

ABSTRAK

PERAN *NORAEBANG* SEBAGAI TEMPAT EKSPRESI BUDAYA K-POP DI KALANGAN REMAJA KOTA BANDAR LAMPUNG

(Studi Fenomenologi pada *Closing Event Coastbloc*)

Oleh

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Penelitian ini dilatarbelakangi dengan maraknya fenomena budaya K-Pop di Indonesia, termasuk di Bandar Lampung, di mana *noraebang* (karaoke ala Korea) menjadi sarana ekspresi diri dan interaksi sosial bagi remaja. Tujuan penelitian ini adalah mengetahui bagaimana pengalaman remaja Kota Bandar Lampung dalam memaknai *noraebang* sebagai sarana berinteraksi dan mengekspresikan diri sebagai penggemar K-Pop. Penelitian ini menggunakan pendekatan kualitatif dengan metode fenomenologi untuk menggali makna pengalaman remaja. Teknik pengumpulan data meliputi wawancara mendalam, observasi partisipatif, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Teori ruang sosial Lefebvre digunakan sebagai landasan teoritis untuk memahami *noraebang* sebagai ruang fisik, konseptual, dan simbolik. Hasil penelitian menunjukkan bahwa *noraebang* bukan sekadar hiburan, melainkan ruang sosial yang memfasilitasi ekspresi diri, membangun identitas, solidaritas, dan kreativitas remaja. Melalui aktivitas seperti *sing along*, *random dance*, dan penggunaan *light stick*, remaja membangun keterikatan emosional dengan budaya K-Pop dan sesama penggemar. *Noraebang* juga menjadi media glokalisasi budaya, di mana unsur global K-Pop diadaptasi ke konteks lokal. Temuan ini memberikan pemahaman mendalam tentang dinamika budaya populer dan interaksi sosial remaja di era globalisasi.

Kata Kunci: Fenomenologi, *Noraebang*, Ruang Sosial

ABSTRACT

THE ROLE OF NORAEBANG AS A PLACE FOR EXPRESSING K-POP CULTURE AMONG YOUTH IN BANDAR LAMPUNG CITY *(A Phenomenological Study of the Coastbloc Closing Event)*

By

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This study was initiated by the widespread phenomenon of K-Pop culture in Indonesia, including in Bandar Lampung, where noraebang (Korean-style karaoke) has become a means of self-expression and social interaction for teenagers. The objective of this study is to understand how teenagers in Bandar Lampung interpret noraebang as a means of interacting and expressing themselves as K-Pop fans. This study employs a qualitative approach using the phenomenological method to explore the meaning of teenagers' experiences. Data collection techniques include in-depth interviews, participatory observation, and documentation. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. Lefebvre's theory of social space was used as the theoretical framework to understand noraebang as a physical, conceptual, and symbolic space. The results of the study indicate that noraebang is not merely entertainment but a social space that facilitates self-expression, builds identity, solidarity, and creativity among teenagers. Through activities such as sing-alongs, random dancing, and the use of light sticks, adolescents build emotional connections with K-Pop culture and fellow fans. Noraebang also serves as a medium for cultural globalization, where global elements of K-Pop are adapted to local contexts. These findings provide a deeper understanding of the dynamics of popular culture and adolescent social interactions in the era of globalization

Keywords: Phenomenology, Noraebang, Social Space