

ABSTRAK

Penelitian ini mengkaji fenomena perilaku *impulse buying* makanan Korea di kalangan Gen-Z di Yogyakarta. Penelitian ini bertujuan untuk mengetahui pengaruh fenomena perilaku *impulsive buying* makanan Korea di kalangan Gen-Z. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pendekatan fenomenologi Alfred Schutz. Data dikumpulkan melalui wawancara mendalam dengan lima narasumber yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan melalui tiga tahap utama fenomenologi: deskripsi, reduksi fenomena, dan interpretasi. Hasil penelitian menunjukkan bahwa ketertarikan Gen-Z terhadap makanan Korea dipicu oleh paparan visual dalam K-Drama dan konten media sosial. Faktor-faktor utama yang menarik minat mereka meliputi visual yang menarik, rasa penasaran, dan pengalaman pribadi saat mencoba makanan Korea. Media sosial, terutama Instagram dan TikTok, memainkan peran penting dalam menyebarkan informasi dan promosi makanan Korea. Hal tersebut sejalan dengan perilaku *impulse buying* dipicu oleh tampilan menarik makanan Korea dalam banner di mall atau jalan, pengaruh K-Drama, konten promosi terbatas waktu (baik di sosial media maupun langsung), tampilan toko dan makanan yang menarik, dan konten *mukbang* di media sosial. Sebagian besar narasumber melaporkan perasaan puas dan senang setelah melakukan pembelian impulsif. Meskipun awalnya pembelian impulsif disebabkan karena rasa sedih hingga rasa terdesak karena waktu promo hanya sebentar. Kesimpulan dari penelitian ini adalah bahwa *Korean Wave* memiliki pengaruh signifikan terhadap perilaku *impulse buying* Gen-Z untuk pembelian makanan Korea di Yogyakarta.

Kata Kunci: *Korean Wave*, makanan Korea, Gen-Z, *impulse buying*, media sosial, fenomenologi, Yogyakarta.

ABSTRACT

This study examines the phenomenon of impulse buying behavior of Korean food among Gen-Z in Yogyakarta. The study aims to understand the influence of this phenomenon on the impulse buying behavior of Korean food among Gen-Z. The research method used is descriptive qualitative with an Alfred Schutz phenomenological approach. Data were collected through in-depth interviews with five informants selected using purposive sampling technique. Data analysis was conducted through three main phenomenological stages: description, phenomenological reduction, and interpretation. The results show that the interest of Gen-Z in Korean food is triggered by visual exposure in K-Dramas and social media content. The main factors that attract their interest include appealing visuals, curiosity, and personal experiences when trying Korean food. Social media, especially Instagram and TikTok, play a crucial role in disseminating information and promoting Korean food. This aligns with impulse buying behavior triggered by attractive displays of Korean food on banners in malls or streets, the influence of K-Dramas, limited-time promotional content (both on social media and directly), appealing store and food displays, and mukbang content on social media. Most informants reported feelings of satisfaction and happiness after making impulsive purchases, despite initially driven by feelings of sadness or urgency due to short promotion periods. The conclusion of this study is that the Korean Wave has a significant influence on the impulse buying behavior of Gen-Z for Korean food purchases in Yogyakarta.

Keywords: Korean Wave, Korean food, Gen-Z, impulse buying, social media, phenomenology, Yogyakarta.