

DAFTAR PUSTAKA

I. Buku

- Afadlal. (2011). Kerja Sama Pembangunan Vietnam dengan Korea. Dalam R. T. Akbar, *Ekonomi Politik Kemitraan Asean : Sebuah Potret Kerja Sama*. Yogyakarta: Pustaka Pelajar.
- Kim, Joong. K. (2010). The Scences of the Korean Wave. Dalam D. I. Steinberg, *Korea's Changing Roles in Southeast Asia: Expanding Influence and Relations*. Singapore: ISEAS Publishing.
- Nam, S. J., Lee, K. W., & Kim, S. L. (2010). *Improvements South Korea's Image Perceived by Vietnamese Media : Based on Korea-related Articles in Vietnamese Daily Nhan Dan and a Survey of Local People*. Seoul: Institute for International Economic Policy.
- Rumanti, Maria Asumpta. (2004). *Dasar Dasar Public Relation*. Jakarta: Grasindo.

II. Jurnal

- Cheo, Y. (2006). Gov't to Spend Over 1% of 2000 Budget on Cultural Affairs. Dalam D. Shim, *Hybridity and the rise of Korean popular culture in Asia* (hal. 34). Media, Culture & Society, Vol.28
- Groves, D. (2006). Daewoo to Export Korean Culture Overseas. Dalam D. Shim, *Hybridity and the rise of Korean popular culture in Asia* (hal. 32). Media, Society & Culture, Vol: 28
- Kim, M. (2011). The Role of Government in Cultural Industry : Some Observations From Korea's Experience. *Keio Communication Review No.33*
- Shim, D. (2006). Hybridity and the rise of Korean popular culture in Asia. *Media, Culture & Society , Vol:28*
- Shin, J. (2006). Beyond Local and Global : New Korean Cinema and Media Regionalism, paper presented at 2003 Global Fusion Conference, Austin, TX, USA. Dalam D. Shim, *Hybridity and the rise of Korean popular culture in Asia*. Media, Culture & Society. Vol: 28.
- Shin, K. (2006). The Need to Produce Young Manpower for Motion Picture. Dalam D. Shim, *Hybridity and the rise of Korean popular culture in Asia . Media, Culture & Society, Vol: 28.*

- Toru Hanaki, Arvind Singhal, Min Wha Han, Do Kyun Kim and Ketan Chitnis, "Hanryu Sweeps East Asia : How Winter Sonata is Gripping Japan", International Communication Gazette no. 69 [2007]
- Yi, G. (2006). Oeguk Youngsangmul Sijang 87% Jeomyu (Foreign visual content possesses 87% of Korean market)). Dalam D. Shim, *Hybridity and the rise of Korean popular culture in Asia*. Media, Culture & Society, Vol.28.
- Yi, J.-h. (2005). Jangguk-e buneun hanguk yeolpung (The Korean Wave in China). Dalam C. H. Joang, *Reading the "Korean Wave" as a Sign of Global Shift*. Korea Journal (Winter).
- Mee, K. H. (2005). Korean TV Drama in Taiwan : With an Emphasis on the Localization Process. *Korean Journal (Winter)*.

III. Data Internet (Website)

- 2,9 % anak di bawah usia 6 tahun berasal dari keluarga multibudaya. (26 Juli 2011). Dari KBS World:
http://world.kbs.co.kr/indonesian/news/news_Dm_detail.htm?No=24315
(Dipetik 28 Mei 2012)
- Bahasa Korea*. (11 Juni 2012). Dari Wikipedia:
http://id.wikipedia.org/wiki/Bahasa_Korea (Dipetik 11 Juni 2012)
- Chaebol*. (23 Agustus 2011). Dari Wikipedia: <http://id.wikipedia.org/wiki/Chaebol>
(Dipetik 01 Mei 2012)
- Daftar Negara menurut jumlah ekspor*. (09 Februari 2012). Dari Wikipedia:
http://id.wikipedia.org/wiki/Daftar_negara_menurut_jumlah_ekspor
(Dipetik 10 Maret 2012)
- Eryadi. (04 Maret 2009). *Nation Branding: Negara-negara juga bersaing*. Dari Marketing Kami: <http://marketingkami.blogspot.com/2009/04/nation-branding-negara-negara-juga.html> (Dipetik 12 Maret 2012)
- Fitryan. (12 Februari 2012). *Kenapa K-Pop? Ini Dia Sejarahnya!* Dari TNoL portalnya komunitas: <http://www.tnol.co.id/id/movies-music/12707-k-pop-dan-sejarah.html> (Dipetik 01 Mei 2012)
- Hallyu*. (15 April 2010). Dari Wikipedia: <http://id.wikipedia.org/wiki/Hallyu>
(Dipetik 02 Januari 2012)

