

THE IMPACT OF THE CROSS-BORDER CULTURAL PHENOMENON OF THE KOREAN WAVE ON CULTURAL TRANSFORMATION IN SAUDI ARABIA

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ABSTRACT

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Globalization's impact on culture is vividly apparent in the infiltration of foreign cultures into different countries, as exemplified by the permeation of the Korean Wave, or "Hallyu," in Saudi Arabia. Among the Saudi youth, Korean TV dramas (K-dramas) and Korean Pop Music (K-POP) have experienced immense popularity, marking a significant shift in traditional ideological, political, and economic boundaries. This cultural shift facilitates an enhanced exchange between Korea and Saudi Arabia, igniting a newfound interest in the Korean language and culture. Concurrently, Korean fashion and beauty trends have seized the attention of Saudi Arabian youth, influencing their clothing, hairstyling, and beauty routines. This research aims to unravel the extent of influence and transformation instigated by such transnational cultural phenomena on local cultures. Utilizing a qualitative approach, this study conducts a literature review to explore the depth and breadth of the Korean Wave's impact on Saudi Arabian society. Researchers face particular challenges, including limited research availability, language and cultural context, and the reliability of available data. However, despite these constraints, the study provides valuable insights into cultural globalization, media influence, and the dynamics of cross-cultural interactions, advancing our understanding of this evolving global landscape.

المخلص

الكلمات المفتاحية:
الموجة الكورية؛ المملكة
العربية السعودية؛ عابر
للقوميات؛ التحول؛
الثقافة.

تأثير العولمة على الثقافة واضح تمامًا في التسلسل الثقافي الأجنبي إلى الدول المختلفة، كما هو الحال في توغل الموجة الكورية، أو "هاليو"، في المملكة العربية السعودية. لقد اكتسبت الدراما التلفزيونية الكورية (كي-دراما) وموسيقى البوب الكورية (كي-بوب) شعبية هائلة بين الشباب السعودي، مما أدى إلى تحول كبير في الحواجز الأيديولوجية والسياسية والاقتصادية التقليدية. يسهل هذا التحول الثقافي تبادلًا مكثفًا بين كوريا والمملكة العربية السعودية، مما أثار اهتمامًا جديدًا باللغة والثقافة الكورية. في الوقت نفسه، أصبحت اتجاهات الأزياء والجمال الكورية محط اهتمام للشباب السعودي، مما أثر في ملابسهم وتسريحات شعرهم وروتينات الجمال. تهدف هذه الدراسة إلى كشف مدى التأثير والتحول الذي يثيره مثل هذه الظواهر الثقافية العابرة للحدود على الثقافات المحلية. من خلال اتباع نهج نوعي، تقوم هذه الدراسة بمراجعة الأدبيات لاستكشاف عمق واتساع تأثير الموجة الكورية على المجتمع السعودي. يواجه الباحثون تحديات معينة، بما في ذلك توافر البحث المحدود، والحواجز اللغوية والثقافية، وموثوقية البيانات المتاحة. ومع ذلك، تقدم الدراسة، على الرغم من هذه القيود، رؤية ثمينة في مجالات العولمة الثقافية، وتأثير الإعلام، وديناميات التفاعلات الثقافية المتقاطعة، مما يعزز فهمنا لهذا المشهد المتطور على المستوى العالمي.

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INTRODUCTION

The changing times and globalization are changing every aspect of life, including culture. In modern times, globalization has facilitated the invasion of foreign cultures into the country. Today, one of the foreign cultures loved by many people, especially teenagers, originates in Korea. Korean culture is also known as “Hallyu,” and its emergence is one of the waves of culture that developed (Annisa, 2013). The Hallyu wave emerged in East Asia in the 1990s and led to increased international awareness of the presence of Korean culture, which continues to spread worldwide to this day (Sue Jin Lee, 2011). Hallyu is a modern packaging of various Korean cultures, such as music, TV dramas, fashion, lifestyle, cuisine, and beauty (Amarilis, 2021). Hallyu has spread rapidly to countries around the world, including Saudi Arabia. Widespread and highly popular among Saudi youth, several types of Hallyu have emerged through television dramas (K-dramas) and music (K-pop) (Teguh, 2016). K-drama and K-pop are catching the attention of Saudi Arabian teens. This is because they present different and unique programs and may even contain elements of Korean culture that can indirectly promote their culture in other countries (Valentina, 2016).

