

## **Abstract**

*The main purpose of this research is to analyze the strategy of South Korea use Korean drama as instrument to gain economic advantages post economic crisis 1997. The beginning of the economics of South Korea after the global crisis in Asia, which is include of South Korea. It makes experienced a drastic economic downturn. South Korea has economic differences from before the economic crisis until the after and the appearance of Korean drama. However, the government looked for ways to revive the country's economy. One of the factor from the rise of the South Korean economics by the phenomena of Korean drama, the government try to give effort for the popularity of Korean drama as the strategy of South Korea to gain economic advantages. From the give economic support until give the contribution to revitalization of the institutions to developing Korean drama. The research method used qualitative with descriptive analysis. This research use theory of Soft power and Cultural diplomacy, two of kind cultural diplomacy is exhibition and propaganda. In this thesis, analyze that others strategy of the government to promote of Korean drama in others country and to get of economic advantages by the influence of people from propaganda was makes by the government.*

**Keywords:** *South Korea, Korean Drama, Economic Advantages, Cultural Diplomacy.*