

CHAPTER I

INTRODUCTION

A. BACKGROUND

South Korea is located in the Eastern part of Asia continent. South Korea has Republic of South Korea as the official name and Seoul as the capital city. The country that is led by president Moon Jae-in has eight provinces, one special self-governing province, six metropolitan cities, one special city, and one metropolitan autonomous city. In 2019, the population of South Korea is estimated 51,248,572 (World Population Review, 2019). In the past, South Korea is a poor country. After colonized by Japan, South Korea was split into two parts and involved in the civil war that destroyed the economy of the country (Darini, 2009). Over decades, South Korea has grown to be the largest economy in the world and become a country with good economic progress in Asia. Compared to the 1960s era where South Korea had GDP equal with the less-developed countries in Asia (Ongkowitzjojo & Hikam, 2015).

In 2018, the GDP per capita of South Korea was \$31,363 or equal with the other developed countries (Macrotrends, n.d.). The rapid economic growth of South Korea cannot be separated from the development of the industry in the country which in 2005, South Korea has transformed into an industrial country. Tracking back to the history, the transformation of South Korea started in the governing era of Park Chung Hee. Even though he is an authoritarian leader, he can bring South Korea into a phase called “Economic Miracle on the Han River” through his work program and policy (Putri, 2017).

One of the industries that raised the economy of South Korea is tourism. Tourism gave big contribution to

South Korea especially in the field of economy through the high earnings on the foreign exchange. In 2018, total of 15 million foreigners visited South Korea (Korea Tourism Organization, 2019). This number made South Korea the 21th most visited country in the world defeating Netherland and United Arab Emirates (World Population Review, 2019). Most of the visitors of South Korea are seeking for the historical value, cultural value, fascinating scenery of the natural attractions. Futhermore, visitors come to South Korea for the Korean food (Korea Tourism Organization, n.d.).

Indonesia is a of country that has a good relations with South Korea. The relations between South Korea and Indonesia have existed since 1973. These two countries cooperate in various fields such as economy, and socio-culture (Kedutaan Besar Republik Indonesia di Seoul, Republik Korea, n.d.). Indonesia is currently ranked fourth as the country with biggest population after China, India, and United States, with the population in 2019 is estimated as 269 millions (Jayani, 2019). The huge population of Indonesia attracts the food producers from abroad to market their food in Indonesia.

The example is the American fast-food restaurant, McDonald's. The first time McDonald's entered Indonesia is in 1991 when opening the first restaurant at Sarinah, Thamrin, Jakarta. Now, this restaurant has 200 branches that spread in around Indonesia (McDonald's Indonesia, n.d.). Not only that, there are also many types of food from abroad which are favorites in Indonesia that become the inspiration for the food industry players to sell them such as Shushi from Japan and Tom Yum from Thailand. This is the proof that Indonesia is the big market for the culinary industry from abroad including South Korea to promote the food. Therefore, the writer is interested to write about the

strategy of South Korea in introducing Korean food in Indonesia.

B. RESEARCH QUESTION

In order to examine the topic, the research question that the writer answer is **How is the Strategy of South Korea in Introducing Korean Food to Indonesia?**

C. THEORETICAL FRAMEWORK

To answer the question and analyze the case, the writer will use the Multi-Track Diplomacy, Bandwagon Effect and Gastrodiplomacy.

1) Multi-Track Diplomacy

Multi-track diplomacy is a system that aimed to view the process of international peacemaking for a world peace as the goal (Institute for Multi-Track Diplomacy, n.d.). The idea of Multi-track diplomacy appeared in 1981 by Joseph Montville when at that time, he invented the concept of track one and track two. Track one is the path of diplomacy where one country's government is formally interconnected with the other country's government. In this track, governments work in their best efforts to achieve the best resolution for the problems they face. Then, the track two is the path where affairs outside the formal government system are counted as non-governmental activities and interrelated (Notter & McDonald, 1996).

