The Fourth Generation of the Korean Wave's Contribution to Public Diplomacy.

UNDERGRADUATE THESIS

UNIVERSITAS
ISLAM
INDONESIA

Written by:

AYSYA PUTRI RAMADHANTI

20323087

DEPARTMENT OF INTERNATIONAL RELATIONS

FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES

UNIVERSITAS ISLAM INDONESIA

2024

The Fourth Generation of the Korean Wave's Contribution to Public Diplomacy.

UNDERGRADUATE THESIS

Proposed to the Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences
Universitas Islam Indonesia
As a partial fulfillment of requirement to earn

Bachelor Degree in International Relations

Written by:

AYSYA PUTRI RAMADHANTI

20323087

DEPARTMENT OF INTERNATIONAL RELATIONS

FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES

UNIVERSITAS ISLAM INDONESIA

2024

AUTHORIZATION PAGE

The Fourth Generation of the Korean Wave's Contribution to Public Diplomacy .

Defended in front of the Board of Examiners
in the Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences
Universitas Islam Indonesia

As partial fulfillment of the requirements to earn a
Bachelor Degree of International Relations

Date

20 September 2024

Validated by

Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences
Universitas Islam Indonesia

Head of Department

Karina Utami Dewi, S.I.P., M.A.

	Board of Examiners	Signature
1	Mohammad Rezky Utama, S.IP., M.Si.	
2	Rizki Dian Nursita, S.IP., M.H.I.	
3	Gustri Eni Putri, S.IP., M.A.	

STATEMENT OF ACADEMIC INTEGRITY

I hereby declare that this undergraduate thesis is the result of my own independent scientific work, and that all material from the work of others (in books, articles, essays, dissertations, and on the internet) has been stated, and quotations and paraphrases are clearly indicated.

No other materials are used other than those contained. I have read and understood the university's rules and procedures regarding plagiarism.

Making false statements is considered a violation of academic integrity.

Yogyakarta, 20 September 2024



Aysya Putri Ramadhanti

TABLE OF CONTENTS

UNDERGRADUATE THESIS 1
AUTHORIZATION PAGE 3
STATEMENT OF ACADEMIC INTEGRITY 4
TABLE OF CONTENTS 5
LIST OF PICTURES 7
LIST OF ABBREVIATIONS 8
ABSTRACT 9
CHAPTER 1 1
INTRODUCTION 1
1.1 Background 1
1.2 Research Question 5
1.3 Research Objectives 5
1.4 Research Scope 6
1.5 Literature Review 6
1.6 Research Framework 9
1.7 Provisional Argument 13
1.8 Research Method 14
1.8.1 Type of the Research 14
1.8.2 Subject and Object of the Research 14
1.8.3 Method of Data Collection 15
1.8.4 Process of the Research 15
1.9 Thesis Outline 15
CHAPTER 2 16
THE IMPACT OF THE FOURTH GENERATION OF THE KOREAN WAVE ON INDONESIA 16
2.1 Synergy between the South Korean Entertainment Industry and the Government in Public Diplomacy 18
2.2 The Fourth Generation of Hallyu: The Impact of SM Entertainment on Public Diplomacy in South Korea 22
2.3 Fourth-generation K-pop idols' beginnings on social media 25
2.3.1 Encouragement of Communication and Understanding *27*
2.3.2 Good Content and Significant Narrative *28*
2.3.3 Trendsetting Power and Viral Marketing *29*
2.3.4 Creating Excitement and Encouragement for Fan Collaboration *30*
2.4 Influence of Korean Culture on Indonesia Society 30
2.5 The Convergence of the Fourth Generation of the Korean Wave with Public Diplomacy 3.0 33
CHAPTER 3 35

THE FOURTH GENERATION KOREAN WAVE: STRENGTHENING PUBLIC DIPLOMACY EFFORTS OF THE REPUBLIC OF KOREA IN INDONESIA 35

3.1. South Korea's Major Means of Public Diplomacy Through the Fourth Generation of Hallyu 35

3.1.1 The Global Contribution of the Expansion of South Korea's Global Influence 36

3.1.2 Enhancing the Republic of Korea's Public Diplomacy Efforts in Indonesia through the Intellectual Leadership of the Fourth Generation Korean Wave 38

3.1.3 The Convenor's Contribution to the Fourth Generation Korean Wave Strengthening Public Diplomacy Efforts in Indonesia for the Republic of Korea 40

3.2 Goals of the Fourth Generation Korean Wave: Boosting Public Diplomacy Efforts in Indonesia for the Republic of Korea 43

3.2.1 Korea's National Status on the Global Stage Has Been Improved by the Fourth Generation Korean Wave 45

3.2.2 International Cooperation and Technological Integration: SM Entertainment & NCT's Contribution to Boosting South Korea's Public Diplomacy in Indonesia 47

3.2.3 Driving Diplomatic Success: Mobilizing Foreign Policy Support Through Hallyu Diplomacy. 49

CHAPTER 4 53

CONCLUSION 53

4.1 Conclusion 53

4.2 Recommendations 55

BIBLIOGRAPHY 57

LIST OF PICTURES

Picture 1. The Evolution of Korea's Public Diplomacy 18

LIST OF ABBREVIATIONS

AKC : ASEAN-Korea Centre
KPOP : Korean Pop
KOCCA : Korea Creative Content Agency
KFAS : Korean Foundation for Advanced Studies
MOFA : Ministry Of Foreign Affairs
NGO : Non-Governmental Organization
NCT : Neo Culture Technology

ABSTRACT

Korean Pop (K-Pop) is a form of popular culture that originated in South Korea and has since expanded to other nations. The Korean Wave, a worldwide phenomenon fueled by K-Pop, K-Drama, and other facets of Korean culture, has emerged as a key tool in Korea's public diplomacy strategy. This research examines the impact of the Korean Wave on Korean public diplomacy using particular instances from 2019 to 2023. The Communication Pyramid Public Diplomacy framework provides a helpful framework for examining the practice, results, and difficulties of South Korea in Indonesia. The impact of Korean popular culture on Indonesian society can be examined using the framework provided by the Communication Pyramid. The results of this study suggest that the Korean wave has been a useful instrument for advancing Korean culture and enhancing Korean perceptions. Cultural exchange programs are a vital component of advancing culture and strengthening bilateral ties between nations.

Keywords: Public Diplomacy, Korean Wave, South Korea,Enchanting

CHAPTER 1

INTRODUCTION

1.1 Background

As a phenomenon, globalization generates an increasing quantity and complexity of new difficulties and problems in international relations. Many difficulties, including environmental and community problems, have emerged as new issues in international relations, and these are increasingly tied to or have concerned the phrase *borderless*. In addition to the worldwide difficulties that each country must tackle, each state has its own set of national interests. The aspects that comprise the country's needs comprise the national interest. Globalization has two further implications, the first of which is the phenomena of globalization which is inextricably linked to the growth of global civil society. The concept of global civil society is a reflection of social reality, in which supranational spheres of social and political participation emerge, with groups of citizens, social movements, and individuals bound in dialogue, debate, confrontation, and negotiation with various government actors—international, national, and local—as well as the business world.

Communication has become critical in attaining national goals and dealing with international issues. This communication can take the form of news conferences, political meetings, or dinners with government leaders, during which actors make various statements directed not only at home audiences, but also at the governments and people of foreign nations. Diplomacy involves communication. Countries use diplomacy to fight for their interests in the

international realm and in front of other countries in order to achieve their aims (Jenny 2020)

A form of diplomacy known as "public diplomacy" involves the involvement of several branches of a nation's government in addition to the government itself. The public is now playing an increasingly important part in carrying out diplomatic missions as an integrated country in situations where numerous fields are becoming intertwined. The effort to promote national unity via governance, informing, and advancing the public's interests is defined as public diplomacy. In other words, if conventional diplomacy is built on the mechanism of government-to-government interactions, public diplomacy is built on government-to-people or people-to-people ties (Kanozia 2020)

The modern world's progress has resulted in social phenomena that can be felt by a large number of people. Social phenomena are crossing borders of countries, age, and gender. A social phenomena that has captured the attention of the entire world is a phenomenon established by South Korea through Korean Pop, also known as K-Pop. Korean Pop (K-Pop) is a form of popular culture that originated in South Korea and has since expanded to other nations. One of the trends in this period of globalization is the *Korean Wave*. (Kim 2019,)

K-pop music were the main sources of the Korean Wave's early 2000s popularity in Indonesia, and they have subsequently influenced the country's youth culture and consumer tastes. In addition to promoting a favorable image of South Korea, this cultural movement has helped strengthen ties between the two countries. With the integration of components like fashion, gastronomy, and technology, the fourth generation of Hallyu represents a shift towards more

diverse cultural exchanges. This new wave places more emphasis on cooperation than on merely consuming Korean culture. For example, training models akin to those employed in South Korea's entertainment sector are promoted to Indonesian performers.

This phenomena has its own benefits for Korea as the country of origin. K-Pop has spread not only in East Asia, but also to other countries in Southeast Asia and even to a number of other regions of the world. The emergence of this phenomenon has piqued the interest of a number of people due to its ability to spread to a variety of locations and experience outbreaks, particularly among teens. Indonesia is one of the nations that has embraced K-Pop, and the phenomenon of K-Pop in Indonesia is distinguished by the popularity of many K-Pop musicians. Super Junior, Girls'Generation, BTS, TWICE, and NCT, for example, are now household names among Indonesian fans of K-Pop music. This phenomenon began with the Korean government's policy of pushing Korean culture as an export commodity to other countries. South Korea's success in carrying out cultural diplomacy has resulted in many benefits for the country, including a positive image and economic gains.

K-Pop cultural diplomacy has also shown to be capable of improving relations between countries, such as the relationship between South Korea and Indonesia. Rather than only focusing on content consumption, the fourth generation of Hallyu places a strong emphasis on cooperative cultural interactions. SM Entertainment has started a number of initiatives to support Indonesian talent. For instance, collaborations with regional entertainment businesses have produced training initiatives that incorporate elements of

Indonesian culture alongside K-pop training techniques. This fosters local talent and advances the notion of mutual cultural exchange. Furthermore, NCT's performances and marketing initiatives in Indonesia have attracted sizable attendance, demonstrating the possibility of using entertainment to promote cultural diplomacy. These gatherings work as forums for cross-cultural exchange, giving Indonesian enthusiasts a personal look into Korean culture while showcasing Indonesian culture to a worldwide audience.

The boy band NCT, a South Korean group founded by SM Entertainment, is well-known for its distinctive style of having an infinite number of members split up into several groups. NCT is a representative of the K-pop genre because of their creative approach, which enables them to explore a wide range of musical genres and cultural influences. Their adaptability and ability to interact with audiences throughout the world on a variety of platforms—especially social media—have greatly boosted their notoriety and cultural influence. NCT presents an excellent case study for public diplomacy because to their creative approach to music, substantial social media involvement with followers, and influence on cultural identity. Popular culture can act as a bridge between nations, promoting mutual understanding and cooperation in a world that is becoming more interconnected. This is demonstrated by its function in promoting cross-cultural connections.

