

The Korean Wave in Malaysia During the COVID-19 Pandemic: Impact and Perceptions

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Abstract

This study has analyzed the impact of the Korean Wave on the Malaysian community during the COVID-19 pandemic as well as the Malaysian community's perception of the Korean Wave during the COVID-19 pandemic. The Korean Wave has become a phenomenon in our country for decades. It has influenced not only in terms of entertainment in Malaysia but has also changed the taste of Malaysian society in many ways. Among them in the fashion industry, the food industry and the beauty industry. The Korean Wave has had many positive and negative effects on society in Malaysia during the COVID-19 pandemic season. In addition, the Korean Wave has also left various perceptions among the Malaysian community. This study used a qualitative method and interviewed 10 Informants in Malaysia who were exposed to the Korean Wave during the COVID-19 pandemic. The results of the study found that there were various perspectives on the impact and perception towards Korean Wave among Malaysian society during the COVID-19 pandemic.

Keywords: Impact, Perception, Korean Wave, COVID-19