Hong, T. (01 November 2010). *The Korean Wave in Vietnam*. Dari VenVn: http://ven.vn/tabid/77/News_ID/16813/language/en-US/Default.aspx (Dipetik 02 Januari 2012)

How Vietnamese and Koreans View Each Other. Dari VietNam Ministry of Foreign Affairs: http://www.vietnamembassy-seoul.org/en/nr070521165956/news_object_view?newsPath=/vnemb.vn/cn_vakv/ca_tbd/nr040818112237/ns070725031338 (Dipetik 25 Mei 2012)

Huon, D.D (03 Juni 2009). *Hallyu and its effect on young Vietnamese*. Dari The Korea Herald: http://www.viet-studies.info/hallyu_and_its_effect_VN.htm (Dipetik 08 Mei 2012)

Hyeon-seon, C. (November, 2008). *A Boost for Korean Language Education in Vietnam*. Dari Korea Foundation Newsletter Vol.17, No. 11: <http://newsletter.kf.or.kr/english/contents.asp?vol=104&lang=English&no=1270> (Dipetik 11 Juni 2012)

Kidihae. (17 November 2011). *Hallyu Wave terus memiliki dampak yang signifikan di Jepang*. Dari Koreanindo: <http://koreanindo.net/2011/11/17/hallyu-wave-terus-memiliki-dampak-yang-signifikan-di-jepang/?like=1> (Dipetik 11 Mei 2012)

Kim, H. (05 Maret 2011). *Super Junior appointed PR ambassador for Korean food*. Dari Korean-Drama-Guide: <http://www.korean-drama-guide.com/Super-Junior-appointed-PR-ambassador-Korean-food.html> (Dipetik 12 Mei 2012)

Korea menduduki urutan pertama sebagai negara investor utama di Vietnam. (23 Januari 2003). Dari KBSWorld: http://world.kbs.co.kr/indonesian/news/news_Ec_detail.htm?No=2921 (Dipetik 03 Juni 2012)

Korea Selatan menempati urutan kedua dalam daftar negara penyumbang di Vietnam. (08 Desember 2007). Dari KBS World: http://world.kbs.co.kr/indonesian/news/news_Ec_detail.htm?No=14380 (Dipetik 03 Juni 2012)

Korean Language studies popular in Vietnam. (26 April 2011). Dari KoreaTimes: http://www.koreatimes.co.kr/www/news/nation/2012/04/113_85876.html (Dipetik 12 Juni 2012)

Korean stars help bring Korean goods to Vietnam. (13 April 2012). Dari VietNamNetBridge: <http://english.vietnamnet.vn/en/business/21032/korean-stars-help-bring-korean-goods-to-vietnam.html> (Dipetik 11 Juni 2012)

Korean Wave of e-Government in Vietnam. (11 September 2009). Dari Korea IT Times: <http://www.koreaitimes.com/story/5013/korean-wave-e-government-vietnam> (Dipetik 03 Juni 2012)

Korean Wave has impact on overseas product sales: poll. (13 November 2011). Dari Korea Herald: <http://view.koreaherald.com/kh/view.php?ud=20111113000130&cpv=0> (Dipetik 10 Juni 2012)

LG Vina Cosmetics Co.,Ltd. Dari Freebiznet: http://www.freebiznet.com/company/LG_VINA_COSMETICS_CO.,LTD (Dipetik 12 Juni 2012)

