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IMPLICATION OF Q-POP PHENOMENON IN KAZAKHSTAN: AN EXPLORATION OF STRENGTHS AND OPPORTUNITIES

This article explores the transformative impact of Q-pop, a prominent cultural phenomenon in contemporary Kazakhstani popular music, on Kazakhstan's culture and music industry. The study traces Q-pop's development to the boy band named Ninety One. It examines its impact on Central Asian regions and their pop culture and entering the Russian market. The research uses SWOT analysis to explore factors behind Q-pop's rise, its connection with youth, and national identity. The study envisions opportunities for local musicians, international recognition, and continued growth. Additionally, Q-pop's influence has extended to neighboring regions, as seen with the emergence of KG-pop/Z-pop in Kyrgyzstan and boy bands with all Kazakh members in Russia. This research aims to understand this transformative phenomenon's effects on Kazakhstan's identity and music industry, guiding strategic plans for its expansion. The research methodology utilizes SWOT analysis, exploring Q-pop's impact on culture and music through internal strengths and weaknesses and external opportunities and threats. This approach offers insights into Q-pop's position, potential, challenges, and growth strategies, informing decision-making. Q-pop's strengths include diverse audience reach, cultural authenticity, and emotional connection due to cultural proximity. Weaknesses involve intellectual property protection, limited infrastructure, and competition scarcity. Opportunities encompass promoting Kazakh culture globally, penetrating non-USSR markets, and emulating K-pop strategies. Threats include emerging Central Asian genres, Russian dominance, geopolitical tensions, and political instability. Q-pop's SWOT analysis reveals its potential and challenges. Stakeholders must capitalize on strengths and opportunities while addressing weaknesses and threats. Learning from K-pop, Kazakhstan can promote Q-pop as a soft power, strengthening its global influence. By leveraging Q-pop's strengths and opportunities and mitigating weaknesses and threats, Kazakhstan can position Q-pop as a successful cultural export. The article concludes with recommendations for stakeholders, emphasizing support for Q-pop's growth as a soft power strategy to elevate Kazakhstan's global reputation, cultural influence, and economic prospects.

Key words: Q-pop, Kazakhstan, SWOT analysis, music industry, soft power, Kazakh popular music.

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Қазақстанда Q-POP феноменінің қолданылуы: оның күшті тұсы мен мүмкіндігі туралы зерттеу

Бұл мақалада заманауи танымал қазақ музыкасындағы Q-POP бағытының мәдениет пен музыка индустриясына әсері туралы зерттеу жазылған. Зерттеу Q-POP-тың дамуын оның негізін қалаған Ninety One тобы құрылған сәттен бастап бақылайды. Одан бөлек Q-POP-тың Орталық Азия өңірлері мен олардың поп-мәдениетіне әсері, сондай-ақ Ресей нарығына шығуы қарастырылады. Зерттеуде Q-POP-тың өркендеу факторларын, оның жастар мәдениеті және ұлттық бірегейлікпен байланысын анықтауға SWOT-талдауы қолданылды. Зерттеу жергілікті музыканттарға халықаралық деңгейде танылуға және одан әрі өсуге мүмкіндік береді. Q-POP-тың әсері көршілес елдерге де тарайды, оған Қырғызстанда KG-POP/Z-POP пен Ресейде бойз-бэндтердің (топ мүшелері - қазақтар) құрылуы дәлел. Зерттеу аталған мәдениеттің Қазақстандағы ұлттық бірегейлік пен музыка индустриясына әсерін түсінуге және оны кеңейту бойынша стратегиялық жоспарын анықтауға жауап іздейді. Зерттеу әдістемесіне Q-POP-тың мәдениет пен музыкаға әсері бойынша ішкі күш пен әлсіз жақтары, сыртқы мүмкіндіктері мен қаупін анықтауға SWOT-талдауын пайдаланады. Бұл тәсіл Q-POP-тың қазіргі жағдайы, әлеуеті, қиындықтары мен өсу стратегиялары туралы әрі олардың шешімін табуға ақпарат береді. Q-POP-тың мықты тұсына әртүрлі аудиторияға қол жеткізе алу, мәдени шынайылық пен жанкүйерлердің мәдени жақындығы бойынша эмоционалды байланыс жатады. Ал интеллектуал меншіктің қорғалуы, шектеулі инфрақұрылым мен бәсекелестіктің болмауы оны әлсіз етеді. Q-POP-та қазақ мәдениетін

