

CHAPTER I

INTRODUCTION

1.1 Background

The emergence of international organizations is a manifestation of international cooperation, which began to develop in the late 19th century and entered the early 20th century along with the development of the international community and international law. At that time, countries began to realize that there were more areas of life that required cooperation and joint arrangements, and bilateral and multilateral relations alone were no longer sufficient. Thus, the need to institutionalize the cooperation is increasingly felt by forming or establishing an international organization. In regard to the needs, UNICEF exists as an international organization that aims to help and protect children around the world post-second world war.

In carrying out its mandate as an organization whose focus is on fulfilling the rights of every child around the world, UNICEF feels the need for full participation not only from officials of the house, but also needs figures who are able to represent the value of UNICEF so that it can be well received by the community, figures who are able to attract many people to be involved in UNICEF agendas including but not limited to campaign and donation. It is also related to the statement given by UNICEF's first Executive Director, Maurice Pace, that the simple yet crucial problem UNICEF faced was, Recognition. In order to build its integrity, UNICEF has utilized several ways or instruments to achieve its interest and recognized by the international community by implementing several measures, one of them is through the UNICEF Goodwill Ambassador. The cooperation and expansion of UNICEF's

work programs, which are now in every country, have various theme program activities and have the assistance of many parties, one of which is goodwill ambassadors, is expected to be a way to raise international standards for every child in any country. Those who are selected must demonstrate a high commitment to the children and the organization. They will carry out activities as a form of support in an effort to improve international standards of children's rights, which is one of the goals of UNICEF (Celebrity Relations and Partnerships Section, 2010). The very first person to be appointed as the first Goodwill Ambassador was Danny Kaye, a professional actor, singer, dancer, and comedian from United States, he was a very lovable person, and he has a special persona that made him loved by people across the world.

However, along with the increasing of numbers of figures in promoting the interests of UNICEF, there are comes several names such as Katy Perry from USA, Jackie Chan from China, Lionel Messi from Argentina, and many other distinguished figures that are coming from different countries. Further, UNICEF seems need more recognition from bigger scope in order to promoting and achieving its interest that also need an outstanding figure and related to this matter UNICEF also recognize the overwhelming popularity of Korean Wave also known as *Hallyu* promoted by the South Korean government. As we all know that South Korea is known as a country that prioritizes the utilization of its public diplomacy (Cho Y. Y., 2012). The South Korean government's implementation of public diplomacy has always been inextricably linked to the development of South Korean cultural identity (Haksoon, 2002). In the current era of globalization, culture is an aspect that has a significant impact to the country, it can not only transform a country's image in the worldwide community, but it can also have a favorable impact on its

economy. Due to the government's concern about the implementation of their Korean popular culture, it can be said that the successful of the South Korean Government in promoting their good images through the implementation of their Korean popular culture, *Hallyu*. Further, the *Hallyu* popularly known as Korean Wave is a term that refers to the phenomenon of the widespread of Korean popular culture to the other countries around the world. In 1990s, the Korean wave began to spread to the many countries including to the America, Europe, and the Middle east regions (Lee, 2011).

Nowadays, the term "Korean wave" refers to the spread of Korean popular culture in numerous countries. There are some instances of the tools that being used in order to promote the Korean popular culture products, including the media of television, movie, games and popular music (Korean Culture and Information Service, 2011). The expand of the influence of the Korean wave conducted by South Korea continues with the increasing number of contents such as dramas, movies, and K-pop music industry to various countries not only in Asia, but also in America, Europe and even Africa. Furthermore, this phenomenon has continued until now where the entertainment industry has become a very promising business, given the attainment of high K-pop popularity in various countries around the world. The success of the spread of the Korean Wave is not only due to the adequate support by the South Korean government, but also the support and role of actors from various backgrounds, namely Dramas, Variety Show Programs, Singers, Idol Groups, Movies and many more.

As an international organization that often collaborates with notable figures who work in the entertainment industry around the world, UNICEF perceives a huge opportunity to collaborate with individuals and groups

from South Korea. Moreover, as an example, UNICEF appointed Siwon Choi as the UNICEF Regional Ambassador for Asia Pacific and East Asia (Post, 2019). Not only that, this organization also gave Lee Byung Hun, a Korean actor, the opportunity to be one of the Goodwill Ambassadors in 2003, and many more. Seeing the magnitude of the impact of the Korean Wave on the dynamics of international relations today, UNICEF takes advantage of this good opportunity to achieve its interests by cooperating with several parties. Thus, of the many actors, one of the prominent actors in the implementation of celebrity diplomacy conducted by the UNICEF nowadays is the biggest boyband in the world, BTS (Beyond The Scene) (Parry, 2018).

In this case, with the success of BTS as a global influencer who has spread social and humanitarian values together with UNICEF through a global campaign, through the collaboration carried out by these two parties, the author wants to know how UNICEF implements the celebrity diplomacy through the Love myself campaign and the factors contributed by BTS to the agenda. The existence of supporting factors owned by public figures will also add to the supporting points that will be described in the research regarding the factors in which they were chosen to be partners in cooperation with UNICEF in carrying out their role in the global campaign.

