

**THE DYNAMICS OF KOREAN WAVE IN INDONESIA DURING
THE COVID-19 PANDEMIC**



UMY

**UNIVERSITAS
MUHAMMADIYAH
YOGYAKARTA**

Unggul & Islami

Arranged By:

Clarisa Az Zahra (20190510358)

Supervised By Lecturers:

Prof. Dr. Tulus Warsito, M.Si.

**INTERNATIONAL PROGRAM OF INTERNATIONAL RELATIONS
FACULTY OF SOCIAL AND POLITICAL STUDIES UNIVERSITAS
MUHAMMADIYAH YOGYAKARTA**

2023

STATEMENT OF AUTHENTICITY

I hereby declare that my thesis entitled “The Dynamics of Korean Wave in Indonesia During the COVID-19 Pandemic” is original and has never been submitted for a bachelor's degree, either at Universitas Muhammadiyah Yogyakarta or other universities.

In this thesis, there are no works or opinions that have been written or published by other people unless clearly stated in writing in the bibliography.

I make this statement truthfully, and if there is a future discrepancy, then I am willing to accept academic sanctions in accordance with the rules that apply at the University Muhammadiyah Yogyakarta.

Yogyakarta, 17 June 2023



Clarisa Az Zahra

MOTTO

"Saat masa dalam mengejar masa depan, kamu harus fokus untuk meningkatkan kualitas diri dan menghilangkan kebiasaan buruk. Ingatlah bahwa maksiat tidak akan pernah bisa bersatu dengan ilmu"

-Ustadz Adi Hidayat-

"You're normal, you know? You're doing fine.

Sometimes you're doing better, sometimes you're doing worse. But at the end, It's you.

So, i want you to have no regrets, I want you to feel yourself grow and i just want you to also love yourself."

-Mark Lee-

"Don't spend precious time just regretting something, be grateful!"

-Clarl-

PREFACE

Praise and deep gratitude to Allah SWT for the abundance of grace, and guidance of Him given to the writer that made this thesis can be completed properly. Greetings and shalawat may always be devoted to the Prophet Muhammad SAW. Writing this thesis is structured to fulfil one of the requirements to obtain a bachelor's degree (S1) from the International Relations Study Program, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta and as an application of concepts and theories that the author has obtained while the author was studying. Completing this thesis is inseparable from the guidance and support of various parties. Therefore, on this occasion, the author would like to thank:

1. Dr. Ir. Gunawan Budiyanto, M.P., IPM., as Rector of Universitas Muhammadiyah Yogyakarta
2. Dr. Takdir Ali Mukti, M.Si., as Dean of the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta
3. Dr. Sugito, S.IP., M.Si., as Head of International Relations Program.
4. Zain Maulana, S.IP., M.A., Ph.D., as the Director of International Program of International Relations (IPIREL)
5. Prof. Dr. Tulus Warsito, M.Si. as my supervisor who has helped me work on this thesis smoothly thanks to his advice and knowledge. Thank you for patiently providing guidance in every part of thesis writing and helping to break my deadlock in compiling this thesis.
6. Dr. Sugeng Riyanto, M.Si as an academic supervisor who has helped me in my lecture period at the University of Muhammadiyah Yogyakarta.
7. Faris Al Fadhat, S.IP, M.A., Ph.D., Arie Kusuma Paksi, S.IP., M.A., Ph.D, as the thesis examiner who has tested and provided many helpful insight in the process of writing this thesis.
8. A very special thank you to my parents, my father Budi Haryanta and my mother Ani Ayu, both the keys to my life and my educating paradise, raised me to be the Clarisa I am today. who has always been my first support in living life and achieving my goals. Without them, I would not have been able to reach this point with all the affection they gave me in both the form of knowledge and life value. I wish you all good things in prayer, because to me you are worth more than anything else. There is no day I am not grateful to be born to parents like my Father and Mother. Hope you guys may it be a long time on earth, may it always be the first witness of my next achievements and may happiness always belong to both of you, AAMIIN.

