



The Characteristics Elements of Being a Superstar : A Study of Entertainment Industry

Yefta Christian

International Master Business Administration, Chung Yuan Christian University,
Taoyuan, Taiwan
Yefta2512@gmail.com

Abstract

Introduction/Main Objectives: This study examines the characteristics of superstars in the entertainment industry in Indonesia, using the Korean entertainment industry as a reference for success. **Background Problems:** The motivation behind the study was to identify problems in the Indonesian entertainment industry and provide solutions for its development, as well as to improve its competitiveness with other countries. **Novelty:** The researchers used various sources to support their study and found ways to improve the Indonesian entertainment industry. Through interviews, the researchers identified complaints about the industry and realized the importance of government support and community involvement in enhancing its quality. **Research Methods:** The study employs a qualitative method, collecting data through interviews. **Finding/Results:** The researchers found that 50% of the participants were K-pop fans and 50% were not, and 85% of interviewees agreed that the Indonesian entertainment industry needed to address its problems and follow steps similar to those taken by Korea. **Conclusion:** Some limitations of the study included inappropriate sampling selection and a lack of balance in selecting participants. The researchers recommended that future studies be more precise in selecting participants and obtain data from professionals in the entertainment industry. Overall, the study provides insight into the challenges faced by the Indonesian entertainment industry and offers suggestions for its improvement.

Keywords: Characteristic elements, superstar, entertainment industry, Indonesia, Korea

1. Introduction

Entertainment plays a crucial role in our daily lives as it provides relaxation and refreshment from our daily routines. Without entertainment, we may feel like machines, working round the clock with no difference between humans and other things. As humans, we have a sixth sense and understand the importance of entertainment in our lives. There are various ways to seek entertainment such as TV, cinema, internet, magazines, and socializing with friends and family. This article discusses the significance of entertainment and how it impacts the growth of the entertainment industry in different countries.

South Korea has emerged as one of the leading countries in the entertainment industry, particularly in music and drama with the rise of K-POP. K-POP is becoming increasingly popular among young people in Asia, and its progress has attracted a vast audience (Negus, 2015). The South Korean government has played a crucial role in promoting the country's cultural industries through the music industry, providing an opportunity to introduce the culture and country of South Korea to the world. On the other hand, Indonesia, one of the largest

industrial markets globally, is also experiencing growth in the entertainment industry. However, local artists in Indonesia face challenges in developing their careers due to the lack of support from the government and local people. This article also highlights the issue of plagiarism among some Indonesian musicians and how it affects the perception of local musicians among the public.

This study aims to investigate how the entertainment industry can impact a country's economy and promote its culture. Specifically, it seeks to explore how local celebrities can attract more fans, identify the key factors that contribute to the quality of a celebrity, address the challenges facing the Indonesian entertainment industry in competing with foreign counterparts, and provide recommendations to improve the industry's progress. By addressing these objectives, the study seeks to shed light on the importance of the entertainment industry and its potential for growth in Indonesia.

2. Literature review

2.1. Reason of Entertainment

According to Rentfrow (2011), assuming an average of 8 hours of sleep per night, people spend almost 55% of their waking hours engaging with entertainment media. Despite its importance in people's lives, little is known about individual differences in entertainment preferences. To fully understand the role of entertainment, researchers should focus on ordinary aspects of daily life and investigate patterns in the uses and satisfactions of entertainment. For example, North et al. (2000) found that young people listen to music for identity development, emotion control, and relaxation. Potts & Halford (1996) discovered that young people watch TV for companionship, while adults watch it for the latest information. Additionally, Weaver (2003) found that individuals with high neuroticism watch TV for entertainment and companionship, while those with low neuroticism have other goals. Ultimately, people search for entertainment media content to manage their mood.

