

**TITLE PAGE**

**SOUTH KOREA'S PUBLIC DIPLOMACY  
THROUGH THE PHENOMENON OF KOREAN  
WAVE**

**UNDERGRADUATE THESIS**



**Written by:**

**ANGGUN TAMARA  
(20150510323)**

**Advisor:**

**Prof. Dr. Tulus Warsito, MSi**

**INTERNATIONAL PROGRAM OF INTERNATIONAL  
RELATIONS**

**FACULTY OF SOCIAL AND POLITICAL SCIENCE  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA  
YOGYAKARTA**

**2019**

**ENDORSEMENT PAGE**

**SOUTH KOREA'S PUBLIC DIPLOMACY  
THROUGH THE PHENOMENON OF  
KOREAN WAVE**



**Prof. Dr. Tulus Warsito, MSi.**  
**Advisor/Chief of Examiner**

**Drs. Husni Amriyanto, MSi**  
**Examiner I**

**Sidiq Ahmadi, S.IP., M.A.**  
**Examiner II**

## STATEMENT OF ORIGINALITY

I, the undersigned, hereby ensure that this undergraduate thesis entitled “**South Korea’s Public Diplomacy Through the Phenomenon of Korean Wave**” is my own work, and that to the best of my knowledge, this undergraduate thesis has not been submitted for any degree or other purposes.

I declare that the intellectual content of this undergraduate thesis is original. All kind of assistances received in compiling this undergraduate thesis and the cited sources have been properly acknowledged.

I made this statement in real and if in future there is a mistake in this statement, then I am willing to accept academic sanction in accordance with the applicable rules at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, 14<sup>th</sup> March 2019

Anggun Tamara  
20150510323

## EPIGRAPH

*Al- 'ilmu afdhalu Khalifin, wal- 'amalu bihi akmalu syarafin*  
 Science is the best inheritance and practicing it is the most  
 perfect glory

— *Unknown*

It always seems impossible until it's done

— *Nelson Mandela*

Nothing is impossible, the word itself says I'm possible

— *Audrey Hepburn*

*Seungjaneun gyeolkho sidohagil meomchuji annenda*  
 A winner will never stop trying

— *Unknown*

*Deo pareugo deo ganghan jaga salphei jeonthueseo neul*  
*igineun geoseun inida. igil su itdago saenggakhaneun jaga*  
*seungrireul geomeojwineun geosida*  
 Life is not always a battle, who is faster is a strong  
 person. The person who wins is the person who thinks she can

— *Unknown*

## ACKNOWLEDGEMENT

By this page, the writer would like to express her highest gratitude toward Allah subhanahu wa ta'ala for making this undergraduate thesis acknowledged as legitimate metric to confer the Bachelor Of Political Science degree toward the writer. The writer would also like to deliver her deepest indebtedness to the undergraduate thesis advisor, Prof. Dr. Tulus Warsito, M.Si for the guidance and suggestion during the research period, since the first time the writer proposed the thesis' title until the day she defended her thesis to the board of examiners. Lastly, the writer strongly thanks the board of examiners: Sidiq Ahmadi, S.IP, MA and Drs. Husni Amriyanto, M.Si. for the constructive feedbacks and input toward the undergraduate thesis during and after the series of thesis examinations. Not to mention, Bambang Wahyu Nugroho, S.IP., MA. for the language advices given toward this undergraduate thesis.

Yogyakarta, March 14th 2019

Anggun Tamara

## EXTENDED GRATITUDE

Spiritually and morally supported during college and thesis writing times, I personally would like to also thank:

1. My God, Allah *subhanahu wa ta'ala*; under His will, it's possible for me to accomplish this undergraduate thesis on time.
2. My Dad, Suparlan, S.Pd, My Mom, Puji Lestari S.Pd and My Sister Icha Feby Kusumaningrum; for the endless supports and best wishes toward me for the past 22 years. There are not enough words to describe how thankful I am to all of you. I know I don't show how grateful I am enough but trust me, I really am. Mom and Dad have taught me so much, and going away to college and being apart from family has made me realize how much all of you mean to me. Thank you for always being there for me. Without all of you, I don't know where I would be. I realize I do not thank you enough for everything. And for that, I do apologize. If I have learned anything while being away from the family, it is that all of you are the most important people in my life, and I love you, all of you more than anything.
3. Myself, Anggun Tamara; I know you struggle sometimes but in case I don't tell you enough, you're beautiful. Thank you for being so strong and transparant, the world sees you even you feel invisible. I do appreciate your heart and stubbornness. Your willingness to love even after being discarded and forgotten is admirable. I'm so proud to know that you've grown to