1.2 Research Question

Based on a set of background above, the research question of this research is formulated as follows: *How does UNICEF conduct Celebrity Diplomacy through Love Myself Campaign?*

1.3 Theoretical Framework

In writing this thesis, the author utilizes the concept of soft power and celebrity diplomacy. In this section the two concepts are used as references to answer the Research Question mentioned above.

1.3.1 Concept of Soft Power

According to Nye Jr., Soft power can be determined as the ability of a certain state to influence in order to achieve its interests by utilizing the attraction rather than coercion or payment. Moreover, the soft power of an actor in international relations is based on three main sources, which include: (1) the culture, so that the state can be perceived as an attractive state in the international community perspectives, (2) the political values adopted by the country concerned, and (3) Policies that make the actor concerned have legitimacy and moral authority. Therefore, Soft power can only be used if other parties recognize the effort, have the same expectations in its implementation and strengthen this determination to achieve common goals. In a free society, soft power does not apply to parties who want to dominate power by forcibly exerting influence.

Soft power is a prominent aspect for many actors that lack of hard power resources in order to accomplish its interests. Further, soft power in this case could be the alternative instruments and it could be used by an actor to influence the international society that makes the country has legitimacy and moral authority. Furthermore, Soft power is attractive power which can only be generated if the deployed source has enough appeal to influence the preference of the intended target. Thus, in the formation of soft power in addition to understanding the source, it is also necessary to understand what factors can make soft power

sources attractive and acceptable to the recipient international community (Joseph S. Nye, 2008).

1.3.2 Concept of Celebrity Diplomacy

According to Wheeler, celebrity diplomacy can be defined as a duty given to notable or well-known individuals or groups at the level of international and get involved in the process of foreign policy making (Wheeler, 2011). Celebrity diplomacy also can be perceived as an instrument where the notable figures can actively take part in advocating certain policies and approach to the international society extensively, as an example, what BTS have done written on the background. Furthermore, there are many actors in international relations nowadays utilize this kind of approach in order to get the attention of the international society, for instances, UNICEF (United Nations International Children's Emergency Fund), UNESCO (United Nations Educational, Scientific and Cultural Organization), United States of America, South Korea, and many other international actors. Therefore, celebrity diplomacy can be said included in the soft diplomacy, where diplomacy is conducted to form a positive image of a country in the international society perspective.

Further, as what have been mentioned above, the involvement of celebrity in the diplomatic area utilized by several actors in international relations, not to mention International Governmental Organizations such as United Nations, as well as the Non-governmental Organizations (NGOs), such as Red Cross, Oxfam, Mines Advisory Group etc. Moreover, celebrity nowadays have prominent role in the discussions of international issue by involving in the campaign agenda, influencing the opinion of society in general, this is what the BTS and UNICEF has done through the Love Myself Campaign.

1.4 Hypothesis

Based on the circumstances that occurred and the theoretical framework pictured, thus the hypothesis for this research on how United Nations for children's Funds (UNICEF) conduct the celebrity diplomacy by collaborating with BTS through the Love Myself Campaign. However, by using the data and the theoretical framework before, the author assumes that:

The utilization of Celebrity Diplomacy by UNICEF as a mean of diplomacy to construct positive values to improve international standards and international society's awareness of the importance of mental health issues, especially for young generations around the world. Moreover, Celebrity Diplomacy is carried out by collaborating with BTS through the "BTS & UNICEF Love Myself Campaign" agenda. It is expected that through this cooperation, could enhance the potential for both parties, especially in terms of advocating the importance of the values of Love Myself to the young generations around the globe.

1.5 Research Methodology

The data that used in this study are secondary data, which means that in this study, the author does not conduct direct observations (research) but rather refer to existing sources, which are processed through library research. In this study, secondary data is in the form of book literature, local and international journals, as well as other materials that support and relate to research titles including mass media such as the news, articles, official organization

reports, particularly from the UNICEF reports and other relevant credible writings.

1.6 Research Scope

The scope of this research is needed for the author to limit the analysis. Thus, the author will make a limitation in this thesis regarding the scope of time from 2005 until 2021. Moreover, this research scope is limited to analyze How UNICEF as an international organization conducting the celebrity diplomacy by cooperating with BTS through the Love Myself Campaign. This research will also focus more on How BTS and Love Myself campaign by UNICEF conduct their cooperation in order to advocate the importance of self-awareness and self-love to the international community

1.7 Systematic Writing

The structure of this thesis which analyzes the Celebrity Diplomacy conducted by Beyond The Scene (BTS) & Love Myself UNICEF Campaign is arranged as follows:

Chapter I: this chapter introduces the whole research which contains Background, Research Question, Theoretical Framework, Hypothesis, Research methodology, and systematic writing.

Chapter II: in this chapter, the author would like to elaborate further about the background of Beyond The Scene and the development of UNICEF celebrity diplomacy and also explain about how UNICEF conduct the celebrity diplomacy in this period of time through the implementation of Love Myself Campaign cooperate with BTS

Chapter III: this chapter contains the summarization and provide conclusions of the research results.