

CHAPTER I

INTRODUCTION

A. Background

Korean Wave or Hallyu, is the spread of Korean popular culture and entertainment that began in the mid-1990s and has since become one of the soft forces of South Korean cultural diplomacy and is still evolving today. The current success of the Korean Wave cannot be divorced from the government's full support for its improvement. Currently, the South Korean government is working hard to expand and spread the Korean Wave around the world, including Indonesia (Beatrix E.D. Sendow, 2018). The Korean Wave is a global phenomenon of South Korean culture. There is no country in the world that does not know Korean culture. Korean Wave is very popular among teenagers today. Sometimes some people make the Korean Wave as a lifestyle reference, because it feels very cool to follow. This is very common among Korean Wave fans. Korean Wave products include music (K-Pop), drama (K-drama), film (K-film), fashion (K-fashion), food (K-food) and beauty (K-beauty), which are forms of cultural industry based on the production and dissemination of art, folklore, and customs from South Korea.

Figure 1

NCT Dream Concert



Source : <https://www.instagram.com/p/Cq4PnLqBTC5/?igshid=MzRIODBiNWFIZA==>

Cultural diplomacy is a dynamic attempt to improve a country's interests and recognition through cultural collaboration and exchange. South Korea does this to improve foreign relations by utilizing cultural content that is already known to the worldwide community. Korean Wave is an excellent tool for promoting South Korea to the rest of the world. The Korean Wave, South Korea's soft power diplomacy, has produced numerous economic benefits. This success has also significantly improved South Korea's relations with many countries worldwide. In addition, the increasing image building and nation branding of Korea are in accordance with the objectives of foreign policies.

Hallyu or Korean Wave is one of the soft power instruments employed by South Korea. South Korea through the Korean Wave has now become a social phenomenon in society and is a concern in the eyes of the international community or the whole world. This social phenomenon spreads across national borders, age and gender, even this development has been widely felt by many individuals. Korean Wave is the most popular South Korean cultural product and arguably the most popular among other South Korean cultural products. The development and spread of the Korean Wave is not only in Southeast Asian countries, but has spread in East Asia and has even penetrated to various parts of the world. Indonesia is one of the countries in Southeast Asia that has the highest interest in the Korean Wave starting from children, teenagers, to parents. So it is not uncommon for this social phenomenon to be referred to as Hallyu or Korean Wave product fever (Aji Adira Fadia Putri Padmo, 2020).

Korean Wave, also known as Hallyu, is a South Korean Popular Culture that is popular in many countries. It is one of the key priorities of the South Korean government's political policy. Cultural diplomacy employing the Korean Wave as a tool of South Korean soft power is an efficient means of spreading influence in the worldwide arena. The strength of the Korean Wave's propagation is further demonstrated by the most recent data from Global Hallyu Data, which shows that in 2016, there were 1493 fanclubs from 86 countries with 35.59 million members. The impact of Hallyu on the Korean economy and the conduct of Korean foreign policy are two of the measures used to assess the effectiveness of cultural diplomacy (Septansyah, 2020).

South Korea has generated a huge wave of entertainment and culture in recent years. Since its arrival until now, anything related to Korea has been the talk of many

countries, starting from food, move on to music, theater, movies, cosmetics, and languages. The Korean wave, also known as *hallyu*, refers to the popularity of Korean entertainment and culture in other countries. Coupled with the COVID-19 pandemic that has hit Indonesia for more than a year, this does not rule out the possibility of someone becoming a fan of Korean music or dramas. In order to pass the time, people usually try new things that they has never tried before. Someone who is tired of work, college assignments, schoolwork will usually divert it by watching movies, listening to music, and so on. Therefore, many people choose to try new things to relieve boredom during COVID-19. That is, by finding out about the Korean Wave and start listening to K-Pop or watching Korean Dramas.

During COVID-19, someone will try new things that are popularly discussed by many people. For example, watching Korean dramas, listening to Korean music, or even tasting Korean food. Netflix, Iqiyi, Viu, and other movie-watching apps are available to help us watch Korean dramas more easily. Similarly, listening to music or K-POP can be done through Spotify, Joox, YouTube, and other platforms. One of the reasons for the spread of the Korean Wave phenomenon in Indonesia is the simplicity with which we can watch the episodes we want. The presence of the media is also one of the factors in the rise of the Korean Wave phenomenon which is increasingly mushrooming in Indonesia. The media provides recommendations for dramas, movies and music that can be our choice in spending time at home. Therefore, many people run away from boredom by liking the Korean Wave. With today's technology, people can easily access the Korean Wave from home (Febilia, 2021).

