

CHAPTER III

THE EFFORTS OF THE GOVERNMENT TO GAIN THE ECONOMIC ADVANTAGES FROM KOREAN DRAMA

In this chapter, the writer explained the efforts of the government as a strategy to gain the economic advantages from Korean Drama. The writer will be explained from the state contribution in the economic support and also a contribution in the construct of an institution which is to support the government and as the scope of a culture of South Korea. The institutions are one of the efforts of the government to make the culture from Korean drama as one of kind of Hallyu would be the culture preferred of people in the world. In the construct of institutions is make one of the ways of the government's effort to keep and support the culture of South Korea, that is include Korean drama in others state. Besides, the government not only constructs the institutions but also they use the exhibition and propaganda to spreading the culture of South Korea. From those efforts of the government could conclude how the government's effort inside and outside of the state to gain economic advantages.

A. Soft Power as New Strategy of The Government

From the state of South Korea's economy before 1997 stated the South Korean economy at the time was good enough by relying on the existing industrial sector. The South Korean government has not been aware of the cultural potential that it has, as already explained that Korean films and series have been there before. However, there is global crisis experienced by several Asian countries including South Korea, which makes the country experience a drastic economic downturn.

Many factors have become a revival of the deterioration of the economic crisis, one of which was in this

research through Korean drama. The government began to realize the value taken from the film and drama series, which can bring benefits to the improvement of the country's economy. The early of the popularity Korean dramas made the government realize that South Korea needed new powers to gain national interests. One of them is through Korean drama which many impacts that arise from the existence of the phenomenon of Korean drama, besides economic advantages factors but also makes the image of South Korea in the eyes of the world. Korean drama also involves agenda setting and attraction which are behaviors in the spectrum of co-optic power to influence and shape what others want. (Nye J. , 2005).

Korean drama setting agenda refers to the need to improve South Korea's economy after the economic crisis. According the Economist, Korean drama as the instrument of soft power to influence public preferences of other countries toward Korea's products since the fall of the South Korean economy when in the period of the Asian financial crisis in 1997 when the country's GDP dropped dramatically. (economist, 2010). For decade with economic stagnation still going on three Korea government administrations began to see Korean drama as an instrument for expanding South Korea's image of South Korea in the hope of being followed by high demand for exports and culture of South Korea. Furthermore, the governments of South Korea use new power to make new strategy of them to help gain economic advantages. Korean drama used to create of the image of South Korea in order to more popular of the others country which as the country has a market's products of South Korea. The appeal of Korean popular culture products in Korean drama is supported by several factors.

B. State Contribution to Support Korean Drama

In 1994 the president of Korea Kim Young-sam said his country is ready to compete in the field of culture, and the new economy in the global scene in response to external pressures from the United States. The government of South Korea support in the spreading of Korean culture. The pressure of that means the hegemony of Western culture and Westernization are more potential at the same time supporting the status of superpower which is owned by the United States. Kim Young-sam makes a policy "The five – year cultural development plan" that emphasizes the policy on the development of cultural industries. Korea indicated that domestic films worth selling and has its own, with fluctuations in market share competing with foreign films in Korea. Korean film not only enjoyed on a regional basis but also exports. It shows an increase in exports of Korea movie to different countries, both in Asia and outside. The expansion of markets means other countries will accept Korean film.

Consequently, Korean film more advanced and gives the profits to the country approximately. The development of film also accompanied by the development of the television industry, through the creation of a drama series that is now the most significant export system of broadcasting in Korea. The development of this industry triggered by tight competition among television networks to achieve the highest rating. The writer will explain first about efforts the government gives support to develop of Hallyu by Korean drama, or Korean film have an effort to keep and explore the culture inside and outside of the country.

