnout is characterized by emotional tiredness, a tendency toward depersonalization, and a sense of low personal success that arises in learners as a result of stress, a heavy course load, or other psychological variables (Rahmati, 2015).

Conventional burnout has been defined as "a syndrome of emotional exhaustion, cynicism or depersonalization, and diminished personal achievement" (Maslach, Jackson, & Leiter, 1996, p. 2) that workers may encounter, according to research by Noh et al. (2013). Loss of energy, weariness, and physical or emotional exhaustion are all signs of emotional tiredness. Academic burnout is a syndrome that manifests in an academic setting as emotional tiredness, cynicism, and academic ineffectiveness as a result of an ongoing inability to effectively manage academic stress (Schaufeli, Martez, Marques-Pinto, Salanova, & Bakker, 2002).

In this instance, the Korean Wave which can take the shape of K-Drama or K-Pop can be a fun way to relieve burnout. By serving as a source of amusement and healing, Korean dramas can help people feel less stressed (Ibtisamah, 2022). A person may procrastinate academically during a

pandemic due to exhaustion or stress related to their studies; as a result, they require additional time to engage in activities they enjoy, such as watching Korean dramas (Firdaus et al., 2022). Watching South Korean drama series has increased in value compared to those whose value has fallen, according to prior study (Siti and Sobandi, 2016 in Nawawi et al., 2021).

The Philippines has been caught up in the global phenomenon known as the Korean Wave. These students' lives have been touched by the Korean Wave, or Hallyu, as a result of consuming Korean goods on a daily basis. A greater interest in and knowledge of Korean culture has resulted from students' perceptions of the Korean wave (Pedroso & Nifras, 2023). The tales of K-Drama shows in Indonesia cause viewers to become addicted to the drama's plots. Actors and actresses with good acting abilities and attractive faces elevate the drama's caliber. Therefore, it is normal for the audience to become overly engrossed in the narrative and overlook the crucial tasks that must be completed. Viewers of K-Drama will be prepared to forgo sleep in order to finish each episode, even if it means satisfying their curiosity about each one (Fortunata & Utami, 2021). Students' learning behaviors are impacted by Hallyu Wave, and this will undoubtedly effect the students' overall academic performance. Students' academic performance is a crucial aspect of education (Rono, Onderi & Owino, 2014) and one of its main goals (Narad and Abdullah, 2016). Academic performance is defined as the knowledge a student has acquired and is evaluated by the teacher using grades, as well as the educational goals that the student and teacher have set and will eventually accomplish (Kumar et al., 2021). It takes time for students to engage in Hallyu-fandom activities in their daily life. According to Jenol & Pazil (2022), fan action is defined by Jenkins (2006, p. 3) as a participatory culture that consists of: (1) Very low barriers to artistic expression and civic participation; (2) Strong encouragement to create and share; (3) Some kind of unofficial mentoring program where more seasoned members mentor newcomers; and (4) Members who feel their contributions matter.

This undoubtedly affects the lecture experience for students, particularly in terms of how much time they spend studying, which in turn has an impact on academic performance both favorably and unfavorably. Teenagers love Korean dramas beyond any other television programs. Their degrees of fondness vary as well; some are quite passionate and watch Korean dramas frequently, but there are other regular students who watch Korean dramas to pass the time. This has to affect their motivation to learn; for instance, students who enjoy it a lot would have to watch more Korean dramas and frequently put off doing their homework and studying. As opposed to students who watch Korean dramas to pass the time, they have to prioritize their studies and assignments, and in their spare time, they engage in other activities, such as watching Korean dramas (Rahayu et al., 2021). Watching South Korean drama series has increased in value compared to those whose value has declined, according to prior studies. Students that watch South Korean drama series benefit from this. One can become more interested in studying for a sense of attention, desire, and curiosity by watching Korean dramas. Some people utilize Korean drama series as a kind of entertainment to decompress after completing a lot of homework, which leaves them motivated and eager to tackle their duties once more. On the other hand, binge-watching Korean dramas can lead to addiction, which can unintentionally lower learning motivation and lower learning results (Siti & Sobandi, 2016 in Nawawi et al, 2021).

