

## Religious guidance within the K-Pop lover community and its relevance to Islamic Education

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**Abstract.** Now, K-Pop fans in Indonesia have reached various levels of society. The growth of K-pop and the public's attraction to K-pop certainly affects not only the popularity and spread of K-pop in Indonesia but also various aspects, especially in terms of culture and religion. Therefore, a forum is needed that can accommodate aspirations and can make K-Pop fans maintain a high level of religiosity even though they like or idolize K-Pop idols. The study aims to capture the religious guidance carried out by one of the K-Pop lover communities, namely XKwavers, to unite Korean culture (K-Pop) with Islam. The research design used is qualitative with a descriptive method. This research finds da'wah strategies carried out by the community to attract K-Pop fans to participate in the XKwavers program, including the use of communication language that follows the characteristics of K-Pop fans, the use of K-Pop symbols in disseminating information, and the use of AI. The coaching program owned by XKwavers is relevant to learning Islamic religious education. This program encourages its participants to always remember Allah and be useful people.

**Keywords:** *Da'wah Strategy; Korean Pop; Religious Guidance; XKwavers*

**Abstrak.** Kini peminat K-Pop di Indonesia sudah menyentuh berbagai lapisan masyarakat. Pertumbuhan K-Pop dan daya tarik masyarakat terhadap K-Pop tentu saja bukan hanya memengaruhi kepopuleran dan penyebaran K-Pop di Indonesia, akan tetapi memengaruhi berbagai aspek terutama pada aspek budaya dan agama. Maka, dibutuhkan wadah yang mampu menampung aspirasi dan mampu membuat penggemar K-Pop tetap memiliki tingkat Religiusitas tinggi walau menyukai atau mengidolakan idol K-Pop. Penelitian bertujuan untuk memotret pembinaan keagamaan yang dilakukan oleh salah satu komunitas pecinta K-Pop yaitu XKwavers dalam upaya mempertemukan budaya Korea (K-Pop) dengan Islam. Desain penelitian yang digunakan yaitu kualitatif dengan metode deskriptif. Penelitian ini menemukan strategi dakwah yang dilakukan komunitas untuk menarik penggemar K-Pop agar mengikuti program XKwavers, di antaranya penggunaan bahasa komunikasi yang sesuai dengan karakteristik penggemar K-Pop, penggunaan simbol-simbol K-Pop dalam menyebarkan informasi, dan pemanfaatan AI. Program pembinaan yang dimiliki XKwavers relevan dengan pembelajaran Pendidikan Agama Islam. Program ini membina pesertanya untuk selalu mengingat Allah SWT. dan dapat menjadi orang yang berguna.

**Kata Kunci:** *Strategi Da'wah; Korean Pop; Bimbingan Keagamaan; XKwavers*

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## **Introduction**

The Korean Wave, or Hallyu, is a global phenomenon that reflects the spread of South Korean popular culture across the world, including Indonesia. This phenomenon has rapidly developed since the mid-1990s and encompasses various aspects such as music, film, drama, and cuisine. Hallyu not only affects how people enjoy entertainment but also impacts consumer behavior and social interactions among the youth (M.T 2020; Pramadya and Oktaviani 2021; Roem, Zen, and Multisari 2022; Valenciana and Pudjibudojo 2022).

One of the main factors driving the spread of the Korean Wave is technological advancements, particularly the internet and social media. These platforms make it easier to access Korean cultural content, thus increasing the popularity of K-pop, Korean dramas, and other cultural products among the public (Mumtaza 2022; Valenciana and Pudjibudojo 2022). Research shows that the younger generation, in particular, has become active fans involved in fan communities, which often serve as a platform for sharing information and experiences related to Korean culture (Pramadya and Oktaviani 2021; Valenciana and Pudjibudojo 2022).

The impact of the Korean Wave is also seen in changes in lifestyle and consumer behavior. Many teenagers are influenced by Korean culture in terms of fashion, beauty, and even language. For example, Korean cosmetics are increasingly popular, and many are learning Korean due to their interest in Korean dramas and music (Kusumawardani and Intan Puspita 2021; Setiawan 2021). Additionally, research shows that Korean boy bands and celebrities often act as effective brand ambassadors, influencing purchase intentions of certain products in Indonesia (Kusumawardani and Intan Puspita 2021; Valenciana and Pudjibudojo 2022).

