

# CHAPTER I

## INTRODUCTION

### A. Background

Power is the ability to influence to behaviour of others to get the outcomes one wants. Hans J Morgenthau stated that power is defined as the relationship between two political actors in which actor A is capable of influencing actor B's thoughts and behaviour and vice versa. With the existence of power, it is done using diplomacy. According to Sir Ernest Satow, diplomacy is the application of intelligence and tactics to the implementation of official relations between the government and a sovereign state. The main role of diplomacy implementation is negotiations carried out to resolve conflicts through good talks and still guarantee the interests of the state. If negotiations fail, war is a tool of diplomacy. In addition, there are three essential ways in which a country's diplomacy can be implemented: collaboration, rivalry and confrontation. (S.L, 1995)(Roy, 1995) Diplomacy is divided into 2, namely hard diplomacy and soft diplomacy. One of the countries that uses soft diplomacy is South Korea. Winning the peace is harder than winning a war, and soft power is essential to winning the peace. (Joseph S. Nye, Soft power: The Means to Success in World Politic, 2004)

According to GDP, South Korea ranks fifteenth in its market economy. The very fast economic growth has made this country known as the Asian Tiger, which is also one of the countries with the strongest economy in the world. South Korea is also one of the countries known for its soft diplomacy policies and its success in using soft diplomacy. Soft diplomacy is one of Korea's ways to build relationships with other countries. One of the popular diplomacy is *Hallyu* or *Korean Wave*. Korean Wave spread to other countries like Hong Kong, Vietnam, Thailand, Indonesia, the Philippines, the United States, Latin America and the Middle East. The Korean wave or Hallyu first occurred when the Korean government took advantage of the culture of its country as a tool used as a soft power in the public diplomacy policy of the country to create a positive image of the country for the international community, as can be seen by the large distribution of South Korean cultural items that are well received by the global community. (Geun L. , 2009)

Korean Wave sells various kinds of Korean culture through music, films, and entertainment industry products such as television dramas, which contain a lot of the combination of traditional and modern life in South Korea. South Korean commercial and

tourism products have also been successfully marketed through the Korean Wave. In this case, the Korean Wave is not only an instrument in exhibiting culture or expansion in the entertainment industry, but has also become a force for South Korea in improving its economy. However, the early emergence of the Korean Wave caused a different reaction in each country, this was due to differences in ethos and culture, so that the responses received and digested by the community produced different outputs.

Hallyu or Korean Wave is the term given to the spread of Korean pop culture globally in various regions around Asia, Europe and America. Generally, the Korean Wave triggers people in many country to learn Korean Language and Korean culture. For the first time, in the 1980s had been multilateral pressures to open its market, which name is globalization through various sectors including the cinema and televisions. The media introduced Korean culture to many countries. But ironically, the global media market openings in the 1990s to facilitate the development of the Korean popular culture. In China itself, the Korean Wave started in 1993 when Korean electronic cinema was broadcast by Chinese CCTV and Kpop music started in 2000 by H.O.T, NRG. After the Korean Wave was famous in China, then spread to other neighbour countries which are to East Asia, Japan, and Europe, but it can also be said that China was the first country to be hit by the Korean Wave. In Japan, Korean Wave started when “Winter Sonata” popular in NHK Channel. The popularity of that drama called “The Yonsama Syndrome” or we know *Bae Yong Jun fandom*. A Japanese entertainment magazine analysed “The Yonsama Syndrome” showing that Korean male actors have a romantic charisma rare on Japanese TV, they think the Korean male is polite and know how to make a woman feel good. The drama uses various filming locations in South Korea such as Namiseom Island and Yongpyeong Sky Resort, which have since become popular tourist attractions in South Korea. “What is Love” some of the Korean Tv series which successfully made the Chinese audience fell to Korean again. In 1998s, Chinese teenagers coloured their hair after fell by idol group H.O.T.

