

Research Article

Received: 25/04/2024; Accepted: 04/06/2025; Published: 11/06/2025

**Worldwide cultural impact on World Cup:
Changing cultural dynamics in Indonesia**

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Abstract

World Cup 2022, just like any other World Cup parties, are changing the cultural dynamics in Indonesia. That World Cup event is not only changing cultural dynamics in football, but also in music, festival, fashion, cuisine, and lifestyle. During the World Cup event which had been held from November 20th to December 18th 2022, it can be clearly found in the mass media that every single media had discussed a lot about Qatar World Cup 2022. And everyone, including K-Pop fans were talking about the World Cup event since the opening ceremony. This research explored more about worldwide cultural impact on World Cup 2022 in changing cultural dynamics in Indonesia and how it is related to the fans' cultural conceptualizations. Qualitative content analysis method had been used to explain more about the details on cultural dynamic changing and its relation to the fans' cultural conceptualizations. Kashima's theory about the mechanism of cultural dynamics and Sharifian's theory about cultural conceptualizations used in this research. The result showed that World Cup can be such a great media for uniting people from various different cultural backgrounds to gather around and minimize their cultural differences. For more, media has played such a great role to fully support those dynamic cultural changing in Indonesia. Also, in international context, those football fans may not share the same system of cultural conceptualizations. And, Korean wave has great influence in changing cultural dynamic as well as adding more cultural information.

Keywords: cultural dynamics; cultural conceptualizations; Indonesian Football Fans; K-Pop Fans; Qatar World Cup 2022

1. Introduction

In the early of 21st century world, the term globalization has spread out all over the world as it drives to the culture change in the changing world. As the world has changed drastically in the past several years, the dynamic movement of culture is also changing (Dey, B. L., Yen, D., & Samuel, 2020). Everything in the technological era will always facing such dynamic movement which leads to the changing world. The new insights had then been appeared as stated by (Kashima, 2014) that there are four basic phenomena of cultural dynamics: importation, invention, selection, and drift. Meanwhile, the concept of cultural change in which regards cultural information as non-genetic information that is transmissible from one person to another and it is potentially affect the person's behavior, as concluded by Kashima (2014). In short, cultural dynamics can be called as an investigation of how culture thus defined is formed, maintained, as well as transformed over time.

When it comes to the phenomena of World Cup event today, it can be said that cultural dynamics do change people's behavior due to the changing in the way people think and behave (Yang, 2019). This World Cup event can gather people from myriad different backgrounds to pay more attention to the greatest competition for all football team around the world. It is widely known worldwide that football has become such phenomenon all over the world. And the fact said that football is regarded to be the most popular sport and event throughout the world as the fans are coming from all countries worldwide. Europe is generally known as a continent in which football is being played by the society from low to middle society as well as from middle to high class society. Furthermore, football is also being played by people at all ages, from children, teenagers, parents, to oldsters. From time to time, football has gotten the increasing numbers of fans. Even now, football has become the second most popular sport in the United States of America after basketball, a situation which never happened before (Rossing, N. N. & Skrubbeltrang, 2018).

The 2022 FIFA World Cup has become 22nd tournament of FIFA World Cup and it has become the first World Cup tournament to be held in the Middle East and during the winter season. This year, World Cup has been held in Qatar with 32 national football team, 50 matches, and more than two millions people are watching live from the stadium. World Cup 2022 in Qatar has been held from November 20th to December 18th 2022. The estimated cost of \$ 200 billion seems to make this World Cup 2022 has become the most expensive World Cup ever. And this is also the second World Cup where video assistant referees (VARs) have been utilised after the first utilized in Russian World Cup 2018 (Ozomina, N. & Mannin, 2020).