However, this phenomenon is not without challenges. Some studies note negative effects, such as the tendency to experience excessive fanaticism or celebrity worship among fans (Azzahra and Ariana 2021). This suggests that while the Korean Wave brings many positive influences, such as increased interest in Korean culture and language, there are also risks that need to be addressed, particularly in the context of mental health and adolescent identity (Azzahra and Ariana 2021; Masruroh et al. 2023).

In Indonesia, Hallyu has influenced various groups, especially among the youth. According to a survey conducted by IDN Times (2019), K-pop fans in Indonesia are spread across different age groups, such as 9.3% aged 10-15 years, 38.1% aged 15-20 years, 40.7% aged 20-25 years, and 11.9% over 25 years. This phenomenon is not limited to entertainment consumption but also creates active fan communities, such as dance cover communities and K-pop fan clubs. Research shows that K-pop fans in Indonesia are not just passive consumers but also producers of meaning and identity connected to Korean culture (Hasanah and Dewantara 2023; Putri, Liany, and Nuraeni 2019; Tunshorin 2016). This reflects how Korean pop culture has successfully captured attention and created dynamic social interactions among fans in Indonesia.

K-Dramas, in particular, play a significant role in spreading Hallyu in Indonesia. Korean drama series are often broadcast on local television and become very popular, driving the public's interest to explore more about Korean culture, including language, food, and fashion (Hernawati, Hafizh, and Rahardja 2024; Putri et al. 2019; Valenciana and Pudjibudojo 2022). Additionally, events featuring K-pop artists in Indonesia are increasingly frequent, further strengthening the appeal of Korean culture among the public (Ilyasa et al. 2024; Komalasari, Rifa'i, and Marsingga 2024).

The impact of Hallyu is also evident in changes to social and cultural values in Indonesia. Some studies suggest that the influence of K-pop can increase motivation to learn among

students, although there are also negative effects such as the tendency to neglect academic responsibilities (Abidin, Tayo, and . 2018; Larasati 2018; Sri Yenti et al. 2022). Furthermore, Hallyu also plays a role in cultural diplomacy, with South Korea using the popularity of K-pop as a tool to strengthen international relations, including with Indonesia (Komalasari et al. 2024; Oh 2017; Rahardja et al. 2024). In addition to affecting social and cultural values, the spread of the K-wave also influences other aspects, such as religion.

There are several impacts caused by the spread of the K-wave in Indonesia, such as influencing how Indonesians view and practice their religion. In this context, social media plays an important role in spreading religious values and symbols packaged in a more modern and appealing format. Saumantri (2023) notes that the phenomenon of hyper-religiosity in the digital era demonstrates how society consumes religious symbols in the context of consumerism, often influenced by global trends like the K-wave. This creates a space where religious identity can be questioned and adapted, often in non-orthodox ways.

Additionally, the K-wave also contributes to interfaith dialogue and religious moderation in Indonesia. Madiyono and Haq (2023) emphasize the importance of open integrity in interfaith dialogue as an approach to strengthening religious moderation. In the context of the K-wave, interactions between fans of Korean culture and local religious practices can create a space for discussion and better understanding among different religious groups. This shows that while there is potential for conflict, there are also opportunities to strengthen tolerance and mutual understanding among various religious communities.

However, the K-wave's impact can also pose challenges to religious diversity in Indonesia. Gultom (2022) argues that religious moderation is important to address the problems arising from differing views and practices influenced by global trends. In this case, the K-wave can be seen as a factor exacerbating polarization in society, especially when the values promoted by pop culture conflict with traditional religious teachings.

Furthermore, the K-wave phenomenon can also influence religious education in Indonesia. Sarong (2021) says that religious education must be able to adapt to the times, including the influence of pop culture like the K-wave, to remain relevant and engaging for the younger generation. This is important so that religious education does not become a mere formality but can also address the challenges and needs of a continuously changing society.