While lacking access to real-time statistics or data beyond the knowledge cut-off of September 2021, it remains possible to provide general examples and trends that illustrate the popularity of Hallyu in Saudi Arabia up to that point. However, the specific statistics and popularity may have evolved since then. Korean dramas, also known as K-dramas, have gained a significant following in Saudi Arabia. These dramas are often broadcasted on local television channels and are available through online streaming platforms. The popularity of K-dramas can be seen through the enthusiastic reception they receive, with fans eagerly discussing and sharing their favorite series on social media platforms. K-pop concerts: South Korean music, commonly called K-pop, has also made its mark in Saudi Arabia. In recent years, several K-pop concerts and events have occurred in the country, attracting thousands of fans. For example, in 2019, the South Korean boy band BTS performed in Riyadh, Saudi Arabia, as part of their world tour, demonstrating the growing popularity of K-pop among Saudi Arabian fans. Social media presence: Saudi Arabian fans of Hallyu actively engage in social media platforms to express their support and share their interests. Fan communities and pages dedicated to Korean celebrities, dramas, and music can be found on platforms like Twitter, Instagram, and YouTube. These online communities contribute to the spread of Hallyu-related content and discussions among fans. Korean beauty and fashion influence: The influence of Korean beauty and fashion trends can also be observed in Saudi Arabia. Korean skincare routines, makeup techniques, and fashion styles have gained popularity among Saudi Arabian youth. This is evident in the local market’s increased availability and demand for Korean beauty products and Korean-inspired clothing brands. Language and cultural interest: The popularity of the Korean Wave has sparked an interest in Korean language and culture among some Saudis. Language institutes and universities have started offering Korean language courses to cater to the growing demand. Additionally, cultural events, workshops, and festivals related to South Korea are organized, allowing individuals to explore and experience Korean traditions and customs. It adds value and greatly benefits South Korea (Pramadya, 2016).

Globalization has undeniably transformed the landscape of cultural exchange, bringing nations closer together and facilitating the flow of ideas, information, and cultural practices across borders. However, the impact of globalization on cultural exchange is complex and nuanced, influenced by various factors, including borders and barriers. Here are some key points to consider: Cultural diffusion and hybridization. Globalization has facilitated the diffusion of cultural elements, leading to the adoption and incorporation of foreign influences into local cultures. Cultural hybridization occurs when diverse cultural elements blend, resulting in new forms of expression. While globalization enables this process, the extent and nature of cultural diffusion can be influenced by borders and barriers. Political, economic, and social factors can limit or shape the flow of cultural

exchange, leading to the selective adoption or resistance to certain cultural elements. Power dynamics and cultural imperialism, Globalization can create power imbalances between nations, with dominant cultures exerting influence over others. The flow of cultural products, such as music, movies, and media content, is often skewed towards countries with more resources and market influence. This can lead to concerns about cultural imperialism, where dominant cultures' values, norms, and practices overshadow and displace local cultural expressions. Borders and barriers can shape the power dynamics of cultural exchange, influencing the visibility and accessibility of different cultural traditions. Everyone is connected to communication networks (Hamdi, 2013). The network is a symbol of an infinite new world. These associations are linked by an information network called the World Wide Web (www). Globalization has drawn countries and peoples into an interconnected world order and states no longer play an essential role in this new world age. This role has been taken over by information technology and transnational actors (Hamdi, 2013).

Today, Saudi Arabia lives in the modern age and is increasingly exposed to world cultures through social media and information technology. This allows them to access and consume various forms of popular culture, including Hallyu. Therefore, it will undoubtedly affect the intellectual development of young people in the Middle East, including Saudi Arabia. Teens there seem to have lost their identity and forgotten their own culture. The influx of foreign cultures, such as K-pop and K-dramas, into Saudi Arabia can positively and negatively affect fans. Many teenagers love and respect Korean singers and actors. This respect often leads to new cultural shifts and leaves behind an understanding of one's own culture (Banowati, 2022).

Manuel Castells calls this phenomenon the 'network society' (Castells, 2004). He argues that modern society lives in a world where territorial boundaries and national and traditional identities have been upended by the forces of knowledge flow (Heywood, 2017). This concept has particular relevance to the Middle East, where the impact of network society can be observed in multiple dimensions. Connectivity and communication: Castells emphasizes the transformative power of information and communication technologies (ICTs) in fostering connectivity and communication. In the Middle East, ICTs have facilitated the rapid dissemination of information, enabling individuals to connect, share ideas, and mobilize for various causes. Social media platforms have significantly shaped the region's public discourse, political activism, and social movements, as seen during the Arab Spring uprisings in 2010-2011.

