

INTISARI

Tugas Akhir yang berjudul “Penyebab Mahasiswa Bahasa Korea SV UGM Kurang Menyukai Musik *Indie* Korea Selatan” ini adalah hasil penelitian dengan teknik membagikan kuisioner kepada mahasiswa angkatan 2015 dan 2017. Tugas akhir ini memaparkan tentang penyebab mahasiswa bahasa Korea SV UGM kurang menyukai musik *indie* Korea Selatan yang tidak sepopuler musik *pop* Korea Selatan. Tugas akhir ini disusun dengan tujuan untuk mengetahui pandangan mahasiswa terhadap musik *indie* Korea Selatan dan faktor mengapa musik *indie* masih kurang diminati oleh mahasiswa bahasa Korea SV UGM. Pengumpulan data dilakukan dengan cara observasi, pembagian kuisioner, dan studi pustaka menggunakan beberapa artikel dan hasil penelitian yang berkaitan dengan topik yang dibahas.

Berdasarkan hasil pengolahan data yang diperoleh dari observasi dan pembagian kuisioner yang dilakukan, diketahui bahwa penyebab kurangnya minat mahasiswa terhadap musik *indie* Korea adalah kurangnya pemasaran dan publikasi yang dilakukan oleh pihak dari label *indie*, kemudian mahasiswa bahasa Korea tidak tertarik pada bagian keberagaman musik secara umum, penyebab yang terakhir adalah karena ketertarikan mahasiswa terhadap budaya Korea Selatan masih bergantung pada visual artis terkait.

Kata kunci: Musik, *Indie*, Korea Selatan

ABSTRACT

This entitled paper “The Cause of Korean Language SV UGM Student Don’t Interest on Korean *Indie* Music” is the result of reasearch by using questionnaire method that giving several question about how far do Vocational Departement of Gadjah Mada University student know about Korean *indie* music. This questionnaire is gived to 2015 and 2017 years student. This paper explain about how student that learning in Korean studies is less known about *indie* music beside they are realy know about Korean *pop* song like Girlband and Boyband. This paper was made for gave the information to people about Vocational Departement of Gadjah Mada University student point of view on Korean *indie* music, and to know the reason why they were less interested in Korean *indie* music. Data collection is done by giving the questionnaire to student.

Based on the result of the processing data from observations and giving questionnaire to Gadjah Mada University student, it is known that the reason why they were less interested in Korean *indie* are Korean *indie* musician are less concern about the marketing outside the Korea, Gadjah Mada University students aren’t interested in the musical value, Vocational Departement of Gadjah Mada University student interest still based on the artist visual.

Keyword: Music, *Indie*, South Korea

초록

“가자마다 전문대 한국어과 대학생들의 *indie* 음악 에게 관심”이라는 논문은 한국어과 2015 하고 2017 년 대학생에 설문지를 주고 현장실습 경험을 바탕으로 결과입니다. 이 논문은 의 가자마다 전문대 한국어과 대학생들이 한국 *indie* 음악 보다 한국 *pop* 더 관심이있는 이유는 설명합니다. 본 논문은가자마다 전문대 한국어과 대학생들 의 *indie* 음악에게 관심에대해 알아보는 것입니다. 자료는 설문지 를 준기, 기사, 연구 주제와 관련된 서류들을 획득합니다.

연구와설문지를 준 통해서 의 가자마다 전문대 한국어과 대학생들이 한국 *indie* 음악 보다 한국 *pop* 음악 더 관심이있는 이유는 *indie* 음악가는 출판기를한국 *pop* 음악 이 보다 더 조금합니다. 가자마다 전문대 한국어과 대학생은 음악 점을 관심이 없습니다. 가자마다 전문대 한국어과 대학생은 음악가 올굴로 대한민국 문화를 좋아해서 *indie* 음악이 관심이 없어져습니다.

키워드: 음악, *indie*, 대한민국