

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

Nadya Putri Shafira, author

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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.

..... The study aims to seek knowledge of how a nation creates its identity using the application of nation branding. The study focuses on analysing how South Korea use Korean Wave, its cultural phenomenon, and the global media, to alter its national identity. Using the cultivation analysis theory, the study was carried out using literature reviews on journal databases, library catalogue and online newspaper databases. It examines how South Korea was visualised in media articles and research journals. Results revealed that South Korea has succeeded in changing its identity. In the past, South Korea was known for the Korean War and the severe financial crisis, but because the global phenomenon has had an impact on the tourism, economic and entertainment industries, South Korea is now known for its entertainment and tourism.

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