Actually, World Cup has always been presented the blend of cultures around the world. World Cup will always become the target for every host country to introduce their own cultures and traditions to other people throughout the world (Al Fahadi, 2020). It can also be said that it is the best chance for the host country to promote their cultures so that the whole world will know better about the country and its society through the culture (Hae-joang, 2014). The same thing also happened in Qatar where there are a wide array of festivals which had been held in order to promote their readiness as the host country as well as to promote their own cultures. Those festivals are including fans festival, culinary festival, souvenir festival, fashion festival, music and arts festival.

The celebration for the World Cup 2022 can be felt by people around the world, including people in Indonesia. Even there is a fact that said about World Cup can magically transform a new way on seeing football competition, those who are not really into football seem to be interested in watching the competition due to the resonance of this World Cup party. Some of them are started to take interest in the players, and some of them are interested in the booming atmosphere of the match.

The new phenomenon happened today in Qatar World Cup 2022 as the official theme song sung by Jeon Jungkook, the youngest member of the world's biggest South Korean group, BTS. In the opening ceremony which was held on November 20th, 2022, the live performance of Jungkook featuring Fahad Al Kubaisi has become a signifier of cultural dynamic changes in the world. As it has already known that South Korea had successfully brought new cultural wave through its Korean wave (*Hallyu*). And the appearance of Jungkook BTS as the main singer in Qatar World Cup 2022 has successfully attracted a lot of K-Pop fans to pay more attention to the grand event of this World Cup. It is found that not only ARMY (fans of BTS) that is attracted to watch Qatar World Cup 2022, but also other K-Pop group fans like NCT, Treasure, Super Junior, Astro, Monsta X, and Black Pink.

In relation to English education, culture has become one of the most important parts because it is almost impossible to teach language without teaching its culture. It is very interesting to observe this cultural dynamic and cultural conceptualizations because culture can be the basic foundation of

everything. In the World Cup event, we can see there are many people who tend to gather around without any differences in order to support their favorite team. Another reason is because they have the same mission and goal to watch the total ambience in every single football match (Wolfe, 2020). This kind of phenomenon happened worldwide and it can be used as the media to teach culture to the university students. Also, this Qatar World Cup 2022 is quite different from any other World Cup because this is the first time when the audiences can see the soft power of South Korea by having Jungkook of BTS to sing the official theme song.

The present research seeks to describe and analyze how the World Cup 2022 event has influenced and changed cultural dynamics in Indonesia. Also, the second purpose is to explore more about the relation of cultural dynamic to the fans' cultural conceptualizations. This research question aims to capture the cultural dynamic change in Indonesia as the impact of worldwide culture on World Cup 2022. This research is expected as a new reference in the field of cultural studies, both for the researchers and for the lecturers. Also, it can be used to give more insights to the lecturers in relation to their perspectives of worldwide cultural phenomena.

1.1 Cultural Dynamics

“There are two general classes of questions about cultural dynamics. The first is about *what*, that is, descriptive cultural dynamics – what cultural information exists, how prevalent it is, and how its existence and prevalence has changed and will change over time. The second class of question is about *how*, namely, the mechanisms of cultural dynamics – how a change occurs by what mechanisms” (Kashima, 2014).

Talking about cultural dynamics means that we are discussing more about four basic sources of cultural dynamics as stated by Mahoney and Rueschemeyer (2003), which include:

1. **Importation:** it is a typical of new cultural information which does not exist in the given culture, but it does exist in different cultures. Then, this cultural information is added to the former culture by transmission process from the latter culture.
2. **Invention:** it is known as new cultural information which existed in the culture of a certain group and was added to the culture without importation.
3. **Selection:** it is a kind of new cultural information which is selected in for further reproduction or selected out to be removed from certain culture.
4. **Drift:** this is a random process which produces a change of the cultural information over time.

Importation and invention are generally concerned with the addition of cultural information, whereas selection and drift can change the prevalence (or frequency of occurrence) of the cultural information upwards or downwards, and in some cases will potentially cause a loss (subtraction or removal) of the cultural information as well. For more, there are what are called as macro-level cultural dynamics and micro-level cultural dynamics which concern more on descriptive cultural dynamics. Macro-level cultural dynamics are typically concerned with a longer-term time scale, whereas the micro-level cultural dynamics are not so concerned about long-term, but can often be answered in short-term.