In line with Castells' vision of a connected society, Saudi Arabia is accelerating its digital transformation through telecommunications and technology. The plan is included in the National Vision 2030 agenda endorsed by Mohammad bin Salman in 2016. With 30 million Internet users in Saudi Arabia, 89% of the population, social media usage is prevalent among Arabs. Governments use this to gather feedback on implementations—his 2030 economic vision through social reform (Noerhidajati, 2020).

This study aims to identify the causal factors influencing the acceptance and spread of the Korean wave in Saudi Arabia and the impact of those factors on changes in community behavior and habits. Through this research, we hope to deepen our understanding of how transnational cultural phenomena can influence and transform the regional cultures of other countries.

In this study, the authors used a qualitative approach by conducting a literature review. The data and information used in the preparation of this article were obtained from books, academic journals, online news, social media, and other sources relevant to the discussion on the impact of Vision 2030 social reforms on the transformation of Saudi cultural forms. It is a thing, excerpts from various document sources. Arabia. The discussion below covers K-POP's initial entry into Saudi Arabia, Saudi Arabia's cultural reforms, Saudi Arabia's cultural transformation, and the impact of Korean culture on Saudi culture.

FINDINGS AND DISCUSSION

The Early Arrival Of Korean Culture In Saudi Arabia

Winter Sonata is a popular Korean drama series that gained significant popularity worldwide, including in the Middle East and Saudi Arabia. The series, which aired in 2002, tells a love story between two main characters and explores themes of romance, friendship, and personal growth. Its reception in the Middle East, including Saudi Arabia, was notable and had several subsequent developments. Cultural resonance: Winter Sonata resonated with Middle Eastern audiences due to its universal love, sacrifice, and personal growth themes. The emotional storytelling, relatable characters, and melodramatic elements appealed to viewers in Saudi Arabia, who found the narrative engaging and touching. The series showcased traditional values, respect for elders, and the importance of familial bonds, which are also significant in Middle Eastern cultures. Popularity and influence: Winter Sonata's popularity in Saudi Arabia significantly increased interest and demand for Korean dramas. The success of Winter Sonata paved the way for the wider acceptance and consumption of Korean entertainment in Saudi Arabia. It sparked a Korean Wave (Hallyu) craze, with more Korean dramas being dubbed or subtitled in Arabic and broadcasted on local television channels. (Malik, 2019).

Due to the strict enforcement of religious rules and practices, Saudi Arabia has long been considered one of the most closed Muslim markets for non-Muslim artists. However, as part of Saudi Vision 2030, the Kingdom of Saudi Arabia established the General Entertainment Authority in 2017 to revitalize the entertainment sector and declared 2019 the "Year of Entertainment." Vision 2030 rapidly opens the door to global entertainment stars in this conservative Islamic nation (Young, 2019). Digital technology has become the new culture, and digitization is critical to the sustainability of the Saudi economy. Among the G20 countries, the Kingdom of Saudi Arabia is considered the most serious about digital transformation. The European Center for Digital Competitiveness published this assessment in their Digital Research Report 2020 (Noerhidajati, 2020). Digital technology has become the new culture, and digitization is vital to the sustainability of the Saudi economy. Among the G20 countries, the Kingdom of Saudi Arabia is considered the most serious about digital transformation. The European Center for Digital Competitiveness published this assessment in their Digital Research Report 2020 (Noerhidajati, 2020). Digital technology has become the new culture, and digitization is critical to the sustainability of the Saudi economy. Among the G20 countries, the Kingdom of Saudi Arabia is considered the most serious about digital transformation. The European Center for Digital Competitiveness published this assessment in their Digital Research Report 2020 (Noerhidajati, 2020).

