

# CHAPTER I

## INTRODUCTION

### 1.1. Background

The Korean Wave is generally interpreted as cultural forms related to South Korea, such as television dramas, films, popular Music. According to (Martin Roll , 2021), Korean Wave or Hallyu refers to the popularity of South Korea's pop culture in entertainment. From the start, the Korean Wave has been prepared to be marketed to various parts of the world in line with the full support of the South Korean government, with the aim of erasing tentation's traditional image and building a more modern national image.

According to the website of Ministry of Culture, the Korean Wave has been pushing boundaries of its influence through popular culture such as TV dramas and Music as the unique charm of Korean culture. It is also widely known through global platforms that expand the Korean traditional culture, food, and creating more and more enthusiasts. (Korea, n.d.)

Korean Wave known popular for the global market, makes many brands makes them as their new face to get the benefit from it. Korean Pop is one of the examples of Korean Wave that swiftly becomes the biggest Korea's cultural exporters. According to (Shaw, 2019), *Bangtan Sonyeondan* or known as BTS sign with Mattel, one of the biggest doll makers, and collaborate making doll that is inspired by BTS members. It makes the company's share value increases to 7.7%. This is one of the impacts of Korean Wave phenomenon as the face of a company in economy sector.

On the other part, one of the biggest cosmetic line MAC Cosmetics announced their new face for their brands Lalisa Manobal as their global brand ambassador. And the

announcement of Lalisa as their global ambassador reached 10 Million impression across social media platform. (Flora, 2020)

South Korean government also play a big part of Korean Wave growth, especially in Korean Pop. The Government of Korea merged the Korea Record Writers Association into new association's creative division known as KOMCA or Korea Music Copyright Association (KOMCA, n.d). According to (Kim Y. E., 2020) In 2020 KOMCA stated that album sales reached the number of 40.2 Million as of December 12. Such a big number that hop on until 64% since 2019.

Besides the global acceptance of Korean Wave , there should be controversy in it. in 2014, an idol that was part of popular group 2NE1, Park Bom was accused of receiving 80 Adderall pills form international post. Since Adderall is banned in South Korea, even though Park Bom was able to refute it due to her medical history. (Scher, 2020)

Behind the growth of Korean Wave due to global sensation and a huge number of fans, The government of South Korea helped it to grow to be bigger. According to (Miniano, 2020), The government of South Korea put its priority into K-Pop includes unlimited innovations such as hologram technology and building massive concert halls.

In addition, according to (Hyun, 2020) The government of South Korea try to connect *Hallyu* or Korean Wave with tourism, health care and education as well. The ministry stated to separate the department to focus more for supporting Korean Wave and it will become a control and oversee diverse Korean Wave-related that usually undertaken from different departments and ministries.

The Korean Wave is worth to be the new instrument of South Korea's foreign policy to reach their national interest. According to (Lee, 2011), The Korean Wave has changed the

perception and national image of South Korea as a whole. Initially, the Korean Wave was just a cultural phenomenon in one area.

Despite having positive impact, many people see it from another side of this Korean Wave as an Instrument. On the other hand, it can also have a negative impact on the existing culture. We can see the bad impact of the Korean Wave in the way that people leave their traditional cultures and move to learn Korean culture. If they prefer Korean culture rather than their own they may forget their heritage.

Cited from (Trisni, Isnati, Afriani, & Ferdian, 2012), South Korea designed public diplomacy to achieve several interests such as eliminating the image as a violent country, providing knowledge that there are two different countries on the Korean peninsula and creating an attractive image of South Korea. However, the Korean Wave has not succeeded in achieving the interests desired by the government. Because, public diplomacy aimed at achieving the interests of the state must obtain intense coordination from the government, so that the government can intervene in including content that supports the interests of the state in cultural products produced by these private actors. Thus, government programs can be socialized in every product consumed by the international community.

As we seen the explanation above, its growth and impact far exceeded expectations, affecting the whole of Asia. Derived from an ancient, deep-rooted heritage and a strong cultural grip on its people, Korea was flourished by thriving in prosperity. Today, Korea can be called one of the greatest national successes of the 20th century

## **1.2. Research Question**

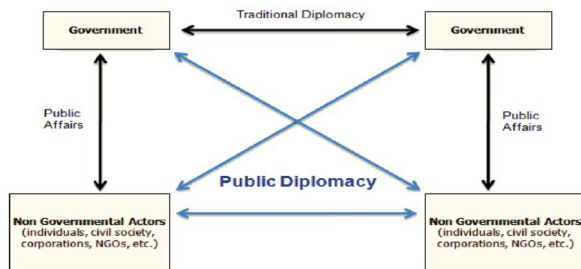
From the explanation above, the writer of this thesis will propose a research question such as: What is the Impact of Korean Wave in South Korea foreign policy

### 1.3. Theoretical Framework

Public Diplomacy is a theory in International Relations scope that refers to a way to communicate with foreign act or foreign public in an effort to reach the understanding of ideas, values, norms and cultures until one country reach their national interest. Or on another meaning to build communication that is not limited to the government of a country but with all of the people or "public" to create positive point of view about one country to make the relations between countries easier and efficient.