1.2 Macro-Level Cultural Dynamics

Inglehart and Baker (2000) stated about materialism and post-materialism as a degree of discontinuity in the direction of cultural dynamics. According to Inglehart and Baker (2000),

materialist values emphasize on hard work, money, and economic security; whereas post-materialist values may include self-expression, generalized trust, as well as environmental protection.

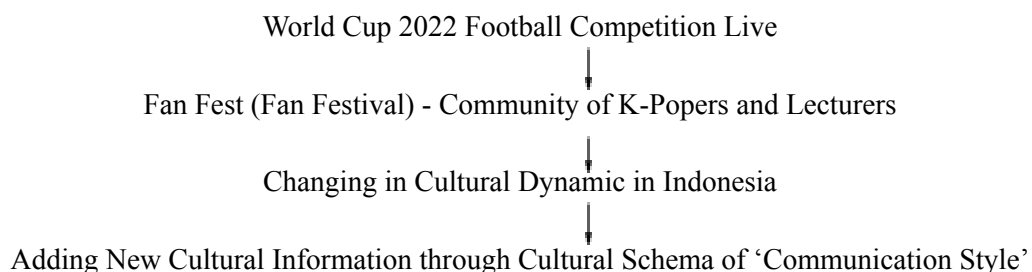
Moreover, these macro-level cultural changes differ in trajectory. One trajectory is called gradualism, which refers to a culture changing gradually over time; and the other is *punctuated equilibrium*. This equilibrium says that a culture changes in fits and starts, so that there are periods of stability over time, which are punctuated by rapid changes. Back to the past, macro-level cultural dynamics can also be analogized to Darwinian evolution which stated that a small amount of change can be accumulated one at a time and the cumulative effects amount to great change over a long period of time. And punctuated equilibrium is regarded to be a pattern of biological evolution which was then adopted by social scientists (Baumgartner and Jones, 1993; Dixon, 1997).

1.3 Micro-Level Cultural Dynamics

Micro-level cultural dynamics are often discussed in terms of contributions to *cultural change* (Kashima, 2008). In short, it can be concluded that if information consistent with prevalent or new cultural information is added to the culture of a group, it will maintain the culture. In contrast, if information inconsistent with the prevalent or new cultural information that has not existed in a culture, it can change the culture. Considered this way, many research questions about micro-level cultural dynamics would be concerned with the mechanisms, including about cultural importation, invention, selection, and drift. This can be explanations about why and how cultures can remain stable or change over time.

A cultural learner is more likely to imitate a person who is more successful and more prestigious (Henrich and Gil-White, 2001). Also, there is a tendency for a cultural learner to acquire new cultural information from a similar other, especially in his or her group. So, in other words, a cultural learner tends to acquire and use information when it is used by a majority of people in the group (Kashima, 2014). For example, a cultural learner tries out a certain way of making a blade and he or she finds it beneficial for protecting themselves, then he or she is likely to adopt it and use it as it changes the given culture.

In short, there is a analytical thinking framework to ensure the readers' understanding:



1.4 Cultural Conceptualizations

The term cultural conceptualizations first mentioned by Sharifian (2017) in which explains about the concept of culture that everyone has and there are numerous systems of cultural

conceptualizations since different people may have different perspectives on cultural conceptualizations. Those systems of cultural conceptualizations can give practice in adopting effective communicative strategies when it comes to communicating with people from different cultural backgrounds. Sharifian also stated that those ‘more proficient speakers’ are those who have been exposed to and show familiarity with, various systems of cultural conceptualizations, and effectively articulating their cultural conceptualizations.