бүкіл әлемге таныту, бұрынғы КСРО-дан тыс нарықтарға шығу және К-поп стратегияларынан үлгі алу мүмкіндігі бар. Орталық Азиядағы жаңа жанрлардың пайда болуы, Ресейдің үстемдігі, геосаяси және саяси тұрақсыздық мәдениетке қауіп төндіреді. SWOT-талдауы Q-поп-тың әлеуеті мен мәселелерін анықтайды. Мәдениетке мүдделі тараптар оның әлсіз және қауіп-қатерін жойып, мықты тұстары мен мүмкіндіктерін пайдалана алады. Оңтүстік Кореяның танымал К-поп музыкасын мысалға ала отырып, Қазақстан өзінің жаһандық ықпалын күшейтуге Q-поп-ты жұмсақ күш ретінде дамыта алады. Q-поп-тың мықты тұстары мен мүмкіндігін пайдаланып, әлсіз жақтары мен қауіп-қатерлерін азайту арқылы Қазақстанда Q-поп-ты табысты мәдени экспорт ретінде танытуға мүмкіндік бар. Мақала соңында Қазақстанның жаһандық беделін, мәдени ықпалы мен экономикалық келешегін арттыруға жұмсақ күш стратегиясы ретінде Q-поп-тың өсуіне қолдау көрсете алатын мүдделі тараптарға ұсыныстар айтылған.

Түйін сөздер: Q-поп, Қазақстан, SWOT-талдауы, музыка индустриясы, жұмсақ күш, қазақша танымал ән.

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Применение феномена Q-поп в Казахстане: исследование сильных сторон и возможностей

В данной статье исследуется преобразующее влияние Q-поп, выдающегося культурного явления в современной казахстанской популярной музыке, на культуру и музыкальную индустрию Казахстана. В исследовании прослеживается развитие Q-поп с основания бойз-бенда Ninety One. Рассматривается влияние Q-поп на регионы Центральной Азии и их поп-культуру, а также выход на российский рынок. В исследовании используется SWOT-анализ для изучения факторов, стоящих за подъемом Q-поп, его связи с молодежной культурой и национальной идентичностью. Исследование предусматривает возможности для местных музыкантов, международное признание и дальнейший рост. Кроме того, влияние Q-поп распространилось на соседние регионы, о чем свидетельствует появление KG-поп/Z-поп в Кыргызстане и бойз-бэндов в России, где все участники являются казахстанцами. Данное исследование направлено на то, чтобы понять влияние этого преобразующего явления на национальную идентичность в Казахстане и музыкальную индустрию, а также определить стратегические планы по его расширению. Методология исследования использует SWOT-анализ, изучая влияние Q-поп на культуру и музыку через внутренние сильные и слабые стороны, а также внешние возможности и угрозы. Этот подход дает представление о текущем положении, потенциале, проблемах и стратегиях роста Q-поп-а, что дает актуальную информацию для принятия решений. Сильные стороны Q-поп-а включают разнообразный охват аудитории, культурную аутентичность и эмоциональную связь с фанатами и из-за культурной близости. Слабые стороны включают защиту интеллектуальной собственности, ограниченную инфраструктуру и дефицит конкуренции. Возможности включают продвижение казахстанской культуры по всему миру, проникновение на рынки за пределами бывшего СССР и подражание стратегиям К-поп. Угрозы включают новые жанры в Центральной Азии, доминирование России на рынке, геополитическую и политическую нестабильность. SWOT-анализ Q-поп раскрывает его потенциал и проблемы. Заинтересованные стороны смогут использовать сильные стороны и возможности, одновременно устраняя слабые стороны и угрозы. На примере Корейской популярной музыки К-поп, Казахстан так же может продвигать Q-поп как мягкую силу, укрепляя свое глобальное влияние. Используя сильные стороны и возможности Q-поп и смягчая слабые стороны и угрозы, Казахстан сможет позиционировать Q-поп как успешный культурный экспорт. Статья завершается рекомендациями для заинтересованных сторон, в которых подчеркивается поддержка роста Q-поп как стратегии мягкой силы для повышения мировой репутации, культурного влияния и экономических перспектив Казахстана.

