

Research Trend on Korean Wave: a Bibliometric Study (2015-2025)

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Abstract. *This study maps trends in Korean Wave-themed scholarly publications from 2015 to 2025 to contribute to academic literature and guide researchers and practitioners in addressing information needs influenced by popular culture. Using a descriptive quantitative approach with bibliometric analysis, data were collected from Google Scholar via Publish or Perish software with the keywords “Korean Wave” AND “Bibliometrics.” Ninety-nine articles were analyzed after cleaning in Microsoft Excel, with visualization conducted in VOSviewer through network, overlay, and density maps. Validation was performed by reviewing 10% of abstracts and checking metadata consistency. The analysis identified six main keyword clusters linking the Korean Wave to consumer behavior, cultural diplomacy, social media, and tourism. Overlay visualizations revealed a thematic shift from descriptive to analytical research, with emerging trends such as “art diplomacy” and “consumer behavior.” Co-authorship analysis showed limited collaboration among authors despite the presence of active research groups. Dominant topics include tourism, drama series, music, and beauty. The findings demonstrate the effectiveness of bibliometric methods in mapping Korean Wave research dynamics within Library and Information Science, providing conceptual insights into thematic development and scholarly networks. Future research is advised to utilize reputable databases like Scopus or Web of Science and incorporate qualitative approaches for a more comprehensive understanding.*

Keywords: *Korean Wave, Bibliometric Analysis, Publication Frequency, Co-Occurrence, Co-Authorship*

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INTRODUCTION

Popular culture, or pop culture, refers to ideas, behaviors, and material objects widely accepted by society. In Indonesia, this ranges from music, film, and fashion to the ever-evolving social media (Yudanegara et al., 2023). This development has accelerated with social media as a primary medium for disseminating global information and entertainment (Balqis, 2023). Over the past two decades, the Korean Wave phenomenon has become an international cultural force influencing various aspects of life, including the creative industries, education, and people's information behavior (Kim et al., 2024).

The existence of the Korean Wave also has important implications in the Library and Information Science field, especially in understanding how libraries and information institutions respond to changes in user information needs influenced by popular culture trends (Shin, 2021; Hogarth, 2013). However, few studies have systematically analyzed how the Korean Wave has become a Library and Information Science research object, particularly through a bibliometric approach. This is in line with research conducted by Haklae Kim, who stated that existing research emphasizes general trends, intellectual structures, and curriculum developments, without specifically highlighting the role of the Korean Wave as an object of study (Ki et al., 2024).

The approach used in this research is bibliometric analysis to fill this under-explored research gap (Abd et al., 2023; Majumdarr et al., 2023; Gunawan et al., 2025; Batra et al., 2023). Bibliometric analysis is a statistical study developed in library and information science. A quantitative approach used as a tool or method for measuring and evaluate bibliographic data, including scientific publications, citations, author collaborations, journals, and keywords (Li & Yang, 2023) With Google Scholar as the primary research database, it covers a large portion of publications from institutions, publishers, and universities worldwide, offering free and open access to nearly every scientific field.

Furthermore, Google Scholar is an alternative database for researchers lacking institutional access to resources like Scopus and Web of Science (Vasconcelos et al., 2023). In the context of this research, two primary analysis methods are used: co-occurrence and co-authorship. The co-occurrence method refers to the analysis of keywords or terms frequently appearing together in a document or collection of documents, which helps identify key themes and relationships between concepts (Sedighi, 2016; González-Valiente et al., 2021; Lou & Qiu, 2014). Meanwhile, co-authorship maps collaboration patterns between authors, depicting the scientific community's social structure.

Bibliometric research related to popular culture, particularly *the Korean Wave*, has focused on specific subtopics, such as K-pop and Korean Drama, without broadly mapping the overall theme of the Korean Wave (Arriyuka & Yumitro, 2024). This aligns with research conducted by Lixia Dang, which discusses bibliometric analysis focusing on South Korean TV Dramas (Li et al., 2024). Bibliometric analysis reveals that the entertainment industry impacts social, cultural, and economic aspects and is crucial in improving digital literacy. This is in line with research conducted by Gloria Chan, which states that digital entertainment consumption and interaction on social media encourage people to hone digital skills, expand access to information, and build online social capital. Digital entertainment also has a dual role in addition to shaping social, cultural, and economic dynamics, it also catalyzes improving digital literacy among the public. (Chan, 2024).