9. To my two older brothers, I love you even though the prestige to say, which I always disturb to keep you alive, became a place where I was angry without cause. I thank you for all your support that has made me confident to be able to achieve everything I will achieve. Please keep getting along until old age, I want to live side by side with you always.
10. To my cousins, Bila, Intan, Tata, Novi, Madya and others. Thank you for wanting to accompany your sister to grow up and understand all the shortcomings of me. Be well, take the good from your me and don't follow the bad.
11. To my high school friends and Insha'Allah forever be best friends. Zahra, Salwa, Faysa, Farah, and other friends I can't name one by one. Thank you for your support and prayers to strengthen me to this point. Thank you for always listening to all my vents both in love and life, thank you for not always getting tired of listening to all the outpouring of my heart
12. To *Kulkas Gang*, My Beloved besties. Uni Nahda Salsabila Alif, Kak Clara Clarissa, and Tete Meitha Azzahra. Unii Nahda, thank you for all the help and support you continue to entrust to me, I always ask God for a big sister, and to be present in my college days. Uni is always there when I need someone to complain about in Jogja. Kak Clara, Maybe we didn't talk much at the beginning of college, but as time went by I really felt comfortable when I wanted to talk about something. You are a great person Kak, I have always had meaningful insights from you and advice for me has always been a passion in living life. And last Teh Meitha, thank you very much even though we met at the end of this semester, but I already feel comfortable having a caring friend like you. Thank you for helping so much and guiding this youngest child to this point guys. I wish you all success, and our friendship is not quite here, but forever. Love you guys.
13. To my college besties Adam, Athalla, Tasya. Dam, Thank you so much for helping me grow and be with me always. Many things can't be conveyed, but you have always been kind and kind to me. Tal, you know that I was lucky to be met with you in this college life, Thank you very much Atala for being bothered and being an ear for this noisy Clarisa. And, Sya, Maybe we are getting along in the final semester of college, but I never feel the slightest discomfort with you. Thank you for wanting to be friends with me, I'm happy to have friends like you. Guys, May long on earth and happiness always be yours. I thank God every day for being reunited with you in my college life. See you on top, stay my friend yaa Insha'Allah, and I insist.

14. To my friends in college life Abrar, Faisal, Excel, Rio, Faiz, Amel, Adin, Rani, Ira, Dafek, Sheila, Sabel, Imey, Tarisha, Yasmin, Yolana, Tehta and other friends that I cannot mention one by one. Thank you for making friends and helping Clarisa in everything, Thank you for making me believe that good and sincere people exist in this world. It feels like this gratitude is not enough to repay what you have helped me. Always healthy, see you on top!
15. To my Arab Jenos and Korean Jenos. Thank you so much, I can survive in this world, one of the factors is to still see you tomorrow. You encouraged me consistently from semester 1 until I finished this thesis. Quoted from the favorite lyrics of Shawn Mendes' song "I wanna tell you how beautiful you are from where I'm standing" because indeed you two are always beautiful from where I stand. May long time on earth and happiness always be yours.
16. Last but not least, I wanna thank me! I wanna thank me for believing in me. I wanna thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for, for never quitting. I wanna thank me for always being a giver. And trying to give more than I receive. I wanna thank me for trying to do more right than wrong. I wanna thank me for just being me at all times. Thank you Claris!

Yogyakarta, 17 June 2023



Clarisa Az Zahra

TABLE OF CONTENTS

APPROVAL SHEETS	i
STATEMENT OF AUTHENTICITY	ii
MOTTO.....	iii
PREFACE	iv
ABSTRACT	vii
CHAPTER I INTRODUCTION	2
A. Background.....	2
B. Research Question	5
C. Purpose of Research	5
D. Theoretical Framework.....	5
E. Emphirical Review	7
F. Hypothesis	8
G. Research Method	8
H. Range of Research	9
I. Writing Systematic	9
CHAPTER II THE DYNAMIC OF KOREAN WAVE IN INDONESIA.....	11
A. The Development of The Korean Wave in Indonesia before COVID-19.....	11
B. Development of Korean Wave in Indonesia during COVID-19 Pandemic	14
CHAPTER III FACTORS INFLUENCING THE RISE OF THE KOREAN WAVE IN INDONESIA DURING THE PANDEMIC.....	24
A. Cultural Factors	25
B. Marketing Factors Carried Out by the Korean Wave Industry that Make People Interested.....	26
C. The Role of Government and Soft Power South Korea Becomes a Leading Country in the Post-COVID-19 Era.....	28
CHAPTER IV CONCLUSION	31
REFERENCES	33

