

CHAPTER 1

INTRODUCTION

1. Background

International Relations is a study that explains the relationship between international actors such as, States, non-States, and also individuals to one another. From here we can see how the interactions between actors with each other, starting from cooperation, resolving conflicts, helping each other, and even creating peace are forms of activity that carried out in the field of International Relations. Speaking of actors, there are several actors in International Relations such as, States, International Organizations both International Government Organization (IGO) and International Non-Governmental Organization, Multinational Corporations, lastly individuals. Those are having the own role in international forum as well.

One of the dominant actors in International Relations is the State. For a country, power is the main thing to be able to carry out country's function properly and in cooperation with other countries as well. In explaining power, there are two concept in International Relations, namely hard power and soft power. Hard power in this case explains more about geography, natural resources, and military power, while soft power focuses more on culture, technology, education, and so on. In short, both of these powers, hard power and soft power have different properties. Hard power is coercive, while soft power is persuasive (Nugraha, 2019). If we talk about soft power in the country, it is very interesting. Soft power is one of the ways for the country to achieve its national interests. Soft power is a country's ability to influence other countries by using attraction and eventually the country is interested in the influence that has been done, not using pressure of coercion as happened in previous times or it can be said the hard power that has been explained before. This research also will more focus in soft power instead of hard power.

One form of soft power is diplomacy. Diplomacy activities in International Relations are very important. The word diplomacy in terminology comes from the Greek word *diploun* which means "to fold". The history of the development of diplomacy dates back to the time of the Ancient Romans who used "travel letters" as passports to go abroad in the form of folded metal plates called *diplomas* (Alam & Nyarimun, 2017). As the time pass, current diplomacy activities have been carried out directly. Eventually there will be representatives from one country to another in discussing cooperation, resolving conflicts, helping each other, and many activities that can make relations between the two countries more harmonious. The nature of

diplomacy is in stark contrast to military tough measures in reaching agreements within a country. This diplomacy makes a meeting or relationship between countries easier and more peaceful.

For diplomacy, there are many types of diplomacy such as, Public Diplomacy, Paradiplomacy, Multi-Track Diplomacy, Smart Diplomacy, even Culture Diplomacy, and many more. Every type of diplomacy that exists, all of them have their respective functions in international forums with different objective depending on the type of diplomacy. One of diplomacy that the author will discuss here is Culture Diplomacy. In this research, the author will focus on Culture Diplomacy as an important point in this writing. According to Tulus Warsito and Wahyuni Kartikasari in their book, Cultural Diplomacy argue that diplomacy is the effort most often used by nation-states because it is considered more effective in achieving national interests because its implementation can take place in any situation, whether in a state of peace, crisis, conflict, or even war (Warsito & Kartikasari, 2016).

Culture Diplomacy can be said as means of diplomacy through culture to other countries to achieve their national interests or even goals. Nowadays, there are several major countries that use cultural diplomacy directly or indirectly to introduce their country through the cultural media. Let's take a look an example like Japan. Japan is one of the developed countries in the world, even in Asia. Japan is famous for Manga and Anime. Manga is a comic from Japan. Anime is an animated movie image adapted from a manga. Both of these things are formed Japanese cultural diplomacy in several countries, especially Indonesia. Many Indonesians know Japan because of Manga and Anime. This reveals that Indonesians who know Japan through manga and anime media are from of Japanese way of introducing their culture.

There are several kinds of cultural media. Firstly, Event. The existence of a country's cultural event in another country is an opportunity for a country to be known through this event. From this event they can introduce their traditional culture such as traditional dance, traditional clothes, traditional food, and many more. The visitors in this event will more interesting to learn and know something about the other countries. Secondly, Tourism. In the field of tourism is one of the ways to get visitors from outside to visit a country. Using this media tourism will make it easier for a country to promote places that have never been visited to be visited by many people around the world. In this way, it will have an impact on the country's economy as well and make a country better known by many people. Lastly, Entertainment. This is also

one of the ways to get attention from around the world. At this time, the entertainment field is one of significant impacts for a country to get visitors, to be known more, or even has an impact on the country. Start from music, TV shows, movies, series, or something related to entertainment are actually having an impact to a country even in economy field. So this is a massive opportunity for a country to utilize entertainment field to get national interests as well.

Speaking of entertainment, South Korea is one of the countries in Asia that has been successful in carrying out cultural diplomacy through the entertainment field. One of the ways that they carry out cultural diplomacy is by using the Korean Wave or Hallyu. The phenomenon of the sharp increase in other countries' interest in South Korean culture has to be known as the term Hallyu. In language, Hallyu means Korean Wave or Korean Content which refers to entry of Korean Culture to various parts of the world through the popularity of movies, series, TV shows, and music originating from a country which is famous for its Ginseng (Hifzillah, 2014). Hallyu is actually also a Chinese term which, when translated, literally means as Korean.

