

**GLOBAL HANSIK CAMPAIGN AS SOUTH
KOREA'S GASTRODIPLOMACY IN 2009-2017**

UNDERGRADUATE THESIS



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**DEPARTMENT OF INTERNATIONAL RELATIONS
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA
2018**

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Presented to fulfill the requirements for achieving the
Bachelor Degree in Department of International Relations,
Faculty of Social and Political Science, Universitas
Muhammadiyah Yogyakarta

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ENDORSEMENT PAGE

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This undergraduate thesis has been examined and endorsed by the board of examiners from the Department of International Relations, Faculty of Social and Political Science, Universitas Muhammadiyah Yogyakarta

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STATEMENT OF ORIGINALITY

The statement of originality is to certify that to the best of the writer's knowledge, the content of this thesis and research is the writer's work. The writer never submits this thesis for any degree or other purposes.

The writer certifies that the intellectual content of this thesis is the product of the writer's work and that all the assistance received in preparing this thesis and sources have been acknowledged.

Yogyakarta, September 5th, 2018

Gita Madyaning Ratri
20140510362

EPIGRAPH

The unspoken words that the writer repels over and over —

“All is well. You have done your best.”

Also, the beautiful poem that always encourages the writer to appreciate every process no matter how hard it is —

“I have been thinking about the wondrous process by which a caterpillar morphs into a butterfly.

About how one day the larva hangs herself upside down, for so to spin a silky cocoon, and digests herself by first dissolving into an amorphous mess.

And I believe that is what fascinates me the most; how she at one point can completely have lost herself whilst hanging upside down in the dark, but then spread her colorful wings and fly wherever she would please in the next.”

[@isthispoetry]

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This undergraduate thesis is a product of the learning process of undergraduate study in the Department of International Relations, Universitas Muhammadiyah Yogyakarta. The writer realized that this is not perfect and still lacking in several aspects. Thus the constructive suggestions are welcomed for the better development of this writing in the future. The writer wished this undergraduate thesis will be useful and beneficial for the development of International Relations study and as a literature reference towards the further research in related issues of this topic.

Yogyakarta, September 5th, 2018

Gita Madyaning Ratri

FOREWORD

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ABSTRACT

This article is aimed to explain and analyze the reason why South Korea established gastrodiploamacy through Global Hansik campaign. South Korea is one of the countries that are intensely spreading the soft power in the field of culture. This move certainly is not without any reason. In this era, culture is considerably more powerful than the military. As expected, a lot of benefits they get as well as the profit that they gain. However, alongside the success in conducting cultural diplomacy, South Korea also decided to start their gastrodiploamacy in 2009. Despite how famous the Korean drama, Korean movie, and Korean music are and how significant the impact is, South Korea prefer the Korean food itself in specifying gastrodiploamacy. Besides, there will be more obstacles that South Korea faces such as the authenticity of food and regulation in Muslim dietary food. To analyze the reason behind the decision of South Korea in conducting gastrodiploamacy through Global Hansik campaign, the writer uses cultural diplomacy and gastrodiploamacy concept. After that, elaborate it with the fundamental features of national identity based on A.D Smith and effective nation branding based on Jaffe and Nebenzahl. The data comes from the secondary data using library research method. This research found out that the reason why South Korea established gastrodiploamacy through Global Hansik campaign are: 1) Korean food or *hansik* more represent their symbol of national identity; 2) The Global Hansik campaign is a tool to enhance South Korea's poor nation brand.

Keyword(s): *Cultural Diplomacy, Gastrodiploamacy, National Identity, Nation Branding, Acknowledgment*

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