Furthermore, Sharifian (2017) also maintained that World Englishes should be explored and differentiated in terms of not just their phonological and syntactic dimensions, but also in terms of cultural conceptualizations which underlie their pragmatic and semantic levels. Still, based on the Sharifian statement, there is a fact stated more than eighty percent of communication in English is now taking place by non-native English speakers. Those non-native speakers usually do not explore more about the phonological or morphological or even syntactic aspects of different varieties of English they use, but these speakers may just focus on negotiating cultural meanings of English.

1.5 Previous Studies

Yoshihisa Kashima had once studied ‘*How can you capture cultural dynamics?*’ with the main focus on culture, cultural change, as well as the phenomena of cultural dynamics. He stated about the big influence of the globalization era to the cultural change and dynamic movement of culture in changing the world. For more, he observed more about the social science related to the culture in the 19th century and in the early 20th century as the industrialization era by using comparative historical analysis. He then used comparative historical analysis to postulate and substantiate the theories of cultural change. The purpose of his study is to take stock of the comparative methods that have recently emerged. In this study, Kashima had found that there is principled examination of cultural dynamics along with the phenomena happening in the society in relation to the cultural dynamics.

The similarity with this research is that Kashima was also looking for the phenomena of cultural dynamics happened in the social context. Meanwhile, the difference is that Kashima uses comparative historical analysis which will observe the phenomena in several periods of time, while in this research, the researcher uses receptive approach along with synchronic method to look at the phenomena which happened at certain period of time. For more, this research not only see the cultural dynamic changing phenomena during the World Cup event, but also explore more about the changing perceptions of lecturers about this phenomenon in relation to their cultural conceptualizations.

There are also researches conducted by De Waele & Adam (2022) entitled “The Glocalization of World Cup” which explore about how football events gain transnational significance across different types of community and Al Thani (2022) entitled “Channeling Soft Power: The Qatar World Cup 2022, Migrant Workers, and International Image” which explore about how Qatar has dealt with human rights scrutiny to protect its international image. Based on those three previous studies, there’s still no research focused on how World Cup event changes cultural dynamic and how it is related to the fans’ cultural conceptualizations.

2. Methods

Qualitative content analysis method used as the research design since there is new cultural information in a wide variety of forms (including from the television, mass media, radio, fan festival, as well as fans in some public places). This cultural information will then be used as a stimulus in the design. One person receives it, then transmits it from memory to a second person, who in turn transmits it to a third person, and so on (Kashima, 2014). Kashima also stated about cultural

information that is consistent and inconsistent with gender stereotypes. He showed that, although people reproduced gender stereotypes as the inconsistent information in the first and second generations of reproduction, stereotype consistent information was more likely to be passed on in communication chains.

This qualitative method is quite suitable with the visibility purpose, cultural change, as well as social determination as stated by Gamson (2000: 348). Thus, qualitative method will be really suitable to be used as a method to observe about cultural change and cultural dynamics of the Indonesian football fans in relation to the worldwide cultural impact on World Cup 2022. More specifically, this research used receptive approach along with synchronic method. It means that the writer will only observe about the phenomena which happened in certain period of time (Uwe, 2014).

The data collected from the media (including television, radio, social media, conversations in the fans festivals (fan-fest), as well as conversations of the Indonesian football fans in some public places). The population of this research is focused on the lecturers who teach cultural studies in two state universities in Surabaya and they are also K-Poppers. These lecturers were being chosen because it is in line with the main purpose of this research to capture cultural dynamic changing in Indonesia in relation to Indonesian football fans. So, the target respondents are 4 lecturers who know exactly about this cultural dynamic phenomenon related to cultural studies.

3. Results and Discussions

3.1. The Worldwide Cultural Impact on Qatar World Cup 2022 in Changing Cultural Dynamics in Indonesia

Indonesian football fans here include those football fans and those K-Pop fans. Football fans are those who are really interested in football, not just because this grand event of World Cup 2022. And K-Pop fans are those who are interested in watching football match because of the involvement of K-Pop idol as the main singer in singing the official theme song.