The *Korean Wave* is credited with successfully promoting South Korean culture in Indonesia. Teenagers in Indonesia are imitating the clothing styles of a number of South Korean singers. Also, a lot of Indonesian music and theater producers have begun to look to South Korea. A variety of South Korean foods

have also begun to be sold in Indonesia, and there are now many institutions that provide language courses that have opened Korean classes, as well as a number of universities in Indonesia that have opened Korean language majors, where departments were previously dominated by Japanese and Mandarin. In the conditions that Indonesia is experiencing, this phenomenon must be dealt with appropriately in order to actualize the collaboration that exists between the two nations and allow it to run equitably. Based on Korea's export business, the *Korean Wave* has evolved into an instrument of Korean public diplomacy through Korean government initiatives (MartinRoll 2021).

Both countries see opportunities for further cooperation in the future in a number of industries, including technology, fashion, and culinary arts. For the purpose of sharing knowledge and collaborating on research projects, academic institutions must form partnerships. Furthermore, collaborative efforts in fields such as fisheries could result in sustainable practices that boost both economies. A complex strategy that combines cultural diplomacy with economic cooperation characterizes the environment of South Korea and Indonesia cultivating connections via the fourth generation of the *Korean Wave*. By working together, this vibrant connection not only strengthens bilateral ties but also establishes both nations as significant participants in the area, encouraging stability and prosperity.

1.2 Research Question

This thesis research is based on South Korea's interest in Indonesia. South Korea carries out this interest through diplomatic activities, including K-Pop diplomacy, which is emblematic of South Korea. South Korean diplomacy is

undoubtedly exerting a lot of influence on parts of Indonesian life. **How does South Korea employ Public Diplomacy in Indonesia through NCT between the years 2019 and 2023?**

1.3 Research Objectives

The objectives of this research are:

1. To evaluate the effectiveness of South Korea's K-Pop Fourth Generation diplomacy toward Indonesia;
2. To explain Korea's triumph as a result of diplomatic actions carried out through the Fourth Generation of the Korean wave; and.
3. To provide a distinct perspective on the types of diplomacy that a country can engage in.

This research is significant. For one, this study can serve as a reference or an overview for a government in determining the best option to achieve its country's objectives. Second, this research evaluates the significance of South Korea's K-Pop Fourth Generation diplomacy in Indonesia.

1.4 Research Scope

The actions of K-Pop groups, particularly NCT, from 2019 to 2023 are used in this thesis to analyze how SM Entertainment shaped South Korea's public diplomacy in Indonesia. Its main points include the effects of K-pop on the attitudes and behaviors of Indonesian youth about South Korean culture, cultural exchange programs, and social media engagement tactics. The study also looks at

how SM Entertainment and the South Korean government work together to expand bilateral ties with Indonesia and advance cultural diplomacy.

1.5 Literature Review

In essence, the *Korean Wave* is a recent development. However, the phenomenon's rapid growth has generated a number of disputes about how the *Korean Wave* is evolving. The *Korean Wave* has had an impact on relations between Korea and other nations as well as on Korea itself. A few of these impacts will be briefly explained and utilized as comparisons and supporting information in this study. The distinctions between the research that was conducted in this study and earlier studies will be demonstrated through the explanation that follows.

If you are a lover of K-pop or South Korean culture in general, you may have run into the word "Hallyu." Here, we will go over all there is to know about Hallyu and how it ties to mainstream Korean entertainment and society. Kamden Kasen wrote about the "Rise of the Korean Wave" in his article (Kasen 2023). He refered to the increase in global appeal of South Korean culture after 1990 as the "K wave" or "Korean wave" in his writings. Throughout its early phases, the growth of Korean drama and pop culture throughout Southeast Asia, South Asia, and East Asia marked the beginning of the diffusion of Korean culture.

The article *"The Korean Wave: A South Korean Public Diplomacy to ASEAN"* by Wendi Wiliyanto is one of the publications that discusses how Korea has been employing the Korean Wave as a public diplomacy tactic. In his writing, he claimed that there is a certain tendency in the dynamics of international

relations in the twenty-first century: an increasing number of countries are keen to establish good ties with their counterparts, both those who live locally and those who live far away. Without a doubt, the national interests of each nation must be taken into consideration when creating cooperative partnerships. The ASEAN-Korea Dialogue Relations were an attempt to broaden the 'one-way' Korean Wave and take the ASEAN-Korea Wave further through sociocultural contacts. It provided chances for South Korea to create cooperative relations with ASEAN countries (Handayani 2019). The ASEAN-Korea Centre (AKC) is an example of a collaboration to develop relationships that are advantageous to both parties. The expansion of culture and P2P exchange is one of this intergovernmental organization's goals.

This section examines the impact of the Korean Wave on Korean public diplomacy using particular instances from 2019 to 2023. It discusses the function of Korean celebrities as cultural ambassadors and how they affect how the world views Korea. Ifaz Mahmud Mahi and Md Obaidullah discussed the growing use of the internet and social media, in their article titled "*Korean wave: A cultural aggression and its impact"*. These authors discussed how the wave began in Southeast and South Asia before spreading internationally. South Korea committed 1% of its budget to cultural organizations in 2015, and the country also raised $1 billion for popular culture. K-pop, which features well-known artists like BTS and Twice, has been leading the Korean wave since 2020.

Another paper that discusses the impact of the Korean Wave is titled *"The Korean Wave as a Source of Implicit Cultural Policy: Making of a Neoliberal Subjectivity in a Korean Style"* and was written by Hye-Kyung Lee and Xiyu

Zhang. They explain in their study that the "Korean Wave"—the appeal of South Korean pop culture in Asia and around the world—is a complex phenomena. The existing literature generally presents two different approaches on cultural policy. Rather than focusing on the potential for cross-cultural sensitivity and connections mediated by the Korean Wave, these Asia-based cultural studies scholars criticize the dominant policy imperatives and discourse that are focused on the contributions of the Korean Wave to countries' soft power and global competitiveness.

Between 2019 and 2023, the Fourth Generations of the Korean Wave significantly influenced the development of Korean public diplomacy. By leveraging the international appeal of Korean popular culture, Korea effectively boosted its soft power and raised its international profile.

1.6 Research Framework

According to Park, Public Diplomacy 3.0 comprises several fundamental components that illustrate the ways in which diplomatic practices are evolving in the digital age. These components stress the application of technology in combination with cooperation and engagement strategies. An integral part of Public Diplomacy 3.0, Online Interaction, is the use of digital media to facilitate direct communication between governments and audiences worldwide. This approach permits more immediate interaction than conventional broadcasting methods. Technology adaptation: This strategy acknowledges the importance of new technologies on public diplomacy, such as social media and artificial

intelligence. As a result, diplomats should adapt their approaches to successfully engage with the public and make an impact through these technologies.

In the framework of Public Diplomacy 3.0, they are significant players alongside the South Korean government, including SM Entertainment and NCT. Those who actively support Korean culture, particularly those who are K-Pop enthusiasts, spread the word that the government is behind these initiatives. Since they have established a strong ecosystem, they can collaborate to improve public diplomacy and improve Korea's reputation in Indonesia. In its public diplomacy efforts in Indonesia, South Korea has found that Hallyu 4.0, or the Fourth Generation Korean Wave, is a valuable asset. K-Pop, a form of contemporary Korean pop culture, has emerged as a highly potential channel for increasing her popularity outside. People's perceptions of South Korea have shifted significantly as a result of what is known as the "Korean Wave," which has also improved the nation's economy and strengthened its ties with other nations.

This paper will look at the three main elements of public diplomacy 3.0: 1) increasing participation by non-state actors in public diplomacy; 2) use of digital tools and social media to communicate with the world’s audience more effectively; 3) emphasis on the exchange of ideas, beliefs, culture through public diplomacy hence leaving behind mere transmission of information.

Picture 1. The Evolution of Korea’s Public Diplomacy

	Public Diplomacy 1.0	Public Diplomacy 2.0	Public Diplomacy 3.0
Actors	Government	Government + People	Government + People
Targets	Foreign public	Foreign public	Foreign public world citizens
Major Means	Media	- Cultural exchange, - Language education, - People-to-people exchange	- Global Contribution - Intellectual leadership - Role of convener
Goals	- Change in the foreign public's perception - Manipulation public opinion - Publicity	- Enhancement of national image and creation of a favorable diplomatic environment	- Enhancement of national status - International influence - Mobilize support for countries' foreign policies

Source: Park 2020

Park's (2020) book categorizes the public diplomacy paradigms in two ways: modern cosmopolitan public diplomacy and conventional public diplomacy (Public Diplomacy 3.0). According to Park's theory, Public Diplomacy 3.0 initiatives are characterized by their global reach; they also involve external actions that seek to solve global issues that affect all societies around the world hence resulting into lasting impressions of a nation on the globe's inhabitants outside its borders. On shared goals such as global contribution, Public Diplomacy 3.0 is basis on cosmopolitanism whereas former iterations of the field addressed national interests with the public.

The main objective of South Korea's Public Diplomacy in Indonesia is to reach out to members of the general public with a special focus on youth who are greatly affected by popular culture. Park points put that in order to widen its audience and build close emotional links, Korea Direct Public Relations is targeting those who belong to groups or are individuals interested in Korean culture. This goal also involves local stakeholders such as cultural organisations and municipal governments so as to create partnerships aimed at enhancing cooperation networks.

A person or organization that needs to be influenced through means of diplomacy constitutes a target in Public Diplomacy 3.0. South Korea's main target for its market is Indonesian people, especially youth with pop culture interests. By this targeting method, South Korea wants to enhance its relationship with Indonesians and to broaden its impact on their opinions. External Audiences are the target audiences of diplomacy efforts overseas; in other words, a nation attempts to place an image of itself onto the minds of outsiders as far as laws, customs and moral values are concerned. For instance, South Korea reaches out especially to the Indonesian people in an effort to strengthen ties and increase understanding of Korean culture.

The Major Means Fourth Wave of Korea's Public Diplomacy 3.0 is a contemporary strategy that engages the international public through social media and digital platforms. Dramas, films, and K-Pop are the primary means by which Korean culture is introduced to and embraced by Indonesians. Festivals, concerts, and cross-sector collaborations can help to provide compelling and direct cultural experiences. Social media is also necessary to connect with a larger audience and enable direct fan-artist communication.

When a nation tries to address global challenges like climate change, it gains even more international reputation and influence a phenomenon called as global contribution. With its distinct and varied group idea, NCT plays a major role in the global dissemination of Korean culture. This study will examine the ways in which NCT's music, films, and other content promote tolerance and

diversity as well as universal themes. The main focus will be on how these contributions affect the way the world views South Korea.

Intellectual leadership is the capacity of a nation to become a worldwide thought leader in a certain field and draw attention from other nations through innovation and cutting-edge ideas. The capacity of a nation to collaborate and gather diverse groups for dialogue is correlated with the quality of its public diplomacy posture. Pop culture and the music industry are led by SM Entertainment and NCT, who also invent technologies that impact the worldwide entertainment sector. The way that NCT's works represent larger social and cultural issues will be examined in order to determine how influential they are in influencing public opinion.

