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## Meaning Construction Of K-Pop Dance Cover Members

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**ABSTRACT:** K-pop dance cover is an activity where individuals or groups replicate the dance movements of Korean idol groups, as done by the K-pop dance cover community called HD Girls. This research aims to understand the experiences, motives, and meanings related to the self-concept of HD Girls members. Members of the HD Girls community, when performing a dance cover, must be able to adjust their appearance to match the K-pop idols they are covering. Therefore, as community members, they can interpret themselves as individuals who can align their appearance with the characteristics of the K-pop idols they are covering. The research employs a qualitative method with Alfred Schutz's phenomenological approach. Data collection techniques include primary data (interviews and observations) and secondary data (books, journals, and documentation). Informants were selected using purposive sampling, and data validity was ensured through source triangulation. The findings reveal that HD Girls members have various experiences in K-pop dance cover, such as making friends, paying more attention to their appearance, promoting K-pop idol groups, gaining self-confidence, feeling comfortable in social interactions, and feeling satisfied when receiving compliments. From these experiences, certain motives were identified: the "because of motive" includes liking K-pop, lacking makeup skills, being invited by friends, and being shy and introverted. The "in order to motive" includes wanting to make friends, channeling hobbies, making HD Girls famous, trying new things, becoming an artist, and receiving compliments. K-pop dance cover is perceived as a medium for self-expression, motivation to become a K-pop idol, appreciation for K-pop idols, fulfilling hobby needs, self-expression, and developing creative ideas.

**Keywords:** Phenomenology, Experience, Motives, Meaning Construction.



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## INTRODUCTION

Dance cover is an activity where individuals or groups mimic the dance moves of Korean idol groups. This activity is often performed by K-Pop (Korean Pop) fans, a sub-genre of pop music

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originating from South Korea (Oh, Kim, & Rowley, 2023; So, 2020). HD Girls is one such female dance cover group from Bandung, operating under the dance cover community called HD Entertainment. HD Girls have been actively participating in competitions and performing at K-Pop dance cover events since 2018. When performing for an audience, HD Girls aim to resemble the idol group they are covering. For instance, when covering the dance of the idol group G-friend, they deliver energetic yet graceful movements that mirror the original choreography. Their appearance is also styled to match G-friend, featuring white tops, short black skirts, makeup, and hairstyles that closely resemble the idol group. They also lip-sync with facial expressions that reflect the demeanor of the idols.

In Bandung, dance cover groups typically have distinct platforms and engage in numerous activities within their own groups. These communities, known as entertainments, are specifically formed to create and manage dance cover groups (Hermawan, 2016). For individuals with specific preferences, their self-concept is influenced by their personal preferences (Riyantie, 2019). This can impact how they perceive themselves as members of a group, such as a K-Pop dance cover group. This study explores how a member of a K-Pop dance cover group perceives themselves as part of the group. It also explains the self-meaning of K-Pop dance cover members based on their motives and experiences within the HD Girls group (Aida, 2021; Cheung, Leung, Cheah, Koay, & Hsu, 2021; Kastenholz, Carneiro, & Eusébio, 2018).

Based on the above description, this research falls under the domain of phenomenology (Eddles-Hirsch, 2015). As a discipline, phenomenology studies the structure of conscious experiences along with the relevant conditions (Kuswarno, 2013). According to Creswell, phenomenological studies are narrative studies that report the experiences of individuals or several individuals by describing the common experiences related to various life phenomena they encounter and how they experience them (Hamzah, 2020a). Thus, this study discusses the phenomenon of K-Pop dance cover through the experiences of the subjects involved in it (Li et al., 2022; Masud & Hossain, 2021a, 2021b). This study also employs Alfred Schutz's phenomenology, which examines intersubjectivity, focusing on understanding a person's motives, desires, meaning of actions, the significance of one's existence, and reciprocal relationships (Bitzenis & Žugić, 2014; Hamzah, 2020b; Ring, Schütt, & Snower, 2023; Thunsakul, 2020).