The purpose of this study was to examine closely how students behaved as K-Drama and K-Pop fans and whether or not these behaviors affected their academic performance in lectures. This research is relevant to be conducted, because many Indonesian students are interested in Hallyu, and enjoy Hallyu products, such as K-Pop and K-Drama. This certainly has an impact on academic performance and academic burnout. For example, by watching K-Drama and K-Pop, students are more enthusiastic about going through lectures, so that their grades/GPA increases. Watching K-pop and K-Drama can also reduce boredom in college, can also improve the mood to be fresher, so that academic burnout is reduced.

This alludes to the behaviorist idea, which holds that an individual's learning behavior is influenced by their surroundings (Ulum & Fauzi, 2023). The study's environment is characterized by Hallyu Wave, which causes students' love of Korean dramas, K-Pop, and fan activities including the actions of fan boys and girls who spend their time admiring the idea of giving their idols a lot of attention to automatically impact their learning behavior. It is imperative to conduct this research given the prevalence of the Hallyu wave among today's youth. The process of teaching and learning as well as

the creation of lecture materials may be impacted by the findings of this study. In order to boost students' interest in learning, which naturally affects improving overall academic performance, it may be considered to insert a part of elements of K-Drama and K-Pop into some case studies in the classroom (for relevant courses, for instance, the elements of international taxes and tax accounting in Hallyu) if K-Drama and K-Pop (as part of the Hallyu Wave) have a very positive impact on students' academic performance. In order to ensure that Hallyu product consumption does not lower grades or GPAs but rather boosts study passion, students can create activity schedules with the right priorities. This will improve academic performance and lessen academic burnout.

Method

This study used exploratory research and descriptive methodology, combining quantitative and descriptive techniques. The purpose of exploratory research is to determine the causal relationship and impact of independent to dependent variables. The population of this study is all students enrolled in the master of accounting program and the accounting study program, class of 2020-2023.

Purposive sampling was used to choose the 137 students who made up the study's sample. The following criteria will be utilized to choose students for this study's sample: (1) Enrolled students in the 2020–2023 class; (2) Students who have viewed K-Pop and K-Drama; (3) The respondents have completed tax-related courses, such as international tax, tax planning, and taxation.

The core data for this study were gathered through questionnaires and online interviews. The questionnaire employs a 5-point Likert scale. The study lasted one semester, and the questionnaire was disseminated online via a Google Form. In order to conduct the interview, responses were written online using a Google Form. For this study, secondary data was gathered through the archive approach (journals, books, and other materials). SPSS was used to process the questionnaire data. T-test and regression techniques were used to assess the hypothesis.

The steps of statistical testing are carried out as follows: after the questionnaire is distributed, the researcher compiles the respondents' answer data into excel format. After that, the data is entered into the SPSS tabulation, and then a classical assumption test is carried out. The classical assumption tests carried out are in the form of validity, reliability, normality, and multicollinearity tests. After the data passed the classical assumption test, hypothesis testing was carried out using T-Test and regression. The margin of error used is 5%. The data derived from the interview findings are described in detail. The list of questions for the online interview is in table 2, and the list of questions for the questionnaire is in tables 1 and 3.

Table 1. Hallyu Wave

Indicators	Questions
Culture	K-dramas encourage me to work harder in my studies
	K-Drama characters inspire me to work toward achieving my ideal future.
	Learning with K-Pop music increases my enthusiasm and perseverance.
	One of the comfort foods I like to eat when studying or working on homework is Korean food.
Fanaticism	One of my heroes motivates me to study and attend college.
	I learn about and feel a part of my idol's life, without interfering with my classes or study sessions.
	In order to fuel my passion for learning, I purchase items and memorabilia associated with my idol.
Interest	I adore my idol, and I am devoted to him, which fuels my desire to study more.
	I enjoy K-Drama and K-Pop because they give me more energy to go out and live my life, which includes going to college.
Watching	K-Drama and K-Pop don't interfere with my study time because I watch them for less than two hours a day.
Habit	Watching K-Dramas and K-Pop on a regular basis boosts my excitement for learning rather than interfering with my study time.

