



# Xenophilia in the South Korea news media and its implication on Korean teaching based on critical pedagogy

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## ABSTRACT

Xenophilia describes an interest in foreigners, manners, or Korean culture that shows curiosity and hospitality towards Korean people and good cross-cultural exploration. This research aims to explore and describe the representation of visual and verbal components in South Korean news media and to find out the characteristics of *Xenophilia*. This research was conducted to provide a teaching model for Korean language teachers on how a phenomenon can be implemented. The method used in this research was descriptive qualitative by collecting visual and verbal data in the form of articles and news broadcasts, which were analyzed using a multimodality approach. The results of this research show that the visual and verbal component representations contain action/action processes and mental processes, and there are characteristics of Openness to Experience, Extraversion, and Conscientiousness to describe the enthusiasm and love of Indonesians for the hallyu in the news media of South Korea as a form of acceptance of foreign culture. Then, the depiction of *Xenophilia* was implemented through a critical pedagogical- based Korean teaching model. The teaching model has four phases, namely decontextualization of xenophilia, reflective development, class discussion, and assessment, that can be adapted in teaching the Korean language based on critical pedagogy.

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## 1. INTRODUCTION

In this study, what was found was the urgency of the Xenophilia phenomenon caused by the development of the Hallyu wave in Indonesia. The influence of the Hallyu wave in Indonesia in this digitalization era has become popular culture that is quite popular from various circles. It is undeniable that Hallyu content can be seen from various information and news media and creates a domino effect in various fields (Mustikawati, 2020). Reported from the South Korean news article [m.korea.kr](http://m.korea.kr) statistics on the development of Hallyu content in Indonesia in the 2014-2019 range of 11.8%, the highest compared to other ASEAN countries. This can illustrate that South Korean cultural diplomacy has succeeded in influencing various countries, including Indonesia. In addition, in the field of education, the influence of Hallyu can also be seen from the increasing interest of the Indonesian people to learn Korean (Hutagalung et al, 2019). In Chen, C. M & Chang, YJ, (2019) defines in his research that the current performance of society has brought the Hallyu industry into an innovative model, along with technological developments that enrich the entertainment industry.

*Xenophilia* which means ("Xenos" stranger and "Philia" friendship, love). Xenophilia describes an interest in foreigners, manners, or Korean culture that shows curiosity and hospitality towards Korean people and good cross-cultural exploration (Antweiler, 2009). According to Stürmer et al., (2013) in his research found 3 of the 6 traits proposed by Ashton and Lee (2007) called the HEXACO model of Personality and 3 traits from the Big Five Theory. In the two trait models, Stürmer found that there are 3 traits that can influence in predicting individual traits in Xenophilia. The three traits include Extraversion, Openness to Experience and Conscientiousness

Multimodality is an approach used to communicate using different modes at the same time (Kress and van Leeuwen, 1996). These modes are combined to complete and reinforce meaning or are in a certain order (Kress and van Leeuwen, 2001). In this concept, fashion is defined as a tool and method available and acceptable in a culture, which can be used to convey the message to be conveyed. Furthermore, Sukyadi, et al. (2018, p. 40) states that multimodality as an 'analytic procedure' should be used to analyze texts that use more than one semiotic mode. This can be applied in the analysis of articles and news broadcasts using certain modes. Because the information media is analyzed using multimodality which requires a critical change from the depiction of the media, it is necessary to have an approach to criticize more deeply related to the Xenophilia phenomenon which raises students' motivation and interest in the world of education, especially Korean language learning. And how to implement these topics into the learning environment. Therefore, the use of critical pedagogy is used as an approach that will later be implemented in teaching Korean in Indonesia.

Critical pedagogy is the approach used for teaching Korean in this study which aims to empower students and increase students' awareness and their ability to reflect on social phenomena that change a situation or condition (Akbari, 2008; Jeyaraj & Harland, 2014). Kress (1996) in Gustavsson (2015) states that teachers have the authority to change students' approaches to everyday life because schools suggest that the form of social relations students are encouraged to adopt, adapt, modify and treat as a model or pattern. Education expert Paulo Freire proposed that education aims to develop critical thinking by presenting the situation of society to students as problems so that they can see, think, and follow up. In connection with this, the life situation of students becomes the main material for the curriculum and dialogue that forms the context of the educational situation (HyeKyung Kim, 2017).

This study examines social issues in hallyu culture which are represented in multi modes, visual and verbal relationships that describe the phenomenon of Xenophilia. To see the picture of the South Korean news media regarding this phenomenon, the objects studied are articles and news broadcasts using the study of Social Semiotics towards the Multimodality approach. The results of the multimodality analysis of the news media are used as a model for Korean cultural teaching materials. Furthermore, through the lens of critical pedagogy which aims to be used in answering research questions.

