

# **STRATEGI KOREA SELATAN DALAM EKSPOR PRODUK KOSMETIK KE JEPANG TAHUN 2011-2012**

*(Strategy Export South Korea in Cosmetics Product to Japan 2011-2012)*

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## **Abstract**

*This research aims to know about South Korea's strategy to export cosmetics products to Japan. South Korea needs a strategy to get into the Japan market. Japan cosmetics market is almost 60% controlled by domestic product who had taken control of Asian and global markets. This research is a descriptive research, that explains how South Korea used the Korean Wave to increase the cosmetic export product to Japan. The method of this research is library research and collected data from libraries, books, journals, articles, print media, electronic media, and websites.*

*Results of this study are showed that South Korea used the Korean Wave as a strategy to Increased exports of cosmetics to Japan. South Korean used Korean Wave as a foreign policy strategy for South Korea to create the positive image to Japan. Seeing South Korea and Japan has a bad history and makes a bad image of South Korea in the Japanese. And South Korea used Korean Wave too as soft power to get benefit economics in Japan. After South Korea has a positive image in Japan, the Japanese began to consume South Korea product, like cosmetics. The culture of Korea has similarity with the Japan culture, it's easy for Japanese society to accepted South Korea's culture. And the producer of cosmetic used Korean Wave Idol as an ambassador for promoting their cosmetic products, to get in to Japan cosmetics market and increase the sales of the product.*

***Keywords : South Korea, Export Strategy, Cosmetic, Japan***