To address the negative impacts of the spread of the K-wave, a platform is needed that can accommodate aspirations and help K-pop fans maintain a high level of religiosity while enjoying or idolizing K-pop idols. Therefore, Xkwavers is present to provide religious guidance to Korean culture enthusiasts in Indonesia. Xkwavers is a community formed to accommodate lovers of Korean culture and arts with the aim of internalizing religious values among its followers.

Based on the explanation above, this research aims to delve deeper into the religious guidance carried out by one of the K-Pop fan communities, XKwavers, by connecting Korean culture (K-Pop) with Islam. This research is considered crucial because it aligns with the objectives of Islamic Religious Education. Based on the data presented above, K-Pop fans are predominantly in the school-age group. Therefore, Islamic Religious Education in schools plays a very important role in helping reduce the level of fanaticism among K-Pop fans. Thus, if the XKwavers community can play an important role outside of school, it must be complemented with education in schools through Islamic Religious Education (IRE/Pendidikan Agama Islam, PAI) lessons or activities that incorporate Islamic Religious Education values.

## **Methods**

The research uses a qualitative approach with a descriptive study method. The data collection techniques in this study are observation, interviews, and documentation studies. In this research, the researcher uses the data analysis model according to Miles and Huberman. This data analysis technique includes three research processes: data reduction, data presentation, and data verification or drawing conclusions (Miles and Huberman 1994). The collected data is then presented in the form of a detailed report or data.

This research requires data sources or information that can explain the religious programs within the Korean Pop fan community. Therefore, the participants chosen are XKwavers, as one of the fan communities of the Korean Wave that has religious programs, and the participants who follow the programs of XKwavers. It is expected that the selection of these participants will help answer several research questions formulated by the researcher.

The researcher then conducts interviews with the XKwavers admin, participants of the religious guidance program, and community members. Additionally, data is collected through Instagram accounts @xkwavers, @xk.station, and @mifftha\_jannah, as well as the website xkwavers.id.

## **Results and Discussion**

### *Xtraordinary Korean Wavers (XKWAVERS)*

XKWAVERS, or Xtraordinary Korean Wavers, is a community or gathering place for K-pop and K-drama fans in Indonesia who want to become X-traordinary (WBX). This community was founded in August 2018 (SI1) by Fuadh Naim. Fuadh Naim has been a K-Waver (a term for South Korean entertainment fans) since 2006 (second generation) and is currently a trainer at the YukNgaji community. He transitioned from being obsessed with everything related to Korea to channeling his experiences into a book titled *Pernah Tenggelam*. He then founded XKwavers after realizing that many young fans were becoming so fanatic about Korea that it hindered their personal development. Despite having tremendous potential, Islam, which should serve as a solution for life, is often conveyed in a way that is unpleasant and hurtful to K-Wavers (WBX). Therefore, this community aims to offer a solution by providing various programs and platforms for K-Wavers to develop themselves and improve, especially in terms of Islamic knowledge.

XKwavers offers several religious development programs, including X-School and Unlock Ramadhan. X-School is a special school for Muslim K-pop and K-drama fans across Indonesia to learn about Islam together. Each session has a different theme, and generally, participants will study topics such as self-identity, understanding the Creator, the concept of destiny, and the history of Islam. There is no age limit for this program, but it is recommended that participants be at least 10 or 11 years old and have the ability to read, write, and think critically to understand the material.

The activities are divided into two main parts: the main class and hangout sessions. The main class takes place with varying durations each season, covering material discussions and a Q&A session. Meanwhile, hangouts are informal gatherings of X-School trainees in small groups called sub-units. In these sessions, the trainees (participants) review the material that has been shared and exchange stories with each other.

### *Program X-School*

X-School consists of several seasons, including Season 1 to 4 from 2021 to 2022, X-School Season A, X-School 2022, X-School 2023: Army In The Proof, and X-School 2024: Monowave. This program is fee-based; however, for participants facing financial difficulties, XKwavers offers solutions such as scholarships, discounts, installment plans, and giveaways.