Mood Swing Watching K-Drama or K-Pop lifts my spirits and makes me more eager to learn.

Source: Masturah et al. (2021); Topan & Ernungtyas (2020). With Development by Researcher, Questions are made by Researchers Based on the Indicators above)

Table 2. Academic Burnout

Indicators	Questions
Emotional Exhaustion	When I was studying, I felt less emotionally exhausted when I watched K-Drama and K-Pop. K-Drama and K-Pop, such as the release of the newest Girl/Boy Group song and the most recent K-Drama episode, inspire people to embrace each day, especially college students. K-Pop and K-Drama make college classes less stressful K-Drama and K-Pop increase my passion for learning
Cynicism	K-Pop and K-Drama have aided in my understanding of the importance of education and how it will impact my future. K-Drama and K-Pop have made me want to relive my college years more.
Academic Inefficacy/Academic Hatred	K-Drama and K-Pop make me feel less hateful and opposed to my lecture

Source: Noh & Shin & Lee (2013); Lee et al. (2020) with Development by Researchers

Table 3. Academic Performance

Indicators	Questions
Average Duration of Study	I dedicate more than an hour a day on average to studying course materials and completing projects.
Average GPA	Every semester, my average GPA is consistently above 3.00.
Percentages of Graduates On Time	For every course, I consistently graduate on time (according to the semester)

Source: Kurniawan et.al (2016) in Wolok et al. (2018) with Development by Researchers

Results and Discussions

137 students were interviewed online as the first step in this study project. When information about the percentage of students who watched K-Drama and K-Pop was gathered at the start of the interview, it was discovered that 77.4% of students watched K-Drama and K-Pop, while the remaining 22.6% of students did not. The sample collected leads one to the conclusion that K-Drama and K-Pop have an impact on students. To find out how K-Drama and K-Pop affected their college experience and whether it had an effect on their academic performance, more research was done.

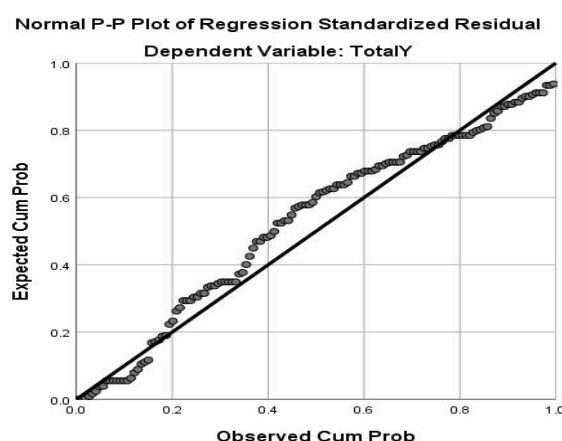


Figure 1 Test of P-Plot Normality

Since the location of point P is in line with the diagonal line, the data is normally distributed. K-Pop and K-Drama lessen college burnout? Does it even cause their academic performance to decline? Below are the queries posed and an overview of the responses received as Table 4.

Table 4. Results of the Questionnaire Answering Percentage

Questions	Grading				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
I become motivated to study more when I watch K-Dramas and K-Pop.	9.4	10.2	39.4	21.9	19
I'm eager to learn how to get the future I want because of the characters in K-dramas.	8.8	12.4	27.7	28.5	22.6
I am more enthusiastic and persistent while I am learning while listening to K-Pop.	16.1	15.3	27	21.2	20.4
One of my go-to comfort foods when studying or working on homework is Korean food.	8.8	17.5	33.6	27	13.1
One of my idols motivates me to study and attend college.	9.5	16.1	22.6	24.8	27
I feel as though I am learning about and participating in my idol's life, without getting in the way of my classes or study sessions.	21.2	16.1	29.2	21.2	12.4
I buy merchandise/products related to my idols, to add to my enthusiasm for learning	35	17.5	29.2	8	10.2
I have a strong sense of loyalty to my idol, and this increases my desire to learn.	24.1	19	30.7	10.9	15.3
I enjoy K-Drama and K-Pop because they energize me to pursue my interests in life, which includes learning.	16.1	13.9	27.7	19.7	22.6
I watch less than two hours of K-Drama and K-Pop a day, so it doesn't get in the way of my study time.	12.4	13.9	28.5	21.9	23.4
Seeing K-Drama and K-Pop on a regular basis makes me more eager to learn rather than interfere with my study time.	17.5	18.2	33.6	18.2	12.4
Watching K-Drama or K-Pop made me feel better and made me want to learn more.	13.9	12.4	21.9	26.3	25.5
I dedicate more than an hour a day on average to studying course materials and completing projects.	4.4	6.6	29.2	36.5	23.4
Every semester, my average GPA is consistently above 3.00.	0.7	3.6	13.1	26.3	56.2
For every course, I consistently graduate on time (according to the semester)	0.7	5.1	13.1	31.4	49.6