This research focuses on the meaning of HD Girls cover dance members as K-Pop dance cover members. Therefore, the approach in this study uses phenomenology, which in this study will analyze the experiences, motives and meanings of each HD Girls cover dance member so that it will form a construction of meaning (Arandjelović, Kingston, & Shevchenko, 2023; Jones, Serwicka, & Wren, 2020; Krishen, Berezan, Agarwal, & Robison, 2020; Merritt et al., 2020; Sundsbo, 2022). The selection of the K-Pop dance cover phenomenon is due to its continuous occurrence, especially in Bandung, through special K-Pop dance cover events and media platforms like YouTube. The large number of K-Pop idol fans has given rise to dance cover performers with various concepts. Much like real Korean idol artists, K-Pop dance cover performers compete to deliver energetic dances in front of audiences. The researcher chose HD Girls as the subject of this study because they stand out from other dance cover groups. Besides competing to cover new songs, HD Girls perform with a unique concept by bringing songs from older groups to the audience. This study uses qualitative research methods to produce descriptive data in the form of words and observed behaviors, employing Alfred Schutz's phenomenology.

The following are similar research and the novelty of this research. The first similar research by Annisa Noor Maulida with the title *Meaning of Workaholic for Employees*. The equation of this research with the research conducted by the researcher is the method and research design used,

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namely using qualitative methods with Alfred Schutz's phenomenological study. The difference is that this research examines the meaning of workaholic, while the researcher conducts research on the meaning construction of k-pop dance cover members (Weeranakin & Promphakping, 2018).

## METHOD

This study employs a qualitative research method with a phenomenological approach based on Alfred Schutz's framework. Qualitative research aims to understand phenomena experienced by research subjects, such as behavior, perception, motivation, actions, and more, in a holistic manner through descriptions in words and language within a specific natural context using various natural methods (Moleong, 2019a).

From a scientific perspective, Bogdan and Taylor argue that phenomenological studies are efforts to reveal and understand research realities from the perspective of the research subjects, or human behavior referenced from the actors' own frames. According to Creswell, phenomenology attempts to explain the meaning of life for several individuals concerning a concept or phenomenon, including their self-concept or worldview. Watt and Berg emphasize that phenomenology is not interested in examining causal aspects of an event but rather in understanding how an experience is performed and its meaning to the individual (Hamzah, 2020c).

In this study, data is crucial for researchers to answer research questions and achieve research objectives. Therefore, data collection is divided into two sources: primary data (interviews and observations) and secondary data (books, journals, literature, previous research, documentation).

The technique for determining informants in this study uses purposive sampling. Purposive sampling is a technique for selecting data sources with specific considerations (Sugiyono, 2022). Data analysis in this study involves data collection, data reduction, data presentation, and drawing conclusions. To ensure data validity, the researcher will cross-check the subjects' responses with other existing documents to analyze their accuracy using empirical data. Triangulation is a technique for checking data validity by using something else outside the data for verification or comparison purposes (Moleong, 2019b).

The purposive sampling technique involves selecting informants who are considered most knowledgeable about the expected information, making it easier for researchers to explore the object or social situation being studied. The researcher selected members of the K-Pop dance cover group HD Girls based on their duration of membership and their level of activity in HD Girls' group activities to provide relevant information related to the research focus. Based on this explanation, the following are the informants chosen by the researcher:

**Table 1: Informant Data**

No	Name	Criteria	Description
1	Laras	Member of HD Girls since 2018 with seven girl groups performed	Key Informant
2	Anti	Owner of HD Girls and member since 2018 with eight girl groups performed	Key Informant
3	Febri	Member of HD Girls since 2019 with seven girl groups performed	Key Informant

Source: Researcher Data Processing, 2023

## RESULT AND DISCUSSION

### K-Pop Dance Cover Experiences of HD Girls Members

The members of HD Girls have various experiences in performing K-Pop dance covers. These experiences are not limited to showcasing K-Pop idol dances in front of an audience at competitions, but also include the social interactions within that environment. Some of these experiences are considered significant achievements by the informants. A K-Pop dance cover group consists of several individuals who come together to perform K-Pop dance covers, which involves communication among members before the performances take place.

