

Why is K-pop so popular?

By Tam Wing Tung (4D)

Every morning, I put on my earphones and randomly choose a Korean song to listen to, like “HOT” by SEVENTEEN and “Super Shy” by NewJeans. Listening to K-pop music energizes me and changes my mood. Also, when I’m scrolling through Instagram reels during my spare time, I could see many K-pop idols dancing, singing or rapping on the stage, and these reels received many likes. Obviously, adolescents from all over the world like K-pop idols and they would attend their concerts to show support. But do you know why K-pop has become so popular?

In 1992, K-pop began in South Korea with the debut of the first-generation K-pop stars, such as Shinhwa and Sechskies, who became very popular in the country. In 2012, K-pop started to become so popular around the world and win over the global music industry.

Popular K-pop groups like BTS and TWICE have attracted many people around the world to become their fans, as they have perfect appearance, dress in latest fashion and perform very well on the stage. The K-pop idols have great singing, rapping and dancing skills since they have received years of training. Nowadays, K-pop isn’t a passing fad. It is still popular among adolescents from all over the world.

Why do adolescents adore K-pop idols so much? In my point of view, listening to their songs and watching their videos and photos on social media can help us relieve stress. After the adolescents watch the videos about how they become popular or how they debuted, the adolescents get inspired to put more efforts into their homework and exams, which I think are the positive effects of K-pop.

However, there are dark sides about K-pop. Although K-pop idols look perfect in everything, we don’t know their actual personality. Moreover, we might get too obsessed with the K-pop idols, as some K-pop fans even go to the places where the idols live, which is a bad behavior. Having a K-pop idol that you adore is great, but the idols should have their own privacy.

In a nutshell, K-pop culture might get more popular as they have influential music styles and fashion that inspire many people and trends. However, it is important to note both its positive and negative impacts.