

Dancing for a Cause: Examining the Role of K-Pop in Mobilizing Youth for Charitable Giving during Ramadan

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Abstract

K-Pop, a global cultural phenomenon, has gained substantial popularity in Indonesia, where local dance cover groups have created communities that actively engage in both entertainment and philanthropy. One notable example is the "K-Pop Dance Cover Showcase & Charity Event (SxS Ngabuburit Vol. 2)" held during Ramadan 2022 in Bandung, which raised Rp. 2.6 million for charity and attracted 20 dance groups and 300 spectators. While the event was successful, gaps remain in understanding how such events succeed and contribute to social cohesion and charitable giving. The primary problem lies in the lack of comprehensive research on the mechanisms driving the success of K-Pop charity events. Additionally, little is known about how cultural and religious contexts, such as Ramadan, influence the motivations for charitable giving and community engagement. Documentation of the event's planning strategies and insights from the organizing leader are also limited. This research aims to investigate the success factors behind K-Pop charity events, focusing on the role of cultural contexts, event planning strategies, and the event's impact on social cohesion. Furthermore, it seeks to gather insights from the event's organizing leader to improve leadership and management practices in philanthropic events. Using a participatory research approach, the researcher actively engaged in the planning, execution, and post-event analysis of the SxS Ngabuburit Vol. 2 event. Data collection methods included semi-structured interviews with the organizing leader and participatory observations. The results reveal that the event's success was driven by community involvement, cultural relevance, and entertainment value. The Ramadan context significantly enhanced charitable giving, while meticulous planning ensured smooth execution. Insights from the organizing leader highlighted the importance of collaboration and clear communication in managing successful events.

Keywords: K-Pop, Ramadan charity, event tourism, dance cover

A. INTRODUCTION

K-Pop, as a cultural phenomenon, has transcended geographical borders, shaping youth culture across the globe. In Indonesia, K-Pop dance cover groups have formed strong communities, where members come together to express their passion for this genre of music and dance (Koo & Koo, 2022; Liang, 2023). However, in recent years, these communities have also embraced social responsibility by organizing events that not only showcase their talents but also contribute to charitable causes. One such event is the "K-Pop Dance Cover Showcase & Charity Event (SxS Ngabuburit Vol. 2)," organized by the Sugar X Spicy dance cover community in Bandung during Ramadan 2022. This event was a platform to raise funds for those in need, while simultaneously promoting the cultural significance of K-Pop in Bandung.

Concurrently, the holy month of Ramadan serves as a significant period of reflection, spirituality, and charitable giving for Muslim communities worldwide (Aksoy & Gambetta, 2022; Shalihin & Sholihin, 2022). Within this dynamic intersection of cultural influences lies the backdrop for an intriguing exploration into the efficacy of K-Pop charity events as a vehicle for community engagement and philanthropy, particularly during Ramadan.

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The SxS Ngabuburit Vol. 2 event, held in Bandung during Ramadan 2022, served as a unique fusion of entertainment and philanthropy. Organized by the Sugar X Spicy dance cover community, the event aimed to raise funds for charity, ultimately gathering Rp. 2.6 million. It attracted significant participation from the local K-Pop community, with 20 dance groups performing and over 300 spectators attending the event. Beyond entertainment, the event highlighted the potential of K-Pop as a cultural force that can bring people together for a common cause.

Despite the event attracted considerable attention, drawing 20 dance groups and 300 spectators, there remains a gap in understanding the underlying mechanisms that drive the success of such charity events. Limited research has been conducted on how cultural contexts, such as Ramadan, influence charitable giving and community engagement in the realm of K-Pop. Moreover, there is insufficient exploration into the strategies employed in organizing these events and how they contribute to social cohesion and altruism within the local community. This study seeks to address these gaps by investigating the success factors of the SxS Ngabuburit Vol. 2 event and offering insights into how future K-Pop charity events can be optimized for greater impact.

While the event clearly fostered a sense of social responsibility among participants, there is limited documentation on the planning and execution strategies that contributed to its success. Moreover, the role of K-Pop in promoting social cohesion and altruism within the local community has yet to be fully explored.

Although existing literature extensively explores the multifaceted impact of K-Pop on global entertainment and cultural exchange (Lee, 2004; Jung & Shim, 2013), there remains a notable gap in understanding its role in fostering charitable endeavors within local communities, especially during religiously significant periods such as Ramadan. Thus, there is a lack of understanding of how the event's timing during Ramadan influenced charitable giving and community engagement.