The expected outcomes of these efforts are the goals of public diplomacy. The South Korean context has three main objectives which include increasing a country's reputation, augmenting its foreign influence and also attracting support for foreign policy. For this reason, South Korea will tirelessly promote culture so as to improve relations with Indonesia on one hand and on the other hand gain more backing for its global aspirations.

Therefore, National Status Enhancement focuses on changing global perspectives about nations with the view of enhancing their image through achievements and cultures while Foreign Influence is about swaying public opinion including foreign policies and at the same time increasing a country’s presence in international, multilateral and bilateral affairs.

Foreign Policy Mobilization entails creating coalitions that can help fulfil strategic objectives especially by winning over sovereign states into supporting such national objectives even when they are not directly beneficial to them.

1.7 Provisional Argument

Public diplomacy by South Korea in Indonesia has benefitted greatly from the Korean Wave, especially the Fourth Generation of K–pop idols. The influence of Korean Wave on Korean public diplomacy in Indonesia can be understood using a framework offered by Public Diplomacy 3.0 theory. Analysis of practice, outcomes and challenges of South Korea's public diplomacy in Indonesia can be conducted within the confines of a model called Communication Pyramid Public Diplomacy framework. In 1991, not-for-profit organization namely Korea Foundation was founded with an aim to promote public diplomacy. Besides advancing knowledge about Korea, this organization played a significant role in fostering international relations particularly with countries such as Indonesia. The different programs that the Korea Foundation runs in terms of research, language education and cultural exchange have supported South Korea's public diplomacy work in Indonesia.

The Korean Wave influenced the bilateral ties between South Korea and Indonesia and helped Indonesia develop a favorable opinion of the country. The potential for cultural misinterpretations and the requirement to reconcile commercial objectives with cultural diplomacy objectives are two drawbacks of employing the Korean Wave as a public diplomacy instrument. Overall, South Korea's public diplomacy efforts in Indonesia have benefited greatly from the

Fourth Generation of the Korean Wave, and the Public Diplomacy 3.0 theory offers a helpful framework for examining this contribution.

1.8 Research Method

1.8.1 Type of the Research

This study used qualitative methods, with the researcher serving as the primary tool for data collection, processing, and analysis. It placed a strong emphasis on the method and significance of the event under investigation.

1.8.2 Subject and Object of the Research

This research has a medium scope because it is still limited to determining problems in a region within the country, especially between South Korea and Indonesia. The subject of this research is the Fourth Generation of the Korean Wave contribution to Public Diplomacy of the Republic of Korea in Indonesia which is the object of this research.

1.8.3 Method of Data Collection

Documentation and literary studies were employed as the data gathering approaches in this study, with information being gathered from sources such as print or electronic media. Secondary data were utilized in this study. The researcher mostly used information from official Korean websites for this research.

1.8.4 Process of the Research

Data from reliable sources, including journals, books, articles, and reports, will be described in the following section as part of the research process.

Checking the clarity of the sources that can be cited for the answers found during the research process.

1.9 Thesis Outline

The first chapter is the introduction of the study, which includes the background, research questions, research objective, research scope, literature review, research frameworks, provisional argument, research method and the outline. In this research, the writer has used a qualitative approach. The second chapter contains the findings and the resources that were needed for this research, such as indicators and understanding the public diplomacy theory. The third chapter discusses and reviews the findings of the related theory and also compares them to prior studies. The final chapter concludes the thesis, summarizing the study's contributions and implications for relations between South Korea and Indonesia through the Fourth Generation of the ***Korean Wave.***

CHAPTER 2

THE IMPACT OF THE FOURTH GENERATION OF THE KOREAN WAVE ON INDONESIA

Park established the Public Diplomacy 3.0 idea, which highlights the role that interactions between the public, business, and governmental sectors play in enhancing a nation's reputation and fostering international relations. The Fourth Generation Korean Wave or Hallyu 4.0 has greatly influenced the South Korean and Indonesian diplomacy with the people. The major players in this fourth wave are government agencies, entertainment firms like SM Entertainment, as well as K-pop artists like NCT. This impact can be understood through Park's Public Diplomacy 3.0 theory. For example, to improve its reputation and gain more soft power internationally, Korean government is providing a lot of support for cultural projects based on Hallyu 4.0. Supporting K-pop and other cultural exports as tools of diplomacy is one way to do this. Entertainment companies have teamed up with Indonesian authorities to organize events around Korean culture, and exchange programs in different fields such as arts and education (Park, 2020).

The Fourth Generation Wave is simply an offshoot of Korean Wave whereby new technology, distribution channels as well as musical genres appeared and thus it has continued developing. In this regard, through its previous successes, the Fourth Generation continues to expand the scope of Korean pop culture globally (Yeon Kim 2021)

Public Diplomacy 3.0's tenets are best illustrated by Hallyu 4.0, which is the result of cooperation between the South Korean government, entertainment businesses, and K-pop artists. This strategy aims to increase South Korea's

worldwide visibility and influence in Indonesia through the use of digital engagement, cultural diplomacy, and creative tactics. South Korea's ability to reflect its culture and values into Indonesia through the Korean Wave has grown, strengthening its soft power. A key component of successful public diplomacy is cultivating goodwill among Indonesians, which South Korea has done by exhibiting its cultural accomplishments. (Verma, 2023)

The Fourth Generation of the Korean Wave is distinguished by the promotion of Korean popular culture through the use of social media and technology. K-pop musicians can now communicate with fans worldwide and reach a larger audience because to the rise of social media platforms like YouTube, Instagram, and TikTok. In order to give fans an immersive experience, Fourth Generation also uses augmented and virtual reality technology.

Another feature of the Fourth Generation Korean Wave is the globalization of Korean popular culture. Multilingual translations of Korean dramas and films are becoming common, and K-pop groups are working more and more with musicians from other countries. Just two of the new regions where Korean popular culture is having an impact as part of the Fourth Generation are Latin America and the Middle East.

“Fourth Generation Korean Wave” is the name given to the present wave of Korean influence in a variety of areas including different kinds and styles of music, innovative methods for distributing those songs, as well as technological developments. By that measure, what essentially is seen as fourth generation not only continues but also propels globalization through Korean contemporary music. Among others these characteristics define this wave; emergence of new

K-pop groups, use of social media plus technology as well as internationalization of Korean entertainment (Yewon, 2023).

2.1 Synergy between the South Korean Entertainment Industry and the Government in Public Diplomacy

Park's Public Diplomacy 3.0 idea helps us to relatively understand the partnership in public diplomacy between the government of Korea and the entertainment industry. In order to create connections and shape public opinion overseas, the concept underscores digital innovation, cultural engagement and grassroots involvement. Presently, this is South Korea's strategic policy for promoting Hallyu orFourth Generation Korean Wave. By employing Hallyu as a weapon of choice, this strategy aims at enhancing South Korea's reputation and clout in Indonesia (Park, 2020).

Especially K-pop and the entire South Korean entertainment industry have become powerful tools for cultural diplomacy. The likes of SM Entertainment have produced globally acknowledged artists and materials that cater to diverse audiences. The emergence of K-pop groups such as NCT has not only led to exorbitant worldwide followings but also transcultural trends. These entertainment companies are constantly engaged with international audiences through social media platforms, live performances, and collaboration with foreign musicians. Thus, by encouraging cultural exchange and promoting a positive image of South Korea, this participation establishes the nation as a host point for culture. Cultural diplomacy gains from an increased interest in Korean language, food and customs driven by the global success of K-pop.

The Korea Culture and Content Agency (KOCCA), a government agency entrusted with growing the market for Korean cultural content abroad, is one significant endeavor. KOCCA actively participates in promoting the creation of fourth-generation Hallyu content, which includes games, music, movies, and dramas, and distributes it to markets across the world, including Indonesia.

The South Korean government also established the Korean Wave Promotion Policy in an effort to use Hallyu or the Korean Wave as a public diplomacy tool. The aim of this policy is to create and develop the Korean cultural content industry in the global market, particularly in Indonesia, through the participation of numerous significant ministries and agencies.

The Korean Wave Promotion Policy is mainly aimed at providing incentives and financial assistance to the producers of Hallyu content. The Korean Government funds various grants and soft loans aimed at improving the development of Fourth Generation Hally materials including movies, music, dramas and video games.

Also within this strategy, is included the establishment of assets and systems so as to help the Hallyu industry. In order to make better quality Hallyu content that is more appealing to world citizens, the South Korean regime has made contemporary production studios, vocational centers and play areas (for actors) that are custom-made according to their needs.

Under Korean Wave Promotion Policy, the government is incessantly advertising and promoting Hallyu to the international market. They employ various digital platforms like websites; streaming services as well social media to target their international audience. In addition, they plan festivals, exhibitions and

other forms of cultural events in destination markets like Indonesia which are intended to showcase as well as promote Hallyu.

In terms of a policy that also enhances global participation with the host countries number such as Indonesia, this policy promotes cultural exchange and collaboration in the creative industry. For instance alliances between South Korea and corporations, governmental organizations or ethnic communities in those destination countries are established in order to promote Hallyu as well as enhance the bilateral relationships (Chua and Iwabuchi, 2008).

On top of this, Hallyu is also another tool for cultural diplomacy supported by the Korean Wave Promotion Policy, which includes activities like setting up Korean Cultural Centers overseas, dispatching Korean culture delegations and teams to other nations, setting up different exchange programs as well as providing scholarships to foreign students and artists who want to study or work in Korea.

The South Korean government intends to use the Fourth Generation of Hallyu as a powerful tool for public diplomacy to enhance the standing, influence, and bilateral relations with Indonesia under the Korean Wave Promotion Policy. South Korea is committed to enhancing cross-industry collaboration and expanding the influence and reach of Hallyu in Indonesia with comprehensive support (Cho, 2020).

Apart from enacting many regulations to boost the growth of the Hallyu or Korean Wave sector, the South Korean government also employs Hallyu as a calculated instrument of cultural diplomacy. South Korea aims to strengthen its

bilateral relations and enhance its image and influence in destination nations, such as Indonesia, via means of cultural diplomacy.

The building of Korean Cultural Centers across the globe is one of the primary efforts in Hallyu's cultural diplomacy. These Korean cultural public institutions serve as sites of thorough promotion of South Korean culture, dance, music, film, art, and food. The Korean Cultural Center in each destination country introduces and promotes South Korean culture among the people of that nation with a disparate array of programs and activities (Aktas, 2023).

In addition, the South Korean government regularly dispatches delegations charged with promoting Korean culture overseas. These delegations include a variety of performers, musicians, artists, and cultural representatives and further highlight the scope and diversity of Korean culture. The arrival of delegations is an opportunity for South Korea to continue to establish national brand reputation while also working to facilitate collaboration and cultural exchange among their partners.

The South Korean government even has a cultural diplomacy program that's equally funded (90 percent of the project) with scholarships and exchange programs for artists and students from countries of interest, Indonesia being the more visible version of that. They become engaged, and study, and become aware of South Korean culture through the different programs. This not only assists with the proliferation of Korean culture, but also helps to build strong networks and relationships with these countries of interest.