#### *1. X-School season 1*

X-School season 1 was held from January to February 2021, while season 2 took place from February to March 2021. Both season 1 and season 2 were divided into 2 sessions: “First Year” consisting of 5 meetings, followed by “Sophomore” with 5 meetings, making a total of 10 meetings per season. If participants in season 1 only purchased the “First Year” ticket, they could attend the “Sophomore” session in season 2 (AXK). The “First Year” session included several sub-themes, such as Who Are You: 학교 2021; Yes or Yes; Love Scenario; Just Right; and It’s Ok To Not Be Okay. The sub-themes for the “Sophomore” session included Blood, Sweet, Tears; Kingdom: The Truth Untold; Reply 1924; We Got The POWER; and 나야나 (Pick Me) (PI4). These sub-themes were adapted from the names of K-Pop idol songs and drama titles relevant to the material.

In the “Who Are You: 학교 2021” sub-theme, participants received lessons about the nature of human existence. The session began by discussing the concept of “problems,” as everyone needs problems to “move forward.” Problems are everywhere, creating a drive in humans to solve them. Why do problems occur? It’s because, initially, humans do not ask the fundamental questions known as Uqdatul Kubro—the questions about where humans come from, why we are here on Earth, and where we go after death. The discussion then moved to human needs, such as physical needs (e.g., food, drink, sleep), which must be met to prevent harm. Humans also have instincts, which, if unmet, lead to unease. These instincts are divided into three: (1) *nau’*, the instinct to preserve the species, such as love and affection; (2) *baqa’*, the instinct to preserve oneself, such as ego and anger; and (3) *tadayyun*, the instinct to depend on something, such as submission to Allah SWT. Furthermore, humans have reason, which distinguishes them from other creatures. The intellect is necessary for analyzing the questions of Uqdatul Kubro.

The “Yes or Yes” sub-theme discussed the relationship between reason and emotion. Islam encourages us to think first before prioritizing emotions. Some quotes were shared, including one from Imam Syafi’i: “Every time I debate with intellectuals, I always win, but when I debate with fools, I always lose,” and “If a fool invites you to debate, leave it.” The session concluded with a summary from a Hadith in Sahih Bukhari and Sahih Muslim: “There are three things that, if a person possesses them, he will taste the sweetness of faith: the one who loves only Allah and His Messenger, the one who loves or dislikes for the sake of Allah, and the one who would rather be thrown into the fire than return to disbelief after Allah has saved him from it.”

The next sub-theme, “Love Scenario,” discussed the true nature of life, including who our God is and the history of human creation. One reason for love’s growth is frequent interaction with the beloved. Therefore, humans are encouraged to interact with Allah through His shariah

so that love for Him may grow. As humans, we must know who we are, who we should worship, our duties, and how to fulfill them according to the guidance provided.

The “Just Right” sub-theme covered the duties of humans and the Islamic law along with its sources. Any blessing that is not used to draw nearer to Allah is a misfortune. The speaker emphasized that love requires struggle. The more we fight for what we love and endure pain for it, the closer we become to it. A Muslim must distinguish between the role of a Muslim and the role of an idol. Being a Muslim is busy because it requires learning many of the laws set by Allah. These laws make us better. We should not be too absorbed in learning about the lives of idols, whose lives often contradict the teachings of Islam.

Next was the “It’s Ok To Not Be Okay” sub-theme, which explored destiny versus rules. There are areas controlled by humans and areas controlled by Allah. Humans can attempt to change what is known as Qadar, which encompasses potential life, benefits, and divine laws. Everything done consciously will be accounted for by Allah SWT. On the other hand, the area governed by Allah is Qadha, Allah’s decree, which cannot be altered and does not require accountability. Examples of Qadha include human physical traits, others’ actions, and life paths.

The next session, “Sophomore,” began with the sub-theme “Blood, Sweet, Tears.” This session focused on the struggles of the Prophet Muhammad. Participants were reminded that the true idol to be followed is Prophet Muhammad, who endured slander, many trials, and hardships for his ummah, even for those he had never met. As Muslims, we should know Prophet Muhammad better. Admiring someone is allowed but should never surpass the respect and admiration we have for the Prophet. Our idols may not care for us in the way the Prophet did, and their teachings may not align with his.