Figure 1

Documentation of the event SxS Ngabuburit Vol. 2 during Ramadan

Several critical gaps exist in the literature surrounding K-Pop charity events. First, there is a need to explore the underlying mechanisms that drive the success of these events. What factors contributed to the positive reception and high level of participation in the SxS Ngabuburit Vol. 2 event? Second, the influence of cultural and time-related contexts, such as Ramadan, on charitable giving and community engagement has been insufficiently studied. How does the religious and cultural significance of Ramadan shape the motivations of participants and attendees to contribute to charity? Third, there is limited understanding of the strategies employed in planning and executing the event. How did the organizers ensure the smooth flow of the event and maximize its impact?

Additionally, there is a gap in knowledge about how the K-Pop Dance Cover Showcase contributes to social cohesion within local communities. Can these events be leveraged to foster stronger bonds among

participants and spectators? Lastly, the experiences of the organizing leader remain underexplored, yet they offer valuable insights into effective event management and leadership in the context of philanthropy.

This research aims to fill the aforementioned gaps by conducting a comprehensive analysis of the SxS Ngabuburit Vol. 2 event. By studying the underlying mechanisms that contribute to the success of K-Pop charity events, this research can help optimize future events to increase their impact on both the community and the cause. Investigating the influence of cultural and time-related contexts, such as Ramadan, will provide valuable insights into how charitable giving can be enhanced through culturally relevant and timely events. Moreover, analyzing the strategies employed in planning and execution will enable the development of best practices for organizing successful community events.

Understanding the role of the K-Pop Dance Cover Showcase in promoting social cohesion and altruism is essential for leveraging these events to strengthen community bonds. Lastly, gathering insights from the experiences of the event's organizing leader will provide practical recommendations for refining leadership and management approaches in future philanthropic endeavors.

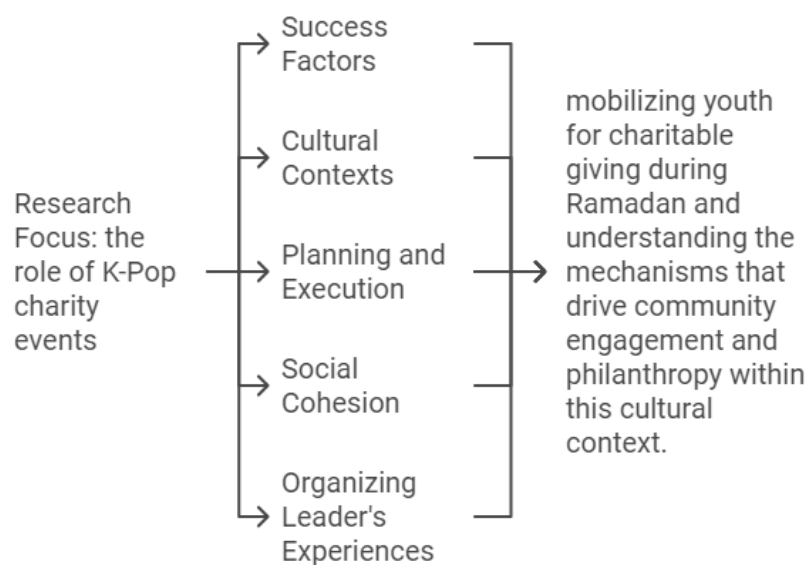


Figure 2
Research Focus: K-Pop Charity Events in mobilizing youth for charitable giving during Ramadan

B. RESEARCH METHOD

The method employed in this research embodies a participatory approach, wherein the researcher actively engages with the subject of study from inception to culmination. Adopting a hands-on role, the researcher assumes direct involvement in the planning, execution, and post-event phases of the "K-POP Dance Cover Showcase & Charity Event (SxS Ngabuburit Vol. 2)." This immersive methodological framework is characterized by the researcher's deep integration into the event's organizational processes, facilitating a comprehensive understanding of its intricacies and nuances.

At the outset, the researcher assumes a proactive stance in the event's planning stage, collaborating closely with stakeholders to delineate objectives, conceptualize programmatic elements, and devise strategic initiatives. This early involvement enables the researcher to cultivate a holistic perspective of the event's conceptualization, laying the groundwork for subsequent phases of inquiry.

As the event unfolds, the researcher assumes multifaceted roles, ranging from talent scouting and coordination to logistical arrangements and stakeholder liaison. By actively participating in these operational facets, the researcher gains firsthand insights into the dynamics of event management, navigating challenges, and capitalizing on opportunities as they arise.