As already stated above, cultural dynamics will always exist in every society in the whole world. Cultural dynamics can be said to be strictly similar to the social dynamics which always influencing the whole community and society in the world. In any aspects, culture can give the power to the individual to be able to communicate with the whole world as well as to create such conditions for new adaptation (Duggan, 2014). The more someone is incused by those multicultural backgrounds and environment, the more they can easily adapt with new cultures.

That's considered to be the normal condition in our society these days. Moreover, what's happening in the society now during the World Cup event in Qatar; can be quite contrast. In case of World Cup event from time to time, World Cup can be said to be categorized as macro-level cultural dynamics because the society was changed gradually over time everytime the World Cup happened (Kashima, 2014). In the case in Indonesia, it might be a little bit hard to be able to unite people from various different background including different race, different ethnicity, and different religion when it comes to the normal situation. But surprisingly, during every World Cup event especially in the World Cup 2022 celebration, those people can easily gather around by the name of one goal: watching football match.

For the example, it can be easily seen from the television that during the World Cup event, those who are not interested in football before, tend to be more likely to give comments about this spectacular football party. As Bowlby & Ainsworth (2004) stated about the audience can see it clearly in some television programs like in the entertainment news program or in the news program where the reporters or the presenters tend to talk and discuss more about football, about the players, about the

family of the players, about the lifestyle of the football players, as well as about the opening and closing ceremony. Some football players who strictly go into the spotlight and had become hot topic in the entertainment news are including the superstar Cristiano Ronaldo, Lionel Messi, Harry Kane, Antoine Griezmann, Neymar, Luis Suarez, and Gerard Pique. In short, everything related to football arena seems to be a lot more interesting than before.

Based on the opinion from Mahoney and Rueschemeyer (2003), the World Cup event tends to be in the stage of 'importation'. Importation means about new cultural information which is existed in the culture of certain group and being added to the culture without importation. It means that the World Cup event does change the culture of the Indonesian football fans without causing a loss (whether it is subtraction or removal) of the cultural information from the given culture. For instance, it is found from the respondents that there are some K-Pop lovers (or usually called as K-Popers) who tend to watch the opening ceremony of World Cup 2022 just because they want to see their favorite idol, Jungkook BTS sang the official theme song live. There is a new phenomenon in which those K-Popers have also interested in football due to the performance of their idol in World Cup opening ceremony. From this case, it is categorized as importation stage in cultural dynamics because this cultural information (K-Pop idol performed in World Cup) is added to the former culture (Indonesian K-Popers) by transmission process from the latter culture (Indonesian football fans).

Live reports from Qatar had also become the most favorite reports for most of those Indonesian football fans. Those fans seem to be thirst for any information related to the World Cup event in Qatar. And suddenly, Qatar had become the center of attention. A lot of Indonesian football fans look for every single thing related to Qatar, such as the country itself, the culinary aspect, about its culture, some holiday spots in Qatar, ancient buildings in Qatar, the traditions in Qatar, also the habits of the Qatar people when it comes to watch football. And of course, those fans are hunting for souvenirs from the World Cup 2022. Those who are having a lot of money even decided to leave Indonesia and go to Qatar to watch World Cup live, as well as buying some official World Cup 2022 souvenirs and accessories (Pietro & Luo, 2017).

In entertainment news program by NET in November 30th 2022, there was a fanatic fan from Indonesia who decided to come to Qatar just to watch her favorite team, England to fight a duel. Beside that, she, along with her boyfriend, tends to buy the official souvenir from Chanel brand which was released the exclusive bag collection with World Cup theme. Football has changed her lifestyle to become more consumptive as long as she can get what she wants and what other people are seldom having it.

