

ABSTRACT

Tourism in South Korea has increased greatly year by year. The phenomenon Hallyu has developed rapidly to gain the interest of the world community. This great improvement affected the world the South Korean country. The research entitled “ The Strategy of the South Korean Government to Use K-pop in Improving the Tourism Industry (2008-2018)”, has a formulation of the problem, namely how South Korea’s strategy to use K-pop for supporting the tourism industry. This study has aim to find out the attitude of the South Korean government towards K-pop. Then, it has purpose to find out the actions taken by the South Korean government in using K-pop.

This research is conducted using qualitative design the library research method. The data sources used a primary and secondary data. Theoretical foundation used is theory of the Cultural Diplomacy Concept and the Multi-Track Diplomacy theory.

Based on the result, it was concluded that the South Korean government took significant profits from the popularity of existing K-pop. South Korea had benefit from some K-pop video music which gave good impact on the country’s tourism industry. South Korea used the popularity of K-pop idols to create and enhance the country’s positive figure to the world.

Keyword: South Korean Government, Hallyu, K-pop, BTS, Tourism Industry