Moreover, the researcher's direct involvement extends to the facilitation and orchestration of the event itself, overseeing its seamless execution and ensuring adherence to predefined objectives and protocols. This immersive engagement affords the researcher unparalleled access to real-time data and experiential observations, enriching the research process with contextual depth and granularity. Following the event's culmination, the researcher undertakes a comprehensive post-event analysis, synthesizing observations, and reflections garnered throughout the research journey. This reflective stance enables the researcher to distill key insights, identify emergent themes, and contextualize findings within the broader discourse of event tourism and cultural phenomena.

In addition to the participatory approach described earlier, the research methodology incorporates data collection through semi-structured interviews with the organizing leader, who serves as the primary architect behind the "K-POP Dance Cover Showcase & Charity Event (SxS Ngabuburit Vol. 2)." Through these interviews, conducted in a structured and systematic manner, the researcher elicits valuable insights into the purpose, motivations, and execution strategies underpinning the event.

Incorporating data from interviews with the organizing leader thus enhances the methodological rigor of the research, enriching the analysis with firsthand accounts and insider perspectives. This triangulation of data sources, combining participatory observation with structured interviews, fortifies the research findings and underscores the holistic approach adopted in examining the success of the "K-POP Dance Cover Showcase & Charity Event (SxS Ngabuburit Vol. 2)" within the realm of event tourism and philanthropy.

C. RESULTS AND ANALYSIS

The SXS Ngabuburit event series, organized by the Sugar X Spicy dance cover community in Bandung, epitomizes a unique fusion of dance covers and charitable endeavors. Participants are encouraged to donate towards noble causes, with both organizers and spectators actively contributing to the fundraising efforts. The inaugural SXS Ngabuburit event took place on April 25, 2021, marking the genesis of dance cover and charity events in Bandung. Raising funds for those in need in Adonara, NTT, the event amassed Rp. 2,056,500 from a turnout of approximately 300 spectators, accompanied by the performances of 20 dance cover groups. The success and enthusiastic reception of the SXS Ngabuburit 2021 event cemented its status as an annual staple within the Sugar X Spicy community.

Building on the momentum of its predecessor, SXS Ngabuburit Vol. 2 unfolded on April 16, 2022, at the Sport Hall Bikasoga. This edition directed its fundraising efforts towards supporting individuals at the Rumah Pejuang Kanker Ambu (cancer struggling house) and the Kantong Doraemon community, culminating in a collection of Rp. 2,760,000. The event attracted a crowd of approximately 300 spectators and featured performances from 25 dance cover groups, further solidifying its position as a prominent platform for charitable initiatives and cultural celebration.

The Sugar X Spicy (SXS) community, often referred to as SXS, stands as a vibrant hub for K-pop dance cover enthusiasts in the city of Bandung. Established on January 17, 2019, SXS has been dedicated to fostering a passion for dance, particularly within the realm of K-pop, among young individuals. With a mission to provide a platform for youth to express their love and interest in K-pop through dance, creativity, and collaboration, SXS serves as a nurturing space for individuals to channel their hobbies, ideas, and talents. Under the auspices of Collab Indonesia, an agency renowned for developing prominent

Youtubers such as Invasion DC, Delicya Angelista, and Step by Step ID, SXS thrives as a dynamic community fostering artistic expression, creativity, and camaraderie among its members.

The Sugar X Spicy community actively participates in dance competitions both within and outside the city of Bandung. These offline events, such as dance competitions, have stringent criteria, as not all dance cover groups within the Sugar X Spicy community are eligible to compete. Representing the community in these competitions requires thorough preparation and a high level of expertise, as these groups serve as ambassadors for the community. One notable success story is that of Everdream, a group covering NCT Dream, which clinched the first prize at the Pink Blood Dance Competition organized by SMTOWN Indonesia, solidifying Sugar X Spicy's reputation as a powerhouse in the K-pop dance cover scene.

Moreover, the Sugar X Spicy community is no stranger to event organization, frequently hosting a diverse array of gatherings. By consistently hosting events, the community has garnered recognition from peers within the dance cover scene, earning a place among the top three communities known for their prolific event organization and commendable track record. These events serve not only as platforms for showcasing talent but also as opportunities for community building and fostering camaraderie among members, further solidifying Sugar X Spicy's position as a vibrant and influential force within the K-pop dance cover community.

