

K-POP AS A TOOL OF REPUBLIC OF KOREA'S PUBLIC DIPLOMACY

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Abstract

This paper will discuss about K-pop as one of the tools of Republic of Korea's public diplomacy. As stated in the Korea's Diplomatic White Paper 2012, 2013 and 2014, that hallyu, including K-pop, is an important part of Korea's public diplomacy. Korean Wave has expanded with the popularity of Korean films and the worldwide spread of K-Pop music. Based on its global popularity, K-pop has proven to be positively welcome in many countries around the world. Aware of the fact that k-pop has become a global phenomenon, the government of Korea has made a good use of it in order to promote Korea to the foreigners. It is one of the most important tools of Korea's public diplomacy.

Keywords:

Republic of Korea; Public Diplomacy; Korean Wave; Hallyu; Korean Music; Korean Pop; K-pop

Introduction

In recent years, Korean wave, popularly known as hallyu, has impressively spread throughout the world, starting from East Asia to South East Asia and even Europe and America. Korean wave has considerably numerous followers all around the world, according to some studies by scholars. Korean wave or Hallyu varies from television drama, movies, music and dance (kpop), food (hanshik), language (Hangeul), fashion, and even cosmetic products. Hallyu has become a valuable soft power asset of South Korea. The term "Hallyu" derived from mandarin word, "Hanliu", which literally means

Korean Wave. This term suddenly arised because in 1997, the korean drama, What is Love About was broadcasted in China in CCTV channel and the rating of the drama was the second highest in the history of China entertainment industry.¹ Based on this, the chinese journalists started to refer to Korean wave as Hallyu.²

One of hallyu's product is K-pop music. K-Pop is an abbreviation of Korean Pop. It is one of the major spears spreading South Korean culture, which is called Korean Wave or *Hallyu* (in Korean language). According to the French audiovisual organization *Institut national de l'audiovisuel*, K-pop is a fusion of synthesized music, sharp dance routines and fashionable, colorful outfits combining bubblegum pop with the musical elements of electro, disco, rock, R&B, and hip-hop. K-pop idols are groups of singers that not only sing but also dance. Each of the group members has their own role, like singers, rappers, and dancers. Sometimes the members also take part in writing and composing their songs.

The emergence of K-pop started in 1990s. Korean music was dominated by ballad genre in 1980s and it faced its turning point when boyband Seo Taeji and The Boys debuted in the korean music industry in 1992. They successfully gained teenager fans through their musics and following their success, many other artists started to debuted as well with hip hop and R&B genre, like Jinusean, 1TYM, Yoo Seungjun and Drunken

¹ "Power of Culture – Hallyu, The Korean Wave". <http://globe-one.com/power-of-culture-hallyu-the-korean-wave-4636/>. Accessed 13 March 2015.

² Doobo Shim, "Hybridity and the Rise of Korean Popular Culture in Asia", National University of Singapore, <http://www2.fiu.edu/~surisc/Hybridity%20and%20the%20rise%20of%20Korean%20popular%20culture%20in%20Asia.pdf>. Accessed 12 January 2016.

Tiger.³

In 1995, Lee Sooman founded one of the current largest entertainment company and talent agency, SM Entertainment. This agency debuted two of the most popular groups in 1990s, H.O.T and S.E.S, and then followed by BoA, TVXQ, Super Junior, Girls Generation, Shinee, f(x), and recently EXO and Red Velvet.⁴ SM Entertainment is known as one of “The Big 3 Company” in Korean entertainment industry, alongside YG Entertainment and JYP Entertainment, which were founded not long after SM Entertainment.⁵ Following the success of H.O.T and S.E.S, other idol groups such as, Sechs Kies, S.E.S., Fin.K.L, NRG, Taesaja, Baby V.O.X., Diva, Shinhwa and g.o.d, started to debuted under different entertainment companies.⁶

The K-pop wave continued its expansion in the 21st century. This era was led by famous groups and solo singers such as, Rain, BoA, Baby V.O.X and TVXQ. Not only in South Korea, these idols also became popular in other countries like Japan and China.⁷ In 2012, K-pop's breakthrough into the Western mainstream media occurred through the release of Psy's "Gangnam Style," which racked up over 2 billion views on YouTube as of July 2014, the first ever Internet video to reach one billion views.

