

CHAPTER I

INTRODUCTION

A. Background

South Korea is one of the countries which had started to give more focus to cultural diplomacy. It began with the diplomatic relation between South Korea and China in 1992 (Korean Culture and Information Service (KOCIS), 2017). At that time Chinese people received Korean drama and music positively. Even in 1997, there was Korean drama has a title "What is Love" aired in China and got 4.2% rating, which meant there were more than 150 million Chinese viewers watched it (Korean Culture and Information Service (KOCIS), 2017). Since in the late 1990s, Korean Wave started to spread to all over the world (Korean Culture and Information Service (KOCIS), 2017). There was a terminology for it, namely *Hallyu*. This terminology derived from the word "한류" (red: *Hallyu*) which has a meaning the flow or wave of Korea. *Hallyu* was widely used to show the wave of popularity of South Korean culture which was getting increasing.

In order to become more focus in handling matters about culture, South Korea established the Ministry of Culture, Sports, and Tourism. There is a division from that Ministry called the Popular Culture Industry Division which has a task to focus on Korean pop music, fashion, mass entertainment, comic books, cartoons, and other vital products. Together with three other divisions, they refer to as the Cultural Content Office. The budget is around USD 500 million, with the objective to build a culture industry export worth USD 10 billion by 2019. Beside that Korean government are active in managing the *Hallyu* Wave

inside and outside South Korea. They hold many kinds of festivals, organize the exhibition, and offer scholarship too (Martin Roll – Business & Brand Strategist, 2018). It shows that the Korean government is working hard in conducting cultural diplomacy. They provide many things that they need to make a conducive environment in running cultural diplomacy.

The Korean Wave brings a domino effect for South Korea. The scope is getting wider the impact is getting bigger too. The countries which get the influence of Korean Wave were getting larger. If back then it was started in China, East Asia, now it is beyond East Asia even Asia continent. Europe, America, and Africa continent also get influence from it. If previously it was only limited to Korean drama, Korean movie, Korean music, now Korean Wave is meant as anything related to Korean stuff (Marinescu, 2014, p. 2). It can be culture, fashion, makeup, art, games, even literature. Culture is holding a prominent role in the spreading of Korean Wave. Despite the language barrier which they have, the culture brings more empathy and sympathy which makes the Korean Wave is getting popular (Marinescu, 2014, pp. 2-3).

Korean Wave creates a lot of tremendous impact on South Korea. The increasing number of tourism, export, and international trade are the example of the positive effect of Korean Wave. There was a significant escalation in the visitor of South Korea. In 1980, the average amount of visitor in South Korea was only 81,367 people per month (Korea Tourism Organization, 2017). While in 2009, the average amount of visitor in South Korea became 651,461 people per month (Korea Tourism Organization, 2017). This number will continually rise if they can be consistent in attracting more visitors.

From cosmetic, skincare to Samsung tablet, all of them are getting influence too. The brands are

getting well known, and they have increased in the selling. "In the early 2000s, Korean cultural content exports hovered around US\$500-million. By 2011, that had mushroomed to more than \$4-billion, according to Korea's Culture and Information Service"(Leong, 2014). China is one of the biggest markets for exporting Korean Wave product. It is South Korea's largest trading market (Workman, 2017). The importing of Korean Wave product by China impinges on the overall trade relationship between them. According to the report in the Council of Foreign Relations (Suk-hee, 2012), trade between the two countries has increased approximately thirty-five times, from \$6.37 billion in 1992 to \$220.63 billion in 2011. It proves that Korean Wave indirectly helps the improvement of the trade relationship between South Korea and China.

However, alongside the success of the Korean Wave in conducting cultural diplomacy, South Korea also decided to start their gastrodiploamacy in 2009. "Gastrodiploamacy is the act of winning heart and mind through the stomach" (Rockower, 2012, p. 1). Gastrodiploamacy is a part of cultural diplomacy with more specific means namely food. In conveying diplomacy, food becomes the essential medium. The terminology of gastrodiploamacy is relatively new in International Relations. The studies are limited too. It emerged for the first time in 2002 when the Thai Government announced they would become the first country which conducts the gastrodiploamacy (A. Pham, 2013).

South Korea was taking the risk by deciding to conduct the gastrodiploamacy. That is because the popularity of Korean food was not as significant as other Korean stuff if we compare to the Korean music pop, Korean drama, and Korean movie. It is provable

by the fact that the terminology of *Hallyu* emerged for the first time because of the popularity of Korean drama and the Korean movie (Martin Roll – Business & Brand Strategist, 2018). Besides, Korean music pop itself was contributing \$2 billion per year to the Korean economy (Seabrook, 2012).