In addition, the objectives of this study are: 1) to find out the description of Xenophilia in South Korean News Media towards Hallyu in Indonesia, and 2) Implications of Xenophilia in South Korean News Media in teaching Korean language based on critical pedagogy.

## 2. METHOD

This research uses descriptive qualitative method. Qualitative research methods are research that has the aim of describing and analyzing phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts individually or in groups (Revki & Saefur, 2018, p. 300).

The researcher uses a qualitative descriptive research method because this research describes and explains the Xenophilia phenomenon caused by Hallyu cultural issues. The researcher took the news media as the object of research by selecting articles and news broadcasts containing representations of Xenophilia in hallyu culture.

The data of this study were in the form of visual and verbal signs. The visual signs are in the form of pictures, photos and other documentation in the news articles and news broadcasts that are displayed. While verbal signs are text and speech from the news media that are displayed.

Collecting data using literature study with data selection criteria formed according to inductive selection which analyzes in detail from the raw data as a benchmark for selecting categories and themes (Thomas, 2006). The news media are categorized according to the hallyu cultural phenomenon that is developing, namely there are 6 categories consisting of Diplomatic Relations between Indonesia-Korea, K-Pop, K- Drama/K-Lifestyle, K-Food, K-Beauty, and K-Travel.

Data analysis uses the main theoretical framework, namely multimodality (multimodality), Language Metafunction (Kress and van Leeuwen, 1996, 2006) and Transitivity (Halliday, 2004). There are three language metafunctions for elaborating visual data in multimodality analysis, namely representational/ideational, interactional/interpersonal and compositional/textual metafunctions. In analyzing verbal data, Halliday uses transitivity theory in Kress & van Leeuwen (2006). The researcher uses the three metafunctions and the transitivity theory in analyzing the data and uses an adaptation of the analytical procedure from Hermawan (2013).

Furthermore, the discussion of Xenophilia is presented based on Stürmer et al., (2013) by relying on the personality model by Aston & Lee (2007) to determine the characteristics and domains in Xenophilia. There are three characteristics that can predict the presence of Xenophilia, namely Extraversion, Openness to Experience, and Conscientiousness. The researcher describes these three characteristics based on the findings of the multimodality analysis.

## 3. RESULTS AND DISCUSSION

The depiction of Xenophilia in South Korean news media is divided into six categories and each category contains a multimodality analysis and discussion of Xenophilia. Furthermore, the implications of Xenophilia in teaching Korean using critical pedagogy.

### 3.1. Depiction of Xenophilia in the News Media

The multimodality found in the six South Korean news media regarding Hallyu in Indonesia is a visual component and a verbal component. Representational theory by Kress & van Leeuwen (2006) and Halliday's ideational function are used in analyzing verbal and visual texts. Every news media contains verbal and visual components of participants, process and circumstantial. The most widely used process is the mental process. Other processes applied in news media are material, relational and verbal. This sub-section should delineate and scrutinize the data analysis results. Additionally, the data displayed in a table or figure should not be restated in the following paragraph(s). The paragraph after the table or figure should provide an explanation and interpretation of the data displayed.

The representations of the visual components in the South Korean news media regarding hallyu in Indonesia appear to each other to make the message more understandable. The research is based on the representational/ideational component to analyze visual texts, so that the visual component represented in the news media is identified from the representational narrative by Kress & van Leeuwen (2006). Almost every news media outlet consists of an action process (60% of occurrences) as the one that most often appears in the news media process. The process is displayed through a vector that is directed to the goal (goal) or a vector that comes out of the actor. Other processes found in the news media are reactional processes (30%) and mental processes (10%).

Transitivity theory by Halliday in Kress & Leeuwen (2006) is used in analyzing verbal and visual texts. Each news media contains verbal and visual components of the participant, process and circumstantial. The most widely used process is the mental process. Other processes found in the news media are material processes, relational processes and verbal processes.

The results also reveal that mental processes are at the highest rank with a total of 50% of processes being represented in the news media. The researcher believes that mental processes are used more because Korean correspondents and reporters try to make people feel the enthusiasm of Indonesians for Hallyu. In addition, behavioral processes and existential processes are not shown in every verbal component. However, there are material processes with a total of 25%, relational processes with a total of 6.25% and verbal processes with a total of 18.75%.

Furthermore, Xenophilia theory by Stürmer et al., (2013) with the HEXACO individual trait theory from Aston & Lee (2007) is used to describe the Xenophilia phenomenon in the South Korean news media. The analysis results reveal that the characteristics of Openness to Experience are characteristics that often appear in total (47.5%) in South Korean news media regarding hallyu in Indonesia. This shows that the appreciation, curiosity and openness of Indonesians towards hallyu is very high in various fields such as diplomatic relations, K-Pop, K-Drama & K-Lifestyle, K-Food, K-Travel and K-Beauty.

