

UNIVERSITI TEKNOLOGI MARA

**K-CULTURE AS DETERMINANTS
OF GEN-Z ATTITUDE TOWARDS
KOREAN MAKEOVER ARTIST IN
SOCIAL MEDIA**

NOR AIN BINTI ZAINUDDIN

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ABSTRACT

This study aims to investigate the determinant of Generation-Z (Gen-Z) attitude and behavior towards Korean makeover artist (KMA) in social media. Currently the major wide-ranging of Korean *Hallyu* is used as a mechanism and tools of makeover by using the social media as the medium of transmission of the KMA towards Gen-Z. This study is to explore the understanding the power of KMA and effect towards Gen-Z especially in the obsession of makeover itself. Stimulation from the media also sparked the problem of imitating chronic behavior among adolescents especially Generation Z. The development of KMA is the premise of the material being viewed and effortlessly accessible in the media brought by the Korean wave. This has made young people devour Korean review materials as a medium to take in a specific style and then made it a practice in their daily lives. However, the power of social media created by the human creativity remain as a focal for social interaction and worldwide influence around us. Quantitative methodology was used as the methodology and research design for the 249 samples was created by constructing a questionnaire as an instrument for data collection. From there, only 192 respondents answered through hardcopy questionnaire, and while only 57 online respondents have answered the softcopy Google Forms questionnaire. Stratified random sampling technique and using the Descriptive Regression method was used to get the finding for this research. The findings and analysis disclosed that Korean wave was not only influenced by gender and not only popular toward Gen-Z population, but it also changed teen's attitude and their daily behaviour too. The role of religion does not make intermediaries that can alter one's perception of the spread of phenomena. Throughout this region, Korean wave is one of the branches of phenomena that shakes the world, and it is an unbalanced phenomenon and not all cultures will easily accept and will apply something new in its culture. The significance of this study sees Gen-Z still having their own norms and values. The identity of the Malaysian culture is still high and full of value in civilization of the nation, so alongside with Korean *Hallyu*, the young generation can be alerted about the changes of this new phenomenon and the cause of it through social media.

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