

ABSTRACT

Pop Culture in Public Diplomacy: The Korean Wave as South Korea's Soft Power Tool in Indonesia.

By

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Public diplomacy has been current practices that are used by countries in engaging with each other. Soft power as the main tool in performing public diplomacy practices is based on the national strategy. South Korea has become one of the countries that used the potential of public diplomacy to gain national recognition and to fulfill its national goals. South Korea focuses on spreading its culture worldwide. In this research, the Korean wave, as one of the South Korean government soft power tool in their public diplomacy practices will be examined. This research focuses more on the strategy of the South Korean government in managing and developing the Korean wave.

Furthermore, Indonesia has become one of the largest markets for the Korean wave. Indonesia is a diverse country with so many traditional cultures that came from each region. Hence, Indonesia is very much welcome to the new cultures coming from other countries. Starting from *Hollywood*, Japanese cultures, Chinese cultures, are existed in Indonesia. However, the Korean wave has been the leader of this cultural spread, especially in Indonesia. South Korean government has put numerous efforts and strategies in enlarging the market for the Korean wave.

To help the purpose of this research, the analysis will be done through the collaboration between qualitative and quantitative research methods to answer the research question. The quantitative method will act to provide supportive data to complete the analysis. In conclusion, this research will be elaborating on the strategy that is used by the South Korean government in spreading the Korean wave in Indonesia.

Keyword: Korean Wave, Soft Power, Public Diplomacy, Indonesia.