Cultural Reform in Saudi Arabia

Indeed, Mohammed bin Salman is not the first Saudi leader to carry out reforms. King Abdullah, who died in 2015, was also considered a reformist figure (Rachmadie, 2017). The reforms implemented by King Abdullah were implemented to align the roles of society and government concerning politics, economy, and social institutions (Rachmadie, 2017). Here are some concrete examples and evidence of these steps and their impact on Saudi Arabian society: Women's rights and empowerment: Lifting the ban on women driving: In 2018, Saudi Arabia ended the long-standing ban on women driving, allowing women to obtain driver's licenses and drive legally. This move has significantly increased women's mobility and independence, enabling them to participate more actively in social and economic activities. Expansion of women's participation in the workforce: Efforts have been made to increase women's employment opportunities and encourage their participation in various sectors. Women can now work in previously restricted fields, such as retail, hospitality, and entertainment. This has led to an increase in women's workforce participation and economic empowerment. Relaxing social restrictions and cultural practices: Entertainment

sector development: Saudi Arabia has witnessed a significant expansion in its entertainment sector. The General Authority for Entertainment was established to oversee the development and regulation of entertainment activities, including organizing concerts, cultural festivals, and public events. They are introducing cinemas after a long-standing ban has provided new cultural expression and entertainment avenues. Cultural reforms: The government has supported initiatives to promote cultural activities and preserve Saudi Arabia's cultural heritage. Museums and cultural centers have been established, and efforts have been made to promote local artists, musicians, and filmmakers. These cultural reforms also include the restoration of historical sites and establishing the Al-Ula project to develop regional tourism. Moderation of Islamic laws (Sharia): Changes to guardianship laws: Reforms have been made to reduce male guardianship restrictions on women, granting them greater autonomy in decision-making processes related to education, healthcare, and employment. Social reforms: Restrictions on public mixing between unrelated men and women have been relaxed in specific settings, such as entertainment venues, restaurants, and conferences. Introducing family sections in public places has allowed families to spend time together in public spaces.

Saudi Arabia's National Vision 2030 is a long-term strategic plan that outlines the country's goals for economic diversification, social development, and governance reform. It was launched in 2016 to transform Saudi Arabia into a thriving and sustainable society by 2030. While the plan has yielded several outcomes, it also faces challenges that require continuous effort and adaptation. Here are some specific details regarding the outcomes and challenges associated with Saudi Vision 2030: Cultural and entertainment developments: The plan recognizes the importance of cultural and entertainment sectors in driving economic growth and improving the quality of life. Investments in cultural events, festivals, and entertainment infrastructure, along with the introduction of cinemas, have led to increased cultural and recreational activities in Saudi Arabia. These developments have also contributed to boosting tourism and attracting international visitors. The challenges it faces are Social and cultural transformation: While social reforms have been implemented, they face challenges related to societal acceptance, traditional norms, and generational differences. Balancing social modernization with preserving cultural values and traditions requires careful navigation and engagement with various segments of society.

King Abdullah led reforms in Saudi Arabia from 2005 until he died in 2015. Social reforms initiated by King Abdullah included the appointment of women and doctors. Noora Al Faiz was appointed Deputy Minister of Women's Education in the Government Cabinet in 2009 (Rachmadie, 2017). In addition, Saudi Arabia held its first local and women's elections in December 2015 (Rachmadie, 2017). Moreover, in 2016, the Saudi cabinet passed sweeping economic reforms called "National Vision 2030," led by Mohammed bin Salman (Vision, 2019). Mohammed bin Salman has taken steps to transform Saudi Arabia's conservative culture into a more moderate one, especially in implementing Islamic law. Since 2016, social norms and values have been reformed by limiting the powers of the religious police by placing them under royal control (cnnindonesia.com, 2020). These policy changes enabled other changes, such as narrowing the gender gap and allowing women's roles in public life, and have been in force since 2017. In light of this fact, Mohammed bin Salman believes that the social and cultural reforms in Saudi Arabia are the first steps towards making the country more moderate (cnnindonesia.com, 2020). The fact that about 70% of Saudi Arabia's population is under the age of 30 has been used by Mohammed bin Salman to effect change, especially in human rights, youth, women, and gender issues. For example, regarding policies to lift the ban on women driving, Muhammad bin Salman argued that policies for women's freedom to drive could be critical to social reform while promoting public spaces, especially the automobile industry.

And most importantly, it can reduce or even eliminate gender issues that have restricted women's rights and freedom of movement in Saudi Arabia (Hasan, 2017).

Moreover, nearly a third of Saudi youth are unemployed. Urban youth in Saudi Arabia calls for reforms to ease the harsh social climate, especially on gender issues (Beritastu.com, 2013). To meet the demands of the young, urban, and educated population, Muhammad bin Salman advocated social, political, and political reforms to address the various challenges facing the country. He implemented economic reforms (Churov, 2017).