2.1.1. Could Entertainment Restore the Condition of Personal Mood?

Zillmann (2015) argues that entertainment media is utilized for mood management purposes, as it provides various stimuli that can influence people's emotions. Moods are not only affecting cognition and inner processes but also daily decisions, performance, and social interactions. People have an attachment to media consumption for hours in their daily lives, and the use of media is of high importance due to its ability to regulate people's "frame of mind" and affect their moods (Westermann, Spies, Sahl, and Hesse, 1996). Interesting music is a media category that has a special impact on mood, representing nearly 38% of the total exposure time. Americans spend at least 3 1/2 hours a day listening to music through the radio and recordings (Greenwald, 2000).

The theory suggests that people are motivated to use media for hedonic purposes, and that media use is driven by the goal of mood optimization (Zillmann, 2000). Mood adjustments through media use happen automatically and are not limited to extreme conditions, as people use media to regulate their moods on a daily basis (Knobloch, 2003). Apart from media, there are other methods people use to regulate their moods, such as exercising, taking a hot bath, indulging in food,

shopping, or vacationing (Thayer, 1994). Among different forms of media entertainment, music is often used to improve mood and is considered a psychological healing technique (Journal of Music Therapy). Music is used in various settings such as films, advertisements, and shopping centers to provide a calming effect and is also used in psychological experiments for mood induction.

Music is also capable of expressing various moods within a short period, making it an ideal tool for self-exposure to control mood. Empirical research supports the idea that music is a useful tool for regulating mood. (Knobloch & Zillmann, 2002)

2.2. The Elements of Superstar

The literature on superstar formation theories suggests that there are competing theories that attempt to explain why some artists, media stars, professional athletes, or executives earn extremely high salaries while others receive relatively low remuneration. Rosen (1981) and Adler (1985) offer two such theories, and empirical tests have been conducted to evaluate them. However, one of the main challenges in such research is that star talent is often difficult to find and measure objectively. Therefore, various approaches have been taken, including examining specific traits or talents that pop music stars possess. For instance, Hamlen (1991, 1994) proposed the physical concept of "sound quality" as a critical success factor in pop music, and Krueger (2005) suggested using The Rolling Stone Encyclopedia of Rock & Roll as a tool to measure star quality. Additionally, Bartholomew (1934) analyzed a group of male voice terms to identify three physical characteristics of good quality, namely, vibrato, total intensity, and low formant.

Apart from the characteristics of the voice, rhythm is also crucial in singing and music. Onset detection, beat, and tempo reinforcement are key elements in the assessment of rhythm (Goto, 2001; Alonso & Richard, 2004; Pohle, 2009). Intonation is another important criterion that can distinguish between good and bad singers. Vibrato and timbre are also crucial aspects of good vocal quality. Vibrato refers to the continuous vibration of the notes being sung, with a frequency of around 6 Hz, which is pleasing to human hearing (Anand, 2012). Timbre mainly depends on the singing formant, which has a frequency of around 3,000 Hz and is essential for the sound's firmness in the orchestra (Sundberg, 1977). Overall, these various approaches and criteria can help identify and evaluate superstar talent in different fields.

2.3. Structure Song

According to Sessions (1970) and Kratus (1989), the process of composing music follows a certain order, which includes preparation, incubation, illumination, and verification. Bennett's (1976) interviews with eight composers confirmed this order, which begins with the discovery of a germinal idea and expands into the first concept, followed by a period of elaboration and refinement, and culminating in a final draft with possible revisions. Sloboda (1985) suggests that studying the process of composition can be done through four sources of data, including sketches, composer's comments, interviews with composers, and improvised musical observations. However, studying the composition process of children may raise challenges.

Song lyrics are a medium that presents life's difficulties directly, but in a non-threatening manner (Charlesworth, 1982). They also express cultural norms about

substance use (Beckley & Chalfant, 1979; Connors & Alpher, 1989). Roscoe, Krug, and Schmidt (1985) found that songwriting is typically used to express positive emotions in the lyrics, while journal writing and poetry writing are used to express negative moods. Songwriting can enable someone to have an empathetic attitude with the main character of the song and predict their mood, especially with songs that have a storytelling format (Clendenon-Wallen, 1991). Hu, Downie, & Ehmann (2009) noted that lyric texts have unique structures and characteristics that require special preprocessing techniques, including the identification of parts such as intro, interlude, verse, pre-chorus, chorus, and outro, the repetition of words and parts, and notes about songs, instrumentation, and performance artists.