1. Economic Support from the Government

Max Weber in his book "The Protestant Ethic and the Spirit of Capitalism" said that Christian capitalism attached to European community, modernity and advancement. Weber saw the culture is driving factor behind the different economic growth. Economic thoughts in the last of 1990s and the early

2000s found that development is not only driven by the presence of formal institutions but also by the presence of informal institutions which is culture was present and plays role. The effort of the government to spreading Hallyu did since 1997 when the economic crisis of Asia happened. However, the policy during the government of authoritarianism is not focus to keep the culture of South Korea.

The government of South Korea begins to promote cultural industry of Korea since the government of Kim Dae Jung (1998 – 2002). President Kim Dae Jung declares himself as a "culture president" and has a promise to promote Korean culture goes to international. It is proved he made the Basic Law of Cultural Industries in the 1990s with a given facility allocation of US \$148,5 billion. In the 2002 raise funds allocations for the cultural sector of 1.281.500.000 won or 1.15% of the total government budget, initiate the integration of business company (chaebol) 53 to go and help the film industry and investment companies as a source of funds as well as industrial professionals as creative principals. Korean film industry at the beginning was crashed; this is caused by lack of funds. It demonstrates the positive impact wherein 1999, shows the dominance of Korea's film industry with the success of the film *Shiri* until 2.448.299 hook that audience which beat the movie of *Titanic*.

President of Kim took the policy that applied by President Lee Myung Bak before which allocated a budget of APBN around 1% to develop of Hallyu in 2005. Under President of Lee, the government did "complex diplomacy" and " value diplomacy" as the first policy to increase the image of South Korea in the world. The principal purpose of the policy was to increase the image and national brand. Besides, they also listen and carry output the private sector, fans, and artist to developing of Hallyu. After that, the government creates Ministry of Culture, Sports, and Tourism (MCST). Based on "Republic of Korea Diplomatic White

Paper" (2006) mentioned that one of strategy in "Dynamic Korea" is promote Hallyu. To facilitate the operation of the promotion, the government of South Korea create a Board of advocates in a member of Southeast Asian countries, even Japan and China hold regular meetings to draw up the necessary supporting strategy. Total of 14 countries are hosting the founding Council supporters of Hallyu. In the "Republic of Korea Diplomatic White Paper" 2007, the government of South Korea has a purpose of promoting the image of Korean national toward Hallyu.

2. Institution Revitalization from the Government to Developing of Korean Drama

As the writer explain before in chapter two, in 1971 the government has already established institutions which will undertake of best efforts to broaden Korea's national image by spreading the world about Korean art, heritage, sports, and pop culture. Therefore, KOCIS established in 1971, the Korean Culture and Information Service (KOCIS) have a vision tasked with the mission of promoting the values of Korean culture around the world and helping to upgrade the country's national image. KOCIS will provide support for Korean arts and cultural activities overseas, illustrating Korea's outstanding culture around the world. KOCIS will work to let the world know what the Republic of Korea indeed is by providing accurate information and support for overseas publicity. KOCIS is engaged in many different projects to promote the beauty of Korea widely and to enhance cultural exchanges with others countries. Previously, the culture was not unstable and not a concern of the established of this institutions. However, the government continued of the cultural centers under of the KOCIS, it was created Overseas Cultural Centers in three locations, in 1999 until 2000 in the four locations such as China, Germany, Russia, and Japan.

KOCIS seems like organization which has four division under of director general. There are Planning and Operations Division, Global Culture Promotion Division, Global Communication and Contents Division, and Foreign Media Relations Division.

1. Planning and Operations Division

Which is formulating basic plans to promote Korean culture overseas, besides that establishing networks of government and non-government organizations for cooperation in the promotion of Korean culture overseas and also carrying out

administrative tasks related to general affairs, preparing for the National Assembly's audit and inspection drawing up the budget and settling accounts.

2. **Global Culture Promotion Division**

Organizing and supporting events that promote Korean culture to enhance Korea's national image. Formulating and implementing programs to help international organizations based in Korea and foreign nationals residing in the country gain a better understanding of Korean culture and also providing support for Korean cultural centers around the world and culture and information officers stationed aboard.