Also, there will be some obstacles that the Korean government must face in conducting gastrodiplomacy. Since gastrodiplomacy is offering the taste and taste is subjective, some people might not enjoy Korean food, some people might do. They have to be ready with the consequence for cannot always protect the authentic of Korean food in order to fit in with the taste of other foreign people. Another thing that they have to consider is the growth of Muslim tourism in South Korea and the growing of Muslim population in the world. Meanwhile, the number of Muslim in South Korea is only 0.3 percent of the populations (Power, 2015). Korean people do not have much understanding about the regulations and rules in the Muslim food dietary. Most of the restaurants in South Korea are serving pork and alcohol. Most of the food production have pork derivative. It becomes a problem for Muslim because they cannot eat pork and alcohol. It will become the problem for South Korea Government because they have to provide the organization which can manage and ensure the Muslim traveler and consumer that some of the Korean foods fulfill the standard of Muslim food dietary.

Despite those considerations, South Korea still wants to promote Korean food more in the global world. They took Global Hansik campaign as their gastrodiplomacy (Cwierka, Duke University Press, p. 363). *Hansik* is a Korean word “한국 음식” (red: *hankook eumsik*) for Korean food. The Ministry of Food, Agriculture, Forestry, and Fisheries (MIFAFF)

spent more than \$77 million which is set to run until 2017 for the “Global Hansik” campaign program (A. Pham, 2013, p. 7). “In May 2009, the government-funded Hansik Foundation Act was enacted, and the Hansik Globalization Development Agency was inaugurated, comprising 36 members from relevant government departments, academic institutions, and CEO’s from the food industry” (Jeon, 2012, p. 36). Korean government makes various efforts both for domestic and overseas purposes. In domestic, the Korean Tourism Organization collaborates with Korean entertainers, celebrities, and idols. They also work together with the experts such as chefs, gastronomes, and lecture in promoting the Korean food. They create several TV shows as well for supporting the program (Jeon, 2012, p. 36). It is a brilliant idea since people love to watch something entertaining. Using these ways, it will produce effective results and more significant targets.

The Korean government builds the Korean Culture Center and Korean plaza in the countries where they have diplomatic relations. In there, they offer some Korean cuisine classes. They show about Korean cuisine through playing several videos and displaying some photos. They also distribute publications and event sponsor for visitors. Even in 2012, the Ministry of Culture, Sports, and Tourism sponsored General Meeting of the World Association of Chefs' Societies (Jeon, 2012, p. 37).

B. Research Question

In order to examine this topic, the research question that the writer wants to answer is:

Why did South Korea conduct gastrodiplomacy through Global Hansik Campaign?

C. Theoretical Framework

To answer the question and analyze the case, the writer will use cultural diplomacy and gastrodiplomacy concept.

1. Cultural Diplomacy

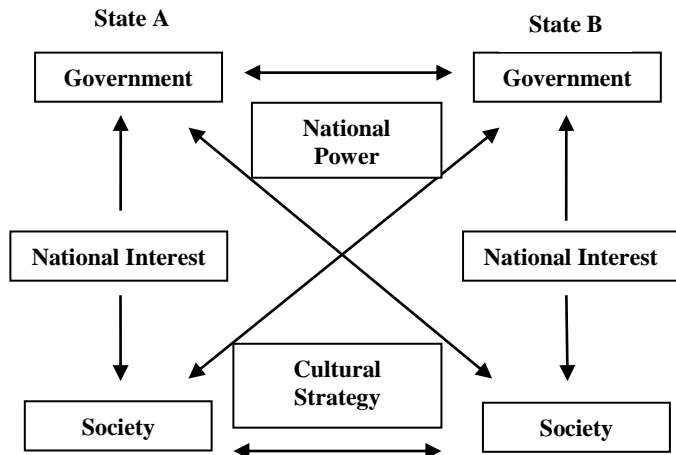
Diplomacy is the art, way or technique or strategy in conveying policy with representatives of other countries in order to struggle for the interest. It is one of the state instruments in using its efforts to achieve the national interest. Along with the development of the era, the terminology of diplomacy was evolving too. The principles and goals are still the same, while the change is only in the way and the technique. Diplomacy becomes more open and does not only involve people from the high level, but also from the ordinary people. One of the most talked-about branches of diplomacy is cultural diplomacy.

Cultural diplomacy is diplomacy which uses culture as the means of diplomacy. It is one of the strategies in fulfilling the national interest through culture. "It is the exchange of ideas, information, art and other aspects of culture among nations and their peoples in order to foster mutual understandings" (Cummings, 2009, p. 15).