Loan, D. (27 February 2011). *Hoi Chi Minh City joins forces with Korea's Jeju to promote tourism.* Dari The Saigon Times Daily: <http://english.thesaigontimes.vn/Home/business/tourism/21664/> (Dipetik 03 June 2012)

Mulai berlakunya FTA antara Korea Selatan dengan ASEAN. (01 Juni 2007). Dari KBS World: http://world.kbs.co.kr/indonesian/news/news_Ec_detail.htm?No=13168 (Dipetik 03 Juni 2012)

Neff, R. (26 Maret 2010). *Teaching Korean in Vietnam: Seem Familiar?* Dari RJKoehler: <http://www.rjkoehler.com/2010/03/06/teaching-korean-in-vietnam-seem-familiar/> (Dipetik 11 Juni 2012)

Nilai merek Korea Selatan menduduki peringkat ke-10. (30 November 2011). Dari KBSWorld: http://world.kbs.co.kr/indonesian/news_Ec_detail.htm?No=25350&id=Ec&page=6 (Dipetik 12 Mei 2012)

Nye, J. S. (2004). *Soft Power : The Means to Success in World Politics.* New York: Public Affairs. Dipetik dari: http://en.wikipedia.org/wiki/Soft_power (Dipetik 12 Maret 2012)

Pemerintah Korea Selatan Menargetkan Penciptaan Demam Budaya Korea yang Baru di Luar Negeri. (23 Desember 2009). Dari KBS World: http://rki.kbs.co.kr/indonesian/news/news_issue_detail.htm?No=17278&font_size=17&id= (Dipetik 01 Mei 2012)

Pemkot Seoul mendukung keluarga multi-budaya untuk mengunjungi negara asalnya. (1 November 2011). Dari KBS World:

http://world.kbs.co.kr/indonesian/news/news_Dm_detail.htm?No=25173

(Dipetik 28 Mei 2012)

People's Daily. (24 Agustus 2001). Kim Dae-jung Holds Talks With Vietnam Leader. Dalam *South Korea-Vietnam relation*. Wikipedia. Dipetik dari :

http://en.wikipedia.org/wiki/South_Korea%E2%80%93Vietnam_relations

(Dipetik 25 Mei 2012)

Perang Vietnam. (23 Mei 2012).

Dari Wikipedia: http://id.wikipedia.org/wiki/Perang_Vietnam (Dipetik 24 Mei 2012)

Perdana Menteri Korea Selatan mengadakan pertemuan dengan presiden Vietnam. (10 April 2006). Dari KBS World:

http://world.kbs.co.kr/indonesian/news/news_Po_detail.htm?No=1129

(Dipetik 30 Mei 2012)

Perusahaan game online terbesar di Vietnam berkantor pusat Media Digital Seoul. (26 Juli 2009). Dari KBS World:

http://world.kbs.co.kr/indonesian/news/news_Ec_detail.htm?No=18576

(Dipetik 10 Juni 2012)

President Tran Duc Luong's interview with The Korea Times. (11 November 2004). Dari Bản quyền của Vụ Thông Tin Báo Chí - Bộ Ngoại Giao (Press and Information Department-Vietnam Ministry of Foreign Affairs)

http://www.mofa.gov.vn/en/cs_doingoai/pbld/ns04111171903/view

(Dipetik 25 Mei 2012)

Shin, H. (26 August 2004). *Keeping the "Korean wave" washing onto Asian shores.* Dari The Korean Herald: www.thekoreanherald.com (Dipetik 13 January 2012)

Shiri. (12 Februari 2012).

Dari Wikipedia: [http://en.wikipedia.org/wiki/Shiri_\(film\)#cite_note-5](http://en.wikipedia.org/wiki/Shiri_(film)#cite_note-5)

(Dipetik 01 Mei 2012)

Situs portal "Danuri" dibuka untuk mendukung keluarga multibudaya. (27 April 2010). Dari KBS World:

http://world.kbs.co.kr/indonesian/news/news_Dm_detail.htm?No=20744

(Dipetik 28 May 2012)