³ Daniel Tudor, *KOREA The Impossible Country*, Tuttle, North Clarendon, 2012, pg. 245-246. Retrieved 11 January 2016.

⁴ “Korea’s S.M. Entertainment: The Company that Created K-Pop”, Forbes, <http://www.forbes.com/sites/forbesasia/2013/07/31/koreas-s-m-entertainment-the-company-that-created-k-pop/#4435a6de5ce9>. Accessed 11 January 2016.

⁵ “The Big 3 of Korean Music and Entertainment”, The Dong-a Ilbo, <http://english.donga.com/List/3/all/26/401789/1>. Accessed 11 January 2016.

⁶ Doobo Shim, “Hybridity and the Rise of Korean Popular Culture in Asia”, National University of Singapore, <http://www2.fiu.edu/~surisc/Hybridity%20and%20the%20rise%20of%20Korean%20popular%20culture%20in%20Asia.pdf>. Accessed 12 January 2016.

⁷ *ibid*

The spread of K-pop through the world went step by step, at first it started to become popular in China, Japan, and Southeast Asia countries in 1999. The Korean wave in these countries was led by first generation idols, like H.O.T and CLON. They were very popular in Taiwan to the point where one of the presidential candidates used their songs in his campaign. K-pop is also very popular in Japan where it is one of the largest market for K-pop. The pioneers of K-pop in Japan are BoA and TVXQ in which they became really famous not long after they debuted. In Southeast Asia, K-pop is also considerably popular. The current favorite groups of the Southeast Asians are Super Junior, SNSD, EXO and BigBang.⁸

Nowadays, K-pop has impressively expanded to America. Korean music shows have been held numerous times in the US and are mostly successful. KCON is an annual K-pop music festival held in Japan and USA by Powerhouse Live, Mnet Media, CJ E&M and Koreaboo.⁹ Its aim is to improve the fans' real K-pop experiences by witnessing the K-pop idols live performances. The first KCON was held in October 2012 and it took place in Irvine California. The concert gained over 10.000 audiences at that time. As the KCON is continually held, the number of audiences has gradually increased and the most recent KCON which was held in New York and Los Angeles successfully attracted more than 75.000 audiences, proving the popularity of K-pop in the USA.¹⁰

The rise of Hallyu is not without the big role of Korean Government itself. The Korean Government consistently promotes the cultural industry of South Korea since

⁸ William Tuk, "The Korean Wave: Who Are Behind The Success of Korean Popular Culture", Leiden University, Retrieved 11 January 2016.

⁹ About Koreaboo, <http://www.koreaboo.com/about/>. Accessed 10 January 2016.

¹⁰ "K-Pop World Festival 2015 in New York". http://koreanculture.org/?document_srl=559660. Korean Cultural Service New York. Accessed 10 January 2016.

Kim Dae Jung presidency in 1998 to 2003. On Kim Dae Jung era (1998-2003), he declared himself as the “culture president” and promised to devote himself to promote the culture of Korea. He established the basic law for cultural industry and allocated US\$148,5 million for the development of cultural industry.¹¹

This idea was also being conducted by the 10th President of Republic of Korea, Lee Myung Bak. Under the presidency of Lee Myung Bak, “complex diplomacy” and “value diplomacy” were the main policy objectives to improve cultural and public diplomacy and to enhance national image and national branding, as cited from Gunjoo Jang and Won K. Paik’s journal.¹² The government of Korea has started to support the cultural industry by allocating 1% of the national budget to be spent on subsidies and low-interest loans to cultural industries, launching agencies to promote and expand K-pop exports, and setting up more cultural departments at universities. According to CLSA analyst, Seungjoo Ro, as cited in CNBC article, the government has supported the K-pop industries and investing billions, including \$1 billion investment fund to support the pop industry in 2005.¹³

Currently, the government funding for the pop culture reaches 5.3 trillion won (\$5.2 billion), or about 1.4 percent of government spending.¹⁴ The current president of Republic of Korea, Park Geun Hye, also has stated her support and commitment to

¹¹ Shim Sungeun, “Behind the Korean Broadcasting Room”, https://www.nhk.or.jp/bunken/english/reports/pdf/08_no6_10.pdf. Accessed 14 January 2016.