3. **Global Communication and Contents Division**

Producing and distributing promotional publications about Korea for use overseas, producing and distributing videos to promote Korea overseas and carrying out joint projects with international broadcasters. Beside that, this division also operating www.korea.net, the official Multilanguage web portal of the Korean Government, and other social networking platforms.

4. **Foreign Media Relations Division**

Analyzing and assessing the tone of news articles on Korea by international media and responding to erroneous and distorted reports on Korea. This division was also assisting international journalist in their coverage of Korea and providing support to promote summit diplomacy. Facilitated translating Korean documents into English for use by the international media as well as producing and distributing promotional materials on special occasions.

The contribution is given by Korean drama in the economy of the country which is high enough to affect the policy taken by the Government of South Korea. Starting in 2009, to raise Korea's image in the eyes of the world, KOCIS is under Ministry of Culture, Sport and Tourism (MCST) has established 28 Cultural Center (Korean Cultural Center and The Culture and Information Officers) in 24 countries in the world, among them are Japan, Indonesia, United Kingdom, Russia and United States. Hallyu is seen by the government of South Korea as something enlightenment to boost the economy and country's position in the eyes of international. Viewed from a considerable role, the government of South Korea strongly supported with the creation of this state. According to from YonhapNews, Hallyu became a sensation in Asia and Europe.

The economic value of Korean drama is high because it serves as the export infrastructure. Therefore, the government is helping the industry of trade, electronics, cosmetics, a fashion of Korea by developing programs that involve Hallyu. The government is aware that the existence of KOCIS which existed before the global crisis; however the government have not thought yet to establish a new institution which can assist in the development of Korean drama. The existence of the positive impact that is felt by the South Korean Government encourages the creation of new institutions after KOCIS derived from being able to spread the Korean drama throughout the country. Until 2009, South Korea creates an institution to responsible for the continuity of the spreading of Hallyu. The Government agency directly shaded of Hallyu (K-pop) is the Ministry of culture, sports and tourism of South Korea (MCST) the differences from the KOCIS, the government create the institution which will divide into several fields, consisting of KOCCA, KOFICE, and KTO.

1. KOCCA or Korea Creative Content Agency which is an agent of the government of South Korea was

leading South Korea creative content advances, in inside or outside of the country. KOCCA scope some creative industry of South Korea, include games, animation, licensing, and wealth of intellectual, music, fashion, and also broadcasting. KOCCA as an incubator for creative industries of South Korea that consist of three organizations; Content Korea Lab, Cel Academy, and Cel Venture Complex. Content Korea Lab is an institution for South Korea's society which has a good idea to create their dream or to begin a business, Cel Academy is a center of training to create content, and Cel Venture Complex as an incubator of startup and others digital industry. For example from the activity was doing by KOCCA in Los Angeles government supported agency that helps showcase prominent Korean content to the US market has announced that they will host a special business matching event, IR Roadshow, during DICON Hollywood. The two days event highlights the latest in digital projects from Korea. KOCCA USA'S DICON Hollywood Conference will be an opportunity to hear speakers from all areas of Korean entertainment and media, to present individual projects and to arrange for one on one meetings for potential US and Korean partnerships.

The downsizing is part of the efforts of the government of Korea to perform efficiency of management of cultural industries in particular Hallyu which have correlation visionaries of those countries towards the development of Hallyu. Also, the downsizing proved that there are reactive or anticipatory measures the government of Korea over the overlap of roles and functions as well as the difference in orientation of those institutions.

2. KOFICE (Korean industries for International Cultural Exchange), is the Government agency that runs the mission of cultural exchange and academic programs.