METHODS

This research uses a descriptive quantitative approach with bibliometric analysis, a technique used to identify trends and patterns in a collection of scientific articles. The goal is to understand how the Korean Wave phenomenon, or the surge of Korean culture, has evolved and influenced people's lifestyles, particularly in the last five years, between 2015 and 2025.

Data Sources and Data Collection Techniques

The primary data source in this process is the Google Scholar database, a platform containing millions of scientific articles from various fields. To facilitate data collection, an application called Publish or Perish free software that helps retrieve and process publication data from Google Scholar. The keywords used in the search were "Korean Wave" AND "Bibliometrics." From this initial search, 172 relevant articles were collected based on topic, language (English, Indonesian, Korean, etc.), and year of publication (2015–2025).

Data Analysis Techniques

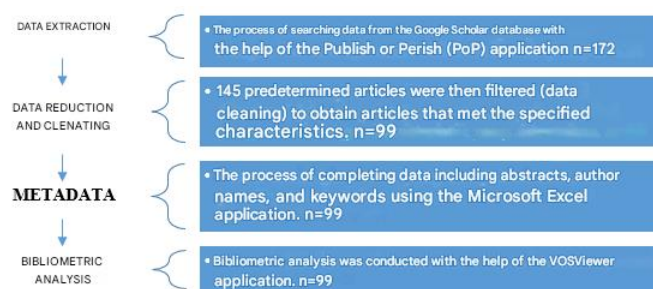


Figure1 1. Data Analysis Techniques

Once the data is obtained through Publish or Perish, essential metadata, such as author names, abstracts, and keywords, are collected with the help of Microsoft Excel, a software used to clean and organize the data obtained from the database Google Scholar, which often contains duplication, typos, or inconsistent formatting. After data cleaning, 99 articles were found that met the inclusion criteria, including articles in English and Indonesian, journal articles published between 2015 and 2025, and articles related to popular culture trends such as the Korean Wave, using bibliometric analysis. After the data cleaning process, the next stage was data visualization and mapping. With the help of VOSviewer, researchers created a visual map showing the relationship between authors (Co-authors) and keywords that frequently appear together (Co-occurrence).

Data Validation

Data validation is carried out after the extraction, reduction, and processing *cleaning*. The data was obtained by randomly reading 10% of the abstracts of the articles, conducting a feasibility test by ensuring the year of publication of the articles (2015-2025), keywords ("Korean Wave" AND "Bibliometrics"), and cross-checking for data consistency by comparing the metadata that had been input into the Zotero application with the visualization in VOSviewer.

RESULTS AND DISCUSSION

The Publish or Perish (PoP) application offers several databases for data search. Google Scholar was selected as the central database used in the research, using the keywords "Korean Wave" and "bibliometrics" and the year range 2015-2025. After filtering the data, a total of 172 published articles were obtained, as follows:

Table 1. Number of Publications with the Keywords "Korean Wave" AND "Bibliometrics". 2015-2025

Year	Number of Publications
2015	6
2016	2
2017	3
2018	8
2019	8
2020	7
2021	13
2022	11
2023	37
2024	48
2025	29
Amount	172

Keyword Analysis (Co-Occurrence)

With a minimum amount of 1 keyword occurrences, 400 keywords meet the threshold. However, 276 of the 400 keywords are not connected. It can be concluded that 124 keywords are linked and divided into six main clusters. Different circle shapes indicate that the larger and more defined the keyword, the more frequently it is discussed (Anggraini & Yuadi, 2023).

