

ABSTRACT

This study, entitled "Adolescents' Intrapersonal Communication Process in Listening to Korean Songs" discusses the process of adolescent intrapersonal communication in listening to Korean songs. South Korea has a very good entertainment industry apart from the dramas they produce, the songs produced by South Korean idols and singers are very popular with the audience. In recent years, Korean fever, known as the Korean Wave, is spreading throughout the world, especially in Indonesia. Therefore, this study aims to explain the process of adolescent intrapersonal communication in listening to Korean songs.

The method used in this study is a qualitative method, using a phenomenological study. As well as data collection techniques carried out include interviews and observations. Intrapersonal communication is communication with oneself, this communication is the foundation of other communication contexts. Because before communicating with others we will communicate with ourselves first but in an unintentional way.

The results of this study are that the communication process can occur in adolescents because of the motives that grow within them, in this study there are four motives starting from friend recommendations, Korean drama effects, songs that are easy to listen to and curiosity possessed by teenagers in Indonesia. Then intrapersonal communication occurs in adolescents because they have gone through the stages in the intrapersonal communication process, namely sensation, perception, memory and thinking.

Keywords: Intrapersonal Communication, Youth, Korean Song.