¹² Jang Gunjoo and Won K. Paik, “Korean Wave as Tool for Korea’s New Cultural Diplomacy”, http://file.scirp.org/pdf/AASoci20120300004_59668127.pdf. Accessed 10 January 2016.

¹³ Korea Builds on Next Wave of Hallyu, CNBC, <http://www.cnbc.com/2014/08/27/korea-builds-on-next-wave-of-hallyu.html>, Accessed 20 October 2015

¹⁴ Korea Builds on Next Wave of Hallyu, CNBC, <http://www.cnbc.com/2014/08/27/korea-builds-on-next-wave-of-hallyu.html>, Accessed 20 October 2015.

continue promoting Korean culture, as cited in her inauguration speech in 2013:

“In the 21st century, culture is power...Together with the Korean people we will foster a new cultural renaissance or a culture that transcends ethnicity and languages, overcomes ideologies and customs, contributes to the peaceful development of humanity, and is connected by the ability to share happiness.”¹⁵

Public Diplomacy of Republic of Korea marked its starting point in 2010, when the Ministry of Foreign Affairs and Trade cooperated with Korean Foundation and established Korea Public Diplomacy Forum (KPDF). The purpose was to stimulate the study and development of public diplomacy in Republic of Korea. KPDF is a civil advisory group consisted of public diplomacy experts from various fields, such as academics, media, society, culture and economy. The members research about public diplomacy in each of their respective fields and analyze and give advise on the strategies of public diplomacy through regular meetings.¹⁶

Republic of Korea has done some efforts in order to enhance its public diplomacy. These efforts are done in various activities, such as supporting non-profit corporations and non-governmental organization, support cultural activities outside Korea, support the local government’s effort in international relations, cooperation with media, such as broadcasting stations, and conducting sport diplomacy. MOFA also established the program called Charming Korea Project and cooperate with the Korean citizens by including them as public diplomat through the program called “Each Citizens is a Public Diplomat” and “The Youth Diplomatic Corps”. One of the way of Republic of Korea to

¹⁵ Full text of Park's inauguration speech.
<http://english.yonhapnews.co.kr/national/2013/02/25/95/0301000000AEN20130225001500315F.HTML>.
Accessed 12 January 2016.

¹⁶ 2011 Diplomatic White Paper, Ministry of Foreign Affairs and Trade 2011, pg. 269. Retrieved 6 February 2016.

enhance its public diplomacy is by promoting its culture, including Korean pop culture or K-pop to the non Koreans.

K-pop's International Popularity

The spread of k-pop through the world went step by step, at first it started to become popular in China, Japan, and Southeast Asia countries in 1999. The Korean wave in these countries was led by first generation idols, like H.O.T and CLON. They were very popular in Taiwan to the point where one of the presidential candidates used their songs in his campaign. K-pop is also very popular in Japan where it is one of the largest market for k-pop. The pioneers of k-pop in Japan are Boa and TVXQ where they became really famous not long after they debuted. In Southeast Asia, k-pop is also considerably popular. The current favorite groups of the Southeast Asians are Super Junior, SNSD, EXO and BigBang.¹⁷

Nowadays, k-pop has impressively expanded to America. Korean music shows have been held numerous times in the US and are mostly successful. KCON is an annual k-pop music festival held in Japan and USA by Powerhouse Live, Mnet Media, CJ E&M and Koreaboo.¹⁸ Its aim is to improve the fans' real k-pop experiences by witnessing the k-pop idols live performances. The first KCON was held in October 2012 and it took place in Irvine California. The concert gained over 10.000 audiences at that time. As the KCON is continually held, the number of audiences has gradually increased and the most

¹⁷ William Tuk, *The Korean Wave: Who Are Behind The Success of Korean Popular Culture*, Leiden University, Retrieved 11 January 2016.

