

CHAPTER I

INTRODUCTION

I.1 Background

Joseph Nye defines soft power as the ability of the cultural recognition and guide others to follow, which stems from the attractiveness of the culture and sense of value of a nation.¹ Later on, he also adds one more dimension of power that he call it smart power, according to him, smart power is a mix of hard power and soft power that makes it an effective strategies. International relations actors, especially countries, need power to influence other parties in achieving their goals.

Korean Wave is a good example of soft power in International Relations. The concept of Korean wave itself has been utilized to portray the rising of Korean popular culture, it is a term used to describe South Korean culture products that have been successfully exported to other countries in Asia, Europe and America. Through music, film and entertainment industry products such as television dramas, Korean wave include South Korean culture that combines traditional and modern life. Korean Wave has indeed successful exploded in the media across the world making a great effect to international world.

Korean wave is not only has successfully increasing South Korean marketing culture, but it also able to increase South Korea's commercial and

¹ J. S. Nye, Jr. 2005. "Soft Power and Higher Education." Soft Power and Higher Education. Accessed February 26, 2019. <https://library.educause.edu/resources/2005/1/soft-power-and-higher-education>.

tourism products to the public in various countries. In this case, the Korean wave is no longer perceived as a cross-national culture or the expansion of the entertainment industry, but has become an opportunity for South Korea to have good relations with other countries and also increase South Korea's Gdp.

Korean Wave has been prepared to be marketed internationally, as there is continuous support from the South Korean government itself. The South Korean government has fully dedicated to the promotion of Korean music in the international community. Precisely, the South Korean creative industries were triggered by the 1998 financial crisis; where it reduce South Korea's economy by 7%. The crisis was also resulting in a systematic collaboration between the South Korean government and actors to rebuild the economy of South Korea. The former president of South Korea, Kim Dae Jung, encouraged the development of South Korea's creative industry.

The creative industry sector can encourage creative industry products such as film, music, fashion as well as the image of South Korea while enhancing South Korea's culture.² South Korean government fully supports the spread of Korean Wave phenomenon, that is one of the reasons why Korean Wave phenomenon has been popularized over the last two decades; the government of South Korea began to consider Korean Wave as a policy tool for cultural diplomacy, understanding the importance of projecting Korean Wave as soft power.

² Kim Tae Young and Jin Dal Yong, "Cultural Policy In The Korean Wave: An Analysis Of Cultural Diplomacy Embedded In Presidential Speeches", *International Journal Of Communication*, 2016.

The existence of Korean Wave also supported by globalization. Globalization is the process in which more and more people become connected in more different ways across larger distances.³ The real aspect behind the spread of Korean Wave phenomenon is through media and internet. Social media and YouTube carried Korean culture and Korean products at the same time and shaping the image of Korea. Korean Wave emerged and became a phenomenon that has been booming in the last decade, then significantly influenced various countries in several parts of the continent including Indonesia.

Korean Wave started first in Asia; especially in China and Japan, and later to Southeast Asian countries and other countries such as United States also European countries. Korean Wave also has brought great impacts towards South Korea country itself. It has contributed to 0.2% of Korea's GDP in 2004, amounting to approximately USD 1.87 billion. More recently in 2014, Korean Wave had an estimated USD 11.6 billion boost on the Korean economy.⁴ In Indonesia itself, Korean Wave has been known since the early 2000s after Indonesian entertainment and television industries were previously showing the shows from Japan (ex: Literary One of Tears (2005)) and Taiwan (ex: Meteor Garden (2001)).

Korean Wave also has an influence on Bilateral relations between Indonesia and South Korea. For example, President Joko Widodo supported K-

³ Lechner, Frank J. *Globalization: the Making of World Society*. Malden, Mass: Wiley-Blackwell, 2010.

⁴ Roll, Martin. "Korean Wave (Hallyu) - Rise of Korea's Cultural Economy & Pop Culture." Martin Roll. August 09, 2018. Accessed February 26, 2019. <https://martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/>.

