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THE EFFECT OF THE DEVELOPMENT OF KOREAN DRAMA ON INDONESIA USED AS CULTURAL DIPLOMACY IN 2019-2021

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Abstract

The spread of South Korean culture in Indonesia looks quite significant because it attracts many Indonesian people and makes them fans of the reach of Korean culture. This phenomenon did not occur by chance but was managed well by the South Korean government to use this time as diplomacy through its culture with the target country, namely Indonesia. Koreanization in screen culture in the form of cinema, television, internet, and social media has succeeded in bringing Korean popular culture into Indonesia and getting a positive response from the Indonesian people. With the development of the mass media industry, especially television, this research's background. In this regard, the South Korean government used this opportunity to introduce its country through the mass media and improve its image in other countries. As we also know that nowadays, women are more interested in Korean TV dramas than men. Therefore, with the development of the theme of Korean dramas, Indonesian people are increasingly interested in watching new dramas, making the South Korean government take advantage of this to develop South Korean culture and practice.

Keywords; *cultural diplomacy, k-drama, Korean popular culture, South Korea, Indonesia*

Introduction

Diplomacy is the primary tool used by a country in carrying out foreign policy and achieving national interests, which can then become state branding for a country to build the image of its nation (Effendi, 2008). Cultural diplomacy is the effort of state actors to control the international environment by empowering cultures known to the foreign public and facilitating the transmission of culture to foreign countries. According to the history, cultural diplomacy is defined as a government policy to activate culture by showing it to its own country or other countries. Cultural diplomacy is one of the main tools of soft power that aims to influence the general public's opinion in other countries to support the foreign policy of countries conducting diplomacy. According to *Soft Power* by Nye, if we influence others without taking any threatening actions or exchanging with them, we are using soft power (Nye, 2004). Soft power is rooted in culture, values, and policies. It can already be seen in Korean dramas, which shows that it can encourage viewers and fans to visit South Korea due to the influence of Korean dramas.

Cultural diplomacy can also be interpreted as exchanging ideas and information from cultures between

countries in interacting with other countries to create a mutual understanding (Cummings, 2003). Through the components contained in culture, such as ideas, language, and knowledge that will be conveyed to the public, of course, can influence the formation of public opinion. A country uses cultural diplomacy to improve its reputation to gain admiration and respect from other countries, as is done by exchanging aspects of culture from one country to another with its people as well.

The focus of this study is to discuss South Korean cultural diplomacy in Indonesia through the 2019-2021 Korean TV drama, which is currently growing. These developments are increasingly attracting the attention of the Indonesian people in watching k-drama so that the South Korean government takes advantage of this as its national interest in Indonesia. The South Korean government uses Korean popular culture, or what can also be called the Korean Wave, as a tool of Korean cultural diplomacy with foreign countries, especially Indonesia, to form a contemporary image of Korea in various parts of the world. As with South Korea towards Indonesia, South Korea needs to strengthen its bilateral relations by utilizing its culture to expand the market and become cultural penetration. The

South Korean government seeks to establish cooperation with the Indonesian government through cultural diplomacy to form a positive image of Korea in Indonesia so that it can be accepted by the Indonesian people, where Korean culture has the same characteristics as Eastern culture, which allows Korean culture to be readily accepted quickly and can master teenagers and Indonesian women.

The Korean Wave phenomenon has succeeded in influencing countries in Asia, Europe, and America to describe the products of South Korean popular culture through the products of the music, film, and entertainment industries such as television dramas (Shim, 2006). However, in this case, it is more about the effect of the development of K-Drama itself on modern Indonesian society. There are more and more fans because there are more dramas that are not only about romance. This study aims to explain how Korean dramas are formed as a tool of South Korean cultural diplomacy in Indonesia and to find out how Korean dramas influence in building the image of the ginseng country in Indonesia.