In case of four basic sources on cultural dynamics, it can be clearly said that her choice to change her lifestyle can be referred to 'selection' stage as it is kind of new cultural information which is selected in for further reproduction or selected out to be removed from certain culture (Kagan, 1990). She chooses to change her lifestyle by leaving out her old style to change it with the new style which is still related to the World Cup theme. In other words, it means that she chooses to select one style in, while select the other style out at the same time. In short, her choice can be really affected by her enthusiasm as Indonesian football fans.

Also, based on what Inglehart and Baker (2000) stated before that materialists value something like hard work as well as money to make everything is possible for the fans to do whatever they want to achieve their dream or goal. This fanatic fan really thought that it doesn't really matter to spent such big amount of money when it comes to fulfill her dream and happiness related to football. Also, there is the fact that there are some K-Pop communities whose buying South Korean jerseys just because they see that Jungkook of BTS wore it after the opening ceremony. Still, based on Mahoney

and Rueschemeyer (2003) explained about sources of cultural dynamics, what those K-Pop communities done is considered to be included in 'drift' since it produces a change of the cultural information. Before the opening ceremony of Qatar World Cup 2022, football jerseys are bought by those football fans, but after the opening ceremony, those jerseys looked like interesting for those K-Pop communities in order to show their identity of being K-Pop fans who were supporting their idol. For more, these K-Pop communities are also known as very supportive fans and it is proved that South Korean jerseys sold out only an hour after Jungkook of BTS wore that jersey when he was coming back to Seoul from Qatar (accessed on November 21st 2022 from Coppa Magazine).

And now let's talk about the celebration of the World Cup 2022 in three biggest social media: Facebook, Twitter, and Instagram. For about a month before the World Cup event, the enthusiasm on welcoming the biggest football event looks pretty big. In Facebook, there were myriad status and comments which discussing about the future Qatar World Cup 2022. All of those comments and status had positive impact on welcoming the World Cup. In Instagram, the researcher found that there were so many footballers' official accounts who updating about their preparation with their team to go to the World Cup event. Each team will come to Qatar with only one goal: go straight to the final and win the precious golden trophy. It can be seen from the official account of England football team in Instagram that they are posting status about "Football is coming home" or it means that England is really optimist to be able to win the golden trophy on this Qatar World Cup 2022 in order to bring the trophy back home.

In Twitter, the discussion about Qatar World Cup 2022 series is no less crowded than in other social media like Facebook and Instagram. The writer found and followed so many official accounts from international footballers such as Cristiano Ronaldo, Harry Kane, Iker Casillas, Lionel Messi, Gerard Pique, Sergio Ramos, Antoine Griezmann, Kyllian Mbappe, Hugo Lloris, John Stones, Manuel Neuer, Jesse Lingard, and many more. Each of those international footballers often tweet something related to their enthusiasm in having a chance to participate in an event as massive as the World Cup series. One of France football players, Antoine Griezmann also tweet on May 18th 2022 in his official account @antogriezmann: "*Un immense honneur de représenter notre pays en Qatar #FiersdetreBleus*" along with the picture La Liste. It means that he was announced about the official France football team who will be participated in the Qatar World Cup 2022 series. And he also tweet on November 11th 2022 about "*Encore une victoire*", which means that he had already had such depiction about the success of his team to win the golden trophy on World Cup 2022.

When it comes to discuss about the statement from Kashima (2014) about micro-level cultural dynamics which can affect to the cultural change, this kind of cultural dynamics are not so concerned about long-term, but can often be answered in short-term. Kashima (2014) said that if the information or culture in the given culture inconsistent with the new cultural information which has not existed in the former culture, it can change the culture.

During the World Cup event, it can be seen that there are a group of people everywhere tend to gather around and standing shoulder to shoulder because they have similar goal. Eventhough those people have different perspective on supporting certain football team, they still can stand to each other in which it is categorized as the 'invention' source of cultural dynamics. The researcher had observed about what those Indonesian football fans doing while they are watching World Cup 2022 together in the fan festival. The observation had been done three times during the celebration of the World Cup 2022.

