

**UNVEILING THE LIVED EXPERIENCES OF KS4GG: A  
PHENOMENOLOGICAL STUDY ON K-POP AND  
DEVELOPMENT COMMUNICATION**

An Undergraduate Thesis Presented to the  
Faculty of the Department of Communication and Development Studies  
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**In Partial Fulfillment**  
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by

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**APPROVAL SHEET**

This undergraduate thesis entitled **"UNVEILING THE LIVED EXPERIENCES OF KS4GG: A PHENOMENOLOGICAL STUDY ON K-POP AND DEVELOPMENT COMMUNICATION,"** prepared and submitted by **ALEXANDRA SANTILLAN CASTRO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION** has been examined and is hereby accepted.

  
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## **THESIS ABSTRACT**

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7. Abstract:

### **7.1 Rationale/Background**

Korean Pop Music (K-pop) has become a global phenomenon, with millions of fans worldwide. It has influenced fans' way of life, including the music industry, fashion, beauty, language, and culture. K-pop stans contribute to developmental causes, including social, ecological, and animal conservation initiatives. K-pop fan communities in the Philippines have coordinated efforts to establish community pantries, extend aid to those affected by typhoons, and initiate feeding programs

and donation campaigns for frontline workers. K-pop Stans for Good Governance (KS4GG) is one of the most notable K-pop organizations in the Philippines that successfully gathered fans for different causes. Research is needed to explore the lived experiences of K-pop stans on K-pop and their involvement in various developmental causes to shed light on the ways in which K-pop has created their definition of development and how these realities drove them to pursue development work.

## **7.2 Summary**

This study seeks to identify the ways on how K-pop shaped the realities of development for the K-pop Stans for Good Governance members and how did it drove them to do developmental work. This study used purposive sampling to choose the respondents, in this case the members of KS4GG. To gather the necessary data, the study utilized the platform, zoom and interview guide to obtain data from the participants. This study also used thematic analysis to analyze the narrative from the participants.

## **7.3 Major Findings**

The study found out that K-pop plays a major factor on shaping the realities of development for the KS4GG members, however several factors arose as well from the participants narratives such as formal education and exposure to media. On if these realities drove them to do development work, several participants notes that these realities did drove them to do development work however several participants do have background in terms of development thus while

acknowledging the power of K-pop to shape the participants narratives, it is important to note that it's not the case for everyone as several factors plays into their realities as well.

#### **7.4 Conclusions**

This phenomenological study aimed to unveil the lived experiences of KS4GG in the context of K-pop and development communication. It examined how K-pop has created KS4GG's definition of development and how those realities drove them to pursue development work. Through thematic analysis, this study explored the personal narratives, reflections, and thematic categories that emerged from the data.

The study found out the different realities of the development by the participants. The participants' realities of development are influenced by a combination of factors, including formal education, exposure to media, and their passion for K-pop. Formal education has shaped their academic understanding of development. At the same time, the media and K-pop have provided them with alternative perspectives and influenced their thinking about everyday issues as political and developmental. These influences have not only shaped their perceptions but also influenced their communication practices within the KS4GG community. Most participants revealed that K-pop has driven and motivated them to take part in different development and social causes. This is through the K-pop and K-pop idols messaging. However, not all participants are driven to development work by K-pop alone as it is important to note that several

participants have backgrounds in development, this revealed that one participant is actually the other way around, bringing development into K-pop as the participant is actually working in the field of development. This is important to note that not all K-pop fans or KS4GG members are driven and motivated by K-pop in doing development and social work, as formal education and consumption of media can be a factor too.

The findings of this study have implications for both the field of development communication and the broader understanding of the impact of K-pop. Understanding the lived experiences of KS4GG provides valuable insights into how K-pop can be harnessed as a tool for development communication.

In the future, it is crucial to continue exploring the complex dynamics between K-pop, fan communities, and development communication. Future research should delve deeper into the power dynamics between KS4GG, the K-pop industry, and development communication institutions and examine how ethical considerations can be effectively addressed within this evolving landscape.

In conclusion, this study contributes to understanding the lived experiences of KS4GG and their engagement with K-pop. The findings emphasize how K-pop shaped the members' realities of development and how it drove them to do developmental work. While noting that K-pop may not only be the factor that affects these things as several factors arose as well.

## **7.5 Recommendations**

The following were the recommendations based on the study's results and conclusion.

Based on the results, KS4GG states the lack of avenues to do development work. With this, KS4GG is encouraged to strengthen its collaboration—Foster partnerships between KS4GG and organizations working in development communication to leverage resources, expertise, and knowledge.

Along with this, overcoming societal stigma and establishing a strong and positive identity will help KS4GG gain broader recognition and support for its development initiatives. Thus, KS4GG needs to develop strategies to address the stigma associated with being a K-pop fan activist and promote KS4GG's distinct identity as a force for positive change.

As seen in the study how K-pop has been instrumental in the KS4GG's member lives, it is advised for development practitioners to utilize K-pop as an avenue for information dissemination and future development work since this study unveiled that K-pop or K-pop organizations can be an effective platform for development communication.

Since this study is only limited to the members of KS4GG and their realities of development, future studies should conduct further research on a much bigger fandom or organization on the long-term impact of K-pop fandom engagement on individual and community development, exploring factors such as empowerment, social cohesion, and sustained activism. Further research is essential to understand

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## **LIST OF ABBREVIATIONS**

**KS4GG:** K-pop Stans for Good Governance

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