The second sub-theme, “Kingdom: The Truth Untold,” revisited the history of Islam. Participants were reminded that Islam once flourished, but its history was later obscured by its enemies. These enemies sought to divert Muslims from the true teachings of Islam by offering entertainment, lifestyle, fashion, and food from non-Muslim countries, fostering admiration for them, which slowly led to the destruction of Islam.

The third sub-theme, “Reply 1924,” continued the discussion on Islamic history, particularly focusing on the fall of Islamic glory marked by the collapse of the Ottoman Caliphate. Following this, the “We Got the POWER” sub-theme explored the concept of the world versus the hereafter. This session reminded participants of the shortness of life on Earth, where the average human lifespan is around 60 years. However, there is no time limit in the afterlife. Therefore, the limited time in this world should be used wisely, as it will determine our eternal fate in the hereafter. This is emphasized in the Qur’an, Surah Al-An’am, verse 32, which states, “And the life of this world is nothing but a game and a diversion. But the abode of the Hereafter is better for those who are God-fearing. Do you not understand?” Additionally, there is a hadith narrated by Ath-Thabrani in Al-Kabir (20/93/182), Al-Baihaqi in “As-Sya’bi” (1/136), and others that says, “Nothing is more regretted by the inhabitants of Paradise than one thing they passed through in this world, which they did not use to remember Allah.”

The final session concluded with the sub-theme “나야나 (Pick Me),” in which participants learned about contributing to goodness for the benefit of many people.

2. X-School *season A*

X-School season A was an accelerated version of X-School with six meetings over three days. The content shared was similar to X-School season 1 and 2, but more concise. Registration opened from March 21 to 27, 2021. On March 28, 2021, an agenda for School Environment Introduction was held. The first meeting took place on April 5, 2021, with the first theme “Who Are You: 학교 2021” at 4:00 PM WIB, followed by the theme “Love Scenario” at 8:00 PM WIB. The second meeting occurred on April 6, 2021, with “It’s okay to not be okay” at 4:00 PM WIB and “The Truth Untold” at 8:00 PM WIB. The final meeting was on April 7, 2021, starting with “Reply 1924” at 4:00 PM WIB, and closing with “나야나 (Pick Me)” at 8:00 PM WIB. X-School season A concluded with graduation on April 10, 2021.

3. X-School season 3 dan X-School+

In this season of X-School, two packages were offered: X-School season 3 and X-School+. The difference lies in the number of meetings. X-School season 3 consists of 10 meetings, while X-School+ includes 6 additional meetings as an in-depth extension of the previous material, bringing the total to 16 meetings.

The meetings were held every Monday and Tuesday from June 7 to July 6, 2021, at 8:00 PM WIB. Following that, X-School+ took place from July 12 to 27, 2021. Registration was open from May 25 to 31, 2021. X-School season 3 covered a variety of themes, including “Why Why Why,” “Answer,” “Dalla Dalla,” “Superhuman,” “Antidote,” “Panorama,” “Easy,” “Happiness,” “Last Piece,” and “After School.” Meanwhile, X-School+ featured additional themes such as “I Can’t Stop Me,” “Secret of The Saint,” “Next Level Make it Right,” “I’m Not Cool,” and “Monster.” The material was similar to previous years, but each year the themes were tailored to popular songs or dramas.

4. X-School season 4

X-School Season 4 was held every Friday and Saturday from October 1 to October 31, 2021, at 8:00 PM WIB. Registration opened on September 19, 2021 (PI16) and closed on September 30, 2021 (PI18). X-School Season 4 featured themes similar to those of X-School Season 3, including “Why Why Why,” “Answer,” “Dalla Dalla,” “Superhuman,” “Antidote,” “Panorama,” “Easy,” “Happiness,” “Last Piece,” and “After School.”

5. X-School 2022

X-School 2022 was held every Monday and Tuesday from July 11, 2022, to October 11, 2022, at 8:00 PM WIB, with a total of 20 sessions. There were several ways to participate in X-School 2022, namely regular registration, a discount for alumni, and scholarships for students. Alumni of X-School from seasons 1 to 4 who are interested in rejoining the program can use a discount voucher provided through the X-School alumni group. Scholarships for students were announced on June 25, 2022. There were several requirements, including being a student of junior or senior high school (ages 13-19) and not having participated in X-School before. The scholarship target was 500 students.

