

Kpop Ilonggo Fans' Consumption of Kpop MTV Content

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ABSTRACT

The popularity of Korean popular (Kpop) music among the *Ilonggo* fans aged 15-24 years is the main focus of this research, a local extension to what was nationally probed by Sarah Kristine M. Alanzalon in 2011. An online survey among 196 *Ilonggo* Kpop fans, and focus interviews to fifteen (15) *Ilonggo* Kpop fans of the Korean groups Girls' Generation, Super Junior, Shinee, Bigbang and EXO. The researchers determined the variables of "consumption of Kpop content, cultural offerings present in Kpop content, and needs of the fans satisfied by Kpop content" (Alanzalon, 2011). It was found out that the *Ilonggo* respondents are highly exposed to Korean popular music, consumed these media texts through various media channels, predominantly the Internet. Among the various cultural offerings, the research found out that the visual aspect has the most impact among *Ilonggo* fans and choreography is its most appealing facet. Aside from surveillance, identification and interaction; entertainment was discovered to be the most gratified need of *Ilonggo* Kpop fans. Despite the apparent language differences, it was ascertained that it is not a barrier to fans' consumption but rather paves way to language acquisition.

Particular factors were hereby uncovered: increasing accessibility of the Internet; entertainment, choreography in particular; language acquisition and; new knowledge acquirement. These factors found in media of international source, such as the phenomenal Kpop Music TV (MTV), can be a tool to help the local media enhance MTV productions, leading to increased consumption among the *Ilonggo* MTV viewers.