The mission brought South Korea's culture is introduced in particular the Hallyu. The example of the program from KOFICE like Enhancement of Korean Studies and Language Overseas and also The Korea Foundation Cultural. Such as for the first time workshop for Korean Language Educators of Central Asia, about 40 Korean language educators from universities in Kazakhstan, Uzbekistan, and Kyrgyzstan gathered together in April to discuss the current status and future tasks of Korean language education in the region. Workshop for Korean language educators in Central Asian countries the issue of the Korean language curriculum. Korean language education specialist from Korea delivered a presentation that included a suggestion for the establishment of educational objectives and development of a curriculum for Korean language education. The Korea Foundation provided an overview of its strategy to promote Korean language education abroad.

3. KTO (Korean Tourism Organization) responsible for the development of culture and tourism, which directly impact the foreign country reserves regarding tourism. Korean drama was held important role toward of the becoming of tourists from others country to South Korea and the government hope that can be plotting of the potential a tour of Ginseng country's all at once to shape a stigma which has a point of interest to the attraction that's the tour. KTO's scope is so broad because the projected tourist attractions are the attraction that has been or introduced in different Hallyu content such as drama and music. One of the examples of the program of KTO is there was "*Imagine Your Korea*," the new brand and marketing campaign aims to show why the country is a unique destination and will highlight attractions ranging from shopping to culture, and

cuisine to pop music(team, 2014). "*Imagine Your Korea*" is one of the programs from KTO to make easier of the government of South Korea to introduce of the beautiful place in their country, besides that, not only about the tourist place but also promote of the culture was did by the famous artist in their country. KTO make "*Imagine Your Korea*" to some countries by social media like in youtube advertisement. Even, in a website of "*Imagine Your Korea*" facilitated a packet of the journey for everyone who wants visit South Korea.

South Korea government's effort in spreading of Hallyu is indeed remarkable. It is not only encouraging citizens to continue to innovate but also provides various institutions to accommodate ideas and thoughts associated with the facility with the funds abound — a form of support truly of the country to citizens. KOCIS has been build of Korea Centers in some of the world's major cities since 2006. These multipurpose centers house the overseas branches of the KTO and the Korea Creative Content Agency. The center in New York built after ones in LA (2006), Beijing (2007) and Shanghai (2007).

From the explanation, before that, the government of South Korea had a strategy to increase the economic growth, not only to gain the economic advantages but also the government have an effort to keep Korean culture which is it already got popularity in the world. One of the strategy by the popularity of Korean Drama, since the existence of Korean drama, South Korea have been changing in the economic sector. Korean drama has significant influence in day-to-day life. For example, songs and music, cosmetic and fashion products, culinary, and tourism, were inspired by many scenes of Korean dramas.

C. The strategy of the Government use Korean Drama as the instrument of cultural diplomacy to gain the economic advantages

Beside of the efforts, the Government constructs the scope of developing Hallyu, and the government has the role to use Korean drama as the instrument of cultural diplomacy to gain the economic advantages. The Government of South Korea used these instrument as the strategy for spreading the culture of South Korea, including Korean drama in others country. In the concept of cultural diplomacy, there is a concept to get national interest. However, the writer took two of the concept of cultural diplomacies, such as explained in the hypotheses. The writer choose exhibition and propaganda caused from those concepts is appropriate in the strategy of the government to expand of a culture of South Korea which is have influenced from the Korean drama, and exhibition and propaganda are the two of kind strategies of the government in the spreading of Hallyu in others country.

