

# **K-POP AS A TOOL OF REPUBLIC OF KOREA'S PUBLIC DIPLOMACY**

*Presented to fulfill the requirements for achieving the bachelor degree of  
Department of International Relations, Faculty of Social and Political Sciences,  
Universitas Muhammadiyah Yogyakarta*

**UNDERGRADUATE THESIS**



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**DEPARTMENT OF INTERNATIONAL RELATION,  
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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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**INTERNATIONAL PROGRAM OF INTERNATIONAL RELATIONS  
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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2016**

**ENDORSEMENT PAGE**

This Undergraduate Thesis Entitled:

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### **LETTER OF ORIGINALITY**

I hereby declare that my thesis is original and has not been asked to get an undergraduate academic degree at Universitas Muhammadiyah Yogyakarta, and/or at other universities.

In this paper there is no work or opinions that have been written or published by other people, unless it is clearly written and included as a reference in the script to mention the name and listed in the references.

If in future there is untruth in this statement, then I am willing to accept academic sanctions in accordance with the rules that apply at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, May 19th 2016

A. Novita Annisa Aslam

## PREFACE

*Assalamualaikum Wr. Wb.*

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Thank You

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Yogyakarta, May, 2016

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## **Abstract**

*In recent years, Korean wave, popularly known as hallyu, has impressively spread throughout the world, starting from East Asia to South East Asia and even Europe and America. Korean wave has considerably numerous followers all around the world, according to some studies by scholars. Korean wave or Hallyu varies from television drama, movies, music and dance (kpop), food (hanshik), language (Hangeul), fashion, and even cosmetic products. Hallyu has become a valuable soft power asset of South Korea. The term “Hallyu” derived from mandarin word, “Hanliu”, which literally means Korean Wave. This term suddenly arised because in 1997, the korean drama, What is Love About was broadcasted in China in CCTV channel and the rating of the drama was the second highest in the history of China entertainment industry. Based on this, the chinese journalists started to refer to Korean wave as Hallyu*

*This paper will discuss about K-pop as one of the tools of Republic of Korea’s public diplomacy. As stated in the Korea’s Diplomatic White Paper 2012, 2013 and 2014, that hallyu, including K-pop, is an important part of Korea’s public diplomacy. Korean Wave has expanded with the popularity of Korean films and the worldwide spread of K-Pop music. Based on its global popularity, K-pop has proven to be positively welcome in many countries around the world. Aware of the fact that k-pop has become a global phenomenon, the government of Korea has made a good use of it in order to promote Korea to the foreigners. It is one of the most important tools of Korea’s public diplomacy.*

*Keywords: Republic of Korea; Public Diplomacy; Korean Wave; Hallyu; K-pop.*

