

CHAPTER 1 INTRODUCTION

A. Background

The current cultural globalization's development in the taste of media consumption within the regions, such as *Bollywood* in South Asia, *Telenovelas* in Latin America, and *Trendy Dramas* in East Asia. Contemporary dramas are originating from Japan, yet it could create nuts for Japanese commodities in the neighboring countries (Iwabuch, 2004). Same as Japan, South Korea has developed as the fortress for the regional exports, let us see from many kinds of Korean Wave such as, Korean dramas, movies, fashion, pop music, tourism, games, and food that already spread throughout the world.

According to the Korea Tourism Organization, it stated that the deployment of the Korean pop culture's popularity throughout Asia is called the Korean Wave. It also is known as "*Hallyu*," the Korean Wave has made a very beneficial assault over Asia, Latin America, and Africa. Starting in the late 1990 and partially reinforced by Korean pop songs, the Korean Wave had transformed into a phenomenon at the beginning of 2000, when dramas had a substantial impact in many countries in Asia (Rocha, 2012). This phenomenon affirms how popular culture helps amplify the country's economic competitiveness and improve the nation image in the global market. Hence, nation branding has been integrated into the nation-building project in the era globalization.

The Korean culture industries have been closely connected with the national development project. As Hobsbawm believes that the discovery of tradition often occurs after a fast transformation of society weakens the old patterns without

producing appropriate new ones. In the 1990s, South Korea made efforts to reconstruct cultural representations in looking for the national identity after prompt industrialization (Eric Hobsbawm, 1983). The media industry has been indicated as a strategic industry to enliven other economic sectors, including tourism. Consequently, the media and travel industry have become the central institutions of national development in South Korea.

One of the reasons why Korean Wave has emerged is that there was a fear that Korean culture would dissolve in modernization. Moreover, in the late 1980s, the flood of American product was almost wiped out the Korean culture, and this naturally stimulates the nationalism. Nevertheless, global capitalism and the Korean nationalism are very suitable, since the discourse on national identity emphasized the importance of selling Korean cultural products in the global market (Cho H. J., 1999).

In the beginning, Korean Wave is conducted by the South Korean government as the tool to reinforce the Korean industry to the global market so that it can boost the economic interest of South Korea. However, in 2007 after Lee Myung-Bak was elected as South Korea's president, he frequently used the term Korean Wave and its growing popularity as a method of improving the national image, which means that Lee administration planned to develop Korean Wave for the enhancement of the national image, in addition to the growth of the national economy. Furthermore, in the 45th anniversary of National Broadcasting Day, Lee gave the speech focused on defining the role of Korean Wave in strengthening the nation prestige (Tae Young Kim, 2016).

The reason underlying the writer assigned the title "South Korea's Public Diplomacy Through the Phenomenon of Korean Wave" for the research because Korean Wave is interesting to discuss. As we know that, today, there is a widespread cultural phenomenon among Asian and the other

continents consumers which is Korean Wave (*Hallyu*). Hyun-key Kim Hogarth mentioned in his journal that Korean Wave also could give many benefits for South Korea starting in early 2000. Almost all the circles of the world know about the Korean Wave and feel the euphoria of the Korean Wave.

Today, the Korean Wave has successfully obtained enhancing acknowledgment in East Asia such as China, Taiwan, Hongkong, Japan, and ASEAN countries (Hogarth, 2013). On the other hand, the other thing that makes Korean Wave is interesting is that it can change people's notion towards South Korea, from the wrong notion into the excellent notion. In other words, Korean Wave as the tool for South Korea to build a new national image. Thus, in this case, Korean Wave can be conducted by the South Korean Government as the nation-branding for South Korea.

In international relations, nation branding is one of a popular yet debatable field of research and practice, appealing the interest from various kinds of disciplines. There are two perspectives from the experts about nation branding. According to Zala Volcic and Mark Andrejevic in their journal entitled "*Nation Branding in the Era Commercial Nationalism*" believed that nation branding as coordinated government efforts to manage a country's image in order to promote tourism, investment and foreign relations (Zala Volcic, 2011).

In this context, nation branding is seen as an effective political means, especially for small, peripheral nations eager to strengthen their economic position and to compete against the economic, financial or military clout of superpowers (Zala Volcic, 2011). The second perspective comes from the cultural-critical approach, Nadia Kaneva in her journal entitled "*Nation Branding: Toward an Agenda for Critical Research*" believed that nation branding based on cultural-critical approach tends to focus on its implications for national identities, social power relations and agenda-setting (Kaneva,

2011). Thus, we can see that from two perspectives above that the South Korean government has the same goals in the implementation of Korean Wave as its nation branding.