Ключевые слова: Q-поп, Казахстан, SWOT-анализ, музыкальная индустрия, мягкая сила, казахстанская популярная музыка.

Introduction

This article explores the Q-pop phenomenon, an important aspect of modern Kazakhstani popular culture. Q-pop is an example of a creative fusion of Kazakhstani cultural aspects with the

framework and inspiration gained from the Korean entertainment industry, skillfully localized to reflect the nation's unique identity. The "Q" in Q-pop stands for "Qazaqstan," which denotes the Kazakh language's official transcription into the new Latin alphabet.

This study seeks to shed light on the transformative effects of this cultural movement on Kazakhstan's cultural landscape and music industry by examining the development of Q-pop, specifically by tracing its origins to the formation of the musical group Ninety One under the direction of Yerbolat Bedelkhan and JUZ Entertainment. It also looks at the subsequent effects of Q-pop on the neighboring regions, such as the creation of KG-pop and/or Z-pop in Kyrgyzstan and the introduction of boy bands with all of their members being either ethnic Kazakhs or natives of Kazakhstan into the Russian market.

This research utilizes SWOT analysis to examine the factors that have contributed to Q-pop's rise to fame, focusing on how it has connected with the country's youth and attracted attention on a global level. This study also examines opportunities for local musicians and the music business, as well as the possibility of Q-pop's continued development and recognition internationally.

This research aims to provide a thorough understanding of the changing musical scene in Kazakhstan and the ramifications of this cultural movement on the country's identity and artistic expression through an academic exploration of Q-pop's social relevance and wide-ranging influence. The results of this study add to our understanding of how popular culture, music, and national identity interact in contemporary Kazakhstan by illuminating the broader effects of cultural globalization and local musical exchanges.

Justification of the choice of articles and goals and objectives

Q-pop, the emerging music genre in Kazakhstan, showcases a fascinating example of glocalization, where the global influence of K-pop intersects with local culture to create a unique and distinctive musical expression. As a product of this glocalization process, Q-pop blends various elements of K-pop's global appeal with Kazakhstan's cultural identity, resonating with Kazakh audiences while maintaining its own authenticity. This glocalization of K-pop in Kazakhstan represents a transformative and enriching musical exchange, demonstrating how music can transcend geographical boundaries and foster cross-cultural connections.

This research thoroughly examines the Q-pop phenomenon's effects on Kazakhstan's cultural environment and music industry, shedding light on its consequences for the country's cultural identity

and artistic expression. The study also looks for options that could assist in developing and recognizing Q-pop on a global scale while recognizing the difficulties presented by rival Central Asian genres and intricate geopolitical factors. These research goals are significant for a variety of stakeholders, such as government agencies, the music industry, and cultural institutions, because they can use the findings from the study to create strategic plans and promote the expansion of Q-pop as a successful soft power tactic.

Understanding how SWOT analysis was conducted in K-pop is essential before performing one in Q-pop for several reasons. Firstly, K-pop's global success and market insight have been well-documented through SWOT analysis. Knowing the strengths that propelled K-pop to international stardom can provide valuable insights into Q-pop's growth trajectory and strategies to build on those strengths. Secondly, SWOT analysis allows researchers and industry stakeholders to identify the challenges faced by K-pop during its growth. Recognizing the weaknesses and threats that K-pop encountered can help the Q-pop industry anticipate and address similar challenges proactively. Thirdly, K-pop's expansion into global markets has been driven by seizing opportunities presented by digital media and social platforms. Understanding the opportunities that K-pop harnesses in SWOT analysis can guide Q-pop in capitalizing on emerging trends and platforms. Fourthly, analyzing how SWOT analysis was conducted in K-pop enables Kazakhstan's policymakers and music industry professionals to craft tailored strategies for Q-pop's promotion and growth. These strategies can be aligned with Kazakh audiences' unique cultural preferences and tastes. Lastly, SWOT analysis provides a comprehensive understanding of the competitive landscape and potential pitfalls. By utilizing SWOT analysis insights, Q-pop can develop sustainable growth strategies, ensuring its long-term success in the dynamic music industry.