In addition, another characteristic that emerged was Extraversion with a total (40%). This shows that a person's real involvement in obtaining self-satisfaction and social interaction affects how the individual has high enthusiasm and visibility towards the hallyu wave in Indonesia. Another characteristic that emerged was Conscientiousness with a total (12.5%). This characteristic is the lowest compared to other characteristics

in predicting Xenophilia because there is no behavioral element (in multimodality analysis) to provide certainty of these characteristics.

Based on data selected from six categories of South Korean news media on Indonesian hallyu in this study, it shows that the characteristics of Xenophilia can predict the existence of this phenomenon. The South Korean news media describes the development of hallyu in Indonesia as well as the enthusiasm and love of Indonesians for hallyu in accepting foreign cultures well.

### 3.2. Implications of Xenophilia in Korean Language Teaching Based on Critical Pedagogy

Xenophilia is an interesting phenomenon to bring into classrooms for educators and schools to critically analyze how South Korean media portrays Hallyu in Indonesia, besides that it can provide a model of learning materials for Korean language teachers who lack conceptual tools in implementing teaching materials through deconstruction and analysis of social phenomena using multimodality and critical perspectives to demonstrate how news media materials can be processed and adapted into Korean language teaching

In this section, the teaching model designed for Korean language teachers is in line with critical theory in Freire's critical pedagogy (2005) and Kress & van Leeuwen's (2006) multimodality analysis. In addition, the researcher adapted the procedure for implication of critical pedagogy in foreign language learning from Gustavsson (2015).

**Table 1. Syntax (Stage) of Korean Language Teaching Based on Critical Pedagogy**

Phase (Stage)	Teacher's Role
Phase 1 Xenophilia Decontextualization	The teacher provides illustrations or examples to students of how the role of a complex mode in multimodality through decontextualization and how students' perceptions affect multimodality information about Xenophilia in the news media.
Phase 2 Reflective Development	The teacher selects one or more categories (themes) to search for and highlight in the article. Next, the teacher instructs students to underline and distinguish what is included in the selected category (theme) (examples of theme: Diplomacy Relations) to find meaning. After that, students answer the selected reflective questions.
Phase 3 Class Discussion	The teacher presents a video in the form of news broadcasts about the Xenophilia phenomenon and selected categories (themes) with answers to reflective questions that have been <u>prepared by students. Next, the</u>

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	teacher guides the students to conduct class discussions.
Phase 4 Evaluation	The teacher provides an assessment through assignments in the form of writing reflective essays to students. Students can make reflective essays from reflective answers and questions as well as the results of class discussions that have been carried out.

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The first phase used a multimodal method in a deconstruction/decontextualization mode where the method was selected and analyzed by reconstruction and position analysis in the composite complex (Ledema, 2003; Lirola, 2006; Gustavsson, 2015). The second phase provides examples and illustrations through a critical theory approach in which the mode of deconstruction/decontextualization is described and reflected and broken down into smaller particles/categories so that students achieve a deeper understanding (Freire, 2005, p. 111). In the third phase, students will compare and develop news articles/broadcasts with their own thoughts and values through discussion forums (Skolverket, 2011; Freire, 2005). This learning model will represent student involvement which is very important emphasized in critical pedagogy (Freire, 2005; Akbari, 2008; Gustavsson, 2015). The fourth phase, students are given an example of an assessment method for language teaching based on critical pedagogy, namely reflective essays. Reflective essay is one of the assessment methods that is proven to be able to improve students' academic and metacognitive achievement (Strange, 2001 in Gustavsson, 2015).

#### 4. CONCLUSION

The depiction of Xenophilia in the South Korean news media shows that the representation of the visual and verbal components includes action and mental processes. In addition, there are characteristics of Xenophilia, namely Openness to Experience, Extraversion, and Conscientiousness. Therefore, the characteristics of Xenophilia can predict the existence of this phenomenon. The South Korean news media describes the development of hallyu in Indonesia as well as the enthusiasm and love of Indonesians for hallyu in accepting foreign cultures well.

The implications of Xenophilia in teaching Korean based on critical pedagogy produce a learning model for Korean language teachers. The learning model includes Xenophilia decontextualization, reflective development and class discussion. Assessment/assessment is used in this model to evaluate students' understanding and critical thinking. In addition, news media in the form of articles and broadcasts that have been analyzed through multimodality can be used and developed in teaching Korean to build students' critical awareness of the language they are learning and highlight the phenomenon of Xenophilia towards the development of Hallyu in Indonesia. This study describes a model of Korean language teaching based on critical pedagogy that highlights Xenophilia in Indonesia. In connection with that,

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