

ABSTRACT

Alin Rosyidah, NIM 110521100031, Sociology Study Program, Faculty of Social and Cultural Science, Trunojoyo University. This mini thesis is about *Korean Syndrome* around the university student under guidance Mrs. Merlia Indah Prastiwi, S.Sos., M.Si.

Korean Syndrome is a symptom or indication of society who imitate all of live aspects from Korean. Include there style, how they speak and a habit consuming goods those have a value about Korean. This condition happened from the spectacle they watch every day and applied in their lifestyle. According to Jean Baudrillard, spectacle society is the society who makes the spectacle as a value and lifestyle for the whole life aspects a mostly.

For the purpose, this research is described about Korean syndrome around the student of Trunojoyo University especially from the lifestyle of Korean Lovers UTM. This research spaded a data in the field with observation and deep interview that use purposive sampling. The data came from analysis technique of qualitative descriptive and the validity exanimate with the source of triangulation. The theory used in this research is from Jean Baudrillard about consumerism, value of sign and symbol, spectacle of society, mass culture and popular culture. The location is in Trunojoyo University of Kamal sudbistrict, Bangkalan regency.

The result showed that Korean syndrome around the students of Trunojoyo University are: first, they love to collect goods from Korea in a big amount which have a high value of aesthetic according to them; second, they make style imitating from Korean actor or actress because all of things they wear are self image from life style; third, Korean spectacle was addicted them because they make it as lifestyle.

Keyword: Korean syndrome, lifestyle.