Research methodology

In this research, a Q-pop SWOT analysis is carried out through an exploratory and explanatory case-study approach, thoroughly investigating the present state, development, and potential for future growth in the Kazakhstani music industry. Using both quantitative and qualitative research methods, such as in-depth interviews with experts in the field and online surveys, allows for a thorough analysis for more in-depth analysis of the Q-pop phenomena in Kazakhstan.

From August to October 2022, an online survey was carried out. In order to ensure accessibility and inclusivity, the questionnaire was created in both Kazakh and Russian in Google Forms. In order to conduct analysis and provide reports, the collected survey results were then translated into English. As the main method of survey distribution, social media platforms were utilized to increase participant involvement and reach. A snowball sampling approach was also used, where participants were urged to share the survey link with others in their circle in order to increase the poll's reach and diversity of responses.

Moreover, in August 2022, the researcher interviewed various artists and producers in Almaty, Kazakhstan. The interviews were conducted by the researcher using open-ended questions. The taped interviews were transcribed and evaluated afterward. The interviews were performed in Russian and Kazakh, and the analysis used English translations. Purposive sampling narrowed the pool of interview candidates to those who could offer insightful and varied viewpoints on the study subject. Interviewees had to be professionals with knowledge of the Kazakh music industry. The choice of the participants was based on their qualifications, prior experience in the Q-pop sector, and affiliations with Ninety One and JUZ Entertainment.

Based on the quantitative and qualitative data results and utilizing a SWOT matrix, this research collects descriptive and interpretive data to shed light on internal strengths and weaknesses, along with external opportunities and threats, which influence the strategic direction of Q-pop. SWOT analysis is a strategic planning tool widely recognized for its effectiveness in assessing the internal strengths, weaknesses, external opportunities, and threats of an organization, project, or cultural phenomenon like Q-pop. To explain further, Strengths are internal factors that provide a competitive advantage to the business. At the same time, Weaknesses are internal factors that may hinder its success. Opportunities are external factors that can be leveraged to the advantage of the business, and Threats are external factors that can pose a challenge to its success. By utilizing this approach, the research aims to comprehensively understand Q-pop's current position, identify areas for improvement and growth, and discern potential challenges and opportunities for the industry.

Literature review

According to Benzaghta et al., the SWOT analysis has undergone various changes since its initial

application. First, the SWOT analysis method was created at Harvard Business School in the early 1950s to evaluate case studies by Harvard professors C Roland Christensen and George Albert Smith Jr. According to their research (Balamuralikrishna & Dugger, 1995; Chang & Chow, 1999; Chermack & Kasshanna, 2007), organizational methods were compared to their surroundings. Others have hypothesized that Albert Humphrey at Stanford Research Institute developed SWOT in the 1960s while studying Fortune 500 corporations to create a new system of change management and control (Madsen, 2016).

Previous research on the Q-pop and Kazakhstani music industry is currently limited, which the research topic's novelty can explain. The existing research is limited to a handful of Ph.D. dissertations and M.A. theses in the last few years. These researchers mainly discussed Q-pop within the framework of either national identity (Danabayev, 2021; Otan, 2019), Kazakh language learning (Serikbayeva, 2018), and gender expressions (Oryn, 2018). This research, however, is trying to view Q-pop as an independent cultural phenomenon in Kazakhstan.

Understanding the SWOT analysis conducted on K-pop is vital in guiding the growth and development of Q-pop as it navigates its journey of globalization, leveraging the global appeal of K-pop while preserving Kazakhstan's cultural identity. The global phenomenon of Hallyu and its cultural influence has been the subject of extensive research to comprehend its remarkable success and impact on the entertainment market worldwide. The research includes and is not limited to preserving the Korean film market in Asia (Kim, 2005), the marketing strategy of the music industry focusing on K-pop (Lee & Lee, 2012), a serM-SWOT Matrix Analysis of the Korean Wave (Zhu, 2018), as well as a comparative analysis of C-pop and K-pop to develop a plan of China's pop music (Zhou & Jeong, 2023). These articles underscore the significance of SWOT analysis in comprehending the success and competitiveness of K-pop and Hallyu in the Korean cultural industry. The practical application of SWOT analysis enables researchers to gain valuable insights into these industries' internal dynamics, strengths, and weaknesses, leading to the formulation of effective strategies to maintain and enhance their global impact. Importantly, SWOT analysis plays an instrumental role in identifying core factors driving Hallyu's success and guiding the development of strategies to preserve its overseas market presence.