Overall, the process of composing music follows a specific order, and studying the composition process can be done through various sources of data. Song lyrics serve as a medium to express emotions and cultural norms and have unique structures and characteristics that require special preprocessing techniques.

2.4. Facial Make-Up

Facial makeup can increase visual appeal and self-esteem, maintain appearance, and have a positive effect on other people's assessment of a person's skills (Osborn, 1996; Nash et al., 2006). In South Korea, makeup services can be interpreted as a mass culture that values the lives of social members and considers differences in skin conditions and expression methods (Chung, 2014). Makeup styles in the age of sensibility consider coordination with fashion, colors, textures, and conventional cosmetology systems to provide beauty information (Lee & Cho, 2009; Chung, 2014).

Visual consumption is a key attribute of the economic experience of concern and can be studied through a methodological framework for investigating consumption, vision, and cultural gaps (Schroeder, 1998, 2002, 2003). Visual approaches are useful to understand consumer behavior and the production of goods and services in today's digital electronic age where everything is designed to capture attention, build brands, and create mindshare.

2.4.1. Propositions About Visual Consumption in the Image Economy

Advertising is the dominant global communication force. Schroeder (2002) asserts that advertising, along with the mass media that it supports, has evolved beyond its traditional role of merely providing information about products and services. Today, advertising has become a powerful economic engine and a significant force in politics. Photography is one of the primary technological media used in advertising, alongside film and video. This suggests that advertising has become a vital aspect of modern society, with significant implications for the economy, politics, and culture.

The world's photographability has become the condition under which it is constituted and perceived. The reproduction of images through technology has affected the moments in our lives. Photography, for example, has the ability to capture and preserve past and present moments, making it a valuable source of information for people to learn about their history (Cadava, 2018).

Identity is now inconceivable without photography. The use of photography has become essential for personal branding and product promotion. It can be used to

promote products, new artists, or even as a personal identity to be recognized by the public.

The image is primary for branding products and services. The use of image media in promoting products is a common strategy among companies, as it can attract consumers' interest and provide information about the product. Image media can take various forms, such as film footage and poster images used in promoting a movie. This approach enables companies to tailor their products to specific target markets based on consumer demand. (Firat, Dholakia & Venkatesh, 1994; Schroeder, 2002).

2.5. Body Figure

The concept of body shape is often associated with gender because bodily sensations are always the attraction of every gender (Connell 1995; McGuire 2007). Studies have shown that ideal body images can create unrealistic body shape aspirations, leading to dissatisfaction, especially among women (Grabe, Ward, & Hyde, 2008). Women strive to achieve thinness, while men aspire to be muscular (Spitzer, Henderson, & Zivian, 1999). Social comparison plays a significant role in the influence of ideal body image on body dissatisfaction and related behaviors. The more media provides comparisons with ideal body images, the more dissatisfaction with body shape is experienced, leading to irregular eating patterns that can result in thinness (Hargreaves & Tiggemann, 2009). Exercise has been found to contribute to a more realistic body image and psychological well-being (Rossi & Zoccolotti, 1979; Snyder & Kivlin, 1975).

2.6. The Reason Behind a Success of K-POP

According to Keewoong Lee, a sociologist from Yonsei University, K-pop's success around the world is due to its unique qualities that differentiate it from traditional Korean music, such as its dance-oriented style, use of an eight-tone diatonic scale, and incorporation of foreign languages (Russell, 2012; Lie, 2012). The Korean music industry is also unique in that its labels, referred to as entertainment agencies, control every aspect of production and publication of music, including talent discovery and training. The three major agencies in the industry are SM Entertainment, YG Entertainment, and JYP Entertainment, with SM Entertainment being the largest and most important label in the development of K-pop (Oh & Park, 2013).