During the initial 3 months of the COVID-19 virus spreading in Indonesia, many offices, schools, and activities that were usually carried out outside the home became carried out indoors due to isolation and PPKM. A lot of Work for Home (WFH) activities makes people bored, so they look for other entertainment such as watching movies / dramas, gardening, raising animals, and many more. The percentage of Korean drama viewers in Indonesia increased from 87.3% to 91.1%, an increase of 3.3% (Sincere. W). In addition to Korean dramas, K-Pop also dominates the increasing public interest in Indonesia towards the Korean Wave (Yoon, 2022).

Products inspired by Korea or Korea can be widely accessed in Indonesia. Shopping centres have been temporarily closed since the adoption of PSBB in a number

of regions. This is what fosters people's interest in shopping online. Personal care items inspired by or directly from Korea became one of the online purchase trends during the PSBB. Even before the lockdown, Wira (2020) reported that 57.6 percent of Indonesians preferred South Korean skincare items compared to other countries (Supriyatno, 2023).

Based on the data mentioned above, it has shown that the interest in Korean Wave in Indonesia continues to experience an increase even during the COVID-19 pandemic. The increase in Korean Wave enthusiasts in Indonesia during the COVID-19 pandemic was triggered by two factors mentioned above, namely Korean drama and Korean style. The purpose of this study is to explain in detail about the dynamics of the Korean wave in Indonesia during the pandemic period and identify the factors triggering the increasing number of Korean Wave enthusiasts in Indonesia during the COVID-19 pandemic.

B. Research Question

Based on the background of the problems described above, the author will discuss "What factors influence the increase in Korean Wave enthusiasts in Indonesia during the COVID-19 pandemic" as a research question.

C. Purpose of Research

This study aims to find out what factors influence the increase in Korea Wave enthusiasts in Indonesia during the COVID-19 pandemic.

D. Theoretical Framework

In understanding the problem and answering the research questions above, it is necessary to have a frame of mind. This conceptual framework combines theories and concepts that serve as a basis and guide for conducting research, allowing research to be carried out logically and according to the scientific method. The conceptual definition of the Theory of Interdependence is used in this work.

1. Cultural Diplomacy

Cultural diplomacy can be interpreted as the state's effort to fight for its national interests through cultural dimensions, either micro such as education, science, sports, and art, or macro according to the main characteristics, such as propaganda and others, which are not political, economic, or military in the

conventional sense. The main purpose of cultural diplomacy is to persuade public opinion (people of other countries) to support a particular foreign policy (ditwdb, 2019). Cultural diplomacy that uses the Korean Wave as a tool of South Korean soft power is an efficient way to spread influence in the world arena. (Beatrix E.D. Sendow, 2018).

Cultural diplomacy is an old phenomenon, it is also mentioned that cultural diplomacy as Cultural Techniques in Foreign Policy. Cultural diplomacy is one way for a country to achieve its national interests by using the culture in its country (Tulus Warsito, 2007). Similarly, South Korea uses the Korean wave as a tool of their cultural diplomacy to achieve their diplomatic interests with other countries.

Globalization and technology, which play an important role in expanding the influence of Korean information and culture to Indonesia, and to enter easily without significant barriers. With technology such as social media today, the Korean Wave has become more acceptable. On the other hand, there is a tendency for Indonesians to be more interested in foreign cultures than their own.

2. Public Diplomacy

Public diplomacy is a type of diplomacy that deals with public involvement in diplomacy. Public diplomacy can also be said to be an attempt by a country to open communication or direct relations with foreign publics. Cultural diplomacy is a form of soft-power diplomacy and part of public diplomacy carried out by a country in promoting and protecting national interests. Public diplomacy is also closely related to the formation of the image of a country. When the situation shifts, power can shift and even disappear. Internationally, power is very important. A country can achieve its goals by using force. South Korea uses the Korean Wave as a diplomatic soft force to achieve the country's ability to influence other countries to achieve their desired results or interests. Since public diplomacy can be utilized to achieve a country's national goals by understanding, informing, and persuading foreign audiences, it is used as a media state branding tool. If traditional diplomacy is developed through government-to-government relations mechanisms, then public diplomacy focuses on government to people or even people to people relations,

or can be referred to as 'second track diplomacy', which is defined as unofficial diplomatic efforts carried out by non-governmental elements (Pelenkahu, 2017).