The insights gained from K-pop's SWOT analysis can inform Q-pop's strategies for success, al-

lowing the genre to thrive in the dynamic and competitive music landscape. Q-pop's cross-cultural exchange represents a transformative musical experience, transcending geographical boundaries and fostering connections between diverse communities. As Q-pop continues to flourish due to glocalization, comprehending the SWOT analysis of K-pop becomes an essential tool in shaping its trajectory and enduring impact in the global music industry.

Results and discussion

Quantitative analysis results show that out of 700 participants in the online survey, the overwhelming majority were in their 20s, identified as female, and of Kazakh ethnicity. Regarding residence, a significant portion of respondents hailed from Almaty and Astana. The findings revealed that many participants preferred American pop, followed by K-pop, and indicated Q-pop as their favorite genre. A subset of respondents enjoyed a mix of various pop genres, and a smaller fraction expressed a liking for Russian pop. The results pointed out that Q-pop has a significant role in shaping national identity, particularly affecting the sense of national pride among individuals of Kazakh ethnicity.

Moreover, a strong correlation was identified between familiarity with Q-pop and K-pop, suggesting mutual influence between these genres. Gender differences were noted: males were more inclined toward Q-pop as their preferred genre. At the same time, females tended to lean more toward K-pop. Additionally, it was observed that Q-pop fandom often coincides with K-pop fandom, while the reverse relationship is less common.

As for the qualitative analysis results, the in-

terviews with experts provided valuable insights into the definition, growth, and impact of Q-pop on Kazakh culture and national identity. Diverse viewpoints emerge from the interviewees, highlighting the importance of balancing the promotion of Kazakh culture while catering to the preferences of the younger generation. Q-pop is depicted as a fusion of various Kazakh genres and styles, incorporating traditional elements. The influence of K-pop on Q-pop is notable, generating interest among Kazakhstani youth. While distinctions exist between K-pop and Q-pop, the success of artists like Ninety One demonstrates the potential of blending traditional and contemporary sounds. The interviews also address Kazakhstan's challenges in shaping national identity recognizing music's influence in fostering national pride and unity. Language's role in preserving heritage is highly emphasized, with the Kazakh language being pivotal in Q-pop. Q-pop's accomplishment represents a fraction of Kazakhstan's broader cultural evolution since its independence. As musical preferences evolve and traditional instruments harmonize more seamlessly, Kazakhstan stands poised to emerge as a unique cultural hub in the region. The interviews underscore Q-pop's potential in championing the Kazakh language and culture, positioning it as a significant genre within the country's music industry.

These findings prompted Q-pop to undertake a comprehensive SWOT analysis, evaluating its present position while also delving into the possibilities that lie ahead. This analysis aimed to identify Q-pop's internal strengths, weaknesses, opportunities, and threats and gain deeper insights into how these factors interact within the ever-evolving cultural landscape.

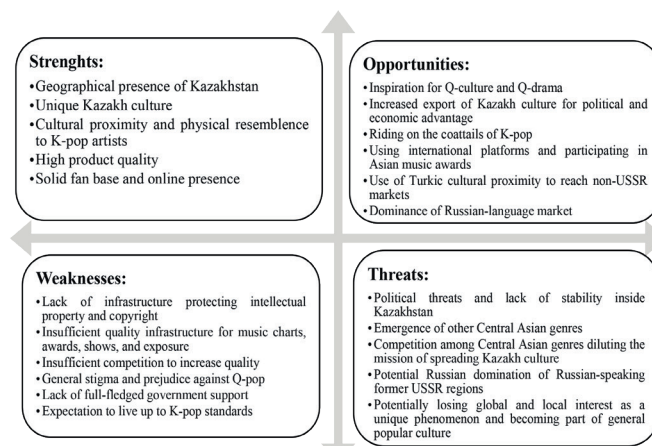


Figure 1 - Q-pop's SWOT analysis.