Methodology

The research method used by the author is library research, situation analysis which identifies the current

situation of Public Diplomacy of South Korea in Indonesia, and a qualitative research method which means that the author displays some facts contained from several sources. The data collected for this study are from journal articles and reliable sources such as books, the internet, and online newspapers that have relevant information regarding the topics. Then the data obtained will be compiled based on existing facts and correlated with each other to see how the development of these Korean dramas significantly affects the Indonesian people, which makes the South Korean government use this as cultural diplomacy in Indonesia to conclude. This qualitative analysis also aims to create a systematic and factual explanation of the results researched through a literature review to explore the problems studied. The type of data used is secondary to that obtained and reprocessed by the author of various readings still available in connection with the phenomenon looked, using a pattern of depictions of empirical fact states accompanied by relevant statements. Then, the writer will analyze the results of the description to draw analytical conclusions.

Discussion

The popularity of Korean dramas was marked by their broadcast on

television throughout Asia in the late 1990s. Since then, K-Drama has developed into a very global phenomenon, especially in Indonesia. It's because in Indonesia there are so many devotees in watching Korean dramas, from teenagers to adults even parents also enjoy and quite like Korean dramas.

The Spread of The Korean Wave and South Korea's National Interest

In its development, South Korea is a country that can be said to be growing rapidly and become a developed country with a high standard of living and a high level of economy and of course supported by technological developments. Traditional Korean culture itself is also inherited by the people of North Korea and South Korea. However, historically, the political circumstances of the two countries have produced many differences in modern Korean culture (Firdani, 2019). Modern culture from South Korea, which is currently very popular is known as the Korean wave or Hallyu.

Currently, the Korean Wave can steal public attention throughout Asia, which has an impact on increasing South Korean tourism. Of course, this phenomenon makes the South Korean economy more advanced. On the other hand, the media also plays a significant

role in introduce and build the Korean Wave, making it quite famous. Korean Wave is basically a phenomenon spread through Korean pop culture to various parts of the world through Korean pop and dramas or films presented in mass media platform. Values, culture, and entertainment packaged in Korean films and dramas make the South Korean entertainment industry more successful because it can attract the attention of fans in various parts of the world, one of which is Indonesia, who is very interested. From the success of this Korean drama, it was revealed that the Korean Wave was able to distract its fans from getting closer to Korean culture in terms of life values, manners, fashion and visual capture of Korean films and dramas (Effendi, Malihah, & Nurbayani, 2016). The term Korean Wave itself first appeared in the mid-1990s. The popularity of the Korean Wave began when China began broadcasting Korean dramas in 1997, which then also began to enter Indonesia in the 2000s. In Indonesia itself, the Korean wave's popularity started with the media's success in liberalizing in the 1990s, which was marked by the inclusion of the Korean drama series Winter Sonata on Indosiar TV station in 2002. The broadcast immediately received a lot of good responses from the public, which was

then followed by the screening of *Endless Love* (Sendow, Mamentu, & Rengkung, 2019). The spread of Korean popular culture in Indonesia is marked by a cooperation agreement between South Korea and Indonesia regarding the cultural contract. The agreement prioritizes cultural exchange between the two countries as the government's initial agreement to use the film industry as a means of cultural exchange to be carried out. With this, the Indonesian people are starting to realize how big and great Korean media is because it dominates the entertainment industry. From 2007 to 2008, there was a decline in the number of Korean drama viewers because the ending was cliché and always the same. In addition, the number of spectators was mainly limited to middle-aged women. Therefore, this causes a decrease in the view rate in Asia. However, this decline also did not last long.

As a result of globalization and diplomacy, the image of South Korea in the eyes of the Indonesian people is that of a modern and beautiful country with a high level of education. By screening Korean dramas that are packaged in such a way, certainly produces a positive and negative impact. On the negative side, there is a possibility that couples have higher expectations of their relationship because the drama

exaggerates romance and brings out delusional situations for the couple in real life, so it can lead to a downturn in the relationship as standards are set higher on a person and how beauty standards can be by "beautiful boys and girls" who achieve their appearance through cosmetic surgery which in Indonesia itself is not possible in terms of the cost and facilities of a beautician. The existence of South Korea and its influence on Indonesia will be more visible and lead the Indonesian people to seek other information about the country.