¹⁸ About Koreaboo, <http://www.koreaboo.com/about/>. Accessed 10 January 2016.

recent KCON which was held in New York and Los Angeles successfully attracted more than 75.000 audiences, proving the popularity of k-pop in the USA.¹⁹

The advanced communication in this globalization era also is a big contributor for k-pop's overseas popularity. According to a report of *Joongang Ilbo* (2012, January 2), K-pop music videos on YouTube, based on the singers affiliated with SM, YG, and JYP Entertainment, had been viewed 2.3 million times in 235 countries around the world during the year of 2011. Based on the responses from the viewers, YouTube made K-pop as an independent music genre in its website. It was the first case in which a particular country's music was introduced exclusively as a music genre like rock, folk, and jazz, on YouTube.²⁰ As of July 2014, Psy's "Gangnam Style" which was released in 2012 reached up over 2 billion views on YouTube, the first ever Internet video to reach one billion views.

Not only the views in YouTube, k-pop's global popularity is also proven by the success of k-pop groups' concert around the world. As cited from Billboard.com, a research conducted by concert kickstart website, MyMusicState.com, presented in the graphic the statistics of k-pop's concerts around the world. It shows that before 2010, the k-pop groups concerts were only held in East Asia and Southeast Asia. As k-pop's popularity is getting bigger globally, since 2010, the concerts started to be held in North America and expanded to Europe, Australia, South America, and even Middle East.

BigBang held their second world tour, MADE, in 2015 with China, Japan, the United States, Singapore, Malaysia, Mexico and many other countries are included on the

¹⁹ "K-Pop World Festival 2015 in New York". http://koreanculture.org/?document_srl=559660. Korean Cultural Service New York. Accessed 10 January 2016.

²⁰ Seo keung Jung, Global Audience Participation in the Production and Consumption of Gangnam Style, Georgia State University, 2014. Retrieved 18 February 2016.

destinations list. The concert had a very successful result in gathering spectators and selling out the tickets. For the Seoul concert, all 26,000 tickets sold out in minutes, resulting in server crashes due to high traffic. In Mainland China, Big Bang gathered a record-breaking 180,000 fans on 11 tour dates, with sold-out shows in Guangzhou, Beijing, Shanghai, Dalian and Wuhan.²¹ Further sold out shows include all three shows in Hong Kong, two nights in Macau leading to a third show being added and Toronto.²²

Other k-pop groups also have successfully held their concert overseas, even outside Asia, since 2010. many other concerts, such as Music Bank Special, SM Town World Tour, CN Blue, Infinite, EXO, Girls Generation, 2NE1, Apink, KARA, MBLAQ, B1A4, Block B, BTS and many other k-pop groups have conducted their world tour concert and included South America, North America, Australia and Europe as their concerts' stops.

K-Pop to Promote Korea and to Gain Republic of Korea's Economic Interest

Aware of the fact that k-pop has become a global phenomenon, the government of Korea has made a good use of it in order to promote Korea to the foreigners, especially in tourism sector. As stated in the Korea's Diplomatic White Paper 2012, 2013 and 2014, that hallyu, including K-pop, is an important part of Korea's public diplomacy.²³ Korean Wave has expanded with the popularity of Korean films and the worldwide spread of K-Pop music. With the expansion of Korean pop culture, Korea's

²¹ Overseas Concerts Sold Out For Top K-pop Boy Groupd.
<http://news.asiaone.com/news/showbiz/overseas-concerts-sold-out-top-k-pop-boy-groups>. Accessed 12 January 2016.