One of its significant strengths lies in its geographical presence in Kazakhstan, a country with a diverse population of over 19 million. This broad reach gives Q-pop artists access to a large and varied audience, enabling them to showcase their music to different demographics and cultural backgrounds. For instance, Q-pop artists organized concerts not only in major cities in Kazakhstan like Almaty and Astana but also in capital cities of neighboring Central Asian countries like Bishkek (Kyrgyzstan) and Tashkent (Uzbekistan), connecting with local fans from various regions. Another notable strength is the uniqueness of Kazakh culture, which serves as a defining characteristic of Q-pop. By infusing traditional Kazakh music, instruments, choreography, and clothing styles into their performances, Q-pop artists establish a distinct identity for the genre. This cultural authenticity sets Q-pop apart from other music genres and appeals to fans seeking music celebrating their heritage. For example, Q-pop artists may incorporate traditional Kazakh instruments like the *dombra* or *kobyz* into their songs, adding a unique cultural touch to their music. Q-pop benefits from cultural proximity and general physical resemblances to K-pop artists, which only fosters a deeper emotional connection and closeness between artists and fans. Q-pop artists can relate to their audience through shared cultural backgrounds, fostering a sense of familiarity and kinship. For instance, Q-pop artists might incorporate familiar Kazakh slang and symbols in their music videos, resonating with fans who appreciate the representation of their culture.

Despite its strengths, Q-pop faces specific weaknesses that require attention and improvement. One significant weakness lies in the lack of infrastructure for protecting intellectual property, making the music industry in Kazakhstan susceptible to piracy and copyright infringement. For example, Q-pop songs and music videos may be illegally distributed on various online platforms, resulting in financial losses for artists and discouraging further investment in creative endeavors. Furthermore, Q-pop encounters obstacles due to insufficient quality infrastructure for music charts, awards, music shows, and exposure platforms. This limits the genre's visibility and recognition within the music industry, hindering its growth potential. For instance, Q-pop artists may struggle to gain recognition beyond their local fan base, as there are limited opportunities for exposure on national and international music charts and award shows. Another weakness of Q-pop is the scarcity of competitors within the genre. This narrow scope may lead to stagnation and a lack of

diversity in Q-pop music, potentially affecting its long-term growth. For example, with only a few Q-pop artists exploring different styles and genres, a limited variety of music may be available, leading to decreased audience interest over time.

Moreover, Q-pop faces challenges regarding the stigma and prejudice associated with the genre, which hampers its expansion beyond Kazakhstan's borders. Some individuals may dismiss Q-pop as inferior to other global genres, resulting in a limited international fan base and fewer opportunities for international collaborations. Additionally, the lack of full-fledged government support and the pressure to meet K-pop standards add to Q-pop's weaknesses. Compared to countries with strong government backing for their pop music industries, Q-pop artists may struggle to secure funding for projects, organize international tours, and promote their music on a larger scale.

Despite these weaknesses, Q-pop holds several opportunities for growth and development in the music industry. Its success can inspire the development of Q-culture and Q-drama, further promoting Kazakh culture internationally. For example, Q-pop's popularity can lead to the creating of T.V. dramas and movies that showcase Kazakh culture and traditions, captivating international audiences and attracting tourists interested in exploring Kazakhstan's rich heritage. Leveraging Kazakhstan's fluency in Russian presents an opportunity for Q-pop to dominate the Russian-language market in former USSR countries, expanding its reach beyond national borders. For instance, Q-pop artists can release Russian versions of their songs and actively promote their music in Russian-speaking countries like Russia, Ukraine, and Belarus, increasing their fan base in these regions.

Furthermore, building on Turkic connections allows Q-pop artists to penetrate non-USSR markets like Turkey and appeal to a broader audience. For example, Q-pop artists can collaborate with Turkish musicians, participate in Turkish music festivals, and use social media platforms popular in Turkey to increase their visibility and attract Turkish fans. Emulating successful strategies used by K-pop, such as making covers of popular BTS music videos, can be an effective way to increase the popularity of Q-pop and attract global attention. For instance, Q-pop artists can create dance covers and music video reactions to popular K-pop songs, engaging with fans and drawing them towards Q-pop content. Additionally, participating in international platforms such as the Asian Music Awards, Turkvision, MAMA, and

similar events can provide Q-pop artists with more exposure and recognition on the global stage. For example, Q-pop artists can submit their music to these award shows and participate in international music festivals, connecting with a broader audience and potentially collaborating with artists from different countries.