On the development of the multi-track diplomacy, the path of diplomacy divided into nine tracks which are the combination of actors in diplomacy by John McDonald and Dr. Louise Diamond. Those nine tracks are Track One:

Government, Track Two: Non-government/Professional, Track Three: Business, Track Four: Private Citizen, Track Five: Research, Training, and Education, Track Six: Activism, Track Seven: Religion, Track Eight: Funding, and the last is Track Nine: Communications and Media (McDonald, 2012). These nine tracks are interrelated with each other where each track on the path and can influence also support the efforts in implementing diplomacy.

On the first track, all the products of policy making and peace building are carried out through official diplomacy by the formal aspects of the government process (McDonald, 2012).

The second track, diplomacy is conducted by the professional non-governmental actors through peace-building with the conflict resolution by analyzing, preventing, overcoming, and managing international conflict through non-state actor (McDonald, 2012).

Track three of multi-track diplomacy conducted diplomacy by the business channels. This track aimed to build peace through the provision of economic opportunities, international friendship through informal communication, and gain support for other peace activities (McDonald, 2012).

The fourth track is the diplomacy through the private citizens that aim to form peace through individual involvement such as citizen diplomacy, exchange programs of organizations, private voluntary organizations, non-governmental organizations, and special interest group (McDonald, 2012).

Then the fifth track is research, training, and education. The research program is connected within universities and specialized research centers. Providing training in expert skills such as negotiation and conflict resolution, as well as provide the third party is the objective of training program. And in the terms of education, this track will cover various aspects of global studies such as the study of peace and world order (McDonald, 2012).

For the track six, diplomacy conducted through the activism that include activists on peace and environmental issues such as social and economic justice (McDonald, 2012). Then, the seventh track of multi-track diplomacy. In this track, the element of religion is involved in the process of realizing peace. The activities that are undertaken by the religious communities that focus on peace can show how peace can be achieved (McDonald, 2012).

The track eight of multi-track diplomacy is conducting diplomacy through funding that build peace by providing the resources and financial support that given by the funding communities such as foundations (McDonald, 2012).

Then the last track of multi-track diplomacy or the track nine that show how the communication and media seen as one of important element in diplomacy. In this track, it is explained how the public opinion will be formed and expressed through social media to realize peace through information. Then, that public opinion can affect the view of one country to another country (McDonald, 2012).

In this research, the writer use the track nine of multi-track diplomacy. In the implementation, Korean

media is the tools to form the public opinion about the Korean food.

2) Bandwagon Effect

Bandwagon effect is a phenomenon where people will do something primarily because other people doing the same thing (Bloom & Bloom, 2017). The bandwagon effect occurs when someone sees the popularity of a certain thin as something that must be followed. Bandwagon effect is not just about the following the trend phenomenon, but it is a complex psychological phenomenon (Edy, 2019).

In the social science context, the term bandwagon effect appear to exemplify about the phenomenon of public opinion where in their preferences and position, in bandwagon effect people will join what they perceive to be existing or expected as the majorities or have domination in the community (Schmitt-Beck, Bandwagon Effect, 2015). The example is on the Indonesia general election 2019 when two president and vice president candidate, Jokowi-Ma'ruf and Prabowo-Sandi shared the results of an internal survey regarding their winning level. Meanwhile from polls of the survey institutions, the chance of Jokowi-Ma'ruf to win is 50% higher than the other candidate. In this case, public will respond with the bandwagon effect. Public will tend to choose the candidate based on the winning chance. After the massive publication of winning chance, public will join to vote the candidate that have more opportunities (Sholahuddin, 2019). In the application of bandwagon effect to the research, the writer use it to explain about the bandwagon effect of Korean media. The writer explain how the media affect people and attracts people interest in Korean food.

3) **Gastrodiplomacy**

Gastrodiplomacy established by Paul S. Rockower is the form of public diplomacy that consist of the combination of culinary, culture, and nation branding to introduce the culture of a country through a familiar access, in this case the taste of the food. Gastrodiplomacy use food and culinary as the tools of diplomacy. According to Rockower, gastrodiplomacy is best act of winning hearts and minds through stomach (Rockower P. , 2014). In accordance with the culture, both gastrodiplomacy and cultural diplomacy have the attempts to manage the international environment through making the cultural known overseas (Cull, 2008).