In cultural diplomacy, the actor is not only from government but also from the non-government. It can be individual, NGO, also every citizen. The relation in this diplomacy can be shaped through government to government, people to people, individual to individual, government to the individual, and so on (Warsito & Kartikasari, 2007). Cultural diplomacy aims to influence the opinion of foreign people to support

the foreign policy of a country with the target is people in national and international level. The use of various elements of culture can influence foreign publics, opinion makers, and even foreign leaders.

Diagram 1.1 Actor and Target of Cultural Diplomacy



Source : (Warsito & Kartikasari, 2007)

Note: Each country, in order to fight for national interests, always optimizes national resources (national power). In the utilization of culture, all national powers are engineered into the Cultural Strategy.

South Korea has conducted cultural diplomacy since years ago. They know exactly how powerful culture is in influencing people. Here, South Korea wants to emphasize its cultural diplomacy. It still uses culture as the means or the weapon, but the difference is, they focus more on

the food only. Since after all, food and its element are part of the culture.

We can see from the diagram above, that South Korea as a country who conduct cultural diplomacy want to achieve their national interest through utilization their national power namely culture which is more precisely the food or cuisine. By maximizing its national power, namely food, South Korea launched its cultural strategy called gastrodiplomacy in Global Hansik campaign. South Korea has the ambition to make their food globalized, besides that they want to make branding for South Korea in order to make international society know more about South Korea. The application from the diagram above will be like this:

Diagram 1.2 Implementation of actor and target of cultural diplomacy

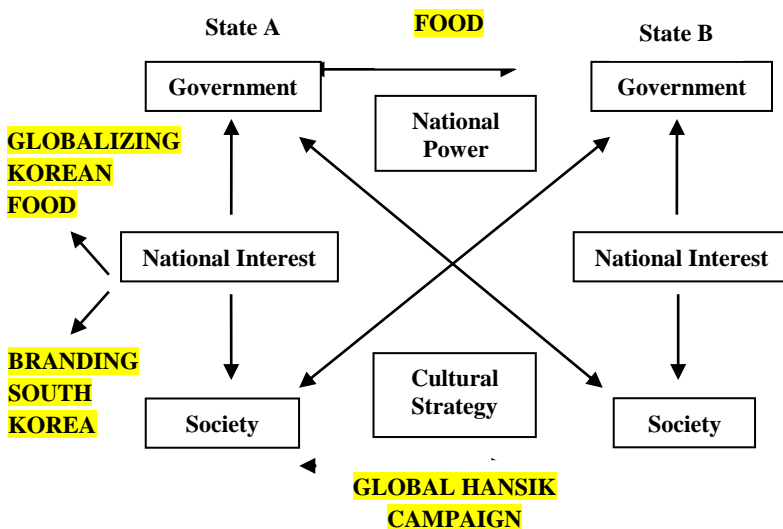


Table 1.1 The Relationship between the Situation, Form, Purpose, and Means of Cultural Diplomacy

SITUATION	FORM	PURPOSE	MEANS
PEACE	<ul style="list-style-type: none"> - Exhibition - Competition - Mission exchange - Negotiation - Conference 	<ul style="list-style-type: none"> - Acknowledge - Hegemony - Friendship - Adaptation 	<ul style="list-style-type: none"> - Tourism - Sport - Education - Trade - Art
CRISIS	<ul style="list-style-type: none"> - Propaganda - Mission exchange 	<ul style="list-style-type: none"> - Persuasion - Adaptation - Threat 	<ul style="list-style-type: none"> - Politic - Diplomatic - High-level mission - Public Opinion
CONFLICT	<ul style="list-style-type: none"> - Terror - Penetration - Mission exchange - Boycott - Negotiation 	<ul style="list-style-type: none"> - Threat - Subversion - Persuasion - Acknowledge 	<ul style="list-style-type: none"> - Public opinion - Trade - Para-Military - Third Party Formal Forum
WAR	<ul style="list-style-type: none"> - Competition - Terror - Penetration - Propaganda - Embargo - Boycott 	<ul style="list-style-type: none"> - Domination - Hegemony - Threat - Subversion - Acknowledge - Conquest 	<ul style="list-style-type: none"> - Military - Para-Military - Smuggling - Public Opinion - Supplying Consumptive Good (include weapon)

Source : (Warsito & Kartikasari, 2007)

Based on the above table, South Korea use tourism, sport, education, trade, and art as the means of cultural diplomacy. Then the forms are exhibition, mission exchange, and conference. In organizing the Global Hansik campaign, the

Korean government conducts various exhibitions of food both at home country and overseas. They also promote food at some conferences. Also, of course, there is an exchange of missions in this cultural diplomacy. The purposes are the recognition and acknowledge from other countries and hegemony.