The Impact of the Korean Wave on Saudi Arabian Culture

Globalization brings competition and interdependence among the nations of the world. Globalization has always been equated with the United States, usually called Westernization (Hochschild, 2006). However, an interesting phenomenon has recently increased in popularity as a superpower among the general public that could arouse great interest in the international community. It is Korean style. The Korean wave was used as a strategy to revitalize the economy of crisis-hit South Korea, especially after the economic crisis began in the late 1990s (Department Global Communications and Content Division, 2021; Kedutaan Besar Republic Korea untuk Republic of Korea Indonesia, 2021). The Korean wave itself has the potential to attract significant interest and attention from the international community as a homogenization of culture. It is a promising product that can restore the stability of Korea and expand the market to countries around the world, especially countries. It can be in Asia and the Middle East (Hassi & Storti, 2012).

The Korean Wave, or Hallyu, has significantly influenced Saudi Arabian youth and society as a whole, as well as in other Middle Eastern countries. The impact of the Korean Wave on values, behavior, and social dynamics can be observed through various aspects:

Shifting beauty standards and fashion trends: The Korean Wave has introduced new beauty standards and fashion trends that have influenced the preferences and choices of Saudi Arabian youth. K-pop idols and Korean celebrities often embody a specific image of beauty, promoting trends such as fair skin, slim figures, and particular hairstyles. This has led to an increased demand for Korean beauty products, cosmetics, and fashion styles among the youth in the region. (Rachmawati, 2017).

Cultural exchange and language learning: The popularity of Korean dramas, music, and entertainment has prompted an interest in Korean language and culture. Many Saudi Arabian youths have shown enthusiasm for learning the Korean language, participating in cultural events, and engaging in online communities dedicated to Korean entertainment. This cultural exchange has fostered cross-cultural understanding and provided opportunities for intercultural dialogue.

Influence on social behaviors and relationships: The Korean Wave has influenced social behaviors and relationships among Saudi Arabian youth. It has introduced new forms of interaction and engagement, such as participating in fan communities, attending K-pop concerts, and organizing cosplay events. These activities have created social networks and communities centered around shared interests, contributing to new social dynamics and subcultures.

Impact on media consumption habits: The popularity of Korean entertainment has altered media consumption habits among Saudi Arabian youth. They are increasingly accessing Korean dramas, music videos, and variety shows through online platforms and streaming services. This shift in media consumption patterns has resulted in a broader exposure to diverse cultural content and a diversification of entertainment preferences. (Nickasari, 2022).

However, along with the positive influence, there are also some challenges and negative consequences associated with the Korean Wave's influence:

Cultural assimilation and identity concerns: The strong influence of Korean entertainment and cultural products may raise concerns about the potential loss of traditional cultural values and identity among Saudi Arabian youth. There is a need to balance embracing foreign cultural elements and preserving local traditions and values.

Unrealistic expectations and body image issues: The portrayal of idealized beauty standards in Korean entertainment can contribute to unrealistic expectations and body image issues among Saudi Arabian youth. This can lead to dissatisfaction with one's appearance and potential adverse effects on self-esteem and

mental health. Language proficiency challenges: While the enthusiasm for learning Korean is positive, it can also be challenging for some individuals to fully master the language, leading to potential frustration or a sense of exclusion from specific communities or activities. Copyright infringement and piracy: The popularity of Korean entertainment has led to an increase in unauthorized distribution and piracy of Korean content. This poses challenges regarding copyright protection and fair remuneration for content creators and artists. (Adomaitis & Johnson, 2008; Nelson & Paek, 2007; Yu et al., 2001).

The development of Korean pop culture and Hallyu in Middle Eastern countries reflects cultural changes in other countries. Of course, the average age of those affected by the Hallyu wave has reached productive age, and it is expected that they will be able to develop their own culture. Therefore, the development of Hallyu culture is essential for the countries concerned. That is a problem. Due to the influence of Hallyu, many teenagers prefer to learn about Korean culture rather than their own culture.

Popular culture cannot be separated from the role of mass media (Piliang, 1999). The mass media also play a significant role as bridges between communities through the mass media they produce. Therefore, many countries in the Middle East should take advantage of the influence of the Hallyu wave and produce remakes of Korean movies that use each country's characteristics, and many TV stations should participate in the broadcasting of Korean entertainment programs. (Rena, 2021). The phenomenon of the Saudi public's interest in Hallyu can be seen from the data indirectly reflected in searches for keywords related to Hallyu to the Korean Wave on the Google search page, which is relatively high. (Fig.1.1).