- acknowledge your worth. Much love for you.
4. All Lecturers and Staffs of International Relations Department of Universitas Muhammadiyah Yogyakarta; for arranging constructive curriculums that made me grow.
  5. My beloved bestie, Arista Prasadha; The one I can tell my soul to. Who can relate to me like no other. Who I can laugh with to no extent, who I can cry to when times are tough, who can help me with the problems of my life. Never have you turned your back on me or told me I wasn't good enough or let me down. I don't think you know what that means to me. You gave gone through so much pain and you still have time for me. And I love you for listening even when inside you're dying. And I look up to you because you're caring, strong, and beautiful. Even though you don't think you are. And I hope you know that I'm always here to listen to you, laugh and cry and help in all the ways that I can. And I will try to be at least half the friend you are to me. I hope you know that I'm grateful to have a bestie, like you Arista.
  6. My girls, Bullyable Squad; Hi Asti, Mela, Hetty, Via, Nita, and Intan. I'm tagging y'll here, so remember, y'll not allowed to leave me. Not now, NOT EVER! Thank you for letting me feel so much like myself when I'm with y'll. Thank you for sharing in my happiest moments, for listening to my saddest story and radiating compassion and empathy from wherever you happened to be. Thank you for being bestfriends I ever want to confide in.
  7. My IPIREL-mates; Rizal, Zelika, Rini, Agung, Eghi, Hafdz who I totally enjoy the

time spent with y'll. Not to mention, thankyou for all IPIRELIANS who gives me such a supports to accomplish this undergraduate thesis enthusiastically.

8. FPCI Chapter UMY family; for being a place where I learnt a lot, made a lot of friends and developed myself to be more independent.
9. International Community Service of Davao 2018 family; thank you for being great housemate during community service. Our friendship is a special gift. Generously given, happily accepted. And deeply appreciated.
10. Not to mention, my all high-school buddies, EXPOST family; thank you for your existence. I love you all.



## LIST OF ABBREVIATION

IMF	: International Monetary Fund
KBS	: Korean Broadcasting System
KCON	: K-Pop Convention
KOCCA	: Korean Creative and Content Agency
KOCIS	: Korea Information and Culture Center
KOFIC	: Korean Film Council
KOTRA	: Korea Investment Promotion Agency
KTO	: Korean Tourism Organization
MBC	: Munhwa Broadcasting Corporations
MCST	: Ministry of Culture Sport and Tourism

## TABLE OF CONTENTS

TITLE PAGE .....	i
ENDORSEMENT PAGE.....	ii
STATEMENT OF ORIGINALITY .....	iii
EPIGRAPH .....	iv
ACKNOWLEDGEMENT .....	v
EXTENDED GRATITUDE.....	vi
LIST OF ABBREVIATION.....	ix
TABLE OF CONTENTS.....	x
LIST OF FIGURES.....	xii
LIST OF TABLES .....	xii
ABSTRACT.....	i
CHAPTER I INTRODUCTION .....	1
A.    Background .....	1
B.    Research Question .....	5
C.    Research Purpose .....	5
D.    Theoretical Framework .....	5
E.    Hypothesis .....	9
F.    Methodology Tools .....	10
G.    Scope of Research .....	10
H.    Writing Outline .....	11
CHAPTER II THE HISTORICAL BACKGROUND OF KOREAN WAVE .....	12
A.    The History of Korean Wave .....	12

1.	<i>The Emergence of the Korean Wave</i> .....	14
2.	<i>The Beginning of the Korean Wave in Japan</i> .....	15
3.	<i>Korean Wave Goes Global</i> .....	16
B.	The Types of Korean Wave .....	17
1.	<i>Dramas and Movies</i> .....	18
2.	<i>Korean pop songs</i> .....	19
3.	<i>Food</i> .....	20
4.	<i>Fashion</i> .....	22
CHAPTER III SOUTH KOREA’S CURRENT RELATIONS WITH THE NEIGHBORING COUNTRIES.....		25
A.	The relations between South Korea and China.....	25
B.	The Relations Between South Korea and Japan.....	33
CHAPTER IV THE GOVERNMENT OF SOUTH KOREA’S STRATEGIES IN CONDUCTING THE KOREAN WAVE.....		38
A.	Government Creates the Policy .....	38
B.	The Cooperations Between the Government and Non-Governmental Actors .....	43
CHAPTER V CONCLUSION .....		57
REFERENCES.....		59

## LIST OF FIGURES

Figure 1.1 Traditional Diplomacy vs Public Diplomacy .....	7
Figure 2.1 Kimchi .....	21
Figure 2.2 Bibimbap .....	21
Figure 2.3 Kim Soo-Hyun .....	23
Chart 4.1 The Export and Import TV Program .....	46

## LIST OF TABLES

Table 3.1 Korean Drama Series and Episodes Imported to China in 2003-2008 .....	27
Table 4.1 Korean Film Exports (1995-2004) .....	44
Table 4.2 Stages of Korean Wave .....	51