"I have close friends originally... Back then, it was the biggest achievement, like, oh, I have friends who ask me for advice or share their stories. ... After graduating high school, I was invited to dance, and it turned out to be a community where people also liked Korea, and we could have good conversations. Then Wulan invited me because there are many people in the community who also like Korea, right? So, I wanted to be seen as friendly, pleasant, cooperative, and trustworthy when there are discussions. I want to be involved in things. As far as I know, people in the dance cover environment see or know me as cheerful, patient, kind of childish, and like a little kid." (Informant Interview, 2023).

The researcher has summarized the experiences of the three informants in performing K-Pop dance cover activities, which will be presented in a typification table as follows:

**Table 2: Typification of Experiences of HD Girls Members  
Experiences of HD Girls Members in Performing K-Pop Dance Covers**

<b>Experience</b>
<b>Having close friends</b>
<b>Paying more attention to personal appearance</b>
<b>Introducing K-Pop idol groups</b>
<b>Confident performing in front of an audience</b>
<b>Comfortable socializing in the K-Pop dance cover environment</b>
<b>Feeling satisfied receiving compliments</b>
<b>Source: Researcher Data Processing, 2023</b>

### Motives of HD Girls Members for Engaging in K-Pop Dance Cover Activities

#### 1. Because of Motive

The "because of motive" refers to something that stems from an individual's past experiences, as it is oriented towards the past. Here, the researcher will present the reasons given by the key informants, who are members of HD Girls, for participating in K-Pop dance cover activities. The researcher found several similar reasons and different reasons based on the key informants' past experiences. Informant Laras stated that she joined K-Pop dance cover activities because she liked everything related to Korea, including K-Pop music, since elementary school.

"I have liked Korea since middle school - actually since elementary school, but I didn't have friends who shared my interests. After graduating high school, I was invited to dance, and it turned out to be a community where people also liked Korea, and we could have good conversations." (Informant Interview, 2023).

There are two aspects from Laras's statement that serve as "because of motives" for participating in K-Pop dance cover activities: a love for K-Pop and being invited by friends. The other two informants have similar reasons and additional reasons, which the researcher will present in the typification table below:

**Table 3: Typification of "Because of Motive" of HD Girls Members  
Because of Motive" of HD Girls Members for Engaging in K-Pop Dance Cover  
Activities**

Motive
Enjoying dance activities and K-Pop music
Not skilled in makeup (having a plain appearance)
Invited by friends to join K-Pop dance cover activities
Shy and introverted in interacting with others

Source: Researcher Data Processing, 2023

### 1) In Order To Motive for Engaging in K-Pop Dance Cover Activities

After identifying the "because of motive" for HD Girls members participating in K-Pop dance cover activities, the researcher will now explain the "in order to motive" for these activities. The "in order to motive" refers to goals depicted as intentions, plans, hopes, interests, and so forth, oriented towards the future. Here, the researcher found different future-oriented motives from each informant.

"...now seeing the dance cover world expanding, I want our group to be like those senior groups or like the ones abroad that have become globally recognized. Can we be like that?" (Informant Interview, 2023).

This statement explains the desire of HD Girls members for their group to be widely recognized globally, like other more senior groups. Another informant expressed the desire to become an artist. Other "in order to motives" will be summarized in the typification table based on interviews with the informants as follows:

**Table 4: Typification of "In Order To Motive" of HD Girls Members  
"In Order To Motive" of HD Girls Members for Engaging in K-Pop Dance Cover  
Activities**

Motive
To make friends
To channel hobbies and improve skills
To make the HD Girls group globally famous
To try new things
To become an artist

**To seek satisfaction from receiving compliments**  
**Source: Researcher Data Processing, 2023**

### Meaning of K-Pop Dance Cover Activities for HD Girls Members

Based on the experiences, "because of motive," and "in order to motive" of the key informants, HD Girls members derive meaning from their K-Pop dance cover activities. The years of experience as K-Pop dance cover members have naturally led the three key informants to develop a meaningful interpretation of these activities. The "because of motive" and "in order to motive" expressed by the informants are significant events shaped by their own interpretations of K-Pop dance cover activities.

