

ABSTRACT

Korean Styles are currently a phenomenon that has the potential to continue to be in existence in the future. Since the clothes that are used by idol groups or actors/actresses always attract everyone's attention, especially in Indonesia itself, it makes many people like their style. The aims of this research are to find out the motives, actions and meanings of students in Bandung City who are interested in following the Hallyu way of dressing. The methodology used in this research uses descriptive qualitative research methods with Phenomenology theory. Using descriptive qualitative research methods, researchers can obtain data using interview techniques and direct observation so that the data can complete this research. The results showed that the informants had different motives, actions and meanings. Most informants dress following the Hallyu trend because of its ease of use and because of the suitability of the style with themselves. Of course, the existence of Hallyu provides a forum for creativity which is very beneficial for students. However, if there is no self-limitation, the negative side itself is the possibility of fading and eroding the identity of students as a nation's generation because they are too focused and too admiring of outside culture to forget their own culture and are worried that they cannot adjust their clothes to the place they are visiting.

Keywords: *Phenomenon, Korean Wave, Hallyu, Motive, Action, Meaning.*