

Abstract

The Korean cultural wave continues to grow in Indonesia, particularly among the younger generation. This study aims to understand the factors and processes of cultural adaptation between K-Pop and K-HipHop fandoms within the offline community of Nolja Gang in Bandung. Although originating from the same cultural roots, the two fandoms exhibit significant differences in values, symbols, and engagement styles. K-Pop fandoms tend to be idol centric and structured, while K-HipHop fandoms emphasize free expression and anticommercialism. Using a qualitative approach and Kim's (2001) theory of cultural adaptation, this study analyzes four main factors: communication competence, social participation, environmental openness, and individual motivation, along with five stages of adaptation: pre contact, culture shock, initial adjustment, acculturation, and internalization. Nine primary informants and two supporting informants who had been active in the community for over a year served as the main data sources. Data were collected through in depth interviews, transcribed using Galaxy AI, and thematically analyzed with the support of ChatGPT Pro for visualization. The findings show that cultural adaptation in this community occurs gradually, reflectively, and is not homogeneous. Informants selectively adopt new cultural elements while maintaining personal values. Those with higher communication competence integrate more quickly and act as bridges between subcultures. The adaptation process is integrative rather than assimilative, resulting in a more inclusive and reflective cultural identity.

Keywords: cultural adaptation, K-Pop, K-HipHop, fandom, community