As the result of the observation by the researcher, there are 13 stages in planning this event (Shone & Parry, 2010; Kilkenny, 2006) by the SXS Community, as follows:

Table 1
Summary of Planning Process Stages for SXS Ngabuburit Vol. 2 Event

Stage	Process	Description
1.	Determination of Objectives	The planning process commenced with a clear articulation of the event's objectives, centered on the dual aims of fundraising for those in need during Ramadan and fostering social responsibility among participants and attendees.
2.	Theme Determination	Following objective setting, the theme "Ngabuburit" was chosen to encapsulate the essence of the event, resonating with the pre-buka puasa activities during Ramadan.
3.	Title Determination	The event was branded as "SXS Ngabuburit Vol. 2," aligning with the theme and signaling its continuation from previous editions.
4.	Event Date Selection	Careful consideration was given to selecting a suitable date within the Ramadan period to maximize community participation while avoiding conflicts with other religious or cultural events.
5.	Venue Selection	Sport Hall Bikasoga was chosen as the venue for its ample capacity, strategic location, and provision of essential amenities to support the event's activities.
6.	Target Market Identification	There are two main target classifications: 1.) participants, 2.) visitors/spectators. The participants, segmented into three tiers to cater to diverse participant groups. Tier 1, comprising seasoned dance cover groups designated as

Stage	Process	Description
		Guest Stars, represented the pinnacle of expertise in the K-pop dance cover scene. Tier 2, labeled as Invited Performances, encompassed emerging talents with significant potential and past participation in competitions. Lastly, Tier 3, termed Submission Performances, welcomed novice groups venturing into the dance cover realm. This tiered approach aimed to ensure inclusivity while recognizing and rewarding varying levels of skill and experience within the dance cover community. While the spectators, it was defined as attendees interested in K-pop culture and charitable endeavors during Ramadan.
7.	Formation of Organizing Committees	Two distinct committees were formed: the core planning committee, responsible for comprehensive event planning, and the auxiliary support committee, mobilized closer to the event date to assist with on-the-day operations.
8.	Budget Planning	A detailed budget plan was devised to estimate the financial requirements for various aspects of event organization, including venue rental, equipment procurement, and promotional activities.
9.	Stakeholder Engagement	Collaborative efforts were made with stakeholders, notably Ayo Bandung, to leverage their networks and resources for event promotion, fundraising, and media coverage.
10.	Selection of Charity Recipients	Yayasan Rumah Pejuang Kanker Ambu (cancer struggle house) and Komunitas Kantong Doraemon were identified as the beneficiaries of the event's fundraising initiatives, aligning with the event's philanthropic objectives.
11.	Technical Donation Planning	Various technical aspects of donation collection and management were strategized, including online donation platforms, article-reading-based donations, 20% ticket revenue allocation, and on-site QR code donations.
12.	Ticket Pricing Determination	Participants: Tier 1: Free registration; Tier 2: Rp. 15,000. Tier 3: Rp. 20,000. Attendees: The ticketing system for this event will be divided into three categories: Presale 1 (Rp. 15,000), Presale 2 (20,000) and OTS (On the Spot: Rp. 35,000).
13.	Event Proposal Development	A comprehensive event proposal was crafted, encompassing event description, theme, objectives, logistics, budget breakdown, promotional strategies, and past event portfolios, aimed at securing sponsorships and partnerships.

The "K-POP Dance Cover Showcase & Charity Event (SxS Ngabuburit Vol. 2)" emerges as a multifaceted cultural phenomenon, intertwining entertainment, philanthropy, and community engagement within the local context. With the active involvement of 25 dance groups and a spectator count of 300, the event garnered Rp. 2,760,000 in charitable donations, underscoring its resonance within the community. The event's success serves as a testament to the transformative potential of cultural events in fostering community engagement and philanthropy (Jung, Sun, 2012). By aligning with the temporal and cultural significance of Ramadan, SxS Ngabuburit Vol. 2 transcends mere entertainment, serving as a platform for social cohesion and collective benevolence within the local community.

In addition to the participatory approach described earlier, the research incorporates data collection through semi-structured interviews with the organizing leader, who serves as the primary architect behind the "K-POP Dance Cover Showcase & Charity Event (SxS Ngabuburit Vol. 2)." Through these interviews, conducted in a structured and systematic manner, the researcher elicits valuable insights into the purpose, motivations, and execution strategies underpinning the event.

The study unveils a compelling narrative surrounding the overarching purpose of the event, which transcends mere entertainment and altruism. The sentiment expressed by the SxS Community leader encapsulates the overarching purpose and ethos behind the event, "the purpose of organizing this event is because the Sugar X Spicy community aims to assist social activists in conducting charity activities during the holy month of Ramadan for our friends in need during this sacred time." He also continues to explain further, "It also serves as an avenue for participants and spectators to cultivate social awareness, support beneficial activities, and foster camaraderie among K-pop enthusiasts and dance cover groups in Bandung."