Network Visualization

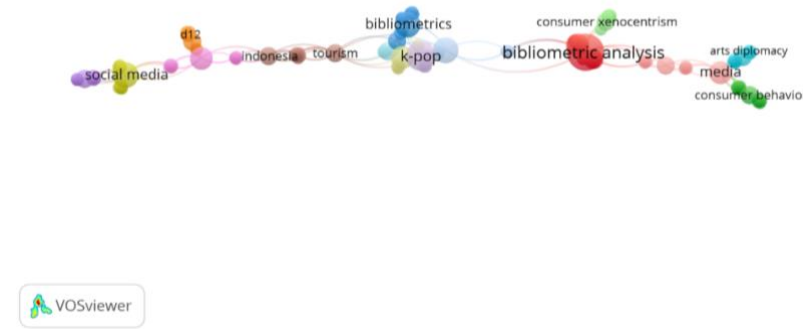


Figure 2. Network Visualization Results with VOSviewer, 2025

Based on Figure 2, the results of the co-occurrence (keyword) visualization conducted with VOSviewer, several main clusters reflect the relationship between the Korean Wave theme and the bibliometric approach. The Red Cluster (Bibliometric Analysis and Consumer) focuses on the term bibliometric analysis, which is a key element in bibliometric studies. Keywords closely related in this cluster, such as consumer xenocentrism, consumer behavior, and media, indicate a research trend that links bibliometric analysis with consumer behavior phenomena, especially in media and cultural diplomacy.

The Blue Cluster (Bibliometrics and K-Pop) emphasizes the relationship between bibliometrics and K-pop. The presence of these two keywords as a focus indicates a research trend that utilizes bibliometric methods to plan and analyze research developments on K-pop. The relationships between terms in this cluster reflect quantitative analysis of scholarly publications related to the South Korean pop culture phenomenon. Furthermore, the Brown Cluster (Indonesia and Tourism) emphasizes the local relationship between Indonesia, tourism, and other related aspects. The Purple Cluster (Social Media), which includes keywords such as social media, plays a significant role. The focus of this cluster is on the function of social media in spreading and developing the popularity of the Korean Wave.

Next, the Green Cluster (Consumer Behavior and Cultural Diplomacy), which contains terms such as consumer behavior, arts diplomacy, and media, indicates the relationship between Korean pop culture studies and cultural diplomacy and consumer responses. This cluster tends to highlight how Korean culture is utilized as an instrument of diplomacy and how this influences consumer behavior worldwide. Finally, the Orange and Pink Clusters (Supporting Elements) are smaller clusters that may contain keywords such as d12 (possibly a classification code or technical symbol) and various minor terms that support or relate to the central cluster. These clusters generally indicate interdisciplinary connections or contributions from smaller studies.

Overlay Visualization

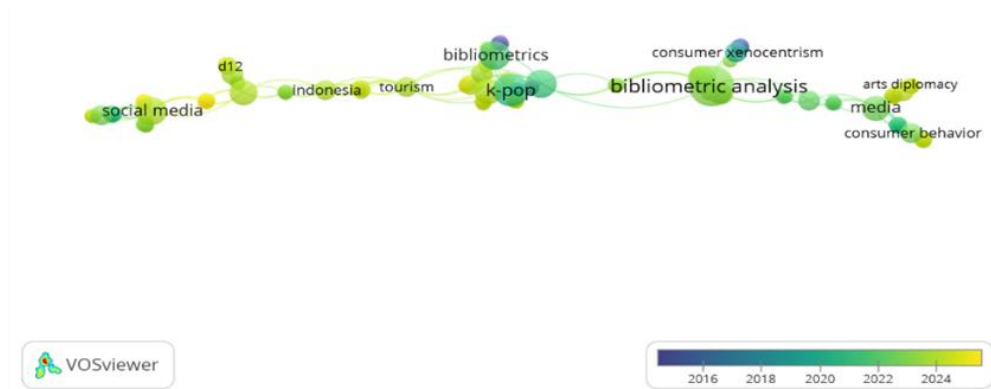


Figure 3. Overlay Visualization Results with VOSviewer, 2025

The image above represents the temporal progression of keywords in publications related to the Korean Wave and bibliometric analysis. This visualization depicts the temporal progression or timeline of terms' emergence in the scientific literature. The colors in this illustration represent the average year each term appeared in the bibliometric dataset, ranging from purplish blue, indicating the most frequent terms in the early years (around 2016–2017), green for the middle phase (2018–2021), and bright yellow for newer and trending terms (2022–2025). This illustration shows that terms such as bibliometric analysis, consumer xenocentrism, and media transition from light green to yellow, indicating that these topics have gained increasing interest and active research in recent years. On the other hand, terms such as K-pop, tourism, and Indonesia appear in bright yellow, indicating that the relationship between Korean culture, the tourism sector, and local contexts like Indonesia is beginning to receive more attention in modern studies, especially as we approach 2023–2024.