1. Exhibition

As explaining before in the theoretical framework that exhibition is a one of cultural diplomacy because according to the development of modernization in this era which is the diplomacy still available, it means that the diplomacy in this era has transparency rule. Every nation-state has the urge to always show off about the 'superiority' belong to the state itself until the image of a nation can get the honor higher. The exhibition can be done inside or outside of the country was did by one of the country or multinational, and also by the exhibition could get the benefit of confession and then related with national interest, especially in culture. The concept of the exhibition is the right way for the government of South Korea to promote their culture. The phenomena of Hallyu by Korean

drama became popular culture in the world. There is a program visit each other between of groups cultural art both of the country. On September 1, 2005, the Korea Foundation Cultural Center was formally opened to serve as a permanent venue for the presentation of international cultural exchange activities. The center thus organizes and supports a variety of artistic events and cultural activities, which are presented throughout the year to provide people in Korea with an opportunity to experience various cultures from around the world and to help foreign residents better understand various aspects of Korean culture. The center's two galleries are used to accommodate the exhibitions organized by foreign embassies in Korea and international exchange organizations, as well as the Korea Foundation which includes the display of paintings, sculptures, photography, installation works, and fol arts/crafts. Korea Foundation Cultural Exhibition organize:

a. Paju Children's Book Festival

Korea Foundation Cultural Exhibition in 2005 organize Paju Children's Book Festival which will kick off on September 2005 for a ten-day run. Established in 2003 with the aims of increasing understanding of the diversity of children's book and play culture, it will celebrate its 3rrd anniversary. The book festival held at the Paju book City and the Asian Publishing Culture Information Center with the theme "Children books, a joyful world of images" about 140 publishers who have moved into the Paju Book City and publishing related

companies will organize open house style cultural events, book promotion, and other activities.

In “ The Special Illustration Exhibition of the Paju Children’s Books Festival 2005”, works of illustrator Lee Wu Gyeong will be highlighted. Furthermore, various programmes and workshop in which children can have first-hand experiences organized during the book festival.

b. Seoul International Book Fair 2005

Seoul International Book Fair (SIBF) 2005 will kick off on June for a six-day run. It gained its current title in 1995 and is celebrating its 11th anniversary. The primary aims of the SIBF are to promote active international book trade and cultural exchange, to reinforce the competitiveness of the Korean publishing industry, and ultimately to raise awareness of the importance of reading among Koreans 409 exhibitors from 23 countries will participate in the SIBF 2005. This year in the particular Republic of Korea was featured at the Taipei International Book Fair 2005 as the Theme Country and will be the Guest of Honour at this year’s Frankfurt Book Fair. On the occasion of these milestone activities of the Korean publishing community, the 2nd Seoul World Book Arts and special exhibitions as well as events such as "Writers Handwritten Manuscripts," "Photographs with Authors" and "New Talents Book Designs" were prepared.

c. Symposium on Asian Art in the 20th Century

Besides that, Korea Foundation Cultural Center also create the cross-cultural Interaction to broaden cross-cultural understanding and promote person to person interaction, the Center's facilities are available to host a variety of related activities and events, including seminars, lectures, and meetings of cultural exchange groups, as well as Korean language instruction classes for foreign residents in Korea. In addition to holding various events related to the Korea Foundation at its seminar rooms and cinema room, the center's facilities are made available for the seminars, lectures, and meetings of international exchange organizations and groups. During July – December 2005, 53 such events were held at the Korean Foundation Cultural Center, attended by 2,472 participants. Noteworthy activities included the Symposium on Asian Art in the 20th Century, UNESCO Asia-Pacific Regional Conference in Preparation for the World Conference on Arts and Education, a symposium of Korea – Japan Solidarity 21, seminar of Korea – India Exchange Association, and a meeting of the Council for Overseas Publishing Marketing.

Beside of the seminars, lectures, and meetings Koran Foundation Cultural center also create the seminar rooms of the Center which is Korean Language classes are conduct on Monday, Wednesday, and Friday evenings, various

members of the Korea Foundation volunteer network. The courses, which include classes for beginner, intermediate, and advanced students, and *Hangeul* instruction, are open to all foreign residents in Korea for free of charge. In the second half of 2005, the classes attended by 1,218 foreigners. The Center's Seminar Rooms used for the regular and special meetings of various international exchange organizations, groups with interest in foreign or Korean culture, and related social associations.

