The Hallyu wave has definitely influenced Southeast Asia’s popular culture as manifested in the areas of youth culture and popular media. As these interactions strengthen, new forms of identities and issues are being created. This panel presents two papers wherein such interactions are made apparent; first is Mary Jane Ainslie’s “Imagining East Asia in Southeast Asia: A case study of the reception of Korean TV Dramas amongst Thai viewers,” and Phan Thanh Thanh’s “Asianization, imagination, fan culture and cultural capital of the Vietnamese youth: A case study of KPop cover dance.”