

## **CHAPTER IV CONCLUSION**

Based on the result of research on this thesis about Strategy of South Korea use Korean Drama as Instrument to Gain Economic Advantages (1997 – 2007) can conclude the role of Korean drama in the economic development of South Korea before 1997, that was already as the advanced country enough in Asia. A term refers although the country still holds on farming and also focusing on the export of industry. Since 1960s South Korea was an increase of the economy grows, they did not yet aware of the culture belong them. Miracle in Han's river, a term refers to the economic growth of South Korea. In this period begin since the set of plan five years on the 1960s. The Miracle in Han's River showed that South Korea became the 13th largest economy country in the world and until, the growth of industrialization sector, the resurrection technology, urbanization, modernization, globalization became the main factor that encourages economic progress of South Korea. One of the most prominent South Korea was an increase in economic growth is Hallyu. The writer used Korean drama as the one of kind of Hallyu, which is in the Korean drama any culture of South Korea like music, lifestyle, food, and idols.

The government was established the Korean culture and Information Service (KOCIS) to promote cultural industries through kind of activities such as art performances, exhibition, and festivals of music and film (Kpop and Korean film/drama festival contest) and also responsible for organizing a survey to the media-academia and international artist under the Ministry of Culture and Information. However, in the process of the early establishment of KOCIS was happened of some changes which are the government is not yet to concern in the division between culture and information, even KOCIS had time to changes of the name. Until, KOCIS

decide to under of Ministry of Culture, Sports, and Tourism. Before of the established institutions, the government has counteracted the influence of foreign-made cultural policies. The culture already began since the process of the democracy of South Korea which has influenced to openness toward the influence of other countries. Until the government of South Korean gives a large number of scholarship to the artist for study in the United States and Europe, to increase knowledge and capability about of art. South Korea as the advanced country was ever of the global crisis in 1997, opened up the weakness of South Korea's development model, including the ratio of debt loan great equations outside is excellent, and the financial sector not disciplined. The government also began creating cultural policy since the end of the crisis aimed at improving domestic income that can be used to pay off debt and create a good image that can affect foreign investors that South Korea does not exist longer in crisis.

The developing of Korean drama was already makes the government begin to aware that Korean drama can bring of advantages for the country, which means Korean drama is one of the kinds of Hallyu, there is any kind such as music, lifestyle, idols, and culture. That makes the government used Korean drama as a tool to gain economic advantages. After of the appears of Korean drama makes the country got the increasing of economic growth, GDP of the country was significant until the government has to more effort to support of Korean drama. From giving of a budget until trying to a revitalization of the institutions was established before to create of the event about Hallyu and as the scope to keep of Hallyu in the inside.

Besides that, not only in the inside support but also, the government was used cultural diplomacy with exhibition and propaganda as the instrument of the government to gain economic advantages. Every nation has an urge to always show off about the 'superiority' belong to the state itself until the image of the nation can get the honor was higher. The

exhibition will 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. In this thesis, analyze by the writer that the government also constructed with the use of propaganda. The Government of South Korea used some way in the propaganda which is public opinion is one of the ways to get the attention from people and also makes they influenced. The Government provokes of peoples who are obsessed with the lifestyle from the idols in order to watch more of Korean drama. Besides that, the government by of the commercial films to promote the Korean product. Korean entertainers under of the efforts of the government are among the most bankable product endorsers, no small thanks to the continuing Hallyu craze. The government by Korean entertainment used of advertising in the run text or product which used by the actor of Korean drama They insist that the adoption of the Korean drama can directly influence the purchase of Korean products can influence. Also, the government using idols stars and celebrities as part of a marketing strategy, 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 ordinary people. 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.

Contribution in this thesis is to give more information of Hallyu especially Korean drama which as the phenomena was got popular in the world and also to inform that Korean drama is one of the efforts of the government to gain economic advantages. In this thesis was analyzed about the effort of the

government to arise from the adversity after the global crisis in Asia includes South Korea. The awareness of the government in the culture of South Korea makes a tool of them to gain economic advantages. Therefore, in this thesis could prove that soft power is the right way and give good advice which used the country's own as a tool that appearance of Hallyu especially Korean Drama as one of the example that every state has things they can use as a power to get national interest. However, in this thesis still needs the continuity of further research about the strategy of government aside use Korean drama as the strategy to gain the economic advantages post Asian global crisis.

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