However, Q-pop also faces threats that could hinder its growth and development in the music industry. The emergence of other Central Asian music genres might dilute Q-pop's mission of spreading Kazakh culture globally and create increased competition. For example, suppose neighboring countries like Kyrgyzstan or Uzbekistan develop their own thriving pop music industries. In that case, they may compete for the same global audience that Q-pop seeks to reach. Moreover, Russia's dominance in the Russian-speaking former USSR regions could overshadow Q-pop's potential expansion in these areas. For instance, with its vast music industry and resources, Russian pop music may attract a larger share of the Russian-speaking audience in the former USSR countries, limiting Q-pop's reach in these markets. The current geopolitical climate, including events like Russia's invasion of Ukraine, could impact Q-pop's audience growth in affected regions due to reduced support for Russia. For example, tensions between countries and geopolitical conflicts can decline cultural exchanges and hinder Q-pop's access to audiences in affected regions. Lastly, political instability within Kazakhstan may hinder Q-pop's growth and outreach. Unstable political conditions may disrupt concerts and public events, affecting Q-pop artists' ability to perform and gain exposure within Kazakhstan.

In conclusion, a comprehensive SWOT analysis provides valuable insights into the industry's strengths, weaknesses, opportunities, and threats. By capitalizing on opportunities, addressing weaknesses, and mitigating threats, Q-pop can continue flourishing as a distinctive music genre and further its local and international presence. Stakeholders in the Q-pop industry can use this analysis to make informed decisions and develop strategies for sustainable growth and success.

Conclusion

In conclusion, Q-pop has various strengths, weaknesses, opportunities, and threats that must be considered to understand its current position and prospects in the music industry. Despite its weak-

nesses and threats, Q-pop has immense potential. With strategic planning and adequate support, it can continue to grow and expand its reach beyond Kazakhstan.

Q-pop is a genre that has many strengths and opportunities that can be harnessed for growth and expansion in the music industry. Stakeholders must take note of these aspects and work towards mitigating the weaknesses and threats that could hinder its progress. For instance, businesses can leverage Q-pop's unique cultural aspect to develop marketing strategies that appeal to the vast audience in Kazakhstan. Furthermore, they can help create quality infrastructure and support protecting intellectual property rights. Ministries of culture can also play an essential role in the growth of Q-pop by supporting the development of the music industry's infrastructure, creating opportunities for artists to showcase their talent, and increasing exposure for Q-pop artists internationally.

Additionally, they can work towards removing the stigma and prejudice against Q-pop, which hinders its growth in the country. Music industries and producers can invest in Q-pop artists and help them gain more exposure by participating in Asian music awards and other international platforms, similar to what K-pop has been doing. It is also crucial for the music industries to consider potential threats to the genre, such as the emergence of competing Central Asian genres and political instability in Kazakhstan. By doing so, they can devise strategies to mitigate the threats and sustain the growth of Q-pop.

To develop a soft power strategy for Kazakhstan, stakeholders can learn how Korea utilized K-pop and Hallyu to promote Korean culture globally. Like K-pop, Q-pop can become a symbol of Kazakh culture and identity, representing the country internationally. This can increase interest in Kazakh culture, tourism, and investment opportunities. By promoting Q-pop and other forms of Kazakh culture, Kazakhstan can strengthen its soft power, influence, and reputation on the world stage. Furthermore, learning from Korea's experience, Kazakhstan can develop a comprehensive and long-term plan to promote its culture globally, including investing in infrastructure, supporting artists, and collaborating with other countries and industries.

In conclusion, SWOT analysis provides stakeholders, businesses, ministries of culture, and music industries with a comprehensive understanding of Q-pop's current position and future prospects. The

genre has immense potential, and with the proper support and strategic planning, it can grow and expand its reach beyond Kazakhstan. It is essential to capitalize on its strengths and opportunities while addressing its weaknesses and threats to help Q-pop reach its full potential in the music industry.

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