In contrast, terms like social media and bibliometrics appear in darker shades (green to blue), indicating that these topics have been researched since their inception, around 2016 to 2019, and remain an essential foundation in many studies related to the Korean Wave. Meanwhile, terms like art diplomacy and consumer behavior, which appear in bright yellow, illustrate that these themes are relatively new and are experiencing rapid development as contemporary issues in studying Korean popular culture and its global impact.

Density Visualization

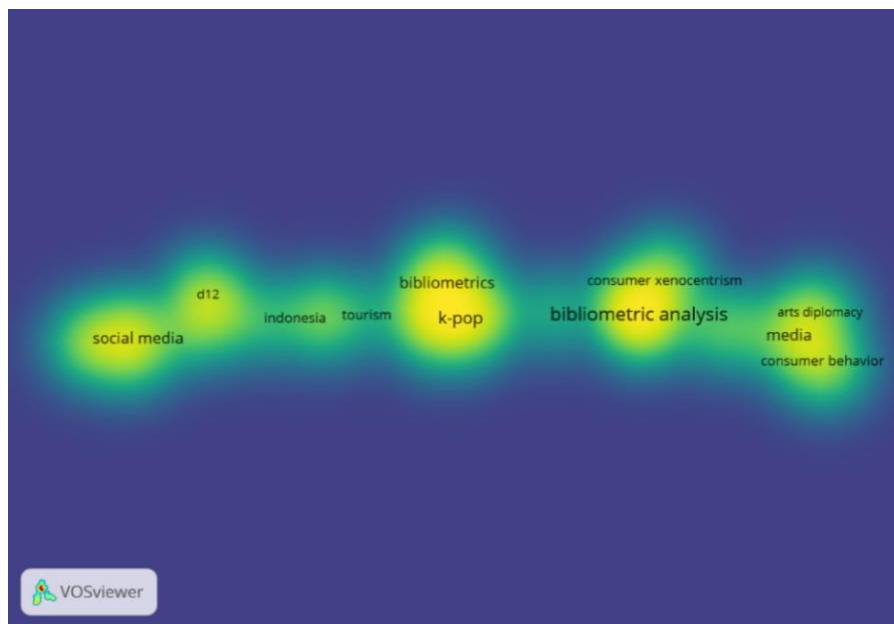


Figure 4. Density Visualization Results with VOSviewer, 2025

Based on the density visualization results generated using VOSviewer, the distribution of keyword occurrence intensity related to the Korean Wave and Bibliometric Analysis themes shows locations with high concentrations of keywords. Bright yellow areas indicate very high keyword concentrations (frequent occurrences and many connections with other keywords). In contrast, green to blue areas indicate lower densities. The dark blue background color indicates areas with very little or no activity.

Analysis Based on Authorship (Co-Authorship)