This season included 12 themes, such as (1) *That That*, which discusses the introduction to school or the X-School program, the community, and future activities as an X-School alumni. Participants were given an introductory lesson along with opening quotes: “Wrong reading ruins thought, wrong watching ruins personality, and wrong friends ruin faith,” “We will grow old, but we may not grow up,” “Old is age, maturity is responsibility for roles”; (2) *Feel My Rhythm*; (3) *Love Maybe*; (4) *Polaroid Love*, which discusses how to fall in love with Allah

SWT, understanding the purpose of one's creation (Q.S. Al-Ahzab: 36), and how using reason must involve Allah, just as feelings should only love Allah SWT; (5) *JIKJIN*; (6) *Love Theory*; (7) *Yet To Come*; (8) *Love Dive*; (9) *ZOOM*; (10) *Glitch Mode*; (11) *Still Life*; (12) and finally, *DARARI*. According to AXK, the materials were similar to previous seasons. However, this season had 20 sessions, with each theme divided into two sessions, except for the first and last themes, which had two different speakers. The first session was presented from a K-Pop fan's perspective, followed by a deeper exploration from an Islamic perspective in the second session.

6. X-School 2023: Army In The Proof

X-School 2023 was a collaboration between XKwavers and one of its subunits, X-Army. This program was held for the first time in person at Gropa Studio in South Jakarta. It took place every Sunday from 08:00 AM to 12:00 PM WIB, from September 24 to November 5, 2023. Additionally, X-School 2023 only accepted 85 participants. The content delivered was similar to the previous X-School seasons, with a change in the theme. This year, the themes were adapted from the titles of BTS boy group songs, including *IDOL*, *Best of Me*, *Let Me Know*, *Amygdala*, *Blood, Sweat, & Tears*, and *We Are Bulletproof*.

7. X-School 2024: Monowave

X-School 2024 will be held from July 21 to September 15, 2024, every Sunday from 08:00 AM to 12:00 PM WIB online via ZOOM Meeting, and from 08:00 AM to 04:00 PM WIB in-person at Raffles College, Jakarta. There will be various theme topics, including: (1) *Welcome to the Show*, discussing the phenomenon of the Korean Wave as a product of pop culture; (2) *Magnetic*, exploring the purpose of life and the correct thinking concept, leading to the discovery of God; (3) *Orange Flower*, discussing Islam as an ideology and a guide for life; (4) *Fact Check*, reviewing previous material and assessing how well participants have followed the classes over the past three sessions; (5) *What Kind of Future*, discussing the concept of destiny with the aim of making life more positive; (6) *Smart*, sharing stories from the time of the Prophet Muhammad and the greatness of Islam during his era; (7) *Chasing That Feeling*, uncovering hidden facts about the decline and revival of Islam; (8) *With Us*, where participants will create a final project summarizing all the material covered throughout the sessions.

*The Unlock Ramadhan Program*

The *Unlock Ramadhan* program is an online class held during the month of Ramadhan, specifically for X-School alumni. The activities include a general review of the materials previously presented in the X-School program, discussions on some new topics, and various basic skills classes such as Korean language and the fundamentals of cinematography.

1. Unlock Ramadhan 2021

Unlock Ramadhan 2021 had a total of 12 meetings, held three times a week. The sessions started on April 13 and ended on May 6, 2021. The topics covered included: X-School encore "Sophomore" *Blood, Sweet, Tears*, *Kindom: The Truth Untold*, *Reply 1924*, *We Got The POWER*, and *나야나* (Pick Me); Unlock X-School with topics on Religion vs Ideology, Habits, Concepts of Sustenance, and Hadharah and Madaniyah; and Unlock Trainee with topics on Basic Korean Language, Basic Illustration, Basic Cinematography, and Basic Writing.