Moreover, the propagation of Hallyu is being vigorously advocated by the governmental structure of South Korea within international marketplaces through

an array of digital conduits and cultural manifestations. Besides staging festivals, concerts, and exhibitions within the territories they are penetrating, they also utilize internet platforms, streaming services, and social media networks to engage a planetary audience. The objective of South Korea is to amplify the global populace's comprehension and esteem for Korean cultural artifacts via widespread promotional undertakings (Kang and Kim, 2020).

Via the phenomenon termed Hallyu, the governmental apparatus of South Korea is showcasing a commitment to leveraging cultural dynamics as a mechanism for cultivating affirmative relations, augmenting its geopolitical influence, and reinforcing bilateral affiliations with various nations, most notably with Indonesia. Through the integration of industrial assistance and cultural diplomacy, South Korea seeks to enhance collaboration across several sectors and broaden the appeal and influence of Hallyu on the international scene (Shin and Valaskivi, 2017).

2.2 The Fourth Generation of Hallyu: The Impact of SM Entertainment on Public Diplomacy in South Korea

Park's Public Diplomacy 3.0 paradigm provides an effective analysis framework for SM Entertainment's contribution to South Korea's public diplomacy through the Fourth Generation of Hallyu. As demonstrated by SM Entertainment's operations, this idea promotes a cooperative strategy that incorporates digital innovation, grassroots involvement, and cultural engagement. Through Fourth-Generation Hallyu, SM Entertainment, a well-known entertainment company in South Korea, greatly supports the South Korean

government's public diplomacy initiatives in Indonesia. SM Entertainment has a strategic cooperation with the government that helps to advance South Korean culture and strengthen bilateral ties with Indonesia (Park, 202,).

SM Entertainment oversees a number of well-known idol groups, including NCT, who have evolved into fourth-generation Hallyu icons. Due to their widespread popularity in Indonesia, these ensembles serve as excellent cultural ambassadors for South Korea's public diplomacy.

SM Entertainment regularly plans cultural events and other promotional initiatives in Indonesia as part of its public diplomacy efforts. To the delight of thousands of Indonesian fans, they host concerts, fan events, and showcases. SM Entertainment has established a direct line of communication with the Indonesian people while also promoting South Korean music and culture through these initiatives (Kim, 2019).

SM Entertainment movements affect not just their businesses, but also the Korean government's standing in the international community. This was made possible by the Public Diplomacy Act, which paved the door for SM Entertainment. Not only does SM Entertainment increase the value of the entertainment industry, but it has also demonstrated that it can be a significant player in the global society by fusing business, innovation, and humanitarian values. One such example is the Be the Love through the Culture Humanity program, which promotes being humble, kind, and loving.

SM Entertainment opened a branch office in Jakarta in 2019 as part of its efforts to further develop business and raise cultural awareness in Indonesia. In 2018, SM Entertainment and Trans Media partnered to create a new trend in the

country's media and entertainment sector. More SM Entertainment collaboration with Indonesia was then undertaken with local brands like Nu Green tea and NCT127, Somethinc and NCT Dream.

Furthermore, SM Entertainment participates in exchange programs for education and culture that were initiated by the South Korean government. Delegations of cultural representatives, such traditional dance companies, are sent to Indonesia to give performances and workshops. The purpose of these events is to deepen Indonesians' understanding of and exposure to South Korean traditional culture.

SM Entertainment also backs scholarship initiatives for Indonesian students offered by the South Korean government. Scholarship recipients can enhance their knowledge and comprehension of South Korea by participating in the internships and cultural exchange programs offered.

SM Entertainment could be considered as a forerunner among the public diplomats in marketing the fourth Generation of Hallyu or K-pop in Indonesia via its close relationship with South Korea’s government. Essentially, audiences from Indonesia have been exposed and affected by large Korean boy bands that are inclusive of NCT (Lee, 2021).

In addition, Indonesian people have learnt to appreciate and embrace South Korea due not only to the cultural events but also exchanges that SM Entertainment is doing. It is as a result improved relationships between them in various fields like education, culture, and economy.

Therefore, the position of SM Entertainment As a Strategic Partner of the South Korean Government in Fourth Generation Hallyu-based Public Diplomacy

has been proven quite effective in improving bilateral relations with Indonesia and building a good image for a country like South Korea (Shin and Valaskivi 2017,)

2.3 Fourth-generation K-pop idols' beginnings on social media

The Public Diplomacy 3.0 concept provides a deeper understanding of the role social media plays in the Fourth Generation of K-Pop singers and in South Korea's public diplomacy. K-pop idols use their engagement in digital forums, cultural events, and everyday interactions to foster partnerships and improve South Korea's reputation internationally. There has been a noticeable change in how fourth-year K-pop stars interact with their fans on social media and market their music.The combination of diplomacy and entertainment indicates how public diplomacy is evolving in the digital era. With assistance from the South Korean government, SM Entertainment (SME) and its group NCT are demonstrating this shift through certain styles (Park, 2020).

Social media platforms such as Instagram, TikTok and Twitter serve as significant channels through which fourth generation idols directly interact with their fans. These vectors this way allow idols to intimately engage with their followers by sharing personal experiences, off stage photos and career updates.In order to foster better parasocial interactions, NCT members, for example, regularly use Instagram to provide fans with insights into their lives away from the stage.

Because of its wide range of members and global appeal, NCT has been especially successful at using social media to promote Korean culture. Their multilingual material and interactions with followers throughout the globe greatly

aid in the global dissemination of Korean culture and the bolstering of South Korea's soft power.

The South Korean government helps in such a setting. It knows the capabilities of K-pop and social media when it comes to cultural diplomacy so it has created laws and programs to boost cross-border collaboration as well as cultural exports. Some of these are financing for culture programs, global exchange activities, and organizing diplomatic events with artists from Korean pop music.

The way the government, SME, and NCT work together to achieve wider public diplomacy objectives through their social media initiatives is indicative of this mutually beneficial collaboration. Through the utilization of NCT's widespread popularity and social media presence, SME serves as an intermediary between the government's goals for cultural diplomacy and audiences worldwide.

However, this approach has some challenges. Idols may feel a lot of pressure to maintain a consistent presence on social media; for them it is hectic. Moreover, due to the direct nature of social media interactions, sometimes they can lead to misunderstandings or disagreements that need careful management by both idols and their agencies.

For fourth-generation K-pop idols, social media remains an effective tool despite these constraints. They can promote their work, create content, and develop personal brands effectively thanks to social media. To attract a wider fan base, social media gives groups like NCT a platform to highlight the various personalities within the group dynamic. Fourth-generation K-pop stars now rely heavily on social media to launch their careers and engage with fans, completely

altering the way they approach their career. Government-backed efforts by SM Entertainment and NCT show how K-pop promotion and cultural diplomacy are changing in the digital era through their smart use of various media. This strategy not only broadens the appeal of K-pop internationally but also makes a major contribution to the soft power and cultural impact of South Korea globally.

The immense influence that K-Pop has had on the Korean music industry and its global popularity are widely acknowledged, but little is known about the specific social media tactics that big entertainment companies like SM Entertainment use to engage a wide range of audiences worldwide and manage their online presence (Mega Putri and Dilia. 2023).

2.3.1 Encouragement of Communication and Understanding

Within the intensely competitive K-pop industry, where fan engagement and visibility are critical, SM Entertainment has emerged as a leader in leveraging social media to increase the visibility of its idols. One of the agency's most innovative and dynamic teams, NCT, exemplifies this strategy by employing a multifaceted approach to content creation and promotion. This study explores how SM Entertainment strategically uses a variety of social media platforms to build a strong relationship between NCT and its global fan base, hence increasing the group's popularity and importance.

SM Entertainment is aware of how diverse NCT's fan base is, with members from a range of age groups and geographical areas. Their social media approach is shaped by this insight, which enables them to create material that appeals to different audiences. SM is able to develop fan engagement initiatives

that are precisely targeted by evaluating data on fan demographics and preferences. (Jenny 2020)

2.3.2 Good Content and Significant Narrative

For NCT, SM Entertainment has created a vast array of engaging content that appeals to a wide range of viewers. These diverse offerings, which include music videos and interactive material, all contribute to NCT's renown as a creative firm. NCT is well-known for its upbeat choreography, captivating visual themes, and superb production qualities in their music videos. Each music video (MV) not only promotes the song but also tells a story via art (Geneva 2024).

In the context of NCT, powerful narration refers to SM Entertainment's use of music and content to communicate complex topics and tales. NCT has a distinctive vision and a diverse membership base that contributes to a fascinating story. Though the experiences and traits of each member vary, they are all weaved together to form a single, expansive story. This makes it possible for listeners to experience both the fascinating group dynamics and the depth of the relationships amongst members. For instance, in some songs, every member expresses a distinct viewpoint, which makes for an engaging group dynamic.

Fans have been able to have an emotional and engaging experience thanks to the efforts of SM Entertainment and NCT. Through this strategy, NCT and their audience have been able to establish a solid and long-lasting relationship in addition to increasing engagement. Strong storytelling and a variety of content are essential to preserving NCT's appeal and relevancy in the international music business.

2.3.3 Trendsetting Power and Viral Marketing

As one of the top K-pop firms, SM Entertainment, has the ability to set trends that have an impact on pop culture in general, as well as the music industry. As one of the organizations under SM, NCT is crucial in establishing trends that gain international attention. NCT has gained fame due to its unique concept that combines various performance and music genres. Because of their flexible, "sub-unit" based approach, NCT is able to explore different genres such as pop, R&B or even hip hop. An example is the song "Kick It", which set the tone in K-Pop by colliding lyrical happiness with a heavy hip hop beat. By taking this direction, NCT has become an industry leader that inspired other groups to do in the same vein.

On the internet, SM Entertainment used NCT to gain fame around the world. This was smartly done by putting up engaging and interesting contents on their social media pages which include Instagram and TikTok. The dance challenges and other viral topics related to NCT are always trending on these platforms, creating noise and hence attracting more audience. The importance of fan engagement in this company’s marketing strategy is therefore a very essential thing that they understand well when it comes to winning over new customers. They have thus established a vibrant community where fans can interact with NCT members through live streaming sessions as well as question and answer (Q&A) platforms among others. Such kind of interaction also promotes loyalty while at the same time generating hype that goes viral on social media sites.

2.3.4 Creating Excitement and Encouragement for Fan Collaboration

Many actions performed by SM Entertainment invite participation from its fans. For example, it regularly organizes fan get-togethers, live music events or special occasions where fans interact closely with members of NCT. Such activities foster strong ties among themselves in addition to scoring unforgettable experiences for movie lovers. In turn, this enrages the public to interact which is something that SM Entertainment does through various platforms across the web. The output from these projects will enable them to attract tourists throughout their career through collaborative projects like dance contests or other artistic avenues within NCT's universe. Additionally, the government can help create a fan collaboration environment. By supporting K-pop cultural heritage initiatives, they may strengthen ties between artists and their admirers.