²² K-pop band Big Bang doing booming business in Toronto.
<http://www.thestar.com/entertainment/music/2015/09/26/k-pop-band-big-bang-doing-booming-business-in-toronto.html>. Accessed 12 January 2016.

²³ 2014 Diplomatic White Paper, Ministry of Foreign Affairs, 2014, pg. 301. Retrieved 3 March 2016.

national brand has elevated, giving rise to the importance of the promotion of the Korean Wave as a vital part of public diplomacy policy.²⁴

Since 2011, South Korea's Ministry of Foreign Affairs has been inviting k-pop fan communities from all over the world to take part in auditions held at the embassies of South Korea. The jury will sponsor the selected contestants free trip to Korea to compete in the annual K-Pop World Festival organized by the Korean government in cooperation with Korean Broadcasting Service (KBS). In May 2012, the government held a K-pop showcase concert as part of its "*Hallyu Diplomacy*."²⁵

In 2012, MOFAT concluded Memorandums of Understanding (MOUs) with the Korea Broadcasting Service (KBS), Arirang International Broadcasting, and the Munhwa Broadcasting Corporation (MBC) to establish a close cooperative network to produce Korean Wave programs that can be promoted and utilized overseas. As Korean Wave materials become more prevalent, this also includes preventing a Korean Wave backlash by actively pursuing cultural exchanges with regions that have had relatively little mutual exchanges with Korea.²⁶

K-pop has contributed to promote the tourism of Korea in many ways, such as making music videos to promote Korea or becoming the honorary ambassador of a certain part or sector of Korea.

In 2014, popular k-pop groups, Shinee and EXO were appointed as Gangnam-Gu, Seoul honorary ambassadors. The Head-Chief of Gangnam-Gu, Shin Yeon Hee, revealed that Shinee was appointed to the post in February 26, 104, and EXO was

²⁴ 2012 Diplomatic White Paper, Ministry of Foreign Affairs, 2012, pg. 257-258. Retrieved 3 March 2016.

²⁵ Foreign Ministry to Host a K-Pop Show as Part of Hallyu Diplomacy. http://www.mofat.go.kr/webmodule/htsboard/template/read/engreadboard.jsp?boardid=302&typeID=12&tableName=TYPE_ENGLISH&seqno=311119. Accessed 12 January 2016.

²⁶ 2013 Diplomatic White Paper, Ministry of Foreign Affairs, 2013, pg. 297. Retrieved 3 March 2016.

appointed in February 28. Since 2012, Gangnam has made efforts to increase its tourism sector by building tourism information center and establishing a Gangnam city tour trolley bus system. This effort was proven successful as 50,8% of foreign tourists or approximately 5,1 million people who visited Seoul visited Gangnam-gu. By having popular k-pop stars, EXO and Shinee to promote it, Gangnam-gu plans to attract more tourists in the future, as stated by the Head-Chief of Gangnam-gu, Shin Yeon Hee:

*“With most entertainment companies concentrated in Gangnam-gu, SHINee and EXO will play a significant role in attracting more foreign tourists. We will continue to make efforts to make ‘Gangnam’ the frontrunner of Korea’s tourism.”*²⁷

One of the ways to promote Gangnam-gu is by using Shinee and EXO’s promotional pictures in the airport terminal. the goal of this project is to reach 8 billion tourists.²⁸

In 2009, the government of Seoul worked together with SM entertainment released the video of Seoul Song, sung by Super Junior and SNSD, which are the two most popular group of SM Entertainment at that time. The relase of this song was the part of “Seoul Infinitely Yours Campaign” by the government of Seoul to promote Seoul tourism. The video was mostly shown in Japan and China, where the spread of k-pop first began.

Gangnam also has established K-Star Road, which is a road in Gangnam for the tourists who love korean culture and korean wave. This road is located in Gangnam and as its name implies, the shops and stores in this road all have the korean hallyu theme

²⁷ Shinee and Exo Appointed as Honorary Ambassadors of Gangnam, Soompi, 2014. <http://www.soompi.com/2014/02/24/shinee-and-exo-appointed-as-honorary-ambassadors-of-gangnam/>. Accessed 18 February 2016.