According to (Susetyo, 2008), Public diplomacy is often seen as an effort by the state to support its first-track diplomacy. The reason is that the government's efforts alone are not enough to answer the increasingly complex challenges, especially if the approach is carried out in a formal/rigid way. Therefore, the government also needs to conduct public diplomacy activities so that diplomacy can run more smoothly, mainly due to the support from the international community.

Figure 1 . 1 Traditional Diplomacy vs Public Diplomacy



Source 1 . 1 after a figure realized by Kevin Mulcahy and Harv Feigenbau

According to Kelvin Mulcahy and Harv Feigenbau, public diplomacy is a relationship between two non-governmental actors who are related and influence each other.

The existence of a relationship between these two NGOs makes the inter-state government have a relationship based on non-formal and rigid NGO actors to build an image between countries and influence each other to achieve national interest between countries.

Cited from (Arindanvts, 2020), The Korean Wave shows South Korean culture by blending traditional cultural life and modern culture through films, Music, lifestyle and also entertainment industry products such as television dramas. The Korean Wave is not limited to marketing South Korean culture, but is also able to market commercial and tourism products to people in various countries, in other words, the Korean Wave is not just an expansion of the country's industry but has become a separate force for South Korea.

Cultural Diplomacy can be easily defined as the Diplomacy with Culture, or an instrument to build a relations with countries with the help of culture. Cited from (Khatrunada & Alam, 2019), Cultural diplomacy cannot be explained properly without first knowing the meaning of culture and diplomacy which forms the basis of the term cultural diplomacy itself. In practice, culture is often defined as a term associated with art, literature, and other visible cultural components. However, in the context of cultural diplomacy, culture is seen in a broader sense. Culture can be defined as a set of spiritual, material, intellectual and emotional features of different societies or social groups.

According to (Cull, 2009) Cultural diplomacy can be interpreted as an actor's efforts to manage the international environment by making cultural resources and their achievements known abroad and enabling them to facilitate cultural transmission abroad. At this point, we can see if cultural diplomacy is one of a great instruments in international field to expand relations between countries without coercion and intervention.

Cited from (Goff, 2013), Culture is one of the example as resource for soft power. Cultural diplomacy stems from as it shares stories about a country. The huge impact of Cultural Diplomacy for International Relations have few reasonable factors to make it influential. The first factor is listening, or an important way to understand emotions, contexts, and reactions from audience. The second is the audience, there are relations and interactions between the one who influence and the one who get influenced by. The next is contextual embodiment that relates to how unique the influencers based on their values, history and where they came from. The last is collaboration to build relationship to achieve the same goals. (Villabert, 2020)

The efforts of the South Korean government to see the magnitude of the development of the Korean Wave are very good, seen from the efforts to promote Korean culture since the presidency of Kim Dae Jung or the eighth president of South Korea who declared himself "culture president". Coupled with the existence of "complex diplomacy" and Value Diplomacy" made by the tenth president of South Korea Lee Myung Bak seems to deceive the Korean Wave in his image. (Jang & Paik, 2012)

These theory and concept could help to solve the following research question by taking the norms of the concept of foreign policy to take advantage of the Korean Wave, coupled with the concept of cultural diplomacy to discuss the existence of the Korean cultural diaspora globally and accepted in the international sphere to display phenomena between countries in international relations. Associated with the discussion of the Korean Wave as an instrument of South Korean foreign policy, it can be seen that South Korea always puts forward the good image emitted by the cultural diplomacy they use. Due to the rising trend of the Korean Wave phenomenon in the world today, they continue to use cultural diplomacy as a tool.

## **1.4. Hypothesis**

From the explanation above, the hypothesis of this thesis can be found What the impact of Korean wave in South Korea foreign policy is to build up the image of South Korea in international fields, nevertheless the impact also beneficial in any other sectors in the country in a good way.

## **1.5. Purpose of Research**

This research aims to explain and explore the new instrument of Cultural Diplomacy in International Relations field by using Korean Wave as the instrument of South Korea's Foreign Policy. This research also aims to seeking new opportunity of cultural exchange in International Relations in order to reach National Interest one country to another.

## **1.6. Research Methodology**

### **Qualitative Approach**

Produces descriptive data regarding spoken and written words and behavior that can be observed from the topic of research. Related to the Using of Korean Wave as an Instrument of South Korea's Foreign Policy.

## **1.7. Research Scope**

### **The Korean Waves influences the world**

This scope of research could help to find how widely the speared of Korean Wave in terms of Economics, Tourism and Recognitions to South Korea.

### **The Government of South Korea**

Regarding to find answer of how the influence of Korean Wave, the government of South Korea also makes

movement about this instrument. So, this scope of research will look from the perspective of South Korea's Government.

## **1.8. Writing System**

**Chapter I:** Background, Research Question, Theoretical Framework, Hypothesis, Research Methodology, Scope of Research, Writing System

### **Chapter II:**

- a. The Influence of Korean Wave Globally
- b. The Korean Waves Affects the South Korea's Foreign Policy
- c. The Benefits of Korean Wave as an Instrument of South Korea's Foreign Policy

**Chapter III:** Conclusion