

## ABSTRACT

*This paper explains about the strategic of South Korea to increase their cosmetics (K-Beauty) product export in Indonesia as the object country. Using the theory of cultural diplomacy from Professor Tulus Warsito and Wahyuni Kartikasari, then the second theory is Band Wagon Effect from Harvey Leibenstein's and David Luber. This research findings a lot of evindence that South Korea's economic success was sustained by their industrial export product, moreover their cultural industry products which is included cosmetics product. South Korea culture industry well received by international community, including Indonesian people. Even though the Indonesian market was dominated by Western cosmetics product actually from USA and Europe. Nevertheless, South Korea has been succeeded to competete and even surpass their cosmetics product export in Indonesia by their cultural diplomacy strategies and using band wagon effect on marketing their cosmetics product.*

**Keywords :** *South Korea, cosmetics product export, cultural diplomacy, Korean wave, band wagon effect, brand ambassador, Indonesia*