2.6.1. Factors Behind the K-pop Phenomenon

In his research titled "Cultural Technology: A Framework for Marketing Cultural Exports - Analysis of Hallyu (the Korean wave)," Steven Chen discusses the four main factors that have contributed to the global success of the South Korean music industry:

1. The Development of Media Technologies

The success of K-pop can be attributed to improvements in media technology and its ability to adapt to the digital music industry. South Korea was the first music market to generate more than half of its digital music revenue in 2006, and has been more efficient than Japan and the West in embracing the transition to digital music. The use of social networking services (SNS) such as YouTube, Twitter, and Facebook has also helped connect fans and attract new ones. The B2B strategy, which focuses on selling content to multinational

companies, has also been widely used by K-pop agencies due to the success of YouTube. (Mulligan, 2013; Parc et al., 2017).

2. The South Korean Government

The South Korean government played a significant role in promoting the expansion of the Korean cultural industry to improve the tourism industry and advance Korea's position as a soft power in the world. Government agencies were responsible for marketing K-pop to the international level, and they sponsored 20 to 30 percent of the funds used to export and maintain cultural products from Korean pop. Private investments from banks and companies managed by Korea Venture Investment Corporation sponsored the remaining 70 to 80 percent of the funds. The government promoted K-pop in three ways: showcasing talents and music at international events, using K-pop groups as an efficient tool to promote tourism, and carrying out charitable activities with K-pop agencies to promote talent agencies and increase K-pop stars' entry to local markets. (Chen, 2016)

3. Cultural Hybridity

The introduction of "Hallyu" (the Korean Wave) is attributed to the South Korean government, specifically during the late 1990s. The government recognized the potential of Korean popular culture to promote the country's image and boost its economy. They actively supported the development and export of Korean entertainment content, including music, dramas, films, and other cultural products. This strategic effort, combined with the growing popularity of Korean entertainment internationally, contributed to the global spread of Hallyu. Hallyu products are influenced by Confucian values, which resonate with people in East Asian countries and create a niche for young people who do not relate to Western cultural products. This combination of Eastern and Western elements in Korean culture can be seen as a sign of "modernity and global cosmopolitanism" in East Asia. Korean dramas and K-pop culture are successful in East Asia due to the shared Eastern mentality, hierarchical society, and respect for family values. This creates a low cultural barrier for crossover with Korean content, making it more appealing than Western cultural products. The physical similarities between Koreans and East Asian consumers also contribute to the success of Hallyu products in these markets (Chen, 2016; Lie, 2012)

4. The Korean Diaspora

Korean immigrants and the Korean diaspora play a significant role in the initial distribution and promotion of Hallyu products, according to Chen (2016). These individuals consume Korean cultural products to stay connected with their home culture and spread them further. Korean music agencies have also recruited Korean diaspora people to enter overseas markets. For example, the K-pop group 2NE1 consists of Korean-Americans who write lyrics in English and are more authentically adopted. The East Asian diaspora, in general, also contributes to the rise of Hallyu, as they consume Korean cultural products that combine elements of East and West Asia and have a modern and global appeal.

3. Research Methodology

3.1. Research Methods

The study conducted by the researchers utilized qualitative methods. Qualitative research aims to provide an in-depth understanding and rich description of a social phenomenon or cultural experience, and the data collected are typically words rather than numerical data. In this study, the researchers interviewed 20 students and individuals aged 17-35 who have worked, showing them the latest music videos from K-pop group BTS and Indonesian boy band SMASH, as well as from K-pop girl group Blackpink and Indonesian girl group Cherrybelle. The researchers asked questions about the videos, such as the elements of the superstars, their makeup, body shape, and song lyrics. The researcher is included in the research instrument, and data is generated through personal interviews, focus groups, observations, event participation, and photography. (McCusker & Gunaydin, 2015; Magilvy, 2003).