"The meaning of dance cover for me and for many people is more for those who happen to like K-Pop and dance, it becomes a kind of community event and a way to channel talents. Actually, K-Pop has many paths, there are those for dance, vocals, fashion, makeup, well, there are those who focus only on makeup, or only on fashion. But if it's dance, it involves makeup, fashion, and even singing while dancing." (Informant Interview, 2023).

Laras perceives K-Pop as more than just a music genre; for her, K-Pop holds a special place for those interested in dance, vocals, and fashion. In Laras's view, K-Pop dance cover is not just about dancing; it is also a medium for expressing one's appearance, including makeup, fashion, and even singing. The researcher will present the meanings derived by HD Girls members from the three informants in the typification table below:

**Table 5: Typification of Meanings Derived by HD Girls Members from K-Pop Dance Cover Activities**

#### Meanings Derived by HD Girls Members from K-Pop Dance Cover Activities

Meaning
A place to be oneself
Motivation to become a K-Pop idol
Appreciation for K-Pop idols
A place to fulfill hobbies and entertainment needs
A place to express oneself
A place to develop ideas

**Source: Researcher Data Processing, 2023**

Based on the experiences, motives, and meanings of the K-Pop dance cover members in engaging in these activities, the meaning construction of K-Pop dance cover for HD Girls members is that this activity is not merely about competing to perform dance in front of an audience, but it also serves as a space for them to socialize, entertain themselves, and express their individuality. The experiences of each HD Girls K-Pop dance cover member are positive, as being part of the group and engaging in activities they enjoy provides them with valuable experiences.

### CONCLUSION

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In this final chapter, the researcher will present conclusions based on the research results and discussions outlined in the previous chapters. From the research and discussion on the meaning construction of the HD Girls K-Pop dance cover members in Bandung, the following conclusions can be drawn:

The experiences gained by HD Girls members in performing K-Pop dance cover activities are not just about performing in front of an audience as a K-Pop fan or music enthusiast. Beyond that, HD Girls members have consciously experienced various positive social interactions over the years within the K-Pop dance cover environment. These experiences are considered achievements by HD Girls members, including making close friends, paying more attention to their appearance, introducing K-Pop idol groups, gaining confidence to perform in front of an audience, feeling comfortable socializing in the K-Pop dance cover environment, and feeling satisfied receiving compliments.

The "because of motive" oriented towards the past for HD Girls members to engage in K-Pop dance cover activities includes being considered "alay" (trendy) for liking K-Pop, not being skilled in makeup (having a plain appearance), being invited by friends to join K-Pop dance cover activities, being shy and introverted in interacting with others, and seeking satisfaction from receiving compliments when performing K-Pop dance cover activities. Following these "because of motives," the "in order to motives" that HD Girls members aim to achieve include wanting to make friends, channeling hobbies to improve skills, making HD Girls globally famous, trying new things, becoming an artist, and receiving compliments.

The K-Pop dance cover activities performed by HD Girls members generate meanings such as a place to be oneself, motivation to become a K-Pop idol, appreciation for K-Pop idols, a place to fulfill hobbies and entertainment needs, a place to express oneself and become more confident, and a place to develop ideas. Based on their experiences, motives, and meanings, the construction of meaning for K-Pop dance cover activities by HD Girls members is that these activities are not just about competing to perform in front of an audience but also serve as a space for them to socialize, entertain themselves, and express themselves better. This ultimately defines the self-concept of each HD Girls member as a positive self-concept.

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