Even though this cultural diplomacy has its name called gastrodiplomacy, but gastrodiplomacy is a practice of cultural diplomacy. Here the writer wants to take a look at the perspective of gastrodiplomacy from the cultural diplomacy

2. Gastrodiplomacy Concept

Food is believed to have an exceptional uniqueness in tying the history, geography, and culture of a nation-state (Rockower P., 2014, p. 13). Gastrodiplomacy can be an effective way because food has a tangible form. It is full of "the national trait and culture" which can create "emotion and trans-rational connection" even beyond the language barrier (Rockower P., 2014, p. 13). The food that becomes important medium is bringing such indirect emotion toward people who eat it. Once it falls into their stomach, people are not only remembering about the taste, but unconsciously they will remember the moment and atmosphere when they eat it. Even they will remember the history and the ingredients if they talk about it while they are eating.

In gastrodiplomacy, soft power and nation branding are inseparable. It is because gastrodiplomacy is a subset of public diplomacy. In general, public diplomacy is an act of communication relations that occur between the

government and the foreign public in order to inform and influence. Jay Wang sees public diplomacy as a country's effort to enhance the quality of communication between the state and society in which public diplomacy is not only carried out by the government but also with the participation of the people of the state (Hennida, 2009, p. 2).

Soft power is the primary weapon in public diplomacy. "Soft power becomes the ability of a country to attract the attention of others to get the desired results through an attraction rather than coercion" (Joseph S. Nye, 2008, p. 94). Through the soft power, the country wants to alter and build the image of a nation positively. Then that is what we called nation branding. Since nation branding is a means to build and maintain a perception of the foreign public about a state, soft power matters to nation branding because it helps to change perceptions of a state positively without force.

South Korea is one of the countries that are intensely spreading the soft power in the field of culture. The South Korean government has begun shifting the focus from hard power to soft power to enhance the promotion of its culture abroad. This move indeed is not without any reason. In this era, culture is considerably more powerful than the military. It is because in sending a delegation of culture, the main purpose is to show the strength of the culture of a country itself and as much as possible affect the recipient country (Roy, 1984, p. 9).

"The shape of the world, a generation from now, will be influenced far more by how well we communicate the values of

our society to the others. The question of how the highest aspirations of mankind can best be fulfilled will ultimately be decided... in the minds of men not on a battlefield or in a conference room." (Roy, 1984, p. 10)

In this case, South Korea takes Global Hansik campaign as their gastrodiploamacy. South Korea wants to promote *hansik* more into the global world. "*Hansik* is not just food. It is the root of the country's philosophy and traditional culture that bears our culture, spirit, and a 5000-year history," said Chung Woon-chin, former Minister of Ministry for Food, Agriculture, Forestry, and Fisheries (MIFAFF) (Lee J.-Y. , 2012). For South Korea, *hansik* is the perfect representative for their gastrodiploamacy. It is because *hansik* is such a complete package in communicating their culture, spirit, and color.

D. Hypothesis

Based on the problem above and supported theoretical framework that helps the analysis, it can be drawn to the following hypothesis.

South Korea established gastrodiploamacy through Global Hansik campaign because:

1. Korean food or *hansik* more represents their symbol of national identity;
2. The Global Hansik campaign is a tool to enhance South Korea's poor nation brand.

E. Methodology of Research

According to the topic, the writer uses states as the level of analysis. That is because it concerns

several factors which influence state actions in the international area. Since the first time, the South Korea government is fully supporting cultural diplomacy. However, in 2009, South Korea decided to take more deep and specific cultural diplomacy namely gastrodiplomacy. They believe that by taking that action their nation brand will increase, their nation states is getting acknowledged in the international area, and it will bring more benefit to their bargaining position.

Besides that, the writer uses the qualitative method to find the data that relates to the topic. It stresses on library research technique. The data that the writer took is valid data and secondary data. The writer will take the data from some electronic journals, reliable websites, news, books and other relevant data that related to the topic.

F. Outline

In order to continue the research, the undergraduate thesis divides into chapters which are:

Chapter I

This chapter will contain the background of the issues, the theoretical framework, the research question, the hypothesis, and the method of research also the outline of the paper.

Chapter II

This chapter will describe more about gastrodiplomacy itself. Specifically, it will tell the definition of gastrodiplomacy, the history of gastrodiplomacy, and theory of gastrodiplomacy.

Chapter III

This chapter explains the gastrodiplomacy in South Korea also how is the implementation of gastrodiplomacy into Global Hansik campaign.

Chapter IV

In this chapter, the writer will analyze why South Korea conducted gastrodiplomacy through Global Hansik campaign. Through this chapter, the writer will give proof regarding the hypothesis.

Chapter V

This chapter concludes the first chapter until the fourth chapter.