3.2. Collecting Data

The study aims to analyze the development of the entertainment industry in Indonesia by using the entertainment industry in South Korea as a reference or comparison. The research will use the latest music videos from famous boy bands or girl bands from South Korea and Indonesia to analyze the content, body figures, and facial makeup to identify the elements that make a superstar. The research will conduct interviews with Indonesian friends who like boy bands or girl bands from South Korea and use a questionnaire based on the research questions to find out the training techniques, characteristics, and problems in the Indonesian entertainment industry. The questions used in the interview will be based on research standards and will compare boy bands from Korea and Indonesia in terms of body figures, stage performance, and appearance to answer the research questions.

The Research Questions are :

1. What kind of training technique that superstar must-do to attracting their fans?
2. What kind of characteristics that superstar must-have?
3. How can the problems exist in the entertainment industry in Indonesia which is can compete with the foreign entertainment industry?
4. What kind of possible suggestions can be listed to help the entertainment industry in Indonesia to make progress?

Here is four music Video that Researcher choose to be compared

1. BTS (Boyband from South Korea) The Latest MV – Black Swan
<https://www.youtube.com/watch?v=0lapF4DQPKQ>
2. SMASH (Boyband from Indonesia) The Latest MV – Jadi Milikku
<https://www.youtube.com/watch?v=2I1dMDX6PdM>

3. Blackpink (Girlband from South Korea) The Latest MV – How You Like That <https://www.youtube.com/watch?v=ioNng23DkIM>
4. Cherrybelle (Girlband from Indonesia) The Latest MV – Dilema <https://www.youtube.com/watch?v=Ob1nGi5kBfY>.

The researchers have created a questionnaire for participants to answer based on their opinions about the differences in body figure, stage performance, and appearance of idols from four music videos. The purpose of this questionnaire is to collect data that can support the research and help develop the entertainment industry in Indonesia.

4. RESULTS

This chapter discusses the sample of participants used in the study, which consisted of 20 Indonesians in Taiwan and Indonesia, with a balanced result of 50% K-pop fans and 50% non-fans. The participants' age ranged from 18 to above 26 years old, with the majority being above 26 years old. The participants had various occupations, including employees, students, caregivers, and unemployed individuals.

4.1. What is the Difference Between Them About Body Figure of the Video?

The participants in the study expressed that BTS members have more attractive and proportional body figures compared to SMASH members. Most participants noted that BTS members have more muscular, fitter, and well-maintained bodies due to their serious physical training. The participants emphasized the importance of having a good body figure for a boy band, as it can be a reason for female fans to like them. All participants agreed that SMASH members do not have good body figures, and that is why many females in Indonesia do not like them. Additionally, the participants observed that BTS members have more uniform body postures compared to SMASH members.

4.2. What is the Difference Between Them About Their Stage Performance of the Video?

The participants in the study gave their opinions on the difference in stage performance between BTS and SMASH. Almost all participants said that BTS had a better choreography concept, unique clothing, well-prepared video shooting, and better sound quality compared to SMASH. The participants also noted that BTS had a good relationship between members, making their performance more alive and beautiful in the eyes of their fans, which is a key point that SMASH lacked.

4.3. What is the Difference Between Them About Their Appearance of the Video?

The participants' opinions about the difference in appearance between BTS and SMASH were collected. Almost all participants agreed that BTS has a good visual and unique characteristics that make their fans fall in love with them. They also have good preparation in terms of make-up and outfit, and they have white skin. Some participants preferred K-pop idols' faces and styles because of their unique

style and fair skin. Participants argued that BTS is better prepared, more beautiful, has good fashion sense, and is more handsome than SMASH.

4.4. What is the Main Attraction of a K-Pop Idol?

The participants believe that the attraction of Korean boy bands, particularly BTS, is due to their handsome appearance, proportional body, unique characteristics, and fashion style. In addition to their appearance, they have the ability to sing and dance well, which makes their performances feel alive and allows them to convey the message of the song to their fans. The reason behind their skills is the long and hard training process they undergo from a young age, which enables them to improve their skills and dominate the stage. The participants suggest that to gain more fans, one must work hard, train hard, and have a passion for singing and dancing.