It is revealed that the event strategically leverages the auspicious occasion of the Islamic holy month of Ramadan as a catalyzing force for social mobilization and philanthropy. Specifically, the event seeks to harness the spiritual ethos of Ramadan to inspire and galvanize the youth demographic towards charitable giving, particularly in support of those in need during the sacred Ramadan season. The rationale behind choosing the month of Ramadan is underscored by the SXS Community Leader, who emphasizes, "The month of Ramadan holds deep significance, being replete with blessings from Allah SWT. Thus, the decision to organize the SXS Ngabuburit Vol. 2 event, combining a dance cover showcase with a charity initiative, during the midpoint of this sacred month, is deliberate."

D. DISCUSSIONS

The research findings indicate that the success of K-Pop charity events is largely driven by three key factors:

1. Community involvement,
2. Cultural relevance (the charitable ethos of Ramadan),
3. Entertainment value.

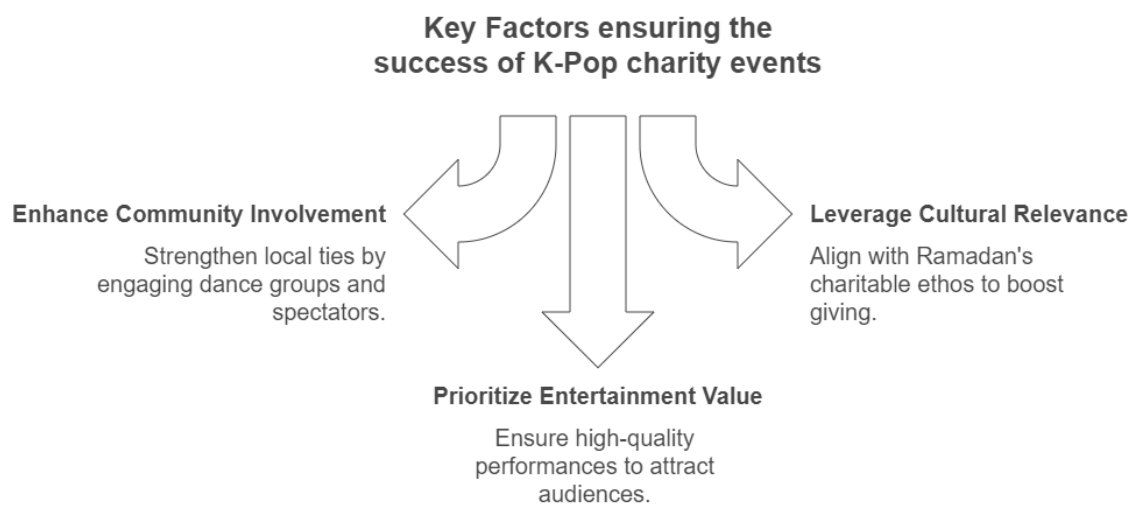


Figure 3
Key Factors Ensuring the Success of K-Pop Charity Events

By elucidating the underlying motivations and intentions driving the event, it furnishes the research with a critical lens through which to contextualize and interpret the observed phenomena. The choice of Ramadan as the setting for the SXS Ngabuburit Vol. 2 event reflects a thoughtful strategy merging cultural significance with philanthropic goals. Emphasizing the spiritual depth and communal blessings associated with Ramadan, the SXS Community Leader illustrates the event's overarching aim of nurturing social responsibility and unity among K-pop youth enthusiasts in Bandung. This phenomenon resonates with the impact of participatory cultures within K-pop fandoms, exemplified by instances like BTS ARMY's collective engagement in advocating for social causes via Twitter, which often wields greater influence on social media platforms compared to the meticulously curated public image of the idols themselves (Saraswati & Nurbaity, 2020). Moreover, scheduling the event midway through Ramadan demonstrates a nuanced understanding of audience dynamics, tapping into the heightened spirit of charity and communal bonding typical of this sacred period. As given its profound associations with the mental, spiritual, and social dimensions of life within Indonesian Muslim communities, Ramadan holds significant cultural and communal importance (Shalihin et al., 2020; Alghafli et al., 2019).