2.4 Influence of Korean Culture on Indonesia Society

Viewed through the prism of Public Diplomacy 3.0, the influence of Korean culture on Indonesian society highlights the transformative potential of cultural engagement, digital innovation, and grassroots participation. The Korean Wave promotes mutual respect and understanding between Indonesia and South Korea while also improving the latter's image. Indonesian society has greatly benefited from the influence of Korean culture, particularly in the form of K-pop music. The popular K-pop groups, SM Entertainment, and NCT have all had a significant impact on Indonesian society and culture (Park, 2020).

SM Entertainment has played a significant role in influencing the K-Pop craze everywhere, especially in Indonesia. The K-Pop group NCT, which is a part

of SM Entertainment, is one of the groups that has had a big impact on Indonesian culture. Fans in Indonesia have responded well to NCT's varied roster and avant-garde musical tastes. Their distinctive fusion of genres and choreography is evident in the millions of views that their music videos, such as "The 7th Sense," have received on YouTube. NCT has an impact on more than just music; young people in Indonesia have been motivated to try their hand at fashion through the frequent use of daring and unique looks. (JAE-SON, SEUL-HI, and SANG-GIL 2016)

The multiplication of Korean culture on Indonesian land has generally been facilitated by political leaders. There has been an overarching support from government for the activities of cultural exchange between South Korea and Indonesia. Such programs include cultural festivals, education exchanges, as well as projects which promote tourism. For example, one such initiative is when Korea has organized K-Pop contests and programs that allow Indonesian artists' talents get internationally known as a way for them to be internationalized. In addition, we have had all along government support towards teaching Korean Language and Culture in Indonesian schools so that Indonesian respect towards a foreign nation is enhanced together with understanding between two nations.

K-pop's impact on the Indonesian music business has been substantial, especially through SM Entertainment and NCT. Its excellent production quality, captivating songs, and choreography have served as an inspiration to local performers. A wider range of fans can now enjoy a fusion of styles in the music that many Indonesian artists have created by fusing aspects of K-pop with their music. K-pop idols have affected trends in Indonesian fashion. The looks,

cosmetics, and wardrobe selections of their favorite K-Pop celebrities are frequently imitated by fans. Indonesia has experienced an increase in the desire for Korean fashion names and goods because of this. K-pop has influenced societal behaviour in Indonesia. Concerts, music video screenings and fandoms are often places where fans come together (Lee et al. 2020)

K-Pop has made cultural exchanges between South Korea and Indonesia more accessible than ever before. Enthusiasts from both countries are encouraged to know more about each show's traditions, thereby fostering tourism and educational travel. Fans now feel more connected to one another and have common interests as a result of this. The economic impact of K-Pop's success has been substantial. The market for Korean goods, including apparel, electronics, and cosmetics, has grown. Trade between the two nations has increased as a result, and both countries now have more commercial options. (Soesmanto 2018)

Korean culture has had a significant impact on Indonesian society, especially through SM Entertainment and NCT. This effect has grown even more as a result of government backing for initiatives promoting cultural interaction. In addition to altering Indonesia's music scene and fashion sense, K-Pop has facilitated cross-cultural dialogue and understanding. K-Pop will probably continue to have a big influence on Indonesian society as it develops and gains more recognition, reshaping the nation's cultural landscape and strengthening relations with South Korea. (Jayanti 2022)

2.5 The Convergence of the Fourth Generation of the Korean Wave with Public Diplomacy 3.0

A major advancement in the global dissemination of Korean culture and its diplomatic influence is the merging of Public Diplomacy 3.0 and the Fourth Generation of the Korean Wave. The popularity of Korean pop culture, encompassing music, drama, and film, on a global scale is referred to as the Korean Wave, or Hallyu. In contrast, Public Diplomacy 3.0 is a contemporary strategy for public diplomacy that makes use of social media and digital platforms to interact with audiences abroad (Park, 2020).

The extensive use of digital media and social media by Korean fans and artists characterizes the Fourth Generation of the Korean Wave, which started in or around 2010. Korean pop culture, at this time, enjoyed tremendous appeal outside Korea. K-pop and K-dramas became part of global entertainment. Social networking platforms like Facebook, Twitter and YouTube allowed Korean singers to talk to fans globally helping them to create a fan base that was not geographically confined.

As it is an amalgamation of digital communication and cultural diplomacy based on calculations, convergence of Korean Wave and Public Diplomacy 3.0 dismisses logic. So as to promote public understanding of K-pop all over the world, Korea has already started many projects including Korea Creative Content Agency (KOCCA) and Korea Foundation for Advanced Studies (KFAS). Besides enhancing global partnerships in the domain of arts creativity among others these institutions are instrumental in invoking Koreans' tradition.

These days, public diplomacy would be impossible without the digital venues that the Korean Wave exploited. The government of Korea has been able to communicate information regarding Korean culture and values, reach out to foreign audiences directly, and promote its goals via social media platforms. Soft power, or the capacity to sway people's thoughts and behaviors by appeal as opposed to force, has been greatly utilized by South Korea thanks in large part to its use of digital diplomacy (Kim, 2022).

A new kind of cultural diplomacy has also emerged as a result of the intersection of Public Diplomacy 3.0 and the Korean Wave. An instance of this is the Dokdo Global Youth Summit that the Korean government held in 2017 which provided an opportunity for young people all over the world to meet. Such projects not only strengthen cultural ties but also help create international understanding and advance peace.

There is a strong synergy between digital communication and cultural diplomacy when the Fourth Generation of the Korean Wave and Public Diplomacy 3.0 come together. The country’s strategic support to the global spreading of Korean pop culture has enhanced not only its soft power but also initiated new paths for intercultural communication and worldwide cooperation. The Korean Wave will probably continue to be a major force behind public diplomacy as digital platforms develop, influencing how the world views South Korea and its ideals (Kanozia, 2020).

CHAPTER 3

THE FOURTH GENERATION KOREAN WAVE: STRENGTHENING PUBLIC DIPLOMACY EFFORTS OF THE REPUBLIC OF KOREA IN INDONESIA

3.1. South Korea's Major Means of Public Diplomacy Through the Fourth Generation of Hallyu

Among the other related facets, such as the music industry, film industry, fashion world or even food sector; the South Korea's extensive use of Fourth Generation Hallyu as a Major Means for Public Diplomacy 3.0 has much focused on pop culture. In terms of global contribution, South Korea actively engages in global concerns by making universal principles like variety, tolerance, and collaboration known through their cultural expressions. Through the dissemination of positive messages via K-pop, dramas, and other cultural events, South Korea contributes to raising worldwide awareness of the shared difficulties that the world community faces, in addition to improving its own image (Park, 2020).

Furthermore, by bringing originality and inventiveness to the entertainment and cultural sectors, South Korea exhibits intellectual leadership. The nation gains international recognition and influences public opinion on significant problems by being a leader in cultural trends. One way to enhance South Korea's standing as a thought leader in public diplomacy is to engage in cultural ventures with artists and intellectuals from other nations. South Korea may promote international collaboration while also facilitating more comprehensive talks on world affairs in this way.

As a convener, South Korea also brings different parties together to discuss and work together on pertinent issues. South Korea facilitates worldwide exchange of ideas and experiences by organizing conferences, cultural festivals, and other international events. Through hosting foreign projects, South Korea fosters stronger diplomatic relations and makes room for more fruitful international cooperation. Fourth Generation Hallyu, thus, functions as a tool for public diplomacy as well as a way to forge solid international networks and alliances.

3.1.1 The Global Contribution of the Expansion of South Korea's Global Influence

With the aid of Hallyu, or the Korean Wave, as a public diplomacy tactic, South Korea has been successful in advancing its interests and cultivating a positive reputation abroad from the perspective of Park's theory of Public Diplomacy 3.0. The growing fame of K-Pop, K-Dramas and web based materials has prompted to some degree public diplomacy on part of South Korea which signifies the Fourth Generation of Hallyu (Park, 2020).

Stated otherwise, a global intellect has been enabled by South Korea in the Fourth-Generation Hallyu era. According to Kang (2020), K-pop has evolved into a vehicle to relay South Korean ideologies, values, and cultural norms across the world. Such beautiful and original artwork from this country made it a key player in pop culture. This has enhanced international understanding and visibility of South Korea (Kang, 2020).

Hallyu's second and fourth generation has caused this change in South Korea's entertainment industry; hence, public diplomacy has integrated itself into the industry and government. As per Kang and Suh (2015), South Korean

government has intentionally used Hallyu to market different sectors like tourism, investments and national identity. It is through the cooperation between state agencies and creative industries that South Korea has managed to boost its position as well as power within the global hierarchy.

The Fourth Generation of Hallyu has played a role in enhancing South Korea's global stature. According to the report published by the Minister of Korean Culture, Sport and Tourism (2021), 12.6 million US dollars were earned from Hallyu exports in 2020 alone; justifying great growth that was evident. Thus it can be seen that Hallyu has increased South Korea's reach and influence internationally making it capable of garnering support from other countries through public diplomacy.

Over time, the Fourth-Generation Hallyu has become an instrument through which South Korea can foster cooperation and relationships with allied countries. Shim (2006) claims that via fostering greater understanding amongst people and promoting cultural interaction, Hallyu has assisted South Korea in fortifying its ties to other nations, particularly those in Asia. South Korea was, therefore, inspired to solidify its standing internationally as a result.

One of the world's most innovative and technologically advanced nations is South Korea. In the electronics and automotive industries, companies such as Samsung, LG, and Hyundai have achieved global leadership. In addition to being one of the first nations to commercially introduce a 5G network, South Korea is a hub for 5G technology research and development. In terms of communications technology, this enhances South Korea's leadership position. South Korean government invests on research and development to a great extent, resulting into

innovations in various sectors such as ICT, energy and health care. In this way South Korea contributes towards technological advancement while enhancing its competitiveness in the world market.

With its geographical positioning, South Korean soft power has geopolitical ramifications. The nation's accumulated soft power can support international collaboration by taking the lead in fields like human rights, emerging technologies, and development. However, there are very strong challenges from China, Japan and America which limit her ability to exercise soft power due to its geopolitical location. The multifaceted aspects of South Korean influence around the world have negatively impacted on international relations, culture and economy. These include K-pop music, movies and soap operas that fall under the K-wave phenomenon that has commanded global attention while boosting her economy. This growth owes much to social media platforms and government backing.

In general, using Fourth Generation Hallyu in public diplomacy enables South Korea to maximize its national interests, achieve a positive image, and enhance its global impact. South Korea's international influence has been expanded and mobilized in an intellectual capacity through various Hallyu-related initiatives, making it enjoy support from friendly countries.