- So-Hyun, K (14 Februari 2012). *Cosmetics sales top \$9.6b on Korean Wave*. Dari The Korea Herald:
<http://www.thejakartapost.com/news/2012/02/14/cosmetics-sales-top-96b-korean-wave.html> (Dipetik 10 Juni 2012)
- South Korea Visitors To Vietnam +31.1% To 289,190 In Jan-July*. (24 Agustus 2010). Dari Bussiness Times: <http://bussinesstimes.com.vn/south-korea-visitors-to-vietnam-31-1-to-289190-in-jan-july/> (Dipetik 18 Juli 2012)
- Sung-jin, Y. (14 Februari 2012). *Vietnam emerges as key market for Korea*. Dari Asia News Network:
<http://www.asianewsnet.net/home/news.php?sec=2&id=27660> (Dipetik 11 Juni 2012)
- Trung, N. N. (03 Mei 2005). *Korean Wave is Washing Over Vietnam*. Dari Oh My News:http://english.ohmynews.com/articleview/article_view.asp?menu=c10400&no=224231&rel_no=1 (Dipetik 05 June 2012)
- Tungph. (07 September 2007). *Vietnam - Republic of Korea Relations*. Dari Embassy Of The Socialist Republic Of Vietnam In The Republic Of Korea:
<http://www.vietnambassyy-denmark.vn/vi/vnemb.kr/nr070521165956/ns070907110137> (Dipetik 20 Mei 2012)
- Tuyet, N. T. (2008, Desember 12). *Global culture Trends delivered by correspondents Current status of anti-Korean sentiment in Vietnam, and possible solutions*. Dari Webzine KOFICE:
http://www.kofice.or.kr/n_webzine/200812/eng/03_report-3.asp (Dipetik 10 Agustus 2012)
- Upon Publication of "Hallyu Series III"*. (04 Mei 2011). Dari KOFICE Webzine:
http://webzine.kofice.or.kr/201105/eng/sub_01_01.asp (Dipetik 11 Mei 2012)
- Vietnam*. Dari Wikipedia: <http://id.wikipedia.org/wiki/Vietnam> (Dipetik 09 Mei 2012)
- Vietnam akan membantu dialog antar Korea*. (05 April 2002). Dari KBS World:
http://world.kbs.co.kr/indonesian/news/news_Po_detail.htm?No=1099
 (Dipetik 30 Mei 2012)
- VIR. (01 Maret 2012). *South Korea's Jeju Seeks To Lure More Vietnam Tourist*. Dari: BussinessTimes: <http://bussinesstimes.com.vn/s-koreas-jeju-seeks-to-lure-more-vietnam-tourists/> (Dipetik 18 Juli 2012)

- VitalSign. (10 June 2011). SM artists talk about the Hallyu wave at "SM Town Live in Paris" press conference.
 Dari AllKpop: <http://www.allkpop.com/2011/06/sm-artists-talk-about-the-hallyu-wave-at-sm-town-live-in-paris-press-conference> (Dipetik 01 Mei 2012)
- Yonhap. (22 Februari 2012). *No. of overseas Korean language institutes to rise to 200 by 2016*. Dari Korea Times:
http://www.koreatimes.co.kr/www/news/nation/2012/03/117_105428.html
 (Dipetik 12 Juni 2012)
- Yoon-mi, K. (01 Desember 2010). *Hallyu Streets, online market to be established*.
 Dari Korea Herald:
<http://www.koreaherald.com/entertainment/Detail.jsp?newsMLId=20101201000865> (Dipetik 01 Mei 2012)
- Yoon-mi, K. (03 Juni 2011). *K-pop drives hallyu craze: survey*. Dari KoreaHerald:
http://www.koreaherald.com/common/redirect.jsp?news_id=20110613000731&category_id=020000000000 (Dipetik 25 Mei 2012)