One of the most successful Korean Wave countries is Vietnam. The real relations between Vietnam and South Korea have had their ups and downs. South Korea was once a country that the Vietnamese people hated. At the beginning, South Korea had offered to send troops to support South Vietnam in early 1954 which was the beginning of the Vietnam War, but the offer was rejected because recently South Korea waged a civil war against communists in the Korean War with the help of the United States. And in the end, South Korea decided to join the war against Vietnam due to various reasons, such as political urgency and the promise of economic aid from the United States. With South

Korea joining the conflict this consisted of reports of various critics, such as a statement at the Symington House of Representatives Subcommittee Hearing in February 1970 comparing Korean troops to pay. (Engel B. , 2016)

During Park Chung-hee's reign, South Korea took an active role in the Vietnam War. In 1964-1973, South Korea sent more than 300,000 fleets, namely the Army, Marine Corps, Navy, and Air Force to Vietnam as an ally of the United States. About 41,400 Vietnam's fighters and 5,000 civilians were killed by the South Korean fleet. (Jeong K. s., 1999). In 2001, South Korean President Kim Dae-jung expressed his condolences for, although accidentally, having caused suffering on the Vietnamese people during the Vietnam War. He also vowed to continue supporting Vietnam's growth. The relations between the two countries have gradually improved. Seen in 2003, through the South Korean newspaper "Hankroyeh", which ran an article exposing South Korean atrocities during the Vietnam War, its readers donated about \$ 10,000 to establish a memorial park and peace museum in Phu Yen Province, the opening of the peace park is seen by many as an act of regret. (Arthur, 2003) While The President of Republic Korea, Lee Myung Bak visiting the Northeast Asia in May 2009, Vietnamese Prime Minister agreed to raise bilateral relationship to the "strategic cooperative partnership". (News V. , 2009) and getting better with the entry of the Korean Wave.

Korean Wave came to Vietnam in 1998 with the film "The Medical Brothers" broadcasted in a Vietnamese television network owned by the People's Committee of Ho Chi Minh City is Ho Chi Minh City Television (HTV). Samsung Economic Research Institute in 2005 did a research and concluded that the method of consuming Korean products relating Korean Wave could be defined in 4 potential ways (Hien, cefiawiki, t.thn.)

- a. The first is to use products related to Korean Wave culture through viewed content such as through Kmovie and Kpop,
- b. The second is buying products related to Korean Wave culture such as Kpop or Kmovie posters, photos of Korean actors and actresses, and also tours in South Korea,
- c. The third is buying "Made in Korea" goods such as foods, cosmetics, clothing, electronics, and other daily appliances,
- d. The fourth is has a high interest in South Korean culture.

After winning the hearts of Vietnamese viewers, South Korea proceeded to dominate the wider Vietnamese market. As of December 2014, South Korea has been Vietnam's biggest investor, with US\$37.23 billion of foreign direct investment in 4,110 projects

throughout the country. In 2009 Samsung invested US\$1.5 billion in Vietnam, building its second largest factory worldwide. Bilateral trade increased nearly 55 times from US\$500 million in 1992, at the establishment of diplomatic relations, to about US\$30 billion in 2014. South Korea is now Vietnam's third-largest trading partner after China and the United States. Vietnam is South Korea's sixth-largest export market. Further growth in Korean investment and bilateral trade is expected in 2015 as the two nations finalise their FTA. After the implementation of the agreement, trade between Vietnam and South Korea increased rapidly. When President Moon In Jae's visit to Hanoi, he met Vietnamese President Tran Dai Quang and signed an MoU, that said South Korea would "contribute" to Vietnam to achieve its goal of becoming an industrial economy by encouraging bilateral trade to \$100 billion by 2020. (Khanh Vu, 2018)

Since the late 1990s, in Southeast Asia the Korean Wave has become a cultural phenomenon. Korean Wave in Vietnam is included in the third way. Korean Wave in Vietnam arguably spreads faster due to youth culture. Many of young people in Vietnam imitate the habits of famous Korean drama stars such as enjoying kimbab or seaweed soup in department stores. Many countries such as China, Thailand, Japan, Vietnam, and other Southeast Asian countries have acknowledged the inclusion of South Korean dramas that depict life in South Korea in terms of food, fashion, and pop music which increase their economic prospects through increased tourism and exports. In Vietnam Korean Wave was divided into 3 (three) periods, such as : The First period is "Rising" occur from 1998 until 2000, The Second period is "High Tide" occur from 2000 until 2005, and The Third period is "Downstream Inclination" occur from 2005 until now. (Hien, CefiaWiki, n.d.) In Vietnam, the Korean Wave is growing and popular, the similarities in the two nations history and culture make it easy to like and share the Korean Wave.