From the perspective of International Relations, national interest is defined as adjusting a country's political policies in the struggle among states against various challenges faced to gain profits. South Korea has several policies of primary national interest in its foreign policy, one of which is developing the national economy. South Korea's relationship with Indonesia is certainly based on the country's national interests in the political, economic, and socio-cultural fields. In this case, what South Korea wants to achieve in Indonesia is its primary interest, namely the economy, where the South Korean government aspires to improve the economic sector of the ginseng country. Therefore, through the spread of the Korean wave which is used as an attraction for the world community, especially the

Indonesian people, it will undoubtedly create interest in the Indonesian people to consume and use various forms of South Korean products (Yoon & Mas'oe'd, 2004). The South Korean government has also tried to develop this Korean wave to spread worldwide, including in Indonesia. The government used the Korean wave perfectly to promote South Korean culture as part of the South Korean government strategy. Although initially only to promote Korean culture, it eventually caused a 'spill-over effect' where the development would spread to other sectors. In this case, for Indonesia itself, it is not easy to accept foreign culture because Indonesian people cannot simply absorb foreign culture and make this new culture from outside their lifestyle, but Korean popular culture can overcome these problems and is well received by the Indonesian people.

The unique strategy carried out by the South Korean government and the ease with which people accept this phenomenon, of course, have made the Korean wave wider. In Indonesia itself, elements of Korean culture such as music and drama are widely imitated by the Indonesian entertainment industry because they feel the many potential benefits that arise from their fans. It can be judged that what the South Korean government has

done is very appropriate, considering the impact of the Korean wave has produced many positive effects for South Korea itself and Indonesia. The magnitude of the influence of Korean pop culture in Indonesia can not only be seen from the number of viewers and ratings of Korean drama series on television. However, it can also be seen from how the drama series style and storyline are adapted into Indonesian soap operas. In the 2008 Korean Diplomatic White Paper, it was stated that culture is an essential element that is useful for creating added value for the realization of competition between nations. In addition, it was also explained that drama series is an essential element in advancing Korean cultural diplomacy (mofa.go.kr accessed April 14, 2022).

Basically, every country in practicing diplomacy, including cultural diplomacy, focuses solely on the interests of its national culture, as the South Korean government has been so aggressively promoting its culture through drama series aspects that are characteristic of many countries, including Indonesia. It is not difficult for South Korea to introduce its culture to Indonesia because South Korea and Indonesia have long-established diplomatic relations.

Korean Drama as Soft Power Diplomacy of South Korea Culture In Indonesia

Korean drama series managed to enter Indonesia and have been broadcast on several Indonesian TV stations since the 2000s, to be more precise in 2002. The first TV station to broadcast Korean dramas was Indosiar, which Trans TV then followed. The entry of Korea as the world's top four powers in the Korea-Japan World Cup, which South Korea held in 2002, has become the background for the existence of the Korean pop culture phenomenon in Indonesia. Various Indonesian television stations used the 2002 World Cup as a time to introduce Korean drama films and series. Korean dramas that are aired on Indonesian TV can also influence the behavior and actions of the viewers, consciously or not. As it's known that Indonesia is one of the countries with the most significant interest in showing Korean dramas, teenagers enjoy it and adults and parents are also starting to enjoy this growing Korean drama. Even after the emergence of the COVID-19 pandemic in 2020, the number of Korean drama viewers in Indonesia increased rapidly with a relatively high number of viewing durations. This phenomenon has sparked the interest of the Indonesian people because the spread of

Korean dramas has become commonplace and has become a topic of conversation in the city. Many newspapers and online news have begun to suggest K-drama consumption as a new source of comfort during the COVID-19 pandemic. Likewise, TV stations have also started broadcasting more K-dramas to attract Korean lovers viewers. Because as we also know that some or even almost all Indonesian people who previously worked in offices are working at home, which makes Korean dramas an option for Indonesian people to reduce boredom at home and take advantage of free time to enjoy various Korean dramas whose theme is getting more and more interesting to watch.

According to the survey results of the Indonesian Institute of Sciences (LIPI) on August 16, 2020, 91,1 percent of 924 respondents in 28 cities in Indonesia admitted that they often watched Korean dramas during the pandemic. Previously, the number of K-drama fans was 87,8 percent before the pandemic period to 91,1 percent after the emergence of the pandemic. According to the LIPI survey, the average time spent watching Korean dramas also increased from 2,7 hours per day before the pandemic to 4,6 hours per day during the pandemic (Ulung, 2021).