3.1.2 Enhancing the Republic of Korea's Public Diplomacy Efforts in Indonesia through the Intellectual Leadership of the Fourth Generation Korean Wave

In line with the Fourth Generation of Korean Wave, Public Diplomacy 3.0 says that South Korea should upgrade its public diplomacy initiatives in Indonesia to increase its citizen participation, encourage digital creativity, and promote

intercultural exchanges. In addition, Fourth Generation Korean Wave or Hallyu has served as a source of knowledge for the republic of South Korea (Rok) which has significantly boosted its public diplomacy efforts in Indonesia. The main aim is to use modern Korean popular culture including K-pop, K-dramas and other cultural exports to enhance bilateral relations and understanding between South Korea and Indonesia. Public diplomacy involves using cultural educational and informational resources to impact foreign audiences' opinions. This method has been successfully used by South Korea all over the world for promoting its culture and values. In fact one of the best examples of this undertaking within Indonesia is the success of Korean Wave which has been purposely assisted by both state and non-state actors (Park, 2020).

The latest edition of Hallyu, referred to as the Fourth Generation Korean Wave, is marked by global fame of Kpop stars like NCT and international acclaim for Korean films and dramas. Intellectual leadership, in this case, means that cultural artifacts are intentionally used to interact with and influence outsiders. Media undertakings have been done jointly between South Korea and its Indonesian counterparts. This covers collaborative music projects in addition to co-producing dramas and movies. These partnerships foster a feeling of common cultural identity in addition to enhancing cross-cultural exchange. The Korean Wave has been widely disseminated thanks in large part to the use of social media and digital platforms. Global Hallyu fans may communicate in real time with Korean artists through platforms like YouTube, Twitter, and Instagram, which has led to the creation of a global community. Access to Korean content has improved for Indonesian viewers as streaming services have grown in popularity.

South Korea's public diplomacy efforts in Indonesia have been greatly bolstered by the intellectual leadership of the Fourth Generation Korean Wave. By means of concerted cultural initiatives, cooperative projects, and official backing, South Korea has effectively advanced its culture and values, cultivating reciprocal comprehension and fortifying diplomatic ties with Indonesia. If these initiatives are successful in the long run, there will probably be even stronger cultural and economic links between the two countries. Through the strategic utilization of current Korean culture and the strategic engagement with Indonesian society, South Korea has established a new standard for successful public diplomacy in the modern period. (Putri and Reese 2023)

3.1.3 The Convenor's Contribution to the Fourth Generation Korean Wave Strengthening Public Diplomacy Efforts in Indonesia for the Republic of Korea

In context of Public Diplomacy 3.0, the Convenor's contribution to the Fourth Generation of the Korean Wave emphasizes the strategic significance of cultural engagement, digital innovation, and grassroots involvement in augmenting South Korea's public diplomacy endeavors in Indonesia. The Republic of Korea (South Korea) has used the Fourth Generation of the Korean Wave as a useful weapon to bolster its public diplomacy efforts in Indonesia. Thus, the convenor's role is to strategically plan, organize, and support cultural exchanges, collaborations, and other projects that strengthen bilateral relations between South Korea and Indonesia and promote understanding between the two countries. Utilizing the Fourth Generation of the Korean Wave, or Hallyu, to further its public diplomacy efforts in Indonesia, the Republic of Korea has done so with success. Important players like SM Entertainment and its boy group NCT

are at the center of this plan. Stronger bilateral relationships between South Korea and Indonesia and the promotion of Korean culture have been greatly aided by these organizations (Park, 2020).

Through their different endeavors, SM Entertainment and NCT have promoted cultural interchange between Indonesia and South Korea. Indonesians now have a better grasp of Korean culture because of the development of the Korean Cultural Center and King Sejong Institute, which have supported Korean language instruction and cultural initiatives. Learning Korean and becoming more familiar with Korean culture has been made more appealing by NCT's fame. In order to strengthen cultural connections, SM Entertainment has worked on joint media projects with Indonesian partners. As an illustration, joint ventures and the promotion of Korean content in Indonesia are results of SM's collaboration with Trans Media, an Indonesian media firm. A feeling of common cultural identity has been established as a result of these partnerships, in addition to raising awareness of Korean culture (Adams, 2022).

In order to provide a coordinated strategy for promoting Korean culture overseas, the South Korean government has supported public diplomacy initiatives through a number of policy frameworks. A strategic basis for cross-border cooperation and cultural exchanges has been established by programs such as the Diplomatic White Paper and the Presidential Council on Nation Branding. Cultural hybridity is the result of the assimilation of parts of Korean culture into Indonesian society. As a result of increased adoption of Korean entertainment, cuisine, and fashion, Indonesians are becoming more appreciative of one another. The rise in interest in Korean language and culture

brought about by the success of NCT and other K-pop artists has resulted in more educational exchanges. Scholarships and language programs have made it easier for more Indonesian students to pursue higher education in South Korea. (Balakumar 2022)

Significant economic gains have resulted from the Korean Wave. Indonesia has witnessed a surge in the demand for Korean goods, ranging from electronics to makeup. The local economy has also benefited from the increase in Korean investments and tourists. The Korean Wave has built a stronger cultural bond between South Korea and Indonesia, strengthening their bilateral ties. Deeper political and economic cooperation have been made possible by shared cultural interests, which has improved communication and cooperation between people. With the help of the convenor, South Korea's public diplomacy operations in Indonesia have been greatly reinforced as part of the Fourth Generation Korean Wave. SM Entertainment and NCT have effectively promoted Korean culture and values, leading to mutual understanding and the developing of bilateral relations with Indonesia through joint projects, strategic cultural initiatives, and government backing. Should these initiatives continue to be successful, there's a good chance that the two countries' cultural and economic relations will strengthen even further, establishing a standard for successful public diplomacy for contemporary times.

3.2 Goals of the Fourth Generation Korean Wave: Boosting Public Diplomacy Efforts in Indonesia for the Republic of Korea

Through the lens of Park's Public Diplomacy 3.0, it is possible to assess the objectives of the Fourth Generation of the Korean Wave (Hallyu) in strengthening public diplomacy efforts in Indonesia. Improving South Korea's global public diplomacy endeavors, particularly in Indonesia, has been largely facilitated by the Fourth Generation Korean Wave, also known as Hallyu. Although this cultural phenomenon has many diverse strategic goals, its primary goals are to strengthen mutual understanding, advance Korean culture, and improve bilateral relations. Important players like SM Entertainment and its well-known boy group NCT have been essential to achieving these goals.A primary goal of the fourth generation Korean Wave is to promote Korean culture in Indonesia (Park, 2020).

In addition to K-pop music, Korean culture also refers to Korean dramas, movies, fashion, and food. South Korea hopes to increase Indonesians' enjoyment and understanding of Korean culture by presenting its diversity and depth. The younger generation of Indonesians has developed a strong interest in Korean language and culture due to the popularity of K-pop and Korean dramas. This increased interest is reflected in the increasing enrollment in Korean language courses at the Korean Cultural Center and King Sejong Institute in Indonesia (Suratmi, 2024).

The goal of the cultural contacts made possible by the Korean Wave is to improve understanding between Indonesia and South Korea. These conversations promote a more accepting and tolerant society by dispelling preconceptions.

Through introducing Indonesians to diverse viewpoints and lifestyles, the Korean Wave fosters cultural fusion and reciprocal understanding. Public diplomacy has made it possible for cultures to blend together, and Indonesian interest in Korean culture has grown. The two nations' relationship has been strengthened by this exchange, opening the door for more cooperation and partnership.

The Korean Wave acts as a link to improve bilateral ties between Indonesia and South Korea. Deeper political and economic collaboration have been made possible by the common cultural interests. South Korea hopes to promote goodwill and a positive image of Korean culture among Indonesians by taking advantage of the popularity of Korean culture. The promotion of Korean language and education in Indonesia has been greatly aided by the popularity of the Korean Wave. Bilateral ties are strengthened as more Indonesians are willing to study Korean, consume Korean cuisine, sing Korean music, and immerse themselves in Korean culture (Fitria et al., 2021).

Successful public-private collaborations are another factor contributing to the Korean Wave's success. The South Korean government has deliberately pushed Korean culture overseas in association with entertainment firms such as SM Entertainment. These collaborations guarantee a planned and long-term strategy for public diplomacy. The global success of K-pop may be attributed in large part to SM Entertainment's strategic strategies, which include using digital channels and forming foreign collaborations. Fans in Indonesia are now able to interact in real-time with their favorite idols thanks to NCT's interactive online concerts and digital content.

Fourth Generation Korean Wave is one of the effective instruments that has aided South Korea in its public diplomacy efforts towards Indonesia. By promoting Korean culture, cultivating mutual understanding, reinforcing bilateral relations, generating economic advantages, and supporting public-private partnerships, Hallyu has become an efficient diplomatic tool for South Korea. If such endeavors persist with success, the cultural and economic ties between the two nations will likely broaden even more, setting a benchmark for successful contemporary public diplomacy.

3.2.1 Korea's National Status on the Global Stage Has Been Improved by the Fourth Generation Korean Wave

This is due, in great part, to the efforts of Park who articulated Public Diplomacy 3.0, Korea’s position in the global community was significantly boosted by the Fourth Generation (or Hallyu 4.0) Korean wave. In terms of cultural engagement, digital innovation, and grassroots participation, this framework recognizes how Hallyu has been employed to promote South Korea's public diplomacy strategies. Hallyu 4.0 (the fourth generation) has made South Korea more visible internationally. Thanks to its latest phase led by giants such as SM Entertainment with their boy band NCT, Korea's cultural clout across boundaries expanded beyond preexisting diplomatic contacts or economic growth. The Fourth Generation of the Korean Wave (Hallyu) has thus caused a substantial increase in South Korea’s global cultural power. Artists from K-pop bands; films and dramas are some cultural products that have gained universal love and appeal from even the most different cultures (Park, 2020).

South Korea's efforts at public diplomacy have found a useful ally in the fourth generation of the Korean Wave. South Korea has improved its worldwide standing and strengthened ties with other countries by capitalizing on the success of K-pop and other cultural exports. The Korean Wave has been largely disseminated through the usage of digital media. To efficiently reach consumers worldwide, NCT and SM Entertainment have made use of social media, YouTube, and streaming services. Fans in Indonesia and other nations may now interact in real time with their favorite idols thanks to NCT's interactive online concerts and digital content. NCT's creative material has drawn a global audience to their music videos, which have received millions of views on YouTube. (Chen 2011,)

Leading companies like SM Entertainment and NCT have propelled the Fourth Generation of the Korean Wave, which has greatly improved South Korea's standing internationally. South Korea was formerly a relatively unknown cultural entity, but because of this cultural phenomena, it is now a key player in the worldwide entertainment business. Because of Hallyu 4.0's popularity, South Korea has been able to use its soft power to influence international trends and policies, illustrating the importance of cultural exports in determining a country's place in the world. South Korea's standing in the international arena will probably be shaped by the Korean Wave as it develops further. Maintaining this cultural momentum will be difficult for South Korea while dealing with any backlash and adjusting to shifting global dynamics. (Lee and Kuwahara 2014,)

3.2.2 International Cooperation and Technological Integration: SM Entertainment & NCT's Contribution to Boosting South Korea's Public Diplomacy in Indonesia

The Park theory of Public Diplomacy 3.0 states that through global collaboration and technological integration, SM Entertainment and NCT have significantly bolstered South Korea's public diplomacy efforts in Indonesia. The fourth generation Korean Wave, or Hallyu 4.0, has significantly raised South Korea's profile internationally and shaped perceptions of the nation worldwide. At the core of this cultural phenomenon are significant players like SM Entertainment and its boy group NCT. Their audacious strategic maneuvers, innovative approaches, and global reach have greatly enhanced South Korea's standing internationally (Park, 2020).