A country definitely needs other countries to cooperate. The country needs the power to influence other countries to achieve the desired goals. One power that is easy to do is soft power. According to Joseph S, Nye, Jr., soft power is a power that is manifested through attractiveness. This paper will discuss South Korea's policy to achieve the implication of the Korean Wave in Vietnam.

## **B. Research Question**

Korean Wave in Vietnam is one of successful phenomena. And then, "How was the South Korea policy to achieve the implementation of the Korean Wave in Vietnam?"

### **C. Literature Review**

The background and problem formulation are expected to provide a clear picture in writing the research, the author tries to reveal the Korean Wave phenomenon which is very well known and widely spread in various countries around the world which of course this spread through by various channels and actors. As the previous research found that the Korean Wave is an important phenomenon and in recent years South Korean culture is a unique and peaceful culture that has attracted and entertained more than half of the world. The Korean Wave or Hallyu as a successful local culture as a transnational phenomenon including its actors, mass media and its dissemination strategy. The actors refer to the government, chaebol, idol groups that engage in public diplomacy to promote Hallyu. (Indah Chartika Sari, 2013) From the research results found by Miss Thuy Anh Dinh (Dinh, 2016), the government has an important role in promoting the Korean Wave. The government's aim was initially to get international attention in order to create its own Korean identity so as not to be influenced by other cultures in various countries. At first the Korean government did not plan to export culture, but they realized the great potential that could be exploited through Korean cultural exports as the soft power of their country which could have a positive impact on South Korea itself.

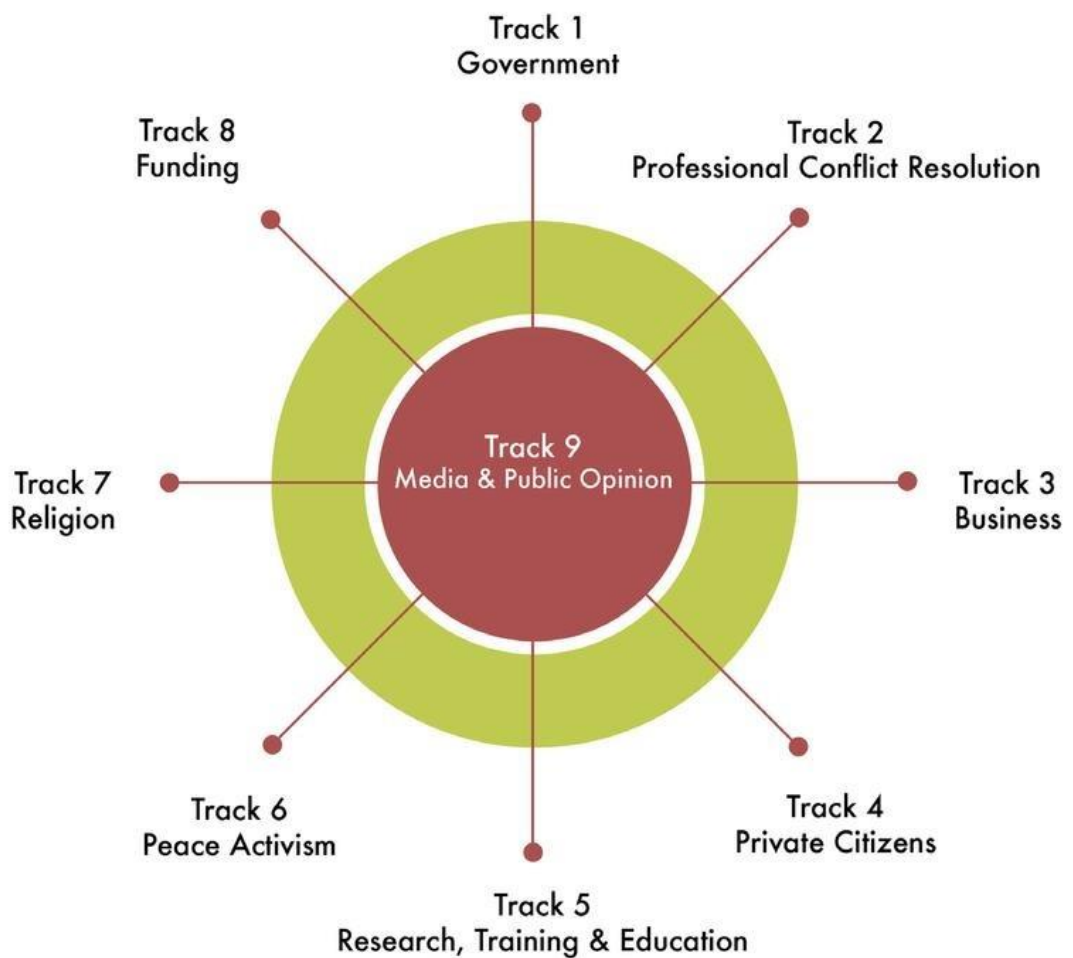
The Korean Wave itself has grown to various parts of the world, one of which is in ASEAN. The influence of the Korean Wave in each country varies both in the media industry, beauty products, food, or clothing. From the research found by Chung Peichi (Peichi, 2013) that the media industry plays an important role in contributing to the success of the Korean Wave market in Southeast Asia. Meanwhile, this research focused discuss about Korean Wave in influencing Vietnam but in several industry.