First of all, the researcher did the observation in the fan festival in front of Trans Studio Mini Rungkut Surabaya while there were the big match between England and Wales. During the

observation, the researcher found out that there are a lot of football fans who are coming from several regions such as from Pasuruan, Kediri, Malang, Sidoarjo, Gresik, and Surabaya. They tend to gather around because they have the same hobby: watching football and supporting their own favorite team. There are some people who are coming with their family (wife and children), those who are coming with their friends, who who are coming with girlfriend or fiancée, and those who are coming alone. It seems like they blend together in one group.

Based on what's been said by Inglehart and Baker (2000), it can be clearly stated that these fans are considered to develop a degree of discontinuity in the direction of cultural dynamics which later called "post-materialism". Post-materialists value something like self-expression to strengthen their adoration of football. Those fans agreed that watching football match along with some colleagues or families or friends are regarded to be something good to express themselves as loyal fans. By doing that, they consider themselves as loyal fans as well as to be seen as great fans to certain team.

The second observation had done during the big match between Spain and Germany This observation had been held in Luminor Hotel Jemursari Surabaya. This time, the event of watching football match together was quite exclusive because those who are gathering around come from the upper middle class. From the observation, the researcher found the fact that there are several reasons which are stated by the fans. Some fans said that they want to see the World Cup match together because they want something different. When they decided watching together in a hotel, they enable to watch their favorite team while enjoying some drinks and good food served by the hotel staffs. Some other people stated that their main reason to watch World Cup in a hotel is because they want to be able to communicate well with other Indonesian football fans. They want to feel the atmosphere like they are watching live in the stadium. And some of them are decided to watch together because they are fanatic football fans who tend to hunt some good locations to quench their desire in football.

Moreover, there are also some fans who were gathering in the hotel tend to be K-Pop fans and also lecturers. They decide to watch football match there because the hotel gave the facility of 'combo watching'. This 'combo watching' allowed the fans to watch football and listen to K-Pop songs. Of course, this kind of 'combo watching' is really interesting for them and become their motivation to watch football match together with other K-Pop fans, especially watching all South Korean matches.

According to Henrich & Gil-White (2001), it is stated there is a tendency for a cultural learner to acquire new cultural information from a similar other, especially in his or her group. Based on the result of the research above, it is very clear that someone tends to imitate other person's attitude or habit which looks more successful. Some fans looked at the lively atmosphere of watching football live with other fans, thus they want to feel that kind of atmosphere to imitate the track of what other fans did before.

3.2. The Relation of Cultural Dynamic Changed to the Fans' Cultural Conceptualizations

In international contexts, of course those international football fans who tend to gather around to watch numerous World Cup matches may not share the same system of cultural conceptualizations since they come from myriad different cultural backgrounds. This system of cultural conceptualization will be different even though those international fans use English to communicate to each other during the event. According to what Sharifian (2017) stated that there are a wide variety of cultural schemas of cultural conceptualizations which can be included in certain event. In case of this World Cup 2022, there is one cultural schema namely communication style. This communication style was chosen because the second purpose of this research is to observe more about cultural conceptualizations that

the football fans have related to their communication to other fans whether it is in the form of online communication (through social media) or offline communication (in the fan-fest).

During the third observation, it is found an interesting fact that the community of K-Popers and lecturers was also discussing the phenomenon of the World Cup and its relation to culture around the world. This discussion has then led to the same goal of bringing this cultural phenomenon into the class when they teach cultural studies. The discussion gave new cultural information and new perspectives that the phenomenon of world culture during Qatar World Cup 2022 can be an idea to put these cultural conceptualizations as an important part of teaching cultural studies subject. Both in online and offline communication with other fans, it is found that even though they all use the same language, they are still having different cultural conceptualizations of communication style.