d. Korean Culture Week

Beside of the event was did by the government by the exhibition in 2005 the writer analyzed that after 2005 the government did not make the exhibition such as before the exhibition begins to come back again in around 2009. Which is Embassy of Korea (Ambassador Kim Ho Young announced the cultural weekend Korea will be held on October 18, 2009, and offers a wide range of cultural events to introduce the culture of Korea and enhance friendship of two countries? During the Korea Culture Week, Embassy of Korea will display the culture and art of Korea that developed in the 5000 years history of Korea. In addition to performing arts, the Embassy will prepare a wide range of events such as film screenings, exhibitions, embroidered Korea exhibition of agricultural and food products of Korea, Korea – Indonesia

study of seminars, music concerts and night Indo-Korea friendship. Korea Culture Week is the biggest event of events that will introduce the culture of foreign. This time the event emphasized the essence of the culture of Korea in large scale in Jakarta and would indicate that the relations of the two countries are increasingly developing and is expected in the future will more closely. Especially post-war State visit President of Lee Myung Bak to Indonesia in March and visit of the country of President of Susilo Bambang Yudhoyono to Korea in June 2009. This cultural performance on October 9, 2009, which is there was any cultural performance like dance, music, and instrument. Besides that, there was any Korean film screenings, embroidery exhibition of South Korea. Exhibition of agricultural and food products are not to be missing; art performances will feature traditional dances and traditional instrument by a team of renowned arts of Korea. If the reader has seen the shows, then it can be said that looked at all the core of the art of Korea. Besides, to traditional art, can also look at the dynamic dance of B-boy who lately very noticed by the eyes of the world. Coupled with the team which will feature Chamber Marus dances and music games high levels. The whole event will close with

the above celebrations of the anniversary of South Korea.

2. Propaganda

To achieve the goal of improving the economy, the South Korean Government has its way through propaganda. In addition the exhibition through the South Korean Government used propaganda in order people are affected by the culture of South Korea. Propaganda was almost the same as the exhibition but if the exhibition did directly but propaganda indirectly. However, in propaganda is one of ways of the country to influence people. Until the country's own could give attention to peoples. The South Korean Government in spreading propaganda through various means as well as like :

1. Public Attention

Many peoples have obsessed with films or Korean drama, all due to the dynamism of this country in promoting the country's image with the whole world. Through the culture promotion ways, they also show us the everyday culture of the people here.

Moreover, so we know the culture of the people in daily activities. The culture also reflected in people's consumption trait. There are many cultural factors which have an impact on a trait like neighboring Asian countries such as shopping several times a week and use fresh products. However, there are unique features and characteristics of the Korean people as a various style of the merchandise selection the use of domestic

goods instead of foreign goods and brands.

It found that Korean's culture and Korean drama consumed around the world investigated the effects of Korean drama on country's image endeavored to prove the relationship of cultural flows and customer's perception. With the use of public opinion which is many peoples influenced by Hallyu by Korean drama showed on television. The government used this situation to take off the attention to utilize and provoke by their enthusiastic of South Korea culture.

2. Commercial films

Conversely, the popularity of Korean drama is measured not just by the ratings of their television series but by the number of “CF” (commercial films to Koreans, more commonly known as TV advertisement) under their belt. Moreover, this CF often go beyond the boundaries of Seoul with many promotions extending to China, Japan, and other parts of Asia. Korean entertainers under of the efforts of the government are among the most bankable product endorsers, no small thanks to the continuing Hallyu craze. Both Korean and international brands benefit from the instant recall, goodwill, and millions of social networking site followers that often packaged with the artist of Korean drama or Kpop celebrities. Besides that, Hallyu has been contributing significantly to promote the

tourism industry. The culture trends give tremendous impact on the market share reorganization. Spears and Singh (2004) defined purchase intention as an individuals plan to buy a particular product. Many types of research proved that Korean drama also has positive effects on exports of Korean products and increased tourism (Ckow, 2006). They insist that the adoption of the Korean drama can directly influence the purchase of Korean products can be influenced (H. Yu, 2012). Foreign consumers who are familiar with Korean culture are likely to have a more positive attitude toward Korean products and purchase them.