Despite with the fact that gastrodiplomacy use the food as the tools of diplomacy, gastrodiplomacy is different with the culinary diplomacy in terms of the method where the gastrodiplomacy is the attempts of public diplomacy to communicate the culinary cuture to foreign public by spread and try to influence the wider audience (Rockower P. S., 2012).

In the practice, gastrodiplomacy need some basic elements of strategy. The first strategy is the media relations strategy. Which in gastrodiplomacy, the government uses this strategy in order to publicize the gastrodiplomacy campaign. This strategy also a method to build a good relations with public through media that aimed to create a positive image of the culinary (Zhang, 2015). The gastrodiplomacy can be conducted in media by sharing about the food in the social media, television show, or movie.

The second strategy is through education. Education in gastrodiplomacy refers to the culinary

education through the teaching programs and training to ensure the consistency of national food image and long-term relationship with the food lovers (Zhang, 2015). The aspect of this strategy is separated into the sponsoring the certified and experts chef to be trained before work abroad to ensure the food taste consistency and provide the teaching programs to foreign public.

The third strategy is the product marketing strategy that aimed to expand the national food industry abroad. In applying this strategy, government markets the food by establishing restaurant chains, developing franchisees, and give more attention to the export and import related with the culinary (Zhang, 2015). The fourth strategy is the food events strategy that involves the event organizing activities or participation in the international events about the food promoting towards the elite foreign and publics in general (Zhang, 2015). In the event that being held, the national culinary will served and the foreign visitors of the event can taste it.

The fifth strategy is the coalition-building strategy. In this strategy, it involves the partnership building with international organizations that share the same interest related to the culinary campaigns (Zhang, 2015). And the last strategy is the use of opinion leaders strategy where in this strategy the opinion of the people that have big influences such as celebrities. They can enhance the awareness and credibility of the culinary (Zhang, 2015).

In applying this theory to the research, the writers explain about the media relations of South Korea in promoting the Korean food through the gastrodiplomacy strategies.

D. HYPOTHESIS

Based on the problem above and supported theoretical framework to help with the analysis, the hypothesis of this research that elaborated by the writer is **the strategies of South Korea in introducing the Korean Food are by the multi-track diplomacy and gastrodiploamacy with maximizing the use of media that brought the bandwagon effect.**

E. RESEARCH METHODOLOGY

This research use the analysis and qualitative method by collecting data and information from credible sources such as books and journals. The writer believes that this method is the effective way to support the writer in writing the argumentations.

1) Type of Research

This research use the data analysis and qualitative research method that observes the strategy of South Korea in introducing the Korean food to Indonesia. Qualitative method is a research procedures that results descriptive data from observable object (Moleong, 2006).

2) Data Collecting Method

This research use the library research method from books, journals, and articles that related with the topics. The internet-based data will have a vital role in this research to collecting the data and keep update with the information.

F. SCOPE OF RESEARCH

This research explain about how the strategy of South Korea is in introducing the Korean food to Indonesia. The writer choose Indonesia as the object because of the relations between South Korea and Indonesia that have already interconnected for several years. And it is also supported by the Korean wave or *hallyu* in Indonesia. Besides, Indonesia is a big market for South Korea in terms of Korean food. The research time limitation is strated since 2002 when the first time Korean wave appeared in Indonesia.

G. OUTLINE

In order to continue the research, the undergraduate thesis divides into chapters which are:

CHAPTER I

This chapter is the introduction that will contain the background, the theoretical framework, the research question, hypothesis, and the method of this research.

CHAPTER II

This chapter will explain about the Korean food as the cultural richness of South Korea.

CHAPTER III

In this chapter, the writer will analyze about the strategy of South Korea in introducing Korean food to Indonesia. Through this chapter, the writer will give proof regarding to the hypothesis.

CHAPTER IV

This chapter will be the conclusion of the first chapter until the third chapter.