

Pengaruh Perkembangan Hallyu Terhadap Industri Pariwisata dan Perkembangan Ekonomi Korea Selatan = South Korea's Tourism Industry and Economic Growth with the Emergence of Hallyu

Jillisa Alamanda Basarah, author

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Abstrak

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Perkembangan dunia entertainment Korea Selatan Hallyu yang berkembang dengan pesat secara global telah terbukti secara statistik meningkatkan tingkat kedatangan turis mancanegara. Sejumlah teori dan jurnal membahas pentingnya industri pariwisata terutama yang didukung oleh perkembangan pop culture atau budaya populer dalam pembangunan ekonomi disejumlah negara. Dalam karya tulis ini, penulis mengulas kembali teori dari jurnal terdahulu dan menguji korelasi antara tren Hallyu dan industri pariwisata, serta pengaruhnya terhadap perkembangan ekonomi Korea Selatan.

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ABSTRACT

The development of South Korean entertainment world Hallyu , which grows rapidly globally has been proven statistically to increase the level of foreign tourist arrivals. A number of theories and journals discuss the importance of the tourism industry mainly supported by the development of pop culture to economic development in several countries. In this paper, the authors review the theory from the aforementioned journals and tested the correlation between the trend of Hallyu and tourism industry, as well as its influence on the economic development of South Korea.