The amalgamation of a dance cover showcase with a charity initiative underscores the multi-dimensional approach of contemporary youth engagement efforts. By blending entertainment with altruism, the SXS Ngabuburit Vol. 2 event transcends traditional notions of social activism, offering a dynamic platform for both cultural expression and social change. The narrative presented by the SXS Community Leader underscores a strategic vision for community development, where cultural gatherings serve not only as entertainment but also as agents of profound social transformation, aligning with broader objectives of promoting empathy, solidarity, and civic participation among young people.

The community's background in K-pop dance covers adds a unique dimension to the event, serving as a platform to amplify the impact of charitable giving within the context of Ramadan. This integration of cultural expression with charitable action not only enhances the event's appeal but also highlights the broader influence of K-pop in shaping social and charitable endeavors.

Through the fusion of K-pop culture with the charitable ethos of Ramadan, the event transcends conventional boundaries, appealing to a diverse audience while emphasizing the universality of compassion and giving. This symbiotic relationship between cultural expression and philanthropy exemplifies the dynamic interplay between tradition and modernity, showcasing how contemporary cultural forms can be harnessed to address pressing social issues. In doing so, the event not only raises awareness about the plight of those in need but also empowers individuals to make a tangible difference in their communities, ultimately embodying the spirit of unity and compassion inherent in both K-pop fandom and the Ramadan tradition.

The involvement of 20 dance groups and 300 spectators from the local community demonstrated the strong community ties within the K-Pop scene in Bandung. Furthermore, the cultural context of Ramadan played a significant role in enhancing charitable giving, as participants were motivated by a sense of shared purpose and community solidarity.

The event's planning process involved 13 stages, which were meticulously designed to ensure smooth execution. These stages included setting clear objectives, defining the event's theme, and coordinating logistics such as venue arrangements, performance schedules, and fundraising mechanisms. The event successfully fostered social cohesion by bringing together individuals from diverse backgrounds who shared a common interest in K-Pop and charity.

Insights from the organizing leader highlight the importance of collaboration, clear communication, and community engagement in event management. The leader emphasized that strong partnerships with local businesses and organizations, as well as effective promotion through social media, were critical to the event's success. Additionally, fostering a sense of ownership among participants helped create a more engaging and inclusive atmosphere.

E. CONCLUSION

K-Pop has emerged as a potent cultural force, not only in entertainment but also in social activism and philanthropy. The "K-Pop Dance Cover Showcase & Charity Event (SxS Ngabuburit Vol. 2)" held in Bandung during Ramadan 2022 exemplifies how this cultural phenomenon can mobilize youth for charitable giving. This event brought together 20 local dance groups and 300 spectators, raising Rp. 2.6 million for charity.

The research identified several gaps in understanding the mechanisms that drive the success of such events, particularly how cultural and temporal contexts like Ramadan influence community engagement. This study fills those gaps by examining the role of community involvement, cultural relevance, and entertainment value in promoting social cohesion and charitable behavior.

The results indicate that the success of K-Pop charity events is rooted in their ability to align entertainment with social causes, drawing upon the cultural significance of Ramadan to enhance charitable giving. The event not only raised funds but also strengthened local community ties by fostering a collective sense of purpose among participants and spectators.

The insights from the organizing leader further highlight the critical role of meticulous planning and collaborative engagement. By focusing on clear objectives, cultural relevance, and leveraging the entertainment value of K-Pop, future events can optimize both attendance and charitable outcomes.

The SxS Ngabuburit Vol. 2 event demonstrates the potential of K-Pop charity events to bring communities together and promote social responsibility. The event's success was driven by its cultural relevance, community involvement, and well-executed planning. By understanding the underlying mechanisms that contribute to the success of such events, future organizers can optimize their strategies to enhance community engagement and increase the impact of their charitable efforts.

Through innovative fundraising mechanisms and tiered participant structures, the event not only celebrated talent but also cultivated inclusivity and solidarity among diverse youth demographics. However, as the research reveals, there remains a wealth of untapped potential and avenues for future exploration. Further studies could delve into the long-term socio-economic implications of youth-led charity initiatives and the evolving dynamics of cultural events in shaping community identities. By understanding the motivations and aspirations of youth participants and exploring innovative strategies for sustainability, future research endeavors can continue to harness the power of cultural events like SxS Ngabuburit Vol. 2 to drive positive social change and foster a culture of giving back to the community.

Further research is recommended to explore the long-term effects of K-Pop charity events on social cohesion and volunteerism within local communities. Additionally, investigating the influence of different cultural and religious contexts on charitable giving could provide valuable insights for organizing more effective and culturally relevant events in the future.

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