4.5. Do You Agree If Appearance is One of the Requirements of Superstars to Boost Their Career?

Most of the participants agreed that appearance is one of the requirements of a superstar to boost their career because some fans only focus on the idol's appearance rather than their skills. However, some participants disagreed and believed that talent and skills are the primary requirements for a superstar to boost their career. Without skills, they cannot succeed in the industry.

4.6. Do You Think Stage Performance is One of the Requirements That Must Fulfilled by Superstars to Get Famous?

The almost all participants agree that a good stage performance is a must-have requirement for a superstar to become famous, as it shows the quality of their fans and the hard work put in by the superstar. They believe that a good stage performance is important as it can make the performance enjoyable and entertaining for the audience. If a superstar lacks good skills or techniques, it can lead to an unsatisfying performance. Therefore, hard work and talent are important factors in creating a successful stage performance.

4.7. Why Can't an Indonesian Boy Band Be as Famous as Korean K-Pop?

The participants' opinions suggest that Indonesian boy bands cannot be as famous as Korean boy bands because of a lack of support from both the government and the people. Some participants pointed out that Indonesian boy bands have poor performance quality and tend to copy K-pop rather than develop their own unique style. Another participant mentioned that there is a lack of serious agencies or companies to train and support Indonesian boy bands to reach their full potential. Lastly, one participant emphasized the importance of having support from their own people as a base requirement to achieve international fame.

4.8. Do You Have Any Suggestions About the Entertainment of Indonesia?

Participants suggest that the entertainment industry in Indonesia should look for new opportunities to create something unique that can be enjoyed by various audiences internationally. They emphasize that before Indonesia boy bands debut, they must be well-prepared, have their own concept, music, and do more training to have good performances like Korean K-pop. Additionally, participants suggest that Indonesians should have confidence in their own genre and avoid plagiarism or scandals, instead focus on creating good music and stage performances. The main idea is for Indonesia to develop its own genre with a unique style, and for

boy bands to have discipline, work hard, take training and practice singing and dancing for several years to have a good stage performance.

5. Discussion, Conclusion and Implications

5.1. Discussion

In the discussion of the characteristics that every superstar should have, the writer cites Jak Panksepp, who said that "Emotional states are subjectively experienced feelings 'that' arises from material events (at the neural level) that mediate and modulate the deep instinctual nature of many human and animal action tendencies" (Panksepp, 2004). This quote emphasizes the importance of creating emotional connections with listeners through music, which can be achieved by reflecting the mood of the songwriter in the lyrics and melody. Superstars must also have good voice quality, a proportional or muscular body shape, and a sense of discipline in achieving their success, as seen in the Korean boy band training process. Soo-Man Lee, the founder of SME, said that "Only the best trainees, after spending three to five years in developing these skills, make their debut as members of Korean pop groups under SME's label" (Kim, 2016). This type of intensive training in singing, dancing, acting, and modeling, allows Korean boy bands to become professional artists with various abilities, making them popular not only in Korea but also in the international entertainment industry.

However, the entertainment industry in Indonesia has not been able to develop properly due to various problems. One of these problems is the lack of support from the government and the community, as well as the issue of plagiarism among Indonesian artists. Researchers suggest that the Indonesian entertainment industry can improve by creating original works and competing in the international entertainment world without copying others. The Indonesian government can also provide more support and look for agencies or companies that focus on developing the entertainment industry in Indonesia, allowing it to spread the culture of the Indonesian state. Additionally, there should be a sense of respect for the work of Indonesian artists, and Indonesians should stop comparing the Indonesian entertainment industry with foreign countries. Indonesian artists can also learn from Korean methods in developing and creating their artwork to compete internationally.

