## **PREFACE**

First of all, I would like to thank and praise Jesus Christ for His blessings, grace, and wisdom to me that I could be able to finish this thesis titled "The Role of Korean Wave as Soft Power on Indonesian Creative Industry" in order to fulfill the academic requirements to obtain Bachelor Degree in Social Science in Universitas Pelita Harapan, Lippo Karawaci. In the preparation of this thesis, there are many obstacles that I face, but in the end, it can get through thanks to the guidance and assistance from various parties both morally and spiritually. For that reason, on this occasion, I would like to thank:

- 1. Mr. Edwin Martua Bangun Tambunan, S.I.P., M.Si. as the Dean of Faculty of Social and Political Sciences, Universitas Pelita Harapan.
- Ms. Elyzabeth Bonethe Nasution, S.I.P., M.A. as the Department Chair of International Relations, Faculty of Social and Political Sciences, Universitas Pelita Harapan.
- 3. Ms. Amelia Joan Ribka Liwe, S.S., M.A., Ph.D. as my thesis advisor, who always supported and guided me from the beginning to the end of this thesis. Thanks to her, I was able to complete this thesis on time.
- 4. All lectures and staffs in the Faculty of Social and Political Sciences of Universitas Pelita Harapan, for the lessons and knowledge.
- 5. My beloved parents, Papa, Mama, Koko for always supported and believed me throughout this thesis writing. Thank you for all the love,

- prayers, and supports. I feel so grateful and blessed to have parents like you in my life.
- 6. Gita Benu, Alif Adisasmita, Yohan Lemuel, Edelin Wijaya, Michelle Elizabeth, Gabriella Laminto, Felicia Oscar, and ci Ellysia Belinda, who always love and supported me during this thesis, I thankful to have you guys as my friends in this university.
- 7. My CIS girls, Amelia Mahuze, Christabela Anata, Namantha briara, Sausan Zafirah, and Shahnaz Rafika, for always being great companions throughout my 3,5 years study in Universitas Pelita Harapan and for always be there for me whenever I need a companion. I am always grateful to have you guys, and you guys are the best girls ever.
- 8. Christina Yoris and Livia Margareta, I thankful to have both of you during my thesis's writing, thank you for always supported me and motivated one another during our thesis's writing.
- 9. Brenda Cristie and Yang Hee Jung, thank you for always supported me, love me and for always fills my day throughout this 3,5 years in Universitas Pelita Harapan, thank you for the friendship and the experiences.
- 10. Felicia Hanisentana, Natasya Sheren, and Vanesha Violine who always giving me a support and always taking care of me during this thesis's writing.
- 11. My junior high school friends Greta Ndruru, Jeanni Muliandari, Selly Yul, for the prayers, support, and motivation to complete this thesis.

- 12. My senior high school friends Ratu and Wanda, thank you for always be there for me, and always supported me for this whole last semester.
- 13. All of the people who have contributed in this Thesis and also supported me who I cannot mentioned one by one.

After all, I realize that this thesis is far from perfect due to my limited experience and knowledge. Therefore, I welcome any forms of advice, input and even criticism from various parties regarding this research. Hopefully this thesis can be useful for readers.



## TABLE OF CONTENTS

STATEMENT OF THESIS ORIGINALITY	i
THESIS ADVISOR APROVAL	iii
EXAMINATION BOARD APROVAL	iv
ABSTRAK	V
ABSTRACT	
PREFACE	vii
TABLE OF CONTENTS	X
CHAPTER I INTRODUCTION	
I.1 Background	1
I.2 Research Questions	5
I.3 Research Objectives	5
I.4 Research Significance	6
I.2 Research Questions I.3 Research Objectives I.4 Research Significance I.5 Research Outline	e
CHAPTER II THEORETICAL FRAMEWORK	8
II.1 Literature Review	8
II.1 Literature Review	8
II.1.2 Korean Wave as Soft Power	10
II.1.3 The Role of Indonesian Creative Industry	16
II.2 Theoretical Framework	
II.2.1 Constructivism	22
II.2.2 Soft Power	24
II.2.3 Globalization	25
II.2.4 Creative Economy and Creative Industry	
CHAPTER III RESEARCH METHODOLOGY	31
III.1 Research Approach	31
III.2 Data Collection Techniques	

111.5 Data Analysis Techniques32
CHAPTER IV ANALYSIS
IV.1 Korean Wave as Soft Power
IV.2 Indonesian Creative Economy and Creative Industry44
IV.2.1 BEKRAF
IV.3 Korean Wave in Indonesian Creative Industry55
IV.3.1 Korean Wave as Soft Power Facilitating the Flows of Idea of "Korea"
to Indonesia
IV.3.2 Goods and Entertainment Creative Industry with Korean Wave
Theme 64
CHAPTER V CONCLUSION69
V.1. Conclusion
BIBLIOGRAPHY75
APPENDIX