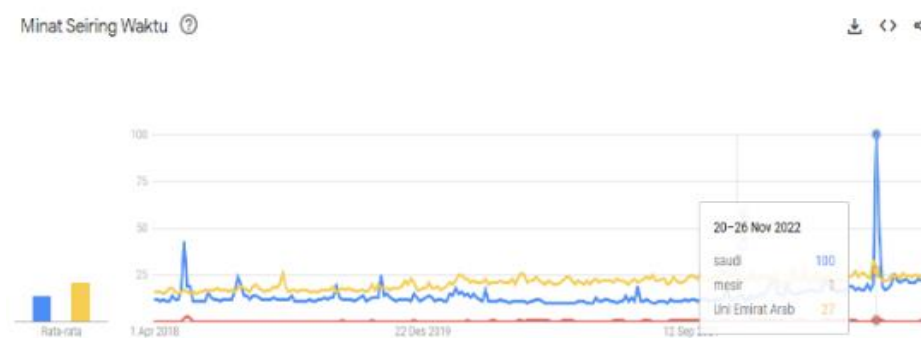


Figure 1.1 Searches for the Keyword “Korean Wave” on Google Search Platform for Middle Eastern Countries (Google Trends, 2023)

Between 2014 and 2017, interest in Korean culture also increased significantly, with a dominant trend toward K-Drama and K-Pop, which can be identified by keywords frequently accessed by Saudis. (Fig. 1.2).

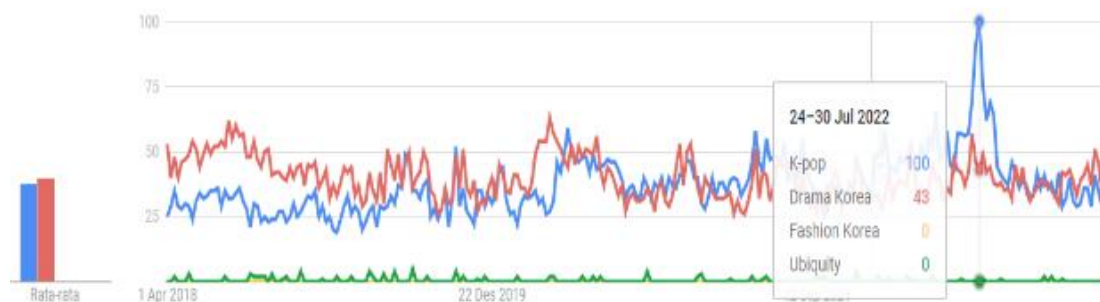


Figure 1.2 A search comparison of the four elements of the keyword “Hallyu” in Saudi Arabia (Google Trends, 2023)

Of course, it has a considerable impact on the changes in Saudi Arabia’s culture, especially the fashion culture that makes up the identity of the Saudi people and the clothes they wear every day.

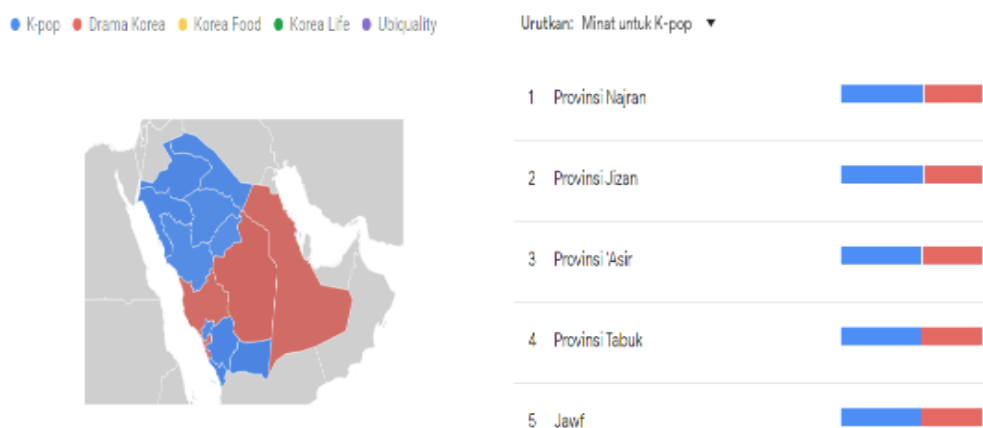


Figure 1.3 A Google search page containing the keywords “Korean culture in Saudi Arabia”

Several supporting factors influence the massive spread of Hallyu—for example, the polite attitude of Korean idols and artists. The Korean lyrics are mixed with English, making it easy for fans worldwide to remember. An artist’s beautiful face is a common factor that influences their popularity.