From the concept of soft power Nye (2004) describes concept of power as the ability to influence to get the desired result, even if it is necessary to change the behavior of others for the realization of the desired result. There are two concepts of power in power politics: hard and soft power. Various sources soft power originate from fascinating cultures, values, and ideas in international politics. These ideas are liberal or democratic ideas that link cultural production to the national advantage of countries with a strong relationship between soft power and popular culture (Nye, 2004). Countries with cultural strengths try to spread values, ideas, beliefs, and national agendas through the country's popular culture products to increase their cultural attractiveness and national image and create common understanding. The soft power of a country will be strong if the world community empathizes and sympathizes with that country which creates a sense of familiarity and is liked (Ooi, 2015).

In 2011 Diplomatic White Paper Korea, it was stated that on the basis of realizing the increasingly important role of soft power and the increasing culture as the main element of international competitiveness, the South Korean government implemented cultural

diplomacy as one of the important things in the implementation of its diplomacy to generate added value from its economic resources (mofa.go.kr accessed April 14, 2022).

By realizing that popular culture is a tool of soft power to attract the attention of the Indonesian people, the South Korean government is trying to facilitate and carry out various promotions for the spread of its culture throughout the world through mass media, where it can be realized that the industry creates such rapid development and has encouraged South Korean government to use popular culture exports as a tool of soft power (Chua, 2012). K-drama has become an instrument of soft power because it can be seen from the relationship between the popularity of K-drama and Korean national benefits, including increased exports, business opportunities, Korean language learning, participatory culture and tourism. Apart from the economic benefits, K-drama also attracts and influences Indonesian audiences to become Korean cultural ambassadors unofficially because they are involved and voluntarily promote Korean culture in their local communities. K-dramas also often feature South Korea's own traditional clothing, namely 'hanbok' because the dramas have a working theme. Besides, they also feature various kinds of

traditional foods and the manners of the people in respecting each other or even older people in everyday life. This is one of the reasons someone starts to know and like South Korea.

The appeal of K-drama has created a fan culture that is visible on digital platforms and social media where various groups contribute to Korea's soft power. Korea's soft power is shown through various cultural activities from K-drama fans such as the establishment of Korean cultural institutions in Indonesia and increasing Korean cultural events in Indonesia.

The Development of Korean Drama Affects Society and The Indonesian Entertainment Industry

Today, Korean dramas are a choice of spectacle that is in great demand by the Indonesian people because they can entertain and bring the phenomenon of growing interest in Korean cultural products. This phenomenon can be seen from the level of adolescence to adulthood, especially in women. The Indonesian people's enthusiasm for Korean dramas can lead fans and viewers to learn everything about Korea, which will have a tremendous impact on the behavior of the people. This is because Korean dramas always carry cultural elements in each of

their dramas, such as fashion, the country's unique foods, or the regional specialties of South Korea. Things like this can hypnotize the audience so that indirectly the audience likes what the characters in the drama are doing, which then creates a desire to follow South Korean culture. The entertainment industry impacts South Korea through films, dramas, variety shows, and music that can indirectly reflect the country's situation, such as showing South Korea's technological advancements, friendly society, diverse culture, and introducing traditional cities and villages in Korea with a beautiful view, it will certainly attract the audience to know more about South Korean culture.

It can say that the South Korean Government managed to spread their culture through drama. The South Korean government can also neatly package the impressions of their culture that is acceptable in Asia. The role of actors in conveying images and messages in a Korean drama certainly also makes the audience complacent. It can bring success to the Korean entertainment and film industry by itself due to influencing the values of Korean cultural offerings.

K-Drama continues to grow and always offers new themes, ranging from stories about romance to the history of the South Korean Kingdom itself. Recently,