### **D. Theoretical Framework**

#### **Multi-Track Diplomacy**

Multi-track diplomacy is a conceptual framework used in the process of realizing international peace as a living system. Multi-track diplomacy is a concept developed and put into practice by Louise Diamond and John W. McDonald. The term multitrack diplomacy refers to a conceptual framework designed to reflect various activities that

contribute to peacemaking and peacebuilding. (McDonald, 1996) Diplomacy, consisting of only two networks, namely government and non-government, arose from this definition, but non-government actors are not exclusively made up of experts. Joseph Montville founded the second line in 1982, composed of non-governmental organizations. Whereas in matters of stability, non-government actors are influential because they appear to be both agents and personally feel the effects of the conflict. A multi-track diplomacy system's purpose is to help the world become a better place, but it needs feedback from each component.



*Figure 1: Circle of Multi Track Diplomacy*

[www.imtd.org/index.php/about/84-about/131-what-is-multi-track-diplomacy](http://www.imtd.org/index.php/about/84-about/131-what-is-multi-track-diplomacy)

**Track 1 :** Government. Government as a peacemaker through diplomacy. Diplomacy is a form of government-level peace operation in order to be able to undertake negotiations or face crises and conflicts of understanding. The government has power which is used in the formulation of policies when there are cases that are high politics.

**Track 2 :** NonGovernment/Professional. This is the area of professional non-governmental intervention by non-state actors seeking to evaluate, avoid, resolve, and handle foreign conflicts. The second track objective is to assist conflict management by enhancing communication, understanding and collaboration to share problem solving. (McDonald, 1996)

**Track 3 :** Business. The primary task of peaceful business is not only to make money, but also to establish relationships and develop platforms for communication and action. The economy is an important aspect of relations between countries, often a factor in the cause and resolution of conflicts. Trade cannot run well if there is no peace, on the other hand, a good economy can create peace.

**Track 4:** Private Citizens. Diplomacy is carried out with personal interaction. In this pathway there are various ways for each nation's colours to be involved in development and peace. In this pathway, there are non-governmental organizations, namely community diplomacy or exchange programs, development programs or private volunteers. But there is also diplomacy that is not contained in the organization which is carried out by individuals.

**Track 5:** Research, Training, and Education. Education is considered as a form of neutral exchange of ideas that does not take sides on political influence and can mutually benefit both parties by promoting mutual understanding. There are two forms of activity in implementing Track 5, namely through *Educational Institutions* and *Think tanks* which consist of variations in research and analysis.