²⁸ EXO gives Gangnam a Big Thumbs Up, Soompi, 2014. <http://www.soompi.com/2014/02/28/exo-gives-gangnam-a-big-thumbs-up/>. Accessed 18 February 2016.

with hallyu idols. Along this road are the Gangnam-Dol, or bear shaped statues which represent the famous k-pop idols, such as TVXQ, Super Junior, Girls Generation, KARA, BTS, CN Blue and Infinite. Also the Apgujeong Rodeo subway station is decorated with graffiti art, and the walls and floors are decorated with artwork and special name plaques of hallyu stars.²⁹

In December 2015, K-pop concert was held in Prague with Shinee and Red Velvet as the guest stars. The Republic of Korea's president, Park Geun Hye also attended the concert and even presented her speech at the concert.

*"I am happy to see in person how k-pop music can unite young people from around the world, no matter how different their languages are, no matter how far they may be geographically... Hopefully, music, the arts and our shared traditions will serve as a bridge to bring together young people from Korea and the Visegrad Group nations, allowing us all to liaise with people from different cultures."*³⁰

Park Geun Hye also show her support to k-pop by appearing in her video greeting for the fans all over the world in the Mnet Asian Music Award, which is an award show from Korea to the Asian musicians. In her video greeting, she also presented her speech and hope for the k-pop music to continually unite people with different cultures from all over the world.

In 2016, Korean Ministry of Culture, Tourism and Sport announced that Korean cultural centers in 18 countries will offer k-pop courses for the foreigners, starting from Shanghai. These 18 countries include China, India, Thailand, Indonesia, Spain, France,

²⁹ Gangnam K-Star Road. http://english.visitkorea.or.kr/enu/ATR/SI_EN_3_1_1_1.jsp?cid=1998305. Accessed. 3 March 2016.

³⁰ Sohn Ji Ae, Prague K-Pop Concert Bridges Cultural Differences, Korea.net, 2015. <http://m.korea.net/english/Government/Current-Affairs/Foreign-Affairs/view?affairId=494&subId=530&articleId=131251>. Accessed 3 March 2016.

Mexico, Turkey, The US, Germany, and Vietnam. These courses will be under the K-pop Academy. Park Young Goog, the chief of Korean Culture and Information Services, which affiliated with the Cultural Ministry, stated that K-pop academy will give chance for the foreign fans to experience learning about k-pop dance and songs, watch the korean drama and even learn about korean make up trends. He also said that Korean Culture and Information Services will help people around the world to understand more about Korea by presenting programs to experience korean culture by themselves.³¹

Cited from the press release in The Korean Herald and Antara News article, Park Young Goog stated:

“Overseas hallyu fans will have a chance to learn their favorite K-pop songs and dances from Korea’s top-level teaching staff at the K-pop Academy...KCIS will help people around the world to understand more about Korea by sharing programs to experience korean culture.”³²

K-Pop not only helped to promote Korea to the world but also to contribute in the nation’s economy. K-pop also has its own contribution towards the economy of South Korea. This creative cultural sector has its own impact towards the national economy, whether it is direct or indirect impacts. According Korea Cultural Content, in the 2000s the total of Korean export was US\$500-million and in 2011 it has reached more than US\$4 billion according to Korea’s Culture and Information Service.³³

³¹ Korea Tawarkan Kelas K-pop. <http://www.antaranews.com/berita/550116/korea-selatan-tawarkan-kelas-k-pop>. Accessed 16 March 2016.

³² ‘K-Pop Academy’ to Open at Cultural Centers Abroad. <http://www.koreaherald.com/view.php?ud=20160315000864>. Accessed 16 March 2016.

³³ How Korea Become the World’s Coolest Brand, Financial Post, <http://business.financialpost.com/news/retail-marketing/how-korea-became-the-worlds-coolest-brand>. Accessed 20 October 2015.