South Korea has increasingly shown that they are no longer only producing dramas about romance and the colossal South Korean story but have also begun to produce dramas about the mountain guard agency (Ranger), such as the drama 'Jirisan', which recently finished airing on 2021 ago on a digital streaming platform, namely iQiyi. The drama amazed the audience by the development of the Korean drama theme, which raised the theme of mountains and their guardian institutions. In addition, South Korea has also begun to produce a lot of zombie-themed dramas such as 'All of Us Are Dead' which aired in early 2022 and 'Kingdom' which had 2 seasons airing in 2019 and 2020, then 'Squid Game' which had a theme the game with the prize money offered is quite large but there is a high risk in the game which was aired in 2021 ago, and 'Hospital Playlist' with the theme of the daily life of a doctor and his friendship which aired its first season in 2020 and its second season in 2021. These dramas will be broadcast on a digital streaming platform that has recently been widely used by various groups of people, namely Netflix. As we know that Korean dramas are now distributed and consumed globally through digital streaming. One of them is Netflix which provides a digital collection of Korean dramas ranging from

classics such as Full House (2004) and Boys Over Flowers (2009) to the latest dramas such as Kingdom (2019, 2020), Hospital Playlist (2020, 2021), Squid Game (2021) and All of Us Are Dead (2022) (Ju, 2022). In this case, Netflix acts as one of the supporting platforms for the spread of k-drama in Indonesia because in Indonesia itself, most people use the platform to watch various films and dramas, so Indonesian people's interest in enjoying Korean drama shows is increasing. Netflix is one of the significant promoters of K-drama streaming worldwide, especially in Indonesia, where K-drama is a TV genre that may not be familiar to TV viewers (Lee, 2017).

The development of this k-drama has increased Indonesian people's interest in learning the Korean language, using and consuming various South Korean products. There is even a desire to visit the ginseng country. Not only that, but the Indonesian entertainment industry has also begun to imitate the pattern of themes and plots shown in Korean dramas that have recently become popular among the world community, such as 'Squid Game' which was used in a soap opera that aired on SCTV entitled 'Dari Jendela SMP' with the theme of love and the life of a junior high school student, but in several episodes, it shows a game that is the same as the Squid

Game wherein the game it also clearly shows that the numbers, uniforms and concepts are the same as the Squid Game. In addition, there are also many impacts caused by the existence of Korean dramas, which can be seen by a large number of Korean language course enthusiasts, many imported Korean products such as Korean food and skincare, and many cafes and restaurants with Korean themes in Indonesia. Another impact can also be seen at the time of the candidate for civil servant 2021 test, where the supervisors used the red uniforms in the Squid Game. This proves that the influence of Korean dramas is very attached to Indonesia (Sagala, 2021). With globalization and technological advancements that are increasingly developing, the spread of Korean dramas is becoming wider. We can see it from TV and mass media such as digital streaming platforms and social media.

Conclusion

As we know that the entry of Korean culture has spread globally, especially in Indonesia, which is known as the Korean Wave. One of the cultures that has spread very widely from this is Korean dramas which are very popular with women, especially teenagers. The Korean Wave itself is also used as a process of

Asian capitalism towards the global. The growing media technology is used as an expansion tool that facilitates simultaneous circulation in spreading various South Korean cultural products. This phenomenon also makes South Korea a strong position in the eyes of the international community because it is the main actor who uses a soft diplomacy strategy, which means South Korea is trying to establish cooperative relations with various countries without emphasizing power and hegemony world countries so that they are interested in South Korean culture through music, movies, dramas, fashion until the food. Soft Diplomacy carried out by South Korea since 2008 through a cultural approach looks increasingly intense in its implementation and is very easily accepted by the Indonesian people, which as a result has made South Korea a leading exporter in terms of music, films and television programs throughout Asian countries and this phenomenon has also reached success in helping to promote and improve South Korean cultural products such as in Indonesia. Korean popular culture has hit Indonesia since 2002, starting with the screening of a Korean drama on an Indonesian television station entitled Autumn in My Heart. The drama received a positive response from the Indonesian

people because it cannot deny that it can captivate Indonesian audiences because the storyline is thick with the nuances of love and family stories. The success of the drama opened the door for other South Korean dramas to color entertainment in Indonesia. With the development of the Korean entertainment industry, especially in producing drama series works with increasingly varied themes, various age groups of Indonesian people are increasingly interested in watching them in their spare time. And as it is also known that since 2020 the COVID pandemic began to spread throughout the world, causing the world community to spend more of their free time at home because they cannot leave the house to avoid the pandemic. Therefore, the Indonesian people take advantage of their free time to enjoy Korean drama shows, which are currently getting more and more new themes that are being carried out to be used as drama series.

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