The origin of the Korean Wave occurred in 1999. In that year the Korean drama first appeared under the title "Swiri". "Swiri" is an inspirational Korean drama about North Korea/South Korean espionage released in 1999. With this first Korean drama. It gave Hallyu or Korean Wave a public face as it became very successful in Southeast Asian countries. It was continued in 2004 with the title "Winter Sonata" which became of the Korean dramas that successfully attracted audiences from all over the world. These have become very popular not only in Korea but also in Singapore, Japan, Taiwan, Hong Kong, China, and Vietnam. Not only had that, in Indonesia the growth of the Korean Wave occurred in 2004 with the Korean drama entitled "Winter Sonata". At that time some Indonesians began to slowly get to know about South Korea through the Korean drama.

If we talk about movies industry, there is a connection with the tourism field. The popularity of Korean movies and dramas in around the world make the tourism field in South Korea also popular. It can be seen that from several countries that really like South Korea because of Korean Wave, especially for Korean movies and dramas. One of the example is in Indonesia. Indonesia is one of the countries that got the impact of Korean Wave. Some of Indonesian people also started to like and know more about South Korea. It makes some of Indonesian people go to South Korea for travelling and do some stuff there as well. So it means that Korean Wave especially in Korean movies and dramas have an important role as well for

the increasing of tourism field in recent years. This make the opportunity for Korean Government to promote for the tourism field.

In an effort to promote tourism, the government designated 2023 as the Year of Visit Korea and plans to unite the cultural and tourism industries. (Yeon-soo, 2023). In Korea, by inducing film productions to the community, local governments have made efforts to use film for the purpose of enhancing competitiveness and image of the region and creating unique attractors for visitors. For example, Hapcheon used the film *TaeGukGi: Brotherhood of War* to draw attention of tourists, *Sokcho Autumn in My Heart*, and *Chuncheon Winter Sonata* (Jung C.-W. , 2007). The example from the film was taken not because the film tells about Korean tourism but rather because of the shooting location of these films which makes the audience curious about the location to visit.

Not only had that, a survey conducted by the Korea Tourism Organization showed that at the end of 2016 to the beginning of 2017, as many as 55.6 percent of tourists chose South Korea as a tourist destination after they watched television dramas and films, and as many as 36.8 percent of tourists decided to visit South Korea after watching travel programs on television (Yonhab, 2017). In promoting tourism through Korean movies, the South Korean government actually did some of policies. The policies that will be explained in the next chapter more deeply. Because the successful of the tourism sector is getting known by a lot of people because of the Korean Wave as well especially the K-Movies.

As what have been explained, actually the tourism sector is an important aspect for a country in improving their economy as well. Increasing visitors to a country certainly cannot be separated from how the government in a country promotes their tourism to the world. This is a form of soft power to achieve the national interests of a country. One example, as I have explained, is South Korea. They are known as the Korean Wave where many people know about them through films, music, fashion and other things. Like films, for example, many people like Korean films and are interested in visiting that country. This is related to tourism, where films have an impact on tourism. This is a big opportunity for the Korean government to promote tourism by utilizing K-movies which is a form of the Korean wave.

2. Research Question

Based on the provided background of the issue, the author hence formulates the following research question:

“How did the implementation of South Korean Government’s assistance in promoting tourism through the Korean Movies?”

3. Theoretical Framework

3.1. Soft Power

When we are talking about power, power is very important in the world of International Relations, especially some actors such a state for instance Power is the capacity to influence other people to get what you want. Three basic strategies can be used to influence other people’s behavior: attraction, which forces the other person to want what you want, and coercive threats (also known as “sticks” and “carjungsrots”). A nation can achieve the result it wants in international affairs because other nations aspire to emulate it, admire its principles, follow in its footsteps, and/or reach its levels of prosperity and openness. In this way, it is very important to influence other people in global politics and not just try to change them by threatening them or using economic or military force. One way of doing that is Soft Power, it co-opts individuals rather than coercing them (Hard Power), making them wants the results you want (Nye, 2008).

As previously mentioned, in International Relations there are two very dominant concept, such as Hard Power and Soft Power. This time we will focus on one of the concepts, namely Soft Power. Soft power is a way to gain national interest in a safer way and there is no conflict between two parties. They can use approach through any media, one of the example like Korean Wave. In short, soft power, which can be referred as ‘the power to influence others through values, culture, and elements of attraction, is a concept that has been considered and written very much about. In this context, it will be necessary to assess the digitalizable data of the traditional power method as well as the factors of attraction that lead to willing submission when looking at states in international relations. Since soft power is less expensive than hard power, the actors employ it more frequently. One of the nations that employ soft power is South Korea (Kore & Yumuşak, 2020).

