

## Success without design: hallyu (Korean wave) and its implications for cultural policy / Jungsoo Kim

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### Abstrak

The huge popularity of Korean pop culture overseas, labeled Hallyu, otherwise known as the Korean Wave, is an unprecedented event in the cultural history of Korea. Many foreign observers tend to see it as the result of the Korean government's policy efforts. This paper claims that Hallyu in essence is an unintended 'success without design.' No one, including the Korean government, intentionally planned it. There were five key factors that made it possible: the competitiveness of Korean culture industries, political economic changes in East Asian countries, entrepreneurs in show business, fragmentary governmental support, and global digital networks. Each of these factors has independently contributed in its own way to the success of Hallyu. The fact that Hallyu is not a product of any deliberate plan has some important implications for cultural policy and culture industries.