

ABSTRACT

Korean popular culture has spread contagiously throughout the world, such as in Asia, Europe, and America in the last decade. Korean popular culture also well-known as the Korean Wave. The examples of Korean Wave are popular music (K-pop), television dramas, movies, dances, fashions, foods, tourisms, video games and Hangul (language). Korean Wave also has assisted to improve South Korea's national image, its financial system and has been visible as a mean for South Korea's public diplomacy towards other countries around the world. The main focus of this paper is to analyze the government of South Korea's strategies in conducting the Korean Wave as its public diplomacy. Moreover, this paper will examine how Korean Wave gives the impacts to the public opinion so that they can change their notion towards South Korea. In the end, the writer will make an interpretive conclusion towards South Korea's public diplomacy thorough the phenomenon of the Korean Wave.

Keywords: *Korean Wave, South Korea, public diplomacy, relations, new image*