There are two facts about the Korean Wave. The first fact came from Martin Roll Company, according to them, the effects of Korean Wave has been immensely contributing to South Korea's GDP in 2014 approximately USD 11.6 billion increases the economic aspect of South Korea. It has enriched its state through Korean Wave and becomes very futuristic country over two last decades. If we looked back in 1965, the GDP per capita in South Korea was nothing less than the GDP per capita in Ghana. Presently, South Korea ranks 12th in the world's largest economy (Company, 2018).

While the second fact came from Chris Atkinson, he shows that Korean Wave could attract the public's attention. Let us take the example, in 2012 there was a most watched youtube video from a song entitled '*Gangnam Style*' by the singer '*PSY*' (Atkinson, 2012) and it has been watched for 2.145.343.240 times. Besides, not only the K-pop could attract the public's attention, but K-drama gained many attentions over the Asia continent by their concepts of films making, let say *Winter Sonata*, *Boys over Flowers* and so on. Besides that, Korean Wave had succeeded to change the other people's opinion about South Korea through the film and dramas.

If at that time many people around the world have bad stereotypes against South Korea, such as most girls have had plastic surgery, all men look like cute boys. (Wee, 2014). South Korea is not a safe place to live in. Then the South Korean government can prove that bad stereotypes through the Korean Wave itself are not true at all. In Korean Wave, i.e. K-dramas, the filmmakers show the daily activity and the daily fact about South Korean's live.

B. Research Question

From the information above regarding background of the conflict, thus a question to this research emerged **How Does the South Korean Government Conduct Korean Wave as Its Public Diplomacy?**

C. Research Purpose

The purpose of this research deliberately wants to explain what are the factors that made the Korean government apply the Korean Wave as its nation-branding. This research is beneficial to increase knowledge about International Relations issues.

D. Theoretical Framework

In order to answer the research question and analyze the case study of this research, thus the writer will use the public diplomacy theory.

1. Public Diplomacy

According to the Oxford dictionary, diplomacy can be defined as the ability of the country in managing relations with other countries (Bull, 2008). While, according to the diplomatic dictionary, it defined diplomacy is the art and practice of conducting negotiations and holding the relations inter-states, also the ability to managing affairs without arousing the hostility (state.gov). In other words, diplomacy is a method used to achieve the interests of an actor peacefully, so that it can suppress the creation of

war because war is considered the last way to overcome conflict.

There are various types of diplomacy, and one of them is public diplomacy proposed by Mark Leonard. He argued that public diplomacy is a way to build relationships by understanding the needs, culture, and society; communicate views; justify misperceptions that exist in the international community; look for areas where the government can find common ground (Leonard, 2002). In 1965, Edmund Gullion, the dean of the Fletcher School of Law and Diplomacy at Tufts University invented the term "public diplomacy." He defined public diplomacy as follow:

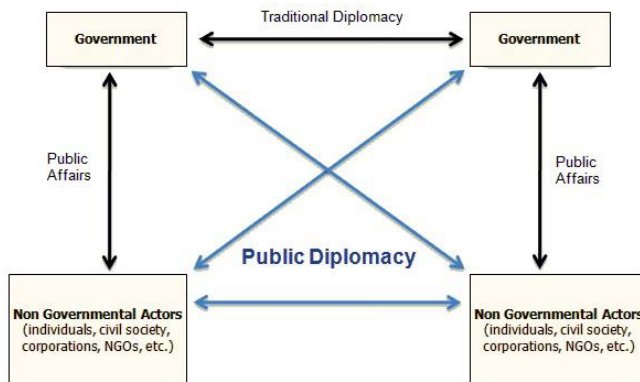
“Public diplomacy...deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with another; the reporting of foreign affairs and its impact on policy; communication between those whose job is communication, as diplomats and foreign correspondents; and the process of intercultural communications.” (Chull, 2016).

Fundamentally, public diplomacy is related to communication management among diplomatic actors, whether states and non-state actors, that have specific information or motivation goals to reach the foreign public through various communication channels to promote national interests. Above all, in contemporary public diplomacy, the focus has shifted from conventional diplomatic ways and objectives to promotion to cultivating relations with primary foreign publics (Guy j. golan, 2015). Kevin Mulcahy and Harv Feigenbaum are the researchers in cultural diplomacy had described the connection among actors involved in public diplomacy. Traditionally, public diplomacy as perceived includes:

- a. Governmental support of the programs in the cultural, educational moreover, informational domains
- b. Exchanges of citizens;
- c. Programs oriented towards informing and influencing foreign audiences (Elena, 2000)

Kevin Mulcahy also provided a model that shows us the difference between actors in traditional diplomacy and actors in public diplomacy. Please look at the figure below.