Through a number of partnerships with foreign musicians, SM Entertainment has increased South Korea's visibility abroad. Some of the biggest stars in music, including Jason Derulo and Dua Lipa, have collaborated with NCT. These partnerships not only bring NCT to a wider audience, but they also demonstrate the international viability of K-Pop music. NCT thus serves as cultural ambassadors, introducing Korean features into the framework of foreign music (Hana, 2024).

The group NCT and K-Pop in general have gained increased recognition as a result of their performances at numerous foreign events, including the American Music Awards and the Billboard Music Awards. Through their performances, they not only demonstrate their skills and talents to a worldwide audience, but they also share aspects of Korean culture, like dance and fashion.

This achievement contributes to the favorable perception of South Korea as a culturally and innovatively advanced nation. To increase NCT's worldwide visibility, SM Entertainment uses astute marketing techniques. NCT have expanded their following by releasing albums in both English and Chinese. In order to give fans a sense of ownership, they have also employed fan involvement in marketing strategies like voting to choose the title tune. Fan loyalty to the group and agency is strengthened by this tactic, which also raises fan engagement.

The influence of NCT in Indonesia is indeed sizable. In 2023, NCT Dream performed in Jakarta, and Indonesian fans received them with great enthusiasm. The event was not only a showcase of the group's fame but also a means for cross-cultural dialogue between Indonesia and South Korea. The Fourth Generation of the Korean Wave has adopted modern technologies to facilitate communication with audiences as well as distributed amusement services. This way, Indonesian fans now have a chance to feel attached to their favorite stars by using virtual and augmented reality applications even when they are miles apart. Such advances in technology are utilized during concerts and customer talks (Kustiawan and Efendi, 2023).

NCT and SM Entertainment's contributions make this public diplomacy project worth recognizing. The aim is not only to promote Korean culture but also to be cultural ambassadors to Indonesia, South Korea through various promotions of mutual respect and understanding. Cultural exchange and dialogue have been facilitated by these artistic events, performances and social media communication channels. In Indonesia, the Fourth Generation of the Korean Wave has greatly supported South Korean public diplomacy efforts via technological advancements

and diverse contextual aspects that characterize it. Particularly, NCT together with other entertainment companies like SM Entertainment act as cultural intermediaries between the two nations. This cultural phenomenon goes beyond just entertainment into other aspects of life in Indonesia while maintaining the relationship between both countries, South Korea and Indonesia (Kilat, 2023).

3.2.3 Driving Diplomatic Success: Mobilizing Foreign Policy Support Through Hallyu Diplomacy.

Park's concept of Public Diplomacy 3.0 aids in gathering support for foreign policy hence understanding how the 4th Generation of Korean Wave or Hallyu can bring about diplomatic success in South Korea. This strategy is designed to boost South Korean public diplomacy efforts globally through grassroots involvement, digital innovations and culture involvement. Basically, Hallyu diplomacy has been embraced by South Korea mainly as a way of getting backing for their foreign policies with NCT and SM Entertainment being key figures in terms of cultural ambassadors. This method has proven effective in achieving diplomatic success through using K-pop and Korean culture for promotion of South Korea's soft power. For instance, NCT members are known to have appeared in numerous occasions including the Korea-ASEAN special summit which assists to foster inter-cultural exchanges. Also, due to the upsurge in fame of K-Pop groups like NCT; there has been increased economic interaction between South Korea and other countries. Among these include an increase in tourists visiting South Korea; a boom in demand for Made-in-Korea products; and chances for commercial partnerships (Park, 2020).

Cultural Exchange Programs As unofficial representatives of South Korea, SM Entertainment and NCT have participated in several cultural exchange initiatives. These initiatives serve to strengthen good links with South Korea, increase awareness of Korean culture, and foster interpersonal relationships. Information indicates that the South Korean economy benefited from K-pop-related tourism by around $3.7 billion in 2019. To expand the scope of Hallyu diplomacy, SM Entertainment has made use of internet media. Members of NCT, using social media, have held fan events and performed concerts virtually.

According to a 2019 survey, 92.8% of respondents from Southeast Asian nations had a favorable opinion of South Korea, which was mostly attributable to the impact of Korean dramas and K-pop. As for Initiatives in Public Diplomacy SM Entertainment and NCT have engaged in a number of public diplomacy campaigns. They have participated in international conferences and events, fundraisers and charity concerts, and held positions as goodwill ambassadors. For example, NCT members have used their notoriety for humanitarian reasons by taking part in UNICEF initiatives. The Diplomacy of Education Interest in teaching Korean language and culture has increased as a result of K-pop's success. Enrollment in growth classes teaching Korean has grown, and there is an increasing number of Korean studies courses offered globally, exchange initiatives and scholarships for students from abroad.

With growth from 740,000 in 2013 to 1.7 million in 2020, more students than ever before are studying Korean. Exporting Korean cultural content, including music, concert tours, TV shows, web series, merchandise, and lifestyle items, has been a leading priority for SM Entertainment. In 2020, K-pop exports

constituted $756 million, demonstrating the industry's tenacity and the desire for Korean cultural products around the world. Cooperation with International Performers in the form of collaborations with overseas artists have been made easier by NCT's strategy of having several sub-units situated in several nations, which has increased the reach of Hallyu diplomacy. Numerous diplomatic endeavors spearheaded by the government have received active backing from SM Entertainment and NCT. They have attended cultural events that Korean embassies host, performed at diplomatic gatherings and national brand promotion for Korea. (Hwajung 2017)

Several measures show how well these initiatives were able to rally support and advance diplomatic goals. Enhanced Cultural Impact is evident in a number of nations, including Vietnam and Thailand, where the Korean language is now taught in schools. There are several Korean studies programs offered in institutions across the globe. In terms of Economic Repercussions, in 2019, South Korea's cultural exports were $10.8 billion, a 22.4% rise on the year before. With more than a million of these visitors in 2019, the number of tourists traveling to South Korea for K-pop-related events has increased dramatically.

In regards to, K-pop performances were performed in Pyongyang in 2018, and the genre has been attributed to thawing tensions between South and North Korea. The widespread acceptance of Korean culture has made it easier to establish more diplomatic relations with nations in Southeast Asia and beyond. For Worldwide Acknowledgement, thanks in large part to Hallyu, South Korea's placement in the Soft Power 30 index moved up from 20th in 2015 to 14th in 2019. K-pop bands, such as NCT, have received invitations to perform at

prestigious international gatherings, such as the UN. For Public Views, according to a 2019 study conducted across 17 nations, 77% of participants had a favorable opinion of South Korea, with many attributing this to K-pop.

South Korea has achieved remarkable diplomatic success through the mobilization of support through Hallyu diplomacy, with SM Entertainment and NCT as prominent actors. Through the global success of K-pop and Korean culture, South Korea has boosted its national image, strengthened its soft power, and opened up new channels for international collaboration in both the arts and commerce. Across time, this approach has supported South Korea's larger foreign policy goals by connecting to younger demographics and fostering enduringly good associations with the nation (Fendler, 2019).

CHAPTER 4

CONCLUSION

4.1 Conclusion

With public-private partnerships being of great importance in shaping a country's image and advancing international relations, Park's Public Diplomacy 3.0 bears truth to it. For instance, the Korean Wave (Hallyu) 4.0 has had a significant influence on public diplomacy initiatives by Indonesia and South Korea. The key players are government, entertainment companies including SM Entertainment, and Kpop artists such as NCT. Supporting and expanding Hallyu 4.0 through new music genres, styles, technologies and distribution platforms means that more people have been introduced to South Korean Pop Culture than before. It is through cultural diplomacy, innovative methods, digital engagement that this approach seeks to promote South Korea's profile internationally while also increasing her presence in Indonesia.

Since the dawn of the Korean Wave, it has been an effective means through which South Korea has exported its culture and values in Indonesia and thereby strengthened its soft power. Successful public diplomacy essentially entails establishing goodwill among Indonesians; a feat that South Korea has accomplished by projecting her cultural achievements. For instance, Korean popular culture is promoted using technology and social media as seen in this Fourth Generation of Hallyu. Today, the Latin America and Middle East markets constitute part of the ever-expanding global audience for Korean pop culture. This Hallyu 4.0 is characterized by emergence of new K-pop groups, use of social media and technology as well as globalization of Korean popular culture.

With public diplomacy becoming more important, the South Korean government and entertainment industry work together to ensure the success of Hallyu as a strategy. This policy aims to increase South Korea's prestige, power and bilateral relations with Indonesia. Through the Korean Wave Promotion Policy as well as the Korean Culture and Content Agency (KOCCA), high-quality Hallyu materials are produced while enhancing overseas markets for Korean cultural contents. Additionally, the South Korean government uses Hallyu as a strategic tool for cultural diplomacy by establishing Korean Cultural Centers overseas, sending cultural delegations representing Korea to other countries, and offering scholarships and exchange programs. The aforementioned programs are designed to enhance South Korea's reputation, impact, and two-way relations with target countries like Indonesia.

Through cultural exchanges and events, SM Entertainment has improved bilateral relations with Indonesia and fostered a positive image of South Korea by educating Indonesians and earning their respect. SM Entertainment has effectively served as a public diplomacy agent in Indonesia by promoting fourth-generation Hallyu through close collaboration with the South Korean government. The transformational power of digital innovation, grassroots participation, and cultural engagement is exemplified by the influence of Korean culture on Indonesian society. While enhancing South Korea's reputation, the Korean Wave fosters understanding and respect between Indonesia and South Korea. The influence of Korean culture, especially in the form of K-pop music, has been extremely beneficial to Indonesian society.

The immense advancement in the international proliferation of Korean culture and its diplomatic influence is illustrated by the fusion of Public Diplomacy 3.0 with the Fourth Generation of the Korean Wave. The term “Korean Wave,” or Hallyu, refers to the global attraction of Korean popular culture such as music, drama and film. Public Diplomacy 3.0 is a modern version of public diplomacy targeting foreign publics through social media and digital channels. Starting around 2010, the Fourth Era of the Korean Wave commenced using digital and social media extensively by its members.The Fourth Generation of Korean Wave started from 2010 when they comprehensively used digital technology and social networks.This was also when K-drama’s and K-pop were at their climax in terms of international popularity within this timeframe. With YouTube, Twitter, and Facebook enabled at hand, Koreans singers can directly communicate with their fans globally thus forming a worldwide fan-base all over them.

