

**PENGARUH LEGALISASI PRODUCT PLACEMENT
BAGI PERUSAHAAN ASING DALAM INDUSTRI
KEBUDAYAAN KOREA SELATAN TERHADAP
PENINGKATAN PENANAMAN MODAL ASING**

**(The Effect of Legalization of Product Placement for
Foreign Companies in the Korean Culture Industry to
Boost Foreign Investment)**

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Abstract

This research aims to determine the effect of the legalization of product placement for foreign companies in the South Korean cultural industry towards increasing foreign investment in South Korea. South Korea has a long history related to its culture. The opening of the market in South Korea, especially through its cultural industry, was a major decision taken by South Korea. Because this requires a lot of consideration and risks a lot of things for South Korea to reach that decision. This research is descriptive research, which explains how South Korea can reach this decision and use the Korean Wave to be able to carry out changes made by South Korea. This research method is library research and collecting data from libraries, books, journals, articles, print media, electronic media, and websites.

The results of this study show that South Korea is through the dynamics that continue within its culture. With the change of mind about the importance of the South Korean cultural industry by the government, it is able to open up great opportunities for the development of the South Korean cultural industry which has a direct impact on the rise of the South Korean economy. Changes to the regulations related to PPL carried out by the government brought a big change to the South Korean culture industry, by opening opportunities for producers from other countries to enter the cultural industry by advertising and investing in South Korea.

Keywords: South Korea, Legalization, Product Placemnt (PPL), Foreign Product