

## **CHAPTER V CONCLUSION**

South Korea is one of the countries in East Asia whose culture has become a phenomenon in the early 2000s. The world's attention began to point to South Korea when South Korea succeeded in the film and music industry. As a result of this, a term called the Korean Wave emerged. The Korean wave represents people's madness towards South Korean popular culture. Many countries in the world are affected by the Korean Wave. Let us take the example; Taiwan is a country that has changed its views on South Korea after being hit by the Korean Wave. Korean wave has contributed to improving the national image of South Korea. The Asian news framework explicitly emphasizes the nation's sense of branding against the Korean wave.

Although historical factors have been able to stretch South Korea's relations with its neighboring countries, however, thanks to the phenomenon of the Korean Wave, the stretching relationship can be closed again. Korean popular culture is expected to increase the interest of the international community towards South Korea. The main impact that South Korea can feel from the Korean Wave phenomenon is in the economic field — exporting various types of Korean popular culture products not only promoting South Korean photos abroad but also adding to South Korea's economic benefits.

In the success of the Korean Wave, the South Korean government played an important role even though the government also collaborated with non-government actors, including the film and drama makers, the Chaebols (Samsung, Lg, and Hyundai), the entertainment companies (SM entertainment and YG entertainment), the individuals ( the artists, singers) media, and so on. Many Korean artists who have become artists throughout Asia, even the world. For South Korea itself, they feel proud if the entertainment

products they release are not only to fill local needs but can be an alternative entertainment for the world community.

Actors who work with the government as if they are connected. The government as the actor has the right to issue policies on what products to produce, filmmakers and dramas who are trying to make beautiful quality films and dramas, Chaebols who can fund these dramas, and artists who have represented South Korea in various overseas events. We also cannot forget the role of media and the internet. Korean media always present news that is smelly and internet and also a means to help the phenomenon of the Korean Wave spread easily and quickly to all corners of the world. Since the beginning of a national phenomenon, the Korean government plays an active role by helping the Korean media in publicizing Korean popular culture throughout the world. This global expansion penetrated various communication media throughout the world. Therefore, the success of the Korean wave can be attributed to that published in media throughout the world.

In the end, South Korea is utilizing the phenomenon of Korean Wave to gain its national interest, namely public diplomacy with other countries in the world. Thus, the world community will be more familiar with South Korea, know more about South Korea, and want to visit South Korea and even invest in South Korea because these things can improve the welfare of the Korean people themselves.