IV. Dokumen dan Hasil Penelitian

- Breuker, R. (2009). *Korea's Forgotten War : Appropriating and Subverting The Vietnam War in Korean Popular Imaginings*. *Korean Histories*.
- Chönggi, C. (1992). "Han'guk-kun-üi Pet'unam ch'amjön, öttök'e kiök toego innünga?" p. 77. Dalam R. Breuker, *Korea's Forgotten War* (hal. 53). *Korean Histories*.
- Chung-Sok Suh, Y.-D. C.-H. *The Korean Wave in South Asia : An Analysis of Cultural Proximity and the globalisation of the Korean Cultural Products*.
- Christopher B. Whitney, & Shambaugh, D. (2011). *Soft Power in Asia: Result of a 2008 Multinational Survey of Public Opinion*, The Chicago Council on Global Affairs (2008):22. Dalam B. Luguusharav, *Soft Power In The Context Of South Korea* (hal. 28). Budapest, Hungary.
- Hong Kyudok, U. P., & Stubbs, R. (2005). *Rethinking Asia's Economic Miracle: The Political Economy of War, Prosperity and Crisis*. Dalam R. Breuker, *Korea's Forgotten War* (hal. 40). *Korean Histories*.

- Hyönch'öl, C. (2009). "Han'györe shinmunsa nanip shiwi". In R. Breuker, *Korea's Forgotten War: Appropriating and Subverting The Vietnam War in Korean Popular Imaginings* (p. 55). Korean Histories.
- KBS. (2007). "Effect of 'Winter Sonata' and Yonsama frenzy on economy". Dalam V. Metaveevinij, *Key success factors of Korean TV industry structure that leads to the popularity of Korean TV dramas in a global market*.
- Kim, J. E. (November, 2011). "Korean Wave" in China : It's Impact on The South Korean-Chinese Relation. *A Thesis Submitted in Partial Fullfillment of The Requirements for The Degree of Master of Arts*.
- Kukpangbu. (2004). Pet'unam cheonjaeng-gwa Han'guk-kun. Dalam R. Breuker, *Korea's Forgotten War* (hal. 40). Korean Histories.
- Nugraha, S. A. (2004). *Hallyu "Gelombang Korea" di Asia dan Indonesia: Tren merebaknya budaya pop Korea*. Yogyakarta.
- Park, J.-w. (2011). Korea and Vietnam : the Bilateral Relations. *Keynote speech at the 4th Annual Koret Conference on Korea and Vietnam : The National experiences and foreign Policies of Middle Powers*. Stanford University.
- Söuk, Kwon. (2009). Yet yönghwa toech'ajüryönün 'Tongyang-üi chinju' Hanoi, p. 143. Dalam R. Breuker, *Korea's Forgotten War* (hal. 53). Korean Histories.
- Sung, S.-Y. *Constructing a New Image - Korean Popular Culture in Taiwan*.
- T'aegyün, P. (2007). Han'guk-kun-ui Pet'unamjon ch'amjon. Dalam R. Breuker, *Korea's Forgotten War* (hal. 40). Korean Histories.
- Thu, H. P., Ngoc, T. D., Van, B. D., & Hong, H. N. (2006). *Product positioning of Korean against Japanese consumer goods in Vietnam's market*. POSCO TJ Park Foundation, Hanoi.
- Van, Ha. T. (2010). Comparison of Vietnam and East Asia Countries (China, Korea, and Japan) Economic Relations. Dalam M. Kagami, *Japan and Korea with Mekong River Basin Countries* (p. 238). BRC Research Report No.3 Bangkok Research Center, IDE-JETRO, Bangkok, Thailand
- Vest, A. (14 February 2008). *The Korean Wave "will never die" in Vietnam*. The Korea Herald, hal.11

Yun'gyong, C. (2005). 'Pet'ünamjön oegyo munsö konggae:Pet'ünamjön 5nyön ch'amjön kyöngjejök idük 5ök tallö. Dalam R. Breuker, *Korea's Forgotten War* (hal. 42). Korean Histories.

I. Hasil Wawancara

Hoang Dung (Jenny Wong), International fans of Super Junior - ELF (Ever Lasting Friends) from Vietnam, mahasiswa jurusan bahasa inggris di Universitas Hutech Vietnam, 28 Mei 2012.

Nguyen Huong Quynh (Wendy), Fakultas Ilmu Ketimuran di Universitas Ilmu Sosial dan Humaniora, Universitas Nasional Vietnam. Saat ini sebagai mahasiswa pasca sarjana Hubungan Internasional, Universitas Gadjah Mada di Yogyakarta, 26 Mei 2012.