For instance, when Indonesians meet other Indonesian football fans, they tend to gather around and they even make new friends since their first meeting because the way most Indonesian people communicate to each other often uses direct communication. But there is still a difference in the way they keep their communication lasting. Women tend to be able to keep their communication longer by communicating more intimately than men. Women seem to have more ways in communicating with other fans by not just talking about football, but talking about several other things like idols, families, and talking about educational perspectives.

As it has been mentioned before that the population of this research consists of 4 lecturers who are also K-Popers. The discussion of these lecturers had been observed and from the discussion, it is found three facts related to their changing perspectives on cultural conceptualizations. First, they have new ideas in bringing new cultural concepts to teach cultural studies subject. This World Cup phenomenon can be one of the best examples of teaching these new cultural concepts to the university students. Secondly, there are new perspectives learned from this Qatar World Cup 2022 cultural phenomenon. One new perspective is about the big impact of Korean wave in changing cultural dynamics in Indonesia through World Cup event. And the last, it is found that cultural studies can actually be taught through any world culture events. By doing this, the students will be able to know and understand well about culture around them and how it affects people including how people behave, how people communicate, how people express their thoughts and feelings, how people influence other people, and etc.

At last, it can be inferred from the Indonesian football fans as non-native English speakers, they are just like many other non-native English speakers are likely to rely on the first language systems of the Indonesian cultural conceptualizations when they interact with other fans from different cultural backgrounds. Instead of exploring their ability of mastering syntactic and phonological dimensions of language varieties, these speakers may just focus on negotiating cultural meanings of language they use. In other words, even though these speakers use the same language to communicate with each other, but they still always have different cultural conceptualizations due to the differences in cultural understanding.

In the future, research like focusing on students' cultural conceptualizations in teaching EFL students can be a great idea to develop the teaching and learning activities in the class. Knowing and understanding students' cultural backgrounds and their conceptualizations can help them to learn EFL effectively.

5. Conclusions

This is actually really interesting to see how cultural dynamics can change drastically in just a few moments to celebrate such worldwide event. According to Mahoney and Rueschemeyer in their

theory about cultural dynamics, it can be clearly stated that those four basic sources of cultural dynamics truly happen in Indonesia during 2022 World Cup.

In the first stage called 'importation', the culture which does not exist before, can really exist in different culture. In the second stage called 'invention', where that kind of culture being added to new culture without importation. In the third stage called 'selection', the new culture is selected in or selected out. It means that if that new culture can be received well by the society, it would be selected in for the reproduction process. On the other hand, if it is not received by the society, it would be selected out so that it will be removed from certain culture. And the last is about the fourth stage called 'drift'. Once the new culture has received well, the society will do such random process to make sure that the new culture can adapt well into the society's standard of life, values, and norms.

Related to Korean wave, K-Pop community that was involved as the respondents of this research, tends to be interested in watching football match in the World Cup because of two reasons: the presence of Jungkook of BTS as the official theme song singer, and their support for South Korean team. This support has become wider worldwide including K-Pop fans in Indonesia ever since South Korea team had managed to break through to the round of 16.

From the observation did during Qatar World Cup 2022, it can be concluded that there are two facts found. The World Cup event does not only give cultural dynamic changing through some aspects of 'importation', 'invention', 'selection', and 'drift'; but it also gives the impact into adding new cultural information through cultural schema of 'communication style'. Through cultural dynamic process and the changing of cultural conceptualizations, cultural studies' lecturers will be able to bring new ideas about world culture learned from the World Cup event to the class and the students will be able to know and understand well about culture around them and how it affects people.

The limitation of this research is only focused on observing how Qatar World Cup 2022 event changes cultural dynamic and how it is related to the fans' cultural conceptualizations in Indonesia. It portrays cultural dynamic changing affected by the World Cup event as well as about how the World Cup event influences the lecturers' cultural conceptualizations through cultural schema of communication style. However, this research has not been reached the implementation of applying these new cultural concepts and information to the class.

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