4.2 Recommendations

Based on the analysis and research findings regarding the Fourth Generation Korean Wave's contribution to Indonesian public diplomacy on behalf of the Republic of Korea, several recommendations can be made. The limited amount of reading material that explains South Korean public diplomacy, specifically in terms of policy openness, has made the author aware of a number of deficiencies that require further development. First, in regards to the diplomatic public policy between Indonesia and South Korea, which is closely related to their collaboration in the fourth generation idol industry and Hallyu culture, the reading

materials that particularly address the variations in Indonesia's diplomatic relations with South Korea through the fourth generation of Kpop idols are still scarce. Second, based on how transparent the policies are and how relational public diplomacy, networking, and collaboration may increase Hallyu cooperation in Indonesia through the Fourth Generation Kpop Idol, This is because there aren't many books that address Hallyu in detail, even with regard to the fourth generation of Kpop idols.

BIBLIOGRAPHY

Aa-young, Kang. 2009. “BTS becomes the youngest to receive Order of Cultural Merit.” https://www.koreatimes.co.kr/www/art/2021/07/732_256678.html.

Adams, Tim. 2022. “K-everything: the rise and rise of Korean culture.” The Guardian. https://www.theguardian.com/world/2022/sep/04/korea-culture-k-pop-music-film-tv-hallyu-v-and-a.

Aktas, Alperen. 2023. “From cultural phenomenon to state strategy: South Korea's 'Hallyu policy.'” Anadolu Ajansı. https://www.aa.com.tr/en/asia-pacific/from-cultural-phenomenon-to-state-strategy-south-koreas-hallyu-policy/2973735#.

ANTARA News. 2020. “Amin hopes K-Pop trends to inspire Indonesian youth to be creative.” ANTARA News. https://en.antaranews.com/news/157057/amin-hopes-k-pop-trends-to-inspire-indonesian-youth-to-be-creative.

Aslamiyah, Wasilatul, Edy Herianto, and Bagdawansyah Alqodri. 2023. *JSEH (Jurnal Sosial Ekonomi dan Humaniora)* 9 (juni). https://doi.org/10.29303/jseh.v9i2.345.

Bagas, Pradhipto. 2021. “Korean Wave: Lesson for Indonesia's Soft-Power Diplomacy.” Indonesia Youth Foundation. https://indonesiayouthfoundation.org/korean-wave-lesson-for-indonesias-soft-power-diplomacy/.

Balakumar, Smrithi. 2022. “Hallyu: The Korean Wave that became a Worldwide Phenomenon.” the blaze.

https://theblazerrhs.com/4815/arts-entertainment/hallyu-the-korean-wave-that-became-a-worldwide-phenomenon/.

Bátora, Jozef. n.d. “Multistakeholder Public Diplomacy of Small and Medium-Sized States: Norway and Canada Compared | Request PDF.” ResearchGate. Accessed February 23, 2024. https://www.researchgate.net/publication/237652414_Multistakeholder_Public_Diplomacy_of_Small_and_Medium-Sized_States_Norway_and_Canada_Compared.

Britannica. 2024. “Public diplomacy | Definition, Types, Examples, & Propaganda.” Britannica. https://www.britannica.com/topic/public-diplomacy.

Chen, Jason D. 2011. *the globalizing effect of korean pop culture*.

Cho. 2020. *Public Diplomacy and the Korean Wave in Indonesia. Routledge.*

Chua, and Iwabuchi. 2008. *East Asian pop culture: Analysing the Korean wave. Hong Kong University Press.*

Daryo. 2023. “Korean culture's ascendant global influence: Journey of cultural brilliance.” Daryo.uz. https://daryo.uz/en/2023/10/17/korean-cultures-ascendant-global-influence-journey-of-cultural-brilliance.

Dong-woo, Chang. 2020. “Korean-learning textbook package released featuring K-pop stars BTS.” Yonhap News Agency. https://en.yna.co.kr/view/AEN20200824007700315.

Fendler. 2019. *SM Entertainment: From Stage Art to New Culture Technology (NCT). Culture and Empathy* 2:206-219.

Fitria, Vita. n.d. “Analyzing the practice of South Korea's public diplomacy in Indonesia: An approach with communication pyramid of public diplomacy.” Academia.edu. Accessed February 23, 2024. https://www.academia.edu/en/62267850/Analyzing_the_practice_of_South_Korea_s_public_diplomacy_in_Indonesia_An_approach_with_communication_pyramid_of_public_diplomacy.

Fitria, Vita, Haekal Adha Al Ghiffari, Daffa Al Falah, and Muhammad Zul Razin. 2021. *Analyzing the practice of South Korea’s public diplomacy in Indonesia: An approach with communication pyramid of public diplomacy* 17 (2): 197-220. 10.21831.

Han, Susan -. 2022. “Industry insiders select 4th-generation K-Pop idols with the greatest potential.” allkpop. https://www.allkpop.com/article/2022/09/industry-insiders-select-4th-generation-k-pop-idols-with-the-greatest-potential.

Hana. 2024. “SM Entertainment: Leading Innovations in the Global Music Market.” Amazing K pop. https://witmovie.com/sm-entertainment-leading-innovations-in-the-global-music-industry/.

Hjalmarsson, David A. n.d. “South Korea's Public Diplomacy: A cultural approach.” DiVA portal. Accessed March 19, 2024. https://www.diva-portal.org/smash/get/diva2:699591/FULLTEXT01.pdf.

Hwajung, Kim. 2017. “Bridging the Theoretical Gap between Public Diplomacy and Cultural Diplomacy.” The Korean Journal of International Studies. https://www.kjis.org/journal/view.html?uid=203&vmd=Full&.

Hyun, and Kim. 2015. *The impact of hallyu (the Korean wave) on the South Korean economy and Korean residents' perception. Advances in Management and Applied Economics*, 189-209.

Iosifidis, Petros, and Mark Wheeler. 2016. *Public Spheres and Mediated Social Networks in the Western Context and Beyond*. N.p.: Palgrave Macmillan UK.

ISEP. n.d. “Country Detail - International Student Exchange Programs.” Country Detail - International Student Exchange Programs. Accessed February 22, 2024. https://search.isepstudyabroad.org/Country/Detail/131.

JAE-SON, JEONG, LEE SEUL-HI, and LEE SANG-GIL. 2016. “When Indonesians Routinely Consume Korean Pop Culture: Revisiting Jakartan Fans of the Korean Drama Dae Jang Geum.” International Journal of Communication. https://ijoc.org/index.php/ijoc/article/viewFile/6302/2050.

Jayanti, I Gusti N. 2022. “(PDF) Korean Pop (K-Pop) Culture Phenomenon On The Behavior Of Indonesian Society.” ResearchGate. https://www.researchgate.net/publication/364310776_Korean_Pop_K-Pop_Culture_Phenomenon_On_The_Behavior_Of_Indonesian_Society.

Jenny, Kang. 2020. “Here's The Breakdown of K-Pop's 4 Generations, According To IDOLOGY Webzine.” Koreaboo. https://www.koreaboo.com/lists/breakdown-kpop-4-generations-according-idology-magazine/.

Jin. 2016. *New Korean Wave: Transnational Cultural Power in the Age of Social Media. Urbana: University of Illinois Press.*

Kang. 2020. *The Korean Wave (Hallyu) in the Age of Social Media. Lexington Books*.

Kang, and Kim. 2020. *Korean Wave as Cultural Diplomacy: Soft Power, Nation Branding, and Digital Audiences. World Scientific*.

Kanozia, Rubal. 2020. "(PDF) PROLIFERATION OF HALLYU WAVE AND KOREAN POPULAR CULTURE ACROSS THE WORLD: A SYSTEMATIC LITERATURE REVIEW FROM 2000-2019." ResearchGate. https://www.researchgate.net/publication/343376147_PROLIFERATION_OF_HALLYU_WAVE_AND_KOREAN_POPULAR_CULTURE_ACROSS_THE_WORLD_A_SYSTEMATIC_LITERATURE_REVIEW_FROM_2000-2019.

Kilat, Vanessa. 2023. "The Secret to SM Entertainments Success in the Kpop Scene." Cranraz. https://www.cranraz.com/celebrity/the-impact-of-sm-entertainment-in-the-k-pop-industry.

Kim. 2019. *The Korean Wave: Evolution, Fandom, and Transnationality. Lexington Books.*

Kim, and Ryoo. 2007. *South Korean Culture Goes Global: K-Pop and the Korean Wave. Korean Social Science Journal,*, 117-152.

Kim, Minsung. 2022. "The Growth of South Korean Soft Power and Its Geopolitical Implications." Air University. https://www.airuniversity.af.edu/JIPA/Display/Article/3212634/the-growth-of-south-korean-soft-power-and-its-geopolitical-implications/.

KOREANA. n.d. “Checking Out Fourth-generation K-pop.” 코리아나. Accessed March 19, 2024. https://www.koreana.or.kr/koreana/na/ntt/selectNttInfo.do?nttSn=118669&bbsId=1119.

Krajnc, Kristina P. n.d. “PUBLIC DIPLOMACY: BASIC CONCEPTS AND TRENDS » Researches » Ifimes.” Ifimes. Accessed March 20, 2024. https://www.ifimes.org/en/researches/public-diplomacy-basic-concepts-and-trends/2995.

Kustiawan, Winda, and Erwan Efendi. 2023. *Dampak Korean Wave (Hallyu) Bagi Budaya Indonesia Sebagai Dampak Dari Globalisasi Media*, (02). 10.5281/ZENODO.7684718.

Le, Nguyen. 2017. “Evolution of Korea's Public Diplomacy | USC Center on Public Diplomacy.” USC Center on Public Diplomacy |. https://uscpublicdiplomacy.org/blog/evolution-koreas-public-diplomacy.

Lee. 2021. *The Korean Wave: Evolution, Fandom, and Transnationality. Routledge.*

Lee, and Kuwahara. 2014. *The Korean wave: Korean media go global. Routledge.*

Lee, Yu L., Minji Jung, Robert J. Nathan, and Chung Jae-Eun. 2020. “Cross-National Study on the Perception of the Korean Wave and Cultural Hybridity in Indonesia and Malaysia Using Discourse on Social Media.” MDPI. https://www.mdpi.com/2071-1050/12/15/6072.

Mackenzie, Melba. 2021. “(PDF) The influence of the Korean Wave on Indonesia: K-pop vs I-pop and the meaning making system behind the "copycat" culture of the Indonesian music industry.” ResearchGate.

https://www.researchgate.net/publication/349025400_The_influence_of_the_Korean_Wave_on_Indonesia_K-pop_vs_I-pop_and_the_meaning_making_system_behind_the_copycat_culture_of_the_Indonesian_music_industry.

Mamchii, Oleksandra. 2023. “The Concept of Public Diplomacy In the 21st Century.” Best Diplomats. https://bestdiplomats.org/public-diplomacy/.

MartinRoll. 2021. “Korean Wave (Hallyu) - Rise of Korea's Cultural Economy & Pop Culture.” Martin Roll. https://martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/.

Mega Putri, Ni Wayan Liana, and Dianiangriani Dilia. 2023. *Analyzing Social Media Strategy in Korean Music Industries* 12, no. 4 (10): 1206-1214. 10.31289/perspektif.v12i4.10098.

Melisa, Melisa, Suyanto Suyanto, and Olivia Tanaya. 2023. ““