## 2. Unlock Ramadhan 1445 H

Unlock Ramadhan 1445 H will take place from March 12 to March 27, 2024, every Monday to Wednesday from 16:00 to 17:00 WIB via Zoom Meeting. This program discusses the K-Pop industry and K-Pop fans who should be aware of and concerned about the situation in Palestine. Thus, K-Pop fans can make informed decisions when their idols or the agencies behind them openly support and use products affiliated with Israel. The themes of the sessions include Our Voice for Palestine by Pepi, Things We Can Do For Palestine by Emeraldita Noor Achmi, The Strongest Women by Sukiyati Satuhu, Fact Check Palestine by Quran Review staff, Debunking Enemy's False Narrative by Erlangga Greschinov, MZ and Palestine by Instagram account owner @cerita.edgar, and Our Beloved Baitul Maqdis by Renada Kiska.

The findings align with the explanation of religious guidance as an effort to preserve and perfect the understanding of individuals or groups regarding religious teachings. This also relates to the theory put forward by Munir, who stated that the role of religious guidance includes activities, calls, either orally, in writing, or through behavior, that are consciously and intentionally planned. The aim is to influence others, both individually and in groups, to awaken an awareness in them, whether in their attitudes, beliefs, or experiences toward Islamic teachings, and to deliver messages to them without coercion (Hardiyati and Baroroh 2019; Rahardja et al. 2023; ROPIK 2019)

Furthermore, the X-School and Unlock Ramadhan programs are consistent with the concept of guidance as mentioned in the Quran, Surah Ali 'Imran, verse 104, which translates to: *"Let there arise from you a group of people inviting to all that is good, enjoining what is right, and forbidding what is wrong; those will be the successful."* This is evident in the materials related to creed (aqidah) and the ultimate goal (*uqdatul qubro*), as well as the ways of contributing to good deeds in society after participating in these programs. Additionally, in Surah An-Nahl, verse 125: "Invite to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. Indeed, your Lord is most knowing of who has strayed from His way and He is most knowing of who is guided." In addition to receiving material, participants are encouraged to engage in discussions and think critically about various issues or topics.

Moreover, the concept is also reflected in Surah At-Tahrim, verse 6: *"O you who have believed, protect yourselves and your families from a Fire whose fuel is people and stones, over which are appointed angels, harsh and severe; they do not disobey Allah in what He commands them but do what they are commanded."* This aligns with the X-School and Unlock programs, reminding participants to always safeguard themselves and equip themselves with religious knowledge.

Additionally, in Surah Al-Qasas, verse 77: *"But seek the reward of the Hereafter with what Allah has given you, and do not forget your share of the world. And do good as Allah has done good to you, and do not desire corruption in the land. Indeed, Allah does not like corrupters."* This concept was one of the materials shared in X-School, which focused on humanity's duties on Earth. Lastly, in Surah Al-Baqarah, verse 25: *"And give good tidings to those who believe and do righteous deeds that they will have gardens in which rivers flow. Whenever they are provided with a fruit therefrom, they will say, 'This is what we were provided with before,' and they will be given something similar. And there they will have pure companions, and they will abide therein eternally."* The topic aligned with this verse was the sweetness of faith, reminding participants of the reward for those who believe, inspiring them to continue learning about religion in a way that suits them.

There is a dakwah strategy implemented by the community to attract K-Pop fans to join programs, especially X-School. These strategies include using communication language that aligns with the characteristics of K-Pop fans, utilizing K-Pop symbols to spread information, and leveraging AI. The blending of Islamic content with Korean symbols relates to the intersection of religion and culture. This approach is designed to attract the attention of Korean Wave enthusiasts. It aligns with Koentjaraningrat's theory, which suggests that the fundamental concept of religion cannot be separated from the culture of the society that practices it. This concept involves emotional feelings that encourage individuals to adopt a religious attitude (Koentjaraningrat, 2000). According to Durkheim's interpretation, religion plays a crucial role in shaping the social dynamics of a community. In other words, religion is vital in determining and constructing the social structure. Not only does it serve as a tool for control over its followers, but it also adds color to the social dynamics of society. The stronger the belief of the followers, the clearer its influence on every aspect of their lives, and their actions will be guided by religious teachings. Durkheim also states that religion is a social phenomenon that is integrated into social practices; it is not just belief, but also strengthens social solidarity and serves as a source of moral unity (Kahmad, 2000). Therefore, to engage Muslim K-Pop fans, the XKwavers community blends both in posts, activities, and language styles. As a result, Muslim fans have a space to channel both their hobby and curiosity about religion in a manner that suits their characteristics.

