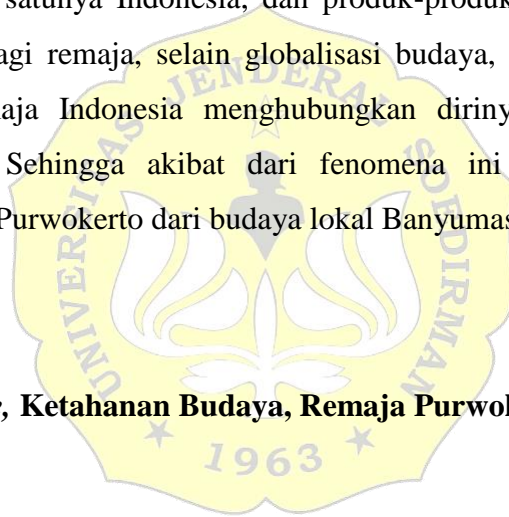


## RINGKASAN

Penelitian yang berjudul “Analisis Ketahanan Budaya Remaja Purwokerto Terhadap Budaya Populer Korea Selatan (*Korean Wave*)” ini dianalisis berdasarkan konsep Ketahanan Budaya yang didukung dari teori *Transnational Interaction* dan teori Globalisasi Budaya. Fokus penelitian ini adalah menganalisis mengenai bagaimana respon Remaja Purwokerto terhadap produk-produk budaya populer Korea Selatan melalui 7 aspek utama Ketahanan Budaya. Aspek-aspek tersebut yaitu Aspek Akses ke Sumber Daya Material, Hubungan, Identitas, Daya dan Kontrol, Kepatuhan Budaya, Keadilan Sosial serta Kohesi.

Berdasarkan data-data yang diperoleh, penulis melihat budaya populer Korea (*Korean Wave*) Selatan mudah menyebarkan produk-produknya ke berbagai dunia akibat dari globalisasi budaya, salah satunya Indonesia, dan produk-produk budaya ini sangat mudah diterima masyarakat apalagi remaja, selain globalisasi budaya, interaksi transnasional pun memudahkan remaja-remaja Indonesia menghubungkan dirinya dengan produk budaya populer Korea Selatan. Sehingga akibat dari fenomena ini mengakibatkan lunturnya ketahanan budaya remaja Purwokerto dari budaya lokal Banyumas berdasarkan ketujuh aspek ketahanan budaya.

Kata Kunci: ***Korean Wave*, Ketahanan Budaya, Remaja Purwokerto.**



## SUMMARY

*The study, entitled "Analysis of The Cultural Resilience of Purwokerto Teenagers to South Korean Popular Culture (Korean Wave)" was analyzed based on the concept of Cultural Resilience which is supported by the theory of Transnational Interaction and the theory of Cultural Globalization. The focus of this research is to analyze how the response of Purwokerto teenagers to the products of South Korean popular culture through 7 main aspects of Cultural Resilience. These aspects, namely Access to material resources, relationships, Identity, Power and Control, Cultural adherence, Social Justice and Cohesion.*

*Based on the data obtained, the authors see that South Korean popular culture (Korean Wave) is easy to spread its products to various worlds as a result of cultural globalization, one of which is Indonesia, and these cultural products are very easily accepted by society, especially teenagers, in addition to cultural globalization. Transnational interactions also make it easier for Indonesian teenagers to connect themselves with products of South Korean popular culture. So that the result of this phenomenon resulted in the fading of the cultural resilience of Purwokerto teenagers from the local culture of Banyumas based on the seven aspects of cultural resilience.*

**Keywords: Korean Wave, Cultural Resilience, Purwokerto Teenagers.**