

Anniversary Seminar

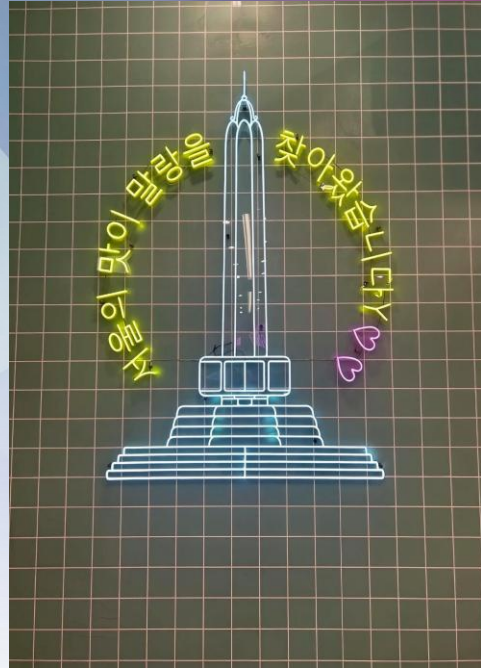
Hallyu in motion: Translanguaging and the circulation of Korean language in Indonesia

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This talk discusses how the Korean Wave (Hallyu) has actively introduced the Korean language into Indonesia's sociolinguistic landscape. Combining social media analysis and linguistic landscape data, it shows how Korean has become embedded in everyday communication and urban visibility.

Indonesian K-pop fans engage in translanguaging on platforms such as X and Instagram (2021–2023), switching between Indonesian, local languages, Korean, and English to construct shared identities. This practice is further reflected in public spaces, where Hangeul and Romanised Korean appear in signage in cities such as Jakarta, Malang and Kupang (2024–2025). Hallyu is shown to function as a driver of linguistic mobility, transforming Korean into a symbolic and practical resource in youth identity and contemporary Indonesian life.



Speaker
Nurenzia Yannuar
Universitas Negeri Malang

Date : 7 May 2026
Time : 15.30 – 17.00 PM (CET)
Venue : KITLV & online via ZOOM
Registration : kitlv.nl/event/yannuar



Discussant
Tom Hoogervorst
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Moderator
Sikko Visscher
KITLV

More info:

