

ABSTRAK

K-pop dance cover merupakan kegiatan menari yang dilakukan meniru gerakan tari dari *idol group korea* dilakukan oleh perorangan maupun lebih, seperti yang dilakukan oleh komunitas *k-pop dance cover* bernama *HD Girls*. Penelitian ini bertujuan untuk mengetahui pengalaman, motif, dan makna terkait dengan konsep diri anggota *HD Girls*. Penelitian ini menggunakan metode kualitatif dengan pendekatan penelitian studi fenomenologi Alfred Schutz. Teknik pengumpulan data dilakukan dengan menggunakan data primer (wawancara dan observasi) serta data sekunder (buku, jurnal, dan dokumentasi). Teknik penentuan informan penelitian ini menggunakan *purposive sampling* dan teknik keabsahan data triangulasi sumber. Hasil penelitian ini adalah anggota *HD Girls* memiliki pengalaman *k-pop dance cover* diantaranya memiliki sahabat, lebih memperhatikan penampilan, memperkenalkan grup *idol k-pop*, percaya diri, merasa nyaman bersosialisasi, serta merasa puas mendapat pujian. Dari pengalaman tersebut ditemukan adanya motif sebab (*because of motive*) yaitu karena menyukai *k-pop*, tidak pandai merias, diajak teman, pemalu dan pendiam. Adapun motif tujuan (*in order to motive*) yaitu karena ingin memiliki sahabat, ingin menyalurkan hobi, ingin grup *HD Girls* terkenal, ingin mencoba hal baru, ingin menjadi artis, dan ingin mendapat pujian. *K-Pop Dance Cover* dimaknai sebagai wadah menjadi diri sendiri, motivasi untuk menjadi *idol k-pop*, apresiasi terhadap *idol k-pop*, memenuhi kebutuhan hobi, mengekspresikan diri, dan mengembangkan suatu ide. Dari pengalaman, motif dan makna tersebut maka tampil konsep diri dari anggota *HD Girls* dengan citra diri (*self image*) ceria, penyabar, dan *cute* (lucu). Proses harga diri (*self esteem*) yang disertai proses evaluasi diri dan identitas diri menampilkan karakter ceria dan berpenampilan *cute* (lucu).

Kata Kunci : Fenomenologi, Pengalaman, Motif, Makna, Konsep Diri, *K-Pop Dance Cover*.

ABSTRACT

K-pop dance cover is a dancing activity that is carried out imitating the dance movements of Korean idol groups carried out by individuals or more, such as that carried out by the k-pop dance cover community called HD Girls. This research aims to determine the experiences, motives and meanings related to the self-concept of HD Girls members. This research uses a qualitative method with Alfred Schutz's phenomenological study research approach. Data collection techniques were carried out using primary data (interviews and observations) and secondary data (books, journals and documentation). The technique for determining informants for this research uses purposive sampling and data source triangulation validity techniques. The results of this research are that HD Girls members have experience of k-pop dance covers including having friends, paying more attention to their appearance, introducing k-pop idol groups, being confident, feeling comfortable socializing, and feeling satisfied when they receive praise. From this experience, it was found that there was a because of motive, namely because he liked K-pop, was not good at making up, was invited by friends, was shy and quiet. The motive goals (in terms of motives) are because they want to have friends, want to share their hobbies, want the HD Girls group to be famous, want to try new things, want to become an artist, and want to get praise. K-Pop Dance Cover is interpreted as a place to be yourself, motivation to become a K-Pop idol, appreciation for K-Pop idols, fulfilling hobby needs, expressing yourself, and developing an idea. From these experiences, motifs and meanings, the self-concept of HD Girls members appears with a self-image that is cheerful, patient and cute. The process of self-esteem (self-esteem) which is accompanied by a process of self-evaluation and self-identity displays a cheerful character and a cute appearance.

Keywords: Phenomenology, Experience, Motives, Meaning, Self-Concept, K-Pop Dance Cover.