Pop concerts in Indonesia called "Music Bank in Jakarta" which was held at Gelora Bung Karno (GBK) on March 2013. The event was held as a form of celebration of 40 years of bilateral relations between Indonesia and South Korea.⁵ In this case, Indonesia also get the benefits in terms of the trade between Indonesia and South Korea. With K-pop fans buying original merchandise or stuff from Korea, South Korean investment in Indonesia will increase and vice versa. That way, it is not only South Korea that has benefited from this Korean Wave, but also there is reciprocity for Indonesia.

Korean Wave does not seem to be a foreign term for our society; Korean Wave is indeed booming for this decade in Indonesia. South Korean products slowly change the tastes and paradigms of Indonesians now about a trend that was once brought by Western culture. Through globalization there is a term called the flows of idea, globalization bring all the ideas of K-pop culture to another country especially in Asia and Indonesia. South Korea's culture has cooperated with globalization, there was no limit among countries; with quick communication and information, everything is accessible to everybody, anyplace. Communication between countries and people has happened a long time ago, but it has never reached on a scale close today's levels.⁶

A consolidation of technological revolution and reduced trade barriers has greatly changed the interaction between societies. First, determined by the spread of K-Pop and K-Drama across South, East, and Southeast Asia, the Korean Wave

⁵ Desy Saputra, "Jokowi Berencana Tonton Music Bank", Antara News, Last modified 2019, <https://www.antaranews.com/berita/362406/jokowi-berencana-tonton-music-bank>.

⁶ Reza, Lukmanda. Popular Culture through Globalization: the Power of Hallyu , n.d., 1–16. Accessed August 26, 2019.

advanced from a local level into a global phenomenon, conveyed by the social media and internet and the expansion of K-Pop music videos on YouTube.⁷ Korean Wave becomes a major global phenomenon that penetrates Indonesia in many dimensions.

This thesis will focus on the dimension of creative industry in Indonesia. The term 'creative industry' portrays businesses with innovativeness for example architecture, film and video, visual arts, advertising, fashion, food, literature, and performing arts.⁸ Since Korean Wave entering Indonesian creative industry, it gives some changes on Indonesian creative industry; from its fashion, movies, music, arts, and also food. Furthermore, this thesis will be also explaining the flows of idea 'Korea' that has been brought to Indonesia.

I.2 Research Questions

Based on the explanation above, the thesis highlights the following research questions:

1. In what ways, does Korean Wave function as soft power in facilitating the flows of idea, particularly the idea of "Korea", to Indonesia?
2. How does Korean Wave influence Indonesian creative industry?

I.3 Research Objectives

The objectives of this research are:

⁷ *Ibid.*

⁸ John, Hartley. *Creative Industries*. Malden, MA: Blackwell, 2009.

1. To analyze the function of Korean Wave as soft power in constructing the idea of “Korea” in Indonesia.
2. To analyze how Korean Wave enters Indonesia and influence on Indonesian creative.

I.4 Research Significance

The findings of this research will give an understanding in the use of soft power can influence a country's creative industry, in which the research will focus analyzing on how Korean Wave gives influence to Indonesian creative industry. Moreover, this research topic will be beneficial for students especially International Relations students to get better understanding in diplomacy. Furthermore, this research also has objective to what kind of impact that Indonesia get after Korean Wave enter Indonesia.

I.5 Research Outline

The first chapter of this research study consist of the background of this research and the overview of the topic. In this section, the background provides the understanding of Korean Wave as soft power, the influence of Korean Wave in Indonesia, and the entering of Korean Wave in Indonesia. Moreover, this section contains the research questions of this research paper and also the research objective. Lastly, the author ends the first chapter by explaining the significance of research, and the outline of this thesis.

The second chapter provides the theoretical framework which basically review major studies on Korean Wave and creative industry in Indonesia. The literature review is divided into three sections and the main theory used in this thesis is constructivism which emphasizes the relation between Korean Wave and Indonesian creative industry.

The third chapter will focus on the research method of this thesis which consists of the explanation about research approach, data collection technic, and data analysis technic.

The fourth chapter which is the main part of this thesis will analyze and discuss the answer of this research questions. This section is divided into three discussions as follows: The background of Korean Wave in general and as soft power, background of Indonesian creative industry, and Korean Wave in Indonesian creative industry.

The fifth chapter which is the last chapter of this thesis consists of conclusion.