According to Nye, public diplomacy is an instrument used by the government to use this soft power to communicate and generate interest with the public with other countries, besides the country's own government (Tanthowi, 2018). One of the public diplomacy instruments used by the South Korean government to use this soft power to communicate and generate interest with the public in the country of Indonesia, in addition to the country's own government. In South Korea, public diplomacy is employed to improve foreign relations by utilizing cultural content that is already known to people around the world. The Korean Wave is an excellent tool to promote South Korea to the rest of the world. Excellent efforts are made to influence citizens of other countries to know the culture of South Korea. This is where public diplomacy enters the picture. Because the focus of diplomatic efforts is on government-to-people and people-to-people communication, the relationship between government and society can be more accommodating with public diplomacy. In addition, the advancement of information technology in this century became the reason for the unavoidable involvement of society in diplomatic actions.

E. Empirical Review

According to Vina Alvinia Septadinusastra, in her research entitled Korean Music Industry During the COVID-19 Pandemic. Korean wave phenomenon. In her journal, Vina Alvinia Septadinusastra wrote, "Kpop is one of Korea's popular culture that is booming among teenagers in the world today. Not only music genres are liked, but also singers (Idol) who are able to make their fans become fanatics. During the COVID-19 pandemic, Kpop is still being produced and consumed. The Korean entertainment industry seems to have not lost its mind to promote its products to the world."

From the journal, there is no discussion of the Dynamics of Korean Wave in Indonesia during the COVID-19 period. There was a dominant discussion about K-Pop during the COVID-19 pandemic. In this case, the author further explains all sectors of the Korean Wave, not only in the K-Pop section, where K-Pop is one of the products

of the Korean Wave. Therefore, the author raises the title "The Dynamics Of Korean Wave In Indonesia During The COVID-19 Pandemic" as a new form of analysis.

F. Hypothesis

Based on the background and support of the framework and formulation of the problems that have been raised, the author can draw the following hypothesis:

1. The increase in Korean Wave interest in Indonesian society was also triggered by public diplomacy factors spread by the South Korean state through the use of social media and significant digitalization during the pandemic, thus making people have a high interest in Korean Wave.
2. The existence of technology today makes the dissemination of Korean Wave culture younger accepted by the people of Indonesia, and also the South Korean Government also provides sufficient efforts to continue to increase the dissemination of the Korean Wave through soft diplomacy.

G. Research Method

1. Research Approach

The approach used in this paper is qualitative and the type of research approach used is descriptive. This method seeks to describe, interpret something, for example an existing condition or relationship, develop an opinion, an ongoing process, a consequence, an effect that occurs, or about an ongoing trend that can be adapted to a concept known in International Relations so that it can be drawn.

2. Data source

The data sources used in this paper are secondary data sources derived from previous research in the form of books, articles from various scientific journals that study related subjects. The authors use secondary data obtained from books, journals, and newspaper articles, both print and electronic, that discuss the cases raised in the study.

3. Data collection techniques

Data collection techniques are used in writing using literature studies in the form of literature research, namely by collecting data and information related to the problems studied in the form of books, articles, documents, the internet, magazines, and newspapers. Research is carried out through literature studies related to the

concepts used as well as other sources that support research. The data obtained will be analyzed descriptively in the form of a narrative.

4. Data analysis techniques

The data analysis technique used by the author in analyzing the data obtained from the study is descriptive qualitative. This approach will allow the author to describe the problem based on the facts at hand and then link the facts to each other. Meanwhile, the writing method that the author uses is the deductive method, where the author begins the discussion by describing the problem in general and then explaining the specific influence of the problem previously described.

H. Range of Research

In this writing, the author limits the focus of the discussion so that the objectives in writing this scientific paper can be achieved and remain in accordance with the title that has been presented. The scope of the research that the author determines is the dynamics of Korean Wave in Indonesia during COVID-19 pandemic.

I. Writing Systematic

The writing of this thesis is arranged systematically based on the rules that apply in scientific writing and is divided into chapters, with discussions in their own but interconnected areas. To make it easier to interpret the topic of the problem, this thesis is divided into three chapters, namely:

CHAPTER 1 INTRODUCTION

This chapter will describe the reasons for choosing the title, research objectives, background of the problem, problem formulation, theoretical basis, hypotheses, research scope, research methods, and writing systematics.

CHAPTER 2 THE DINAMIC OF KOREAN WAVE IN INDONESIA DURING COVID-19 PANDEMIC

This chapter will describe about the dynamics of Korean Wave in Indonesia during COVID-19 pandemic.

**CHAPTER 3 WHAT MAKES KOREAN WAVE IN INDONESIA
DURING COVID-19 PANDEMIC INCREASED**

This chapter will describe the factors influencing the rise of the Korean Wave in Indonesia during the pandemic.

CHAPTER 4 CONCLUSION

This chapter will conclude the discussion from the previous chapters.