

## **The Popularity of Korean Entertainment in Japan**

Over the past about 20 years Korean culture such as food and music fascinated many Japanese people. (Asahi digital, 2019) It came 4 times to Japan and each had different kinds of characteristics. Korean entertainment has spread widely in recent years with the adjustment to the social changes such as improvement of technology. So, more people have had their own smart phones and have used SNS, for their pleasure. Korea noted that the social changes and its entertainment industry focused on advertising their music using SNS which is known by many people and tried to make Korean music famous around the world. Now many Japanese people enjoy them on SNS and those became a part of their daily lives. These days, people are bored with Japanese media because they want new experience, Korean entertainment culture is very popular and may solve this problem, but this is not a new popularity it has happened many times in Japanese history.

Korean entertainment especially K-pop, has become famous all over the world by the use of SNS. BTS, one of the most famous Korean artists who use SNS efficiently, attracted many people using a two points of their strategy. First, “they use different social networking media for different purposes” (note, Snoke, 2021). They have 6 media accounts for YouTube, Twitter and so on. They change the contents depending on the accounts, so fans can use them to see what kind of specific content they want to check. They have a lot of opportunities for it to be shared by their fans and they cherish the time communicating with their fans using those them. Second, “they announce the release schedule in advance” (note, Snoke, 2021). Announcing the information about the new song little by little on some media and uploading other videos about the new song for free can stimulate fan’s expectation and interest constantly. Korean entertainment industry stimulates many people’s interests by those effective strategies and expanding other entertainment contents all over the world.

The popularity of K-pop led other Korean cultures to spread in Japan. For example, in a survey about people who are studying a foreign language in Japan (Duolingo, Inc., PRTIMES, 2021), almost all of the people started studying Korean to enjoy their interests more. Most of their purposes are to watch Korean dramas or listen to K-pop music by themselves. Furthermore, about half the people study Korean by using

the internet, apps, and SNS. The increase in the number of Japanese people who started studying Korean is leading to more chances to interact with local people, and many people believe that those interactions might build better relationships between Japan and Korea. In addition, Korean literature has become famous in recent years. Some books which Korean artists read or a main character in famous Korean drama read were translated into Japanese and have become popular especially among their fans. One of the most popular Korean books are the essay for people who are worried about relationships. It shows that Korean people worries are similar to that of Japanese people, so it is another reason that Korean essays are selling well in Japan. In conclusion, the popularity of Korean entertainment is leading to many Japanese people studying Korean and pursue interests that can lead them to communicate with local people and extend the international community exchange.

Korean entertainment popularity has had success in Japan four times before and each of it had different characteristics. For example, because of FIFA World Cup was held in 2002, Korean drama was broadcasted first time in Japan and it was the first time that Korean entertainment has become famous in Japan. In 2010 and 2017, K-pop was become very popular in Japan, especially among young people, and those were the second and third time that Korean entertainment became in fashion. In addition, Korean foods or fashion also become famous at that time, so it has become more natural for Japanese people to live with the Korean culture. Lastly, watching dramas or movies on subscriptions was one of a style of how to stay home in corona and many people have enjoyed it. (goo news,2020) Actually, in a survey (FlixPatrol), half of the top of ten TV shows which was watched in 2020 in Japan were occupied by Korean TV shows.

The rise of Korean SNS popularity in Japan has one of the most symbolic meaning which goes deeper than just enabling people to communicate with long distances. In Japan, Korean entertainment have become popular several times through SNS, so the number of people who are interested in Korea have been increasing. Despite this, the political relationship between Japan and Korea is not very strong, but this political conflict does not seem to stop Japanese people from enjoying the entertainment of another country. Many people both Japanese and Korean, wish that the political relationship between these two countries will improve through more cultural exchanges. If we are lucky, maybe BTS and Korean drama bring peace as well as entertainment.

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