Digital media has played a pivotal role in facilitating the consumption and fandom of Korean content in Saudi Arabia. It has provided Saudi Arabian audiences convenient access to a wide array of Korean entertainment, enabling them to engage with it in various ways. Several notable platforms and online communities have played a significant role in disseminating and popularizing Hallyu in the country. Here are some key aspects.

Streaming platforms: Online streaming platforms such as Netflix, Viu, and iQiyi have made Korean dramas, films, and variety shows easily accessible to Saudi Arabian viewers. These platforms offer a vast library of Korean content, often with subtitles in multiple languages, including Arabic. Viewers can watch their favorite Korean shows on demand, allowing for flexible consumption and contributing to the popularity of Hallyu.

Social media platforms: Platforms like YouTube, Instagram, Twitter, and TikTok have been crucial in spreading Hallyu and fostering fandoms in Saudi Arabia. Fans create dedicated accounts, hashtags, and communities where they share updates, fan art, covers, dance videos, and reactions related to Korean entertainment. These platforms serve as spaces for fans to engage with each other, express their enthusiasm, and participate in discussions and trends related to Hallyu.

Online fan communities and forums: Online platforms dedicated to Korean entertainment, such as Soompi, MyDramaList, and AsianFanatics, have active Saudi Arabian fan communities. These communities allow fans to connect, discuss their favorite Korean content, share recommendations, and exchange opinions. Fans can participate in forum discussions, post reviews, and connect with like-minded individuals who share their passion for Hallyu.

Live streaming and virtual events: Digital media has enabled Saudi Arabian fans to engage in live-streaming events and virtual interactions with Korean celebrities. Online platforms like V LIVE, Naver, and YouTube Live host live broadcasts of concerts, fan meetings, and special events. Fans can watch these events in real-time, interact with their favorite artists through comments and live chats, and even participate in online fan meetings.

K-pop dance cover and reaction videos: Saudi Arabian fans often create and share K-pop dance cover videos and reaction videos on platforms like YouTube and Instagram. These videos showcase their talent, passion, and appreciation for Korean music and entertainment. They contribute to the overall Hallyu fandom culture and allow fans to connect and engage with each other.

Notable platforms and communities may vary based on individual preferences and interests. However, the platforms above and online communities collectively play a significant role in disseminating Hallyu in Saudi Arabia, fostering a vibrant and active fan base that supports the popularity and consumption of Korean content in the country.

CONCLUSION

Based on the research results, it can be concluded that the Korean Wave has had a significant impact on Saudi Arabia's cultural changes. This is evident in the growing acceptance and popularity of the Korean Wave among the Saudi public, especially among the younger generation. Factors such as media, internet technology, easy access to social media, and a desire to adapt to global popular culture influence the acceptance of Hallyu in Saudi Arabia. Ultimately, the influence of Hallyu could change the behavior and habits of local people in terms of music, grammar, and even lifestyle.

In various fields, including fashion style, the Korean Wave has influenced how people dress and dress in Saudi Arabia. Many new fashion styles are modeled after Korean fashion. Everything is influenced by the Korean style, from clothes to shoes to makeup. There are many fashion articles with tips on how to dress like a Korean. This is a double-edged influence: the influence of the Hallyu wave on Saudi Arabia's clothing style can stimulate users' creativity on the one hand but also destroy the inherited Arab clothing culture on the

other. It could be a sword beyond generations. Therefore, we need to be innovative and wear polite and proper attire that does not violate the Saudi dress code.

Nevertheless, this shift did not occur evenly across Saudi society simultaneously. Some social groups, such as Hallyu, still refuse or have difficulty accepting foreign popular culture. Therefore, a more holistic approach is needed to promote cultural tolerance and an understanding of the importance of differences to change cultures positively. This research contributes to broadening our understanding of the significance of transnational cultural phenomena and their impact on global cultural change. Therefore, this research is expected to provide broader and deeper insight into how transnational cultural phenomena can affect and transform regional cultures in other countries.

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