Visualization with VOSViewer

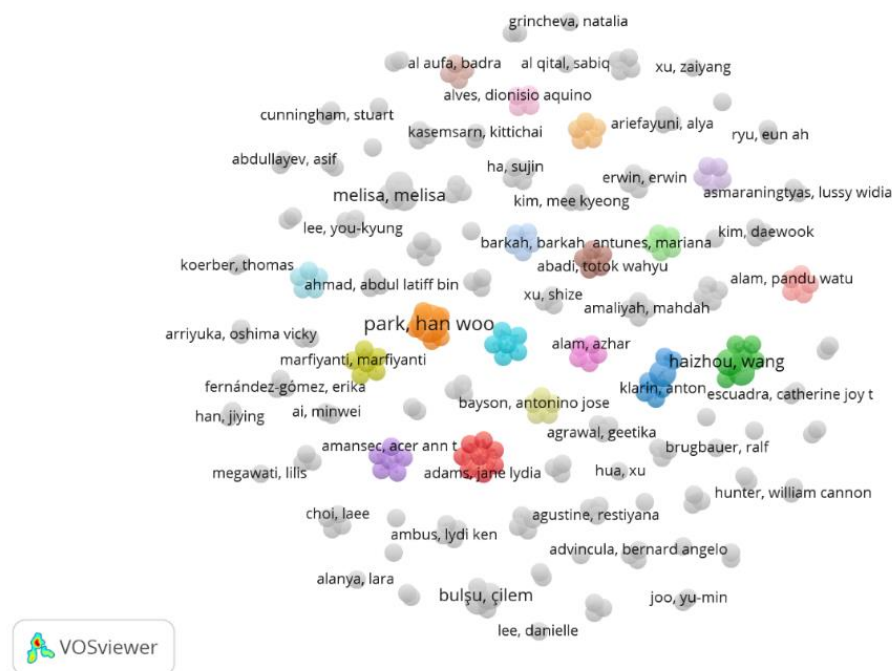


Figure 5. Author's Analysis Using Network Visualization in Vosviewer, 2025

Based on Figure 5, the visualization results display a map of the collaboration network between authors who frequently collaborate in the research under study. Each node represents an author; the lines connecting them indicate their co-authorship. Closely connected authors form clusters with a uniform color. The larger the name or dot, the higher their role or frequency of participation in publications. Several key individuals in this network are marked with larger names, such as Park, Han Woo, and Haizhou Wang, indicating that they are authors with extensive and repeated contributions or collaborations. These two individuals are central to their respective clusters, indicating they likely serve as principal investigators or directors in their research groups. The visualization also shows the presence of groups of authors operating in similar fields or topics marked with different colors. For example, the light blue cluster has a strong, interconnected collaboration network. In contrast, several other authors appear in gray, indicating they have not formed significant collaborations in this dataset or have only been involved in one publication with another author.

Co-Authorship Analysis Results

Table2. Co-Authorship Analysis Results

Author	Documents	Links	Total Link Strength	Pub. Year
Jacob, Muhammad	2	6	7	2023.5
Park, Han Woo	4	5	5	2016.5
Amen, Kholidil	1	4	4	2025
Erwin	1	3	3	2023
Dang, Lixia	1	2	2	2024

Based on Table 3, Yaqoub, Muhammad was involved in 2 documents and had six collaborative connections with other authors. His collaboration strength was also high (7), and his publication was published in early 2023 and followed by Park, Han Woo, who was involved in 4 documents and had five collaborative connections with other authors. His collaboration

strength was at 5, and his publication was published in early 2016. The next author, Amin Khoidil, is involved in a document with four collaborative connections with other authors. Amin, Khoidil had a collaboration strength of 4, and his publication was published in 2025. The next author is Erwin, who was involved in a document with three collaborative connections with other authors. His collaboration strength was at two, and his publication was published in 2024. Followed by Dang, Lixia, who was involved in a document, had two collaborative connections with other authors. Dang, Lixia had a collaborative strength 2; his publication was published in 2024. The last author is Abdullayev, Asif. This author is involved in a document with a collaborative connection. The collaboration strength is 1, and the publication date is 2025.

Results of Publication Frequency Trend Analysis

Table 3. Trending Publication Topics with the Korean Wave theme 2015-2025

No.	Topic	Scoup	Publication Count
1.	Tourism	Food, Local Wisdom, Culture	39 publication
2.	Series	Games, Drama, TV, Movies	30 publication
3.	Music	K-Pop, K-Ballad, K-Hiphop (Rap), Trot, Gugak	21 publication
4.	Beauty	Makeup and Local Brands	14 publication

Based on Table 4, several topics fall outside the main topics discussed in the Korean Wave-themed publications. The most frequently discussed topic in the publications is "Tourism," which includes local wisdom, food, and culture. There are approximately 39 publications on this topic, some of which discuss reviews of South Korean food, such as kimchi, kimbap, bibimbap, and others. Several publications also discuss local wisdom in South Korea, such as the tradition of returning to one's hometown on Chuseok (a major holiday in South Korea as a tribute to ancestors), traditional Hanbok clothing, and the tradition of Kimjang (making kimchi together). Also, there are cultures in South Korea, such as the Andong Mask Dance Festival, Jinhae Cherry Blossom, Seoul Lantern Festival, and so on.

The next topic is "Series," which covers games, dramas, TV, and films. There are around 30 publications that generally discuss games, dramas, TV, and movies in South Korea. PUBG (PlayerUnknown's Battlegrounds) is a game produced by PUBG Corporation, a subsidiary of Bluehole Studio, South Korea. Then, there are many dramas with various themes and intriguing plots, one of which is twenty-five twenty-one (2521), which tells the story of a fencer and a journalist's journey during an economic crisis. Then, various shows are synonymous with the South Korean entertainment world, such as ISAC (Ido Star Athletics Championships), Running Man, The Return of Superman, Knowing Bros, etc.