Table 4. T-Test Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	69.748	.444		15.212	.000
	TotalX	.049	.011	.349	4.326	.000

a. Dependent Variable: TotalY

By examining the percentage of Agree (A) and Strongly Agree (SA) responses to the above 15 questions, the following conclusions can be drawn:

Within the Hallyu Wave, K-Drama and K-Pop have a beneficial impact on students' academic performance. Students who watch these genres tend to be more enthusiastic about learning, which boosts their academic performance. The student statement indicates that 49.6% of students consistently graduate from each course on schedule, and 56.2% of students consistently have an average GPA over 3.00. Students' comments that they watch K-Drama and K-Pop for less than two hours per day and that they spend more than an hour a day studying or working on projects (36.5%)

show that watching these media does not interfere with their study time. K-Drama and K-Pop encourage students to work hard in their studies in order to fulfill their life goals by enhancing their excitement for life and learning. 24.8% of students said that their idols motivate them to live even better lives. Their idol-worshipping behavior actually improves their mood while they are learning, not getting in the way of their ability to absorb information from lectures (26.3%).

The application of statistical procedures, such as validity and reliability tests, classical assumption tests, regression tests, and T-tests for hypothesis testing, is the next stage of analysis. The results of the Classical Assumption Test indicate that the data is valid, reliable, normal, and unaffected by multicollinearity.

For the Validity test, the entire calculated value of the question item (tcount) exceeds the ttable (more than 0.176). for reliability tests, Cronbach's alpha X (0.938) and Y (0.828) values have values of more than 0.6, so they are declared valid and reliable. For the multicollinearity test, the VIF value (1.000) is less than 10 and the Tolerance value (1.000) is more than 0.1 so it is concluded that it is free from multicollinearity. With a R Square value of 12.2%, Hallyu has a 12.2% impact on academic performance. After that, a T test was used to evaluate the hypothesis, and the outcomes were as follows: given that the significant value in the table 4 above is less than 0.05 (0.00), it is possible to conclude that the Hallyu Wave influences academic performance. According to statistical analyses, Hallyu Wave has an impact on academic performance.

In higher education, college student burnout is a major issue. It is linked to negative outcomes, including lower motivation, performance, and engagement, all of which can result in dropout rates (Jagodics & Szabó, 2022). Watching K-Pop and K-Drama also reduces academic burnout, where students can improve their mood, become a means of refreshing, and increase students' positive thinking patterns related to lectures. Hallyu, or the Korean Wave, depicts the internationalization of South Korean popular culture, which primarily consists of pop music and TV dramas. It started to spread in China and Japan in the middle of the 1990s (Y. C. Kim et al., 2024). Tens who are millennials are impacted by the Korean Wave's present popularity, which is widespread in Indonesia, particularly among teens. Teenagers in Indonesia generally adore K-Pop and K-Drama (Valenciana & Pudjibudojo, 2022). The study's findings demonstrate that Korean dramas have both beneficial and detrimental effects on teenage education. Their love of Korean dramas has a good effect on them since it inspires them to learn, acquire new information, become familiar with South Korea's educational system, and become enthusiastic about taking part in a scholarship program to visit South Korea and pick up a new language. Conversely, the drawbacks include a lack of motivation to learn, putting off tasks, scheduling less time for study and rest, staying up late, and engaging in less healthy activities while still a student (A.yani & Afrianda, 2023; Prasanti & Dewi, 2020; Malfasari et al., 2019; Eho et al., 2023).