**Track 6:** Peace Activism. This diplomacy is carried out through the advocacy of activists. Activists carry out diplomacy in achieving peace on various issues such as social, human rights, economic justice, disarmament, and interest groups related to specific government policies. (McDonald, 1996) While it is more flexible so it can include both groups and people, government control such as track 2 diplomacy does not have the credibility of this track.

**Track 7:** Religion. Diplomacy carried out through the religious and truth community. This community uses moral law in conducting diplomacy which aims to avoid violence and war. Promoted optimistic ideals are fundamental and contribute to human goodness. The plurality of faiths and values in the world, however, may also contribute to a lack of comprehension and passion between religious believers and people without beliefs.

**Track 8:** Funding. Diplomacy assisted by funding such as provision of resources. Various communities provide financial assistance for peacemaking activities carried out

by various other tracks. The basic assumption of this track is because rich communities have the responsibility and opportunity to contribute wisely in the use of funds to support certain projects.

**Track 9: Media and Public Opinion.** Diplomacy is carried out through the dissemination of information in various forms and public opinion is formed through several media such as print media and electronic media. Although on the one hand this path can be bad if it is done by irresponsible parties, which is called the media spin, which is to reverse the facts for their own interest. Along with the development of the internet and social networks, local media in each country as well as international media such as CNN and BBC have an important role in the running of this track.

In this research, South Korea's policy in implication the Korean Wave in Vietnam uses 3 (three) tracks owned by Multi Track Diplomacy, namely Track 1: Government, Track 3 : Business, and Track 5: Research, Training, and Education.

Track 1 is Government. Government South Korea buildings good relations with government Vietnam again through the Korean Wave. With the popularity of Korean culture and the increasing consumer of Korean products in Vietnam, the production of goods from South Korea has increased. South Korea and Vietnam have concluded negotiations for a bilateral free trade agreement (FTA) at a signing ceremony in Busan. The Free Trade Agreement will remove import tariffs on more than 90 percent of all products. A wide range of South Korean products will receive preferential treatment in Vietnam under the agreement.

Track 3 is Business as a South Korean strategy to cooperate with Vietnam through the Korean Wave in the form of trade which aims to maintain harmonious bilateral and international relations and also to generate economic benefits for each country. One of them is cooperating with business actors in several sectors such as foods, cosmetics, electronics, and entertainment to carry out business projects in Vietnam.

Track 5 is Research, Training, and Education. In this track, South Korea collaborates with Vietnam through the field of education, which is the collaboration with the King Sejong Institute for Korean language training at several university in Vietnam. King Sejong Institute is a Korean language training institute under the Korean Government. King Sejong Institute Center in Vietnam will collaborate with the Center for Korean Studies at the Ho Chi Minh City University of Social Sciences and Humanities.



## **E. Hypothesis**

South Korea's policy in the successful implication of the Korean Wave in Vietnam namely:

1. South Korea builds good bilateral relations with Vietnam through Free Trade Agreement.
2. South Korea Cooperates with business actors in several sectors such as cosmetics and entertainment to carry out business projects in Vietnam.
3. South Korea collaborates with several institutions to train Korean language in Vietnam.

## **F. Research Purposes**

The purpose of this research is to know South Korea's policy to achieve in the implication of the Korean Wave in Vietnam.

## **G. Research Methodology**

In this research, the author uses qualitative methods. This method is judged easier in analyzing this case because the data obtained using a concept before data collection continues to be developed and refined during and after the data collection process. According to Creswell, qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyze word, reports detailed views of information, and conducts the study in a natural setting. (Creswell, 1998) Or simply, qualitative research is a process for understanding social problems based on different methodologies. In this case, the researcher will compile a complex picture, analyse it verbatim and arrange the results of the study naturally / according to the facts in the field. The sources of data in this paper are secondary data which means data that the author can get from library research where data is obtained from the journals, books, websites and other sources that are still related to the topic.

## **H. System of Writing**

**Chapter I** of this paper describes the introduction which consists of Background, Research Question, Research Purpose, Theoretical Framework, Research Methodology, and Systematic Writing.

**Chapter II** explains about South Korea's policy in the successful implication of the Korean Wave in Vietnam.

**Chapter III** explains the conclusion how South Korea's policy in the successful implication of the Korean Wave in Vietnam.