If we link it this to the case where South Korea uses Hallyu or the Korean Wave as a tool of cultural diplomacy, this is a reflection of its soft power. In carrying out soft power, they have the goal of getting something from other parties without any coercion in doing this. South Korea uses the Korean Wave as a cultural diplomacy tool to make people in the world know more about South Korea. They have a number of goals, one of which is using Korean Wave to promote South Korean tourism for tourists coming to South Korea, which can help South

Korea's economy. From this it is clear that South Korea uses the concept of soft power in achieving their goals and their interest in running the Korean Wave as a tool of their diplomacy.

This also have the similarity as same as Culture Diplomacy theory in general. In the world of diplomacy, there are various forms of diplomacy, such as Smart Diplomacy, Public Diplomacy, Multi-Track Diplomacy, and even Cultural Diplomacy. The theory of Cultural Diplomacy is a form of diplomacy achieving a desired goal by using culture as a tool in carrying it out. Cultural diplomacy is a part of other diplomacy that has the same goal, namely achieving their national goals, with a difference in terms of ways that use cultural approaches such as education, arts, sciences, sports, and other that do not contain political, economic or military elements (Warsito & Kartikasari, 2016).

In using culture as an instrument or tool to carry out diplomacy, this opens up great opportunities for a country to show their national interest in other countries in a gentler way. One such example is South Korea in running the Korean Wave. Their goal in using the Korean Wave is of course to fulfil their national interests. Korean wave is a term to introduce South Korean culture by using media such as Movie, Drama, Music, Food, Fashion, and other which make various countries interested in Korean things, one of which is for Indonesian people. So basically both Soft Power and Culture Diplomacy have the same purpose to doing that, which is to get the national interest.

4. Research Methodology

The research method that will be used by the author in this research is a qualitative method. Qualitative method is a type of method that produces findings that cannot be achieved using statistical procedures or other quantification methods. Qualitative methods is descriptive in nature and tends to use analysis with an inductive approach (Murdiyanto, 2020). In this qualitative method, the author will explain and interpret the data that has been collected, which will make it easier for readers to understand the whole contents of this research.

5. Data Collection Technique

In this research, the data collection technique that will be carried out by the author himself is by finding and processing pre-existing data to make this research easier to do. Existing data processing can be taken from journals, books, articles, or even the official government websites from both Indonesia and South Korea. With this data collection technique,

the author will use the data to assist this research obtain accurate data sources which will later be analyzed further.

6. Hypothesis

Based on the previous explanation about the tourism and films, the hypothesis is introducing some places through films is one of the way to promote the tourism for South Korea. It promotes some of tourism places that can be known more for a lot of people. It also because there are some policies of Korean Government made tourism's places more to be known by a lot of people through films or K-movies

7. Research Range

To provide boundaries so that this research has a focus on it, the author will provide research range with references to the Korean Wave, especially in the movie sector with the connection to tourism field as well in the 2019-2022 range. It make an impact in many countries and one of the example is Indonesia with the enthusiasm of people about Korean stuff. That year was also the first Korean movie which got the OSCAR nomination in 2019. It made that movie was booming around the world as well. However, it does not rule out the possibility of the author showing and obtaining data beyond the scope of research range from that year if there is indeed a connection with one another and makes writing this thesis easier.

8. Objective Research

The purpose of this research is to see that South Korea has proven that movies and dramas can be a tool to carry out culture diplomacy. Like what South Korea has been doing through the Korean Wave as a tool of culture diplomacy, this proves that through Korean Wave, South Korea can build a good image in the eyes of the world. Even though there are several obstacles that must be faced but the Korean Government could really promote their tourism field through K-Movies. In this research also, the author will also show a few of policies from Korean Government for increasing tourism field through K-Movies and Dramas.

9. Benefit of Research

The research is expected to be reading material or references for readers who are interested in Hallyu Content or Korean Wave which consist of K-Pop, K-Drama, and other things that related to Korean culture. This research can also provide information and an

overview of Korean Government's policy in promoting the tourism field through K-Movies and Dramas.

10. Systematic Writing

- Chapter 1 explains about Background, Research Question, Theoretical Framework, Research Methodology, Data Collection Technique, Hypothesis, Research Range, Objective and Benefit of Research, and the last one Systematic Writing.
- Chapter 2 explains about the rising of Korean Wave and also about the history behind that especially for Korean Movies. In this chapter will be more focus on the South Korean Government that using Korean wave in carry out culture diplomacy.
- Chapter 3 explains about the analysis of the South Korean Government's policy about promoting the tourism field through Korean Wave especially in Korean Movies.
- Chapter 4 explains about the conclusion and suggestion of the research.