5.2. Conclusion

In order for Indonesian boy bands to succeed and become popular like Korean boy bands, there are several aspects that they need to focus on. Firstly, they should consider body figure training to develop a more muscular and proportional body posture, which is often attractive to female fans. This can be seen as one of the strengths of Korean boy bands, who have a large number of female fans due to their physical appearance. Secondly, boy bands must train their vocal and dancing techniques to perfection, as these skills are crucial in attracting and retaining fans. Good vocal skills can make listeners enjoy and listen to their songs for a long time, while impressive dancing skills can captivate the audience during live performances. Lastly, boy bands must pay attention to their stage performance techniques, both on stage and in music videos. By showcasing their abilities, they can capture the attention of their audience, and convey the meaning of their songs

effectively, leaving a lasting impression on their fans. In conclusion, by focusing on these aspects and developing their own unique style, Indonesian boy bands can have the potential to become successful and popular in their own right, without simply copying the Korean boy band model.

This passage discusses the unique characteristics that every superstar should have, using Korean boy bands as an example. The author highlights the creativity and uniqueness that Korean boy bands bring to their performances, such as their choreography, clothing, and lyrics. They also emphasize the importance of telling a story through their songs, which allows the audience to connect with the music on a deeper level. The author notes that developing these characteristics takes time, dedication, and practice, and that boy bands should continue to innovate to keep their fans engaged. Overall, the passage suggests that having unique and distinctive characteristics is essential for success in the entertainment industry.

The article suggests that Indonesia needs to address the problems related to the entertainment industry, such as the lack of support from the government and people towards musicians. This will help in the development of the industry, and create opportunities for Indonesian artists to achieve international success. Currently, many Indonesian artists are taking quick and practical ways to reach their goals due to the problems present in the industry. If these problems are resolved, Indonesia can produce talented artists who can compete on an international level.

The possible suggestions to help improve the entertainment industry in Indonesia are multi-faceted. Firstly, Indonesia needs to address issues such as the lack of support from the government and people towards the musicians and entertainment industry. This can greatly impact the industry's development in the country. One of the key suggestions is for an agency or company to take the matter seriously, like those in Korea. They have a standardization or terms for the idol that the company trains until they are worthy to debut in the entertainment world. The company can provide extensive education in singing, dancing, and media interviews, among other skills. Secondly, Indonesian artists should be able to learn from Koreans on how they can create a new genre of music to provide fresh entertainment innovations for enthusiasts. They can then compete with other countries in the industry. Thirdly, copying or plagiarism should be avoided, as this can negatively impact Indonesia's reputation in the global entertainment industry. Fourthly, Indonesian boy bands must undergo rigorous training and work hard on their vocal technique and stage performance to succeed in the industry. Finally, each member of the band must maintain a good relationship, as this enhances their stage performance and makes it more attractive to the audience. Additionally, Indonesia can look for new opportunities and create a whole new concept of traditional music instruments that can be enjoyed globally, appealing to a wide variety of audiences. By implementing these suggestions, Indonesia can make strides towards building a successful and competitive entertainment industry that can be admired worldwide.

5.3. Limitation and Implication

The study at hand encountered certain limitations that the researchers had to contend with. Firstly, the sampling participants chosen for the study were not entirely appropriate. Since the study focuses on the attributes that superstars should possess, it would have been more effective if the researchers had selected

participants who are familiar with or have experience in the entertainment industry in Indonesia. This would have ensured that the results obtained are more accurate and reliable. Secondly, the researchers did not ensure balance in selecting participants who like K-pop versus those who do not. Consequently, the data obtained was not specific enough and did not achieve the maximum potential that the researchers aimed for.

The researchers have put forward some recommendations for further research that may contribute to the success of this study. Firstly, the researchers suggest that a more precise approach be taken in selecting participants for the study to obtain specific and optimal data. Secondly, it is recommended that the researchers also consider gathering data from industry professionals, in addition to sampling participants, to ensure the research is informative and insightful. By following these suggestions, future research on this topic may be able to provide more valuable insights into the characteristics of superstars in the entertainment industry.

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