Additionally, there are several outcomes from K-Pop fans participating in X-School and Unlock Ramadhan programs. These include a shift in perspective, an increase in knowledge, a motivation to improve and deepen their understanding of religion, and an engaging and memorable learning experience. The target participants for X-School are typically aged 10-11 years, with the ability to read, write, and think critically to understand the material being presented, with no maximum age limit. The X-School program successfully captures the attention of Muslim K-Pop fans. This is evident from the number of applicants for the 2022 X-School student scholarship. According to the WHO (World Health Organization), adolescence is defined as ages 10-24. The BKKBN (National Population and Family Planning Board) also defines adolescence as the age range of 10-24 years and unmarried (BKKBN, 2022). Teens in the globalization era are often referred to as Generation Z, or Gen Z. Gen Z Muslim teens tend to use social media to express their identities, including their religious identity. Therefore, X-School participants belong to Generation Z, which is very familiar with the digital world. Teenagers need a space to learn in a way that suits their characteristics, which will lead to maximum output.

#### *The Relevance of Religious Guidance in the K-Pop Community to PAI*

X-School and Unlock Ramadhan are relevant to the PAI (*Pendidikan Agama Islam*) learning process through their activities that focus on religious guidance. These programs aim to remind participants of Allah SWT and guide them to become beneficial individuals by presenting materials aligned with Islamic teachings. The delivery of these materials is grounded in the Quran and Hadith, which aligns with the definition of PAI learning as a conscious and planned effort to prepare students to recognize, understand, internalize, believe, and practice Islam with noble character. PAI is based on the Quran and Hadith through guidance activities, teaching, training, and the use of experiences (Dahwadin & Nugraha, 2019).

Moreover, the topics presented are in line with the elements of PAI learning outcomes in schools. First, the elements of the Quran and Hadith, found in topics like Islamic Sharia and its

sources, humanity's duties on Earth, and the concept of Islam as a way of life, not just a religion; Second, the element of Akidah (faith) is reflected in topics such as the ultimate purpose of human creation, the afterlife, the sweetness of faith, the balance between reason and emotion, the nature of life, how to love Allah SWT, the Prophet Muhammad pbuh., and Islam, the concept of Qada and Qadar, the world vs. the afterlife, human potential, and Religion vs. Ideology; Third, the element of Akhlaq (ethics) is reflected in topics like making Prophet Muhammad saw. the perfect idol to emulate and respecting human differences; Fourth, the element of Fikih (Islamic jurisprudence) is found in topics such as social awareness on how to contribute to the welfare of others, the concept of sustenance, and Hadharah and Madaniyah; and Fifth, the element of the history of Islamic civilization is reflected in topics like the struggle of Prophet Muhammad pbuh. in spreading Islam, the history of Islamic civilization from Prophet Adam a.s., the hidden facts behind the glory of Islam in its prime until its decline at the hands of Islam's enemies, and the history of Palestine.

## **Conclusion**

The XKwavers community has its own way to attract K-Pop fans to have curiosity about the community and follow the available programs. The preaching strategies carried out include the use of communication language that is in accordance with the characteristics of K-Pop fans, the use of K-Pop symbols in disseminating information, and the use of AI. Then, there are several outputs produced after K-Pop fans follow the X-School and Unlock Ramadhan programs, including changing perspectives, increasing participants' insights, raising motivation to change for the better and being willing to deepen their understanding of religion, and having an interesting and memorable learning experience. X-School and Unlock Ramadhan are relevant to Islamic Religious Education learning from the form of activities in the form of coaching. This program fosters its participants to always remember Allah SWT. and can become useful people by presenting appropriate materials. The delivery of these materials is based on the Quran and Hadith.

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