On the other side, K-Drama and K-Pop viewing can also lessen study burnout in students. They just occasionally watch Korean dramas to take a break from their hectic schedules and clear their thoughts of the numerous things they already have to complete (Subagja et al., 2022). Students who have seen their favorite K-Drama or K-Pop can recover their enthusiasm and vitality after being down or bored while studying (Supriyatin et al., 2023). The following findings from student online interviews lend credence to this. The following questions and answers are attached:

What benefits come from viewing K-pop and K-dramas?

Students have responded to the above questions in a variety of ways. These include: being able to learn more about Korean culture in depth; strengthening Korean language proficiency; lowering anxiety and providing encouragement; creating a fun and happy atmosphere in the heart; meeting new people (other fans of K-Pop and K-Drama); inspiring those who wish to start their own businesses; offering education in a variety of fields, including business, law, and medicine; inspiring people to struggle and love themselves (through the lyrics and messages of K-Drama songs); learning current fashion trends; or simply filling their free time with constructive activities. The beneficial effects of K-Pop culture's growth can boost students' motivation for learning by providing them with amusement during their breaks and a way to decompress (Yenti et al., 2022). K-Pop can be a way for students to pass the time while they have free time (Maghfirah et al., 2022). The research of Rahayu et al. (2021) has a conclusion that there is an influence of liking Korean dramas on students' interest in learning (Rahayu et al., 2021).

What are the drawbacks of viewing K-pop and K-dramas?

The student responses to the above questions range from addiction/forgetting time to do other things, to cutting sleep hours, to losing control of emotions in accordance with the plot of K-Dramas, to ignoring other jobs, wasting money on merchandise, concerts, and other frivolous activities, to having hallucinatory thoughts (imagining the flow of life like characters in K-Dramas, etc.).

While I was studying, I felt less emotionally exhausted by watching K-Drama and K-Pop.

There are several different student responses to the questions above, such as: can provide amusement. Discovering a K-Drama or K-Pop genre you enjoy can help you study less emotionally and boost your mood when you're studying by playing music with passionate and upbeat lyrics.

K-Drama as well as K-Pop (the newest K-Drama episodes and the release of the newest single from Girl/Boy Group, for instance) inspire a sense of excitement for each new day, particularly for college

Students' responses to the above questions range from encouraging a sense of joy and enthusiasm because they have something to look forward to, to elevating their mood so they can finish their assignments more quickly because they want to watch the new drama/song right away, and to using watching K-Drama or K-Pop as a form of self-reward after attending lectures and completing assignments.

K-Pop and K-Drama make lectures less stressful

The student responses to the above questions range from: listening to K-Pop relieves stress, improves mood so that they are ready for college, and reduces anxiety so that they are calmer and more attentive during lectures; many K-Pop song lyrics are positive and encourage enthusiasm.

My enthusiasm for studying is increased by K-Drama and K-Pop.

The questions above elicited a variety of responses from the students, such as: elevating the mood for studying and lectures; boosting enthusiasm for learning because they want to emulate idols as role models to realize their dreams; the energy and dedication of idols elevate the spirit; and many K-Pop songs are meaningful reminders of the value of perseverance and self-assurance, making them more eager to complete assignments and attend lectures. According to a study by Hidayat et al. (2024), the results show how studying motivation is impacted by Kpop idol fangirling (Hidayat et al., 2024).

I became aware of the value of education and how it affects my future thanks to K-Drama and K-Pop.

According to the answers provided by students to the above questions, watching K-Drama inspires you to work hard to achieve your dreams as demonstrated in the drama's plot; idols serve as role models for achieving their goals; and motivational messages about hard work and idol-bending inspire students to be enthusiastic about college in order to succeed academically and professionally in the future.

My curiosity in reliving my undergraduate years was heightened by K-Drama and K-Pop.

Several student responses to the aforementioned questions include: viewing K-Drama and K-Pop with friends to boost motivation and excitement for learning; idols offer extra energy through their motivational sayings.