Credibility positively influences consumer attitudes toward brand and purchase intention stated that an individual accepts the impact of the source not only because it offers a solution to a problem but also due to the source's credibility. Therefore, the endorsement of a product by a reliable source may affect consumer's behavioral intention instead, that there is a strong relationship between the credibility of celebrity endorser and the purchase intention of consumers.

3. Using Idol Stars and Celebrities As Part of Marketing Strategy

Recent years, using idol stars and celebrities as part of marketing strategy is not a new concept. Most of the corporation use their gorgeous image in order to create interest and attract consumer attention. The celebrities have a better impact on the desires and feelings

of the target audience than common people (Till, 1998). The voice of attractive and young Korean stars can have positive influence in the mind of consumers. The visual elements of an ad create a sense of attractiveness and develop a positive attitude towards purchase attention (Clow, 2006). Purchase intention for a brand will be higher when endorsed by an attractive spokesperson. Hence, attractiveness plays a vital role in influencing consumer buying intention. Even, the government was deliberately used idol stars to invite of peoples in order to watch Korean drama so, when they are watching of Korean drama people will be more understanding not only of the interesting of the drama but also more loving of the culture of South Korea.

From the explanation about the government in spreading propaganda, the writer gives the case in Vietnam which is Korean drama are popular in Vietnam because of their fashion, hairstyles, and lifestyle of South Korean. Vietnamese audiences are attracted to these modern images and appearances and considered their favorites stars as an idol. Young people are tired of looking like their idol by buying clothes, cosmetics, or even phone or hairstyle. The influence of Korea's entertainment has become the subject of concern and criticism throughout the world especially Asia. Most of the suppliers catch the trend and make their products hit right to costumers desire in order to expand profit, in this case, will be seen about the efforts of the government by Korea entertainment products effect Vietnamese customer consumption decision in the Vietnamese market. The development of Korean drama in Vietnam will grow stronger because they got of influence from Korean drama like fashion,

cosmetics, and especially the intrusion of Hallyu through consumption products "made in Korea" or "similar to Korea" as a passionate admiration for Korea and will entail in a new trend in shopping. In recent years, Korean drama has experienced steady growth in Vietnam.

1. For the producer's company, The government of South Korea by Korean entertainment which is done by the popularity of Korean drama will know precisely what their customers like or dislike, what the customers need when they purchase a good such as its design rather than its quality. Based on that they can design proper strategies to gain the economic market and maximize profit. Korean entertainment also applies the research not just to catch customer interest but also to avoid the product's characteristics that make customers have a negative perception of it.
2. For the customers When customers well equipped with knowing how they influenced by Korean drama, they would carefully consider their decisions of purchasing whether that is what the government want and need to buy whether it is just the effect of influence aspects. People are rebellious, and once they know they are being controlled or affected by something, usually the government will go against it or become more aware.

From the analysis above, give a proof that the Government of South Korea used Korean drama to gain

economic advantages which are the popularity of Korean drama did not give phenomenon; the government has many strategies to get more attention in the world. Some of the strategies from the government are using soft power by cultural diplomacy. Two of a kind cultural diplomacy which is exhibition and propaganda has become the way of the government to get national interest. The exhibition and propaganda influence the popularity of Korean drama which can be knowing of the people in the world, in the analysis before the culture of South Korea was in Korean drama, besides the effort of the government use exhibition to show the culture from Korean drama is different and unique from other country. Moreover, from the exhibition, they can hold on to keep the development of the culture of South Korea. Beside of the exhibition, the government use propaganda to provoke the attention of the people to makes advantages from the popularity of Korean drama, hence in this way is to build the national image of South Korea and also to gain economic advantages