Figure 1.1 Traditional Diplomacy vs Public Diplomacy



Source: after a figure realized by Kevin Mulcahy

The relationships that are established through public diplomacy are expected to create a good environment for international societies to work together and increase transactions among them. Mark Leonard assessed that four objectives could be achieved by public diplomacy, among other things:

- a. Increasing people's familiarity with one's country (making them think about it, updating their images, turning around unfavorable opinions)
- b. Increasing people's appreciation of one's country (creating positive perceptions, getting others to see issues of global importance from the same perspective)
- c. Engaging people with one's country (strengthening ties – from education reform to scientific co-operation; encouraging people to see us as an attractive destination for tourism, study, distance learning; getting them to buy our products; getting to understand and subscribe to our values)
- d. Influencing people (investors, public to back our positions or politicians to turn to us as a favored partner) (Leonard, 2002).

Recalling at the objectives stated by Mark, we can see that public diplomacy requires two-way communication to create good communication. Thus, the values and messages given can be received without misunderstanding. This also shows that public diplomacy is different from propaganda. Propaganda is often considered to have the same meaning as public diplomacy because propaganda also serves to influence others to have the same thoughts as we want. While in public diplomacy, it is emphasized that in the process, we must also listen to the opinions of others and not be compelling.

In conducting the Korean Wave as the public diplomacy, the South Korean government had cooperations with several non-governmental actors, let say, individuals, group of people, professionals, and management companies. We can take some examples, one of the most famous music magazines in the world, Billboard, has announced the K-pop Hot 100 Chart in 2011. Furthermore, when several groups singers of South Korea such as Big Bang, 2NE1 and Girls' Generation held

concerts, their concerts also sold out all over the world including in the US and UK. In order to connect with international fans, they mix other foreign languages into their songs, like Mandarin, English, and Japanese deliberately. It has seen that the South Korean government did collaborations with some group of people to conduct Korean Wave as its public diplomacy.

Not to mention, the South Korean government also collaborated with the filmmakers and the cosmetic companies to conduct Korean Wave. CEO of E-commerce Solutions Company Borderfree, Michael DeSimone believed that Korean Wave is often called a factor that directly affects consumer purchases of their products. For example, YSL lipstick worn in the Korean drama *My Love from the Star* immediately sold out internationally shortly after appearing on television. Not only beauty products that can attract the enthusiasm of consumers yet many other luxury products are displayed on the show, such as Samsung, LG, and Hyundai also sold well globally (Leong, 2014).

South Korea uses public diplomacy as a means to build cooperative relations with other countries around the world. The action of the South Korean government which supports Korean Wave is one part of its diplomatic effort which aims to build a good image of South Korea. The writer used this theory because the South Korean government utilizes Korean Wave as the nation branding of South Korea with the other countries around the world. The public diplomacy aims to influence the opinions and interests of the international societies so that it can facilitate South Korea and other countries in creating a form of cooperation that benefits each party.

E. Hypothesis

Based on the circumstances that occurred and the theoretical framework pictured, thus the hypothesis for this

research on how the South Korean government conducts Korean Wave as its public diplomacy is through the networking system which cooperates with the non-governmental actors, such as individual, professionals, media, management companies, and other companies. Thus they can conduct promotional activities through K-Pop festivals, TV dramas, movies, fashion, games, and foods.

F. Methodology Tools

This research was done using a qualitative research method by collecting information from credible sources such as a book, journals, and articles that are analyzed using the theoretical framework mentioned in the previous part. The internet-based source also has a vital role in order to provide data such as charts, pictures, articles, and reports in order to obtain the update information.

G. Scope of Research

The scope of research is needed for the researcher to limit the analysis. Thus, the writer will make a limitation in this undergraduate thesis regarding the scope of time from 2000 until 2018. Moreover, this research scope is limited to analyze the strategies of the South Korean government in conducting the Korean Wave as its public diplomacy towards other countries. This research will be more focus during the emergence of the Korean Wave until the newest update cases. However, the historical record of the progress will be explained.

H. Writing Outline

This undergraduate thesis consists of five chapters, and each chapter describes more details divided into several sub-chapters. The descriptions among chapters are connected until the end which will create coherent and systematic writing.

Chapter I

Describe the Introduction consisting of Background, Research Question, Theoretical Framework, Hypothesis, Methodology Tools, Scope of Research, and the Writing Outline.

Chapter II

Describe the historical background of how Korean Wave emerged and started to become the most significant phenomenon in Asia starting in early 1999.

Chapter III

Explain the relations between South Korea and its neighboring countries, such as China and Japan after these countries got the influence of Korean Wave

Chapter IV

Explain the strategies/ways that the South Korean government used in implementing the Korean Wave as public diplomacy. By using the theory of public diplomacy, the writer will quickly analyze the case study.

Chapter V

Describe the last chapter as the conclusion and the result of the analysis of the undergraduate thesis.