K-Pop and K-Drama made me feel less angry and hateful about my lectures.

There are a range of student responses to the questions above, including: the positive themes that K-Drama and K-Pop offer through their music and interactions always succeed in inspiring students to discover worth and significance in every element of lectures, adding to the college spirit. Students perceive college as a chance to grow and develop rather than as a burden after experiencing studying with a new spirit. Students become more eager and motivated to take on the challenges as a result. Their dislike of lectures grew less and less with time as students started to enjoy the actual process of learning.

Based on the outcomes of statistical analyses and conducted interviews, it may be inferred that Hallyu Wave enhances students' academic performance. The phenomena of South Korean culture spreading beyond borders, known as the "Korean Wave" or "Hallyu," is fascinating to research. This year has seen some affects on the entertainment business, particularly in Indonesia, where a wide range of Korean cultural products are available in several formats, including music, movies, culinary

arts, fashion, language courses, and so forth (Pramadya & Oktaviani, 2016). The modern student experience is undoubtedly impacted by this. The Hallyu Wave, which includes K-Drama and K-Pop, has a big impact on the present generation of students. Both positive and bad effects may result from this on their academic achievement. The degree of K-dramas addiction among students was significantly correlated with their academic performance (Carbonell et al., 2017). Positive elements that can be drawn from K-Pop's explosive growth can inspire learning and serve as a source of motivation. Happiness and stress relief are two things that emotional benefits can provide for teenagers who are worn out from school or homework (Sakinah et al., 2022). It can also be inferred from the findings of the aforementioned studies and the interview data that Hallyu Wave helps lessen student learning burnout. Students frequently experience burnout, which can have a detrimental effect on their wellbeing, motivation, and performance (Madigan et al., 2023), as a result, it can be said that Hallyu's contribution to lowering student learning burnout is enhanced by teaching and learning activities. Students' moods can be lifted when studying and completing homework by watching K-Drama and K-pop, which can also inspire them to enjoy their college years.

Conclusions

From the results of the study, it can be concluded that Hallyu affects Academic Performance. This can be seen from the significance of the T-test of 0.00 (less than 0.05). In addition, the R Square score showed that Hallyu affected Academic Performance by 12.2%. This is in accordance with the results of the respondent's interview, which stated that by watching Hallyu products (especially K-Pop and K-Drama), students' enthusiasm in studying and doing assignments increased. The lecturer may take into consideration to insert some of elements of K-Drama and K-Pop into teaching and learning activities in the classroom, including assignments, after observing the positive impact of the Hallyu Wave, especially K-Drama and K-Pop, on improving student academic performance and can even reduce student burnout when studying/doing assignments. This can lessen the monotony of studying lecture topics for students.

Additionally, students will be more motivated to complete the assigned tasks. Naturally, this is limited to classes that are in fact related to the Hallyu Wave element, such as tax accounting, international tax, business communication, negotiation, and business ethics and governance. Pupils might be expected to read/do case studies that incorporate aspects of the Hallyu Wave. For example, pupils can research the aspects of tax accounting and international taxes of Hallyu, such as tax aspects in K-Pop royalties; analyzing the negotiation gambits in K-Drama, for instance, or the lyrics and symbolism in K-Pop music videos to convey the artist's or writer's meaning to the audience once again, or examining corporate ethics in handling royalties from K-Drama/K-Pop and product sales. Of course Hallyu also has negative impacts, for example students who binge-watch can have less sleep, which can lead to physical and emotional fatigue. This can certainly reduce the enthusiasm for learning, which can have an impact on decreasing academic grades. This can be overcome by having a schedule of activities (especially a study schedule) and a good scale of priorities, which must be implemented with discipline and consistency. The respondents of this study are still limited to students of the accounting study program and master of accounting, so the next researcher is advised to increase the scope of respondents with more diverse study programs.

Acknowledgments

The author expresses gratitude to LPPM and Program Studi Akuntansi Universitas Kristen Maranatha (Maranatha Christian University). Maranatha Christian University is located in the city of Bandung, Indonesia.

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