In 2011, The 2011 Korean Music Wave Festival was held at Incheon Munhak Stadium on August 13. According to Incheon Tourism Organization, among the 40,000 audiences, there were 6,500 international k-pop fans. The fans included 3,500 tourists from China and Southeast Asia, 2,200 from Japan and 800 from other countries. This tourism organization estimated that the one-time K-pop concert in Incheon generated 9.1 billion won worth of economic revenue, assuming that each foreign tourist spent an average of \$1,298 during their stay in Korea.³⁴

Recently, k-pop's role has become significant in term of the export of Korean cultural content. According to the 2010 content industry report by the Ministry of Culture, Sports and Tourism, Korea's export of pop music increased 90 percent from \$16.5 million in 2008 to \$31.3 million in 2009.³⁵ According to the Korea Creative Content Agency, k-pop's export increased from \$84.9 million in 2010 to \$180 million in 2011, and increased again to \$235 million in 2012.³⁶

Cited from CNBC article by Rajeshni Naidu-Ghelani, Choon Keun Lee, General Director at KOCCA says K-pop exports are having a positive effect in increasing the overall exports of consumer goods.

"It has been researched that for every \$100 of K-Pop exports, there was an average increase of \$395 worth of I.T. goods such as cell phones or electronics that were

³⁴ Music mania boosts local tourism, export of hallyu cultural content.
<http://www.koreaherald.com/view.php?ud=20110821000264&ntn=0>. Accessed 13 January 2016.

³⁵ *ibid.*

³⁶ More K-pop Stars Looking Overseas.
https://www.koreatimes.co.kr/www/news/culture/2013/07/386_138851.html. 13 January 2016.

being exported....K-Pop is becoming an iconic representation of Korea, along with mobile phones and Internet technology.”³⁷

As cited from *The Wall Street Journal's* article, The Korea Institute for Industrial Economics and Trade said in a report that Chinese visitors to South Korea spent about 7.7 trillion Korean won. The average Chinese visitor to South Korea spent \$2,272 per visit, more than double that of the average Japanese tourist, with most of that money going to perfume, cosmetics, clothing and shoes.³⁸

Conclusion

One of the tools of Korea's public diplomacy is K-pop. As stated in the Korea's Diplomatic White Paper 2012, 2013 and 2014, that hallyu, including K-pop, is an important part of Korea's public diplomacy. Korean Wave has expanded with the popularity of Korean films and the worldwide spread of K-Pop music. With the expansion of Korean pop culture, Korea's national brand has elevated, giving rise to the importance of the promotion of the Korean Wave as a vital part of public diplomacy policy.

Aware of the fact that k-pop has become a global phenomenon, the government of Korea has made a good use of it in order to promote Korea to the foreigners. It is one of the most important tools of Korea's public diplomacy because of its popularity around the world. Based on its global popularity, K-pop has proven to be positively welcome in many countries around the world. K-pop popularity has helped to make Korea became

³⁷ Move Over Bieber – Korean Pop Music Goes Global. <http://www.cnn.com/id/48157880>. Accessed 13 January 2016.

³⁸ K-Pop Attracts Louis Vuitton Investment. <http://blogs.wsj.com/korearealtime/2014/08/21/k-pop-attracts-louis-vuitton-investment/>. Accessed 13 January 2016.

more known around the world, especially among the young people. It has contributed to promote the tourism of Korea in many ways, such as making music videos to promote Korea or becoming the honorary ambassador of a certain part or sector of Korea. K-pop also has helped Republic of Korea's economy by contributing specifically in promoting Korean tourism and export sectors. The popularity and contribution of K-pop toward Republic of Korea have made it as one of the most valuable tool of Republic of Korea's Public Diplomacy.

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http://koreanculture.org/?document_srl=559660. Korean Cultural Service New York.

Seo keung Jung, Global Audience Participation in the Production and Consumption of Gangnam Style, Georgia State University, 2014.

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