The next topic is "Music," which covers South Korean musical arts. The South Korean music scene is not very different from the international one, encompassing EDM, R&B, hip-hop, bands, and OSTs (Leung, 2012). The South Korean music scene has unique characteristics in the music world because it uses the Korean language, symbolizing ethnicity. Some vintage music genres are characteristic of South Korea, namely Trot and Gugak. These two music genres are popular among older people, but are currently being revived by young artists. Trot is vintage Korean pop music. In Indonesia, Trot music is often called "Korean dangdut" because Trot music is synonymous with wavy vocals. Trot is a Gugak music genre that once consisted of classical royal music. As time has developed, the Gugak music genre has transformed into Fusion Gugak traditional Korean music genre combined with Jazz, EDM, or Rock music.

The next topic is "Beauty," which covers makeup and local South Korean brands. South Korean skincare is renowned for its effective formulations for all skin types (Kwon, 2020). Local South Korean brands like Innisfree, Laneige, Cosrx, and Sulwhasoo (premium) are popular internationally, including in Indonesia. Despite their excellent formulas and quality, Korean products are often more expensive due to imports and customs duties. However, several Indonesian brands, such as Somethinc, Skintific, Joylab, Avoskin, and others, have a strong K-Beauty feel.

The Korean Wave (Hallyu), a widespread Korean culture phenomenon from K-pop to dramas to fashion strongly connects to Library and Information Science. Research findings indicate that the Korean Wave has become a significant subject of study in Library and Information Science. Syzdykbayeva et al. (2025) and Ismail et al. (2025) said that, the surge in publications in 2023 and 2024 reflects growing academic interest in this phenomenon, particularly in the context of the globalization of digital culture. The Hallyu phenomenon is entertainment and part of the scholarly literature that reflects people's information behavior (Hong et al., 2019; Chung & Jeong, 2024). Libraries play a crucial role in preserving and archiving Hallyu content, as well as in improving public information literacy and assessing popular culture content. Bibliometric visualizations show that despite the widespread development of this theme, collaboration among researchers remains suboptimal. This highlights the importance of building more open and multidisciplinary research networks. This research confirms that the Korean Wave serves as both a cultural phenomenon and a rich object of study in the context of library and information.

Research findings suggest that the Korean Wave has emerged as a significant topic of interest in Library and Information Science. The increase in publications during 2023 and 2024 demonstrates a rising academic focus on this phenomenon, especially about digital cultural globalization. The Hallyu phenomenon transcends mere entertainment; it is also a component of scholarly literature that reflects societal information behaviors. Libraries are essential in preserving and archiving Hallyu content, as well as in improving public information literacy regarding the evaluation of popular cultural materials. Bibliometric visualization indicates that while the theme is extensively explored, collaboration among researchers remains suboptimal. This underscores the necessity of establishing more open and interdisciplinary research networks. This study confirms that the Korean Wave functions as both a cultural phenomenon and a valuable area of research within the realm of libraries and information.

CONCLUSION

This research utilizes a bibliometric method to investigate the evolution of academic publications concerning the Korean Wave. Data was gathered from Google Scholar from 2015 to 2025 and analyzed through co-occurrence and co-authorship techniques to delineate research themes, author collaborations, and publication rates. The co-occurrence analysis revealed 124 interconnected keywords, categorized into six primary clusters: consumer behavior, art diplomacy, social media, and K-pop. Research trends show a transition from descriptive to analytical methodologies, with a growing emphasis on cultural diplomacy, global consumer behavior, and the impact of digital media. Dominant keywords included bibliometric analysis and K-pop. Regarding publication frequency, 172 pertinent articles were identified during the 2015–2025, with a notable increase in 2023 and 2024. The most frequently addressed subjects comprised tourism (39 publications), drama series (30 publications), music (21 publications), and beauty (14 publications), confirming that the Korean Wave is extensively examined from cultural, entertainment, and lifestyle angles.

SUGGESTION

In light of these results, it is suggested that future studies employ reputable databases like Scopus or Web of Science to enhance the breadth and quality of data. Furthermore, incorporating qualitative methods is recommended to enrich the interpretation of bibliometric analyses, thus offering a more profound insight into the changing dynamics of Korean Wave research.

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