

How K-pop trend becomes a hit

K-pop first began in South Korea in 1992, and it has been growing very fast like a virus as a subculture around Asia. It is very popular in Hong Kong because of YouTube and the Internet. Clearly social media shares helped K-pop become more popular than J-pop.

The trend of K-pop has many effects on society, both positive and negative ones. For positive effects, as K-pop makes waves in Hong Kong, it is inspiring new fashion styles and other trends. Young people want to dress like they just stepped out from a K-pop music video. Korean fashion style has been rising in popularity in the past ten years. The influential music style is also causing a stir in town. Music groups with members who can sing and dance well can get famous easily.

Yet there are also negative effects. The influence of K-pop takes attention away from local Canto-pop celebrities. Because of the new styles, we all focus on K-pop songs and bands. It is harder for local pop singers to make a name. This is not good news for local music companies.

Will the popularity of K-pop wane or keep growing? It is not easy for a pop trend to stay forever. K-pop can be popular because Asian countries have relatively similar cultures, which makes K-pop easy to resonate. So, will there be the rise of another pop music trend, such as Canto-pop, to replace K-pop in the near future? We'll have to wait and see.