

The Effect of Korean wave on branding South Korea = Pengaruh Korean wave dalam membentuk Korea Selatan

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Abstrak

Penelitian ini bertujuan untuk mencari pengetahuan tentang bagaimana suatu negara menciptakan identitasnya dengan menggunakan “nation branding”. Studi ini berfokus menganalisa bagaimana Korea Selatan menggunakan “Korean Wave”, fenomena budayanya, dan media global, untuk mengubah identitas nasionalnya. Menggunakan teori kultivasi analisis, penelitian dilakukan dengan menggunakan tinjauan literatur pada database jurnal, katalog perpustakaan dan database surat kabar online, dengan mempelajari bagaimana Korea Selatan digambarkan dalam artikel media dan jurnal penelitian. Hasil mengungkapkan bahwa Korea Selatan telah berhasil mengubah identitasnya. Dahulu nya Korea Selatan dikenal karena perang Korea dan krisis keuangan yang parah, namun karena fenomena global telah berdampak pada industri pariwisata, ekonomi dan hiburan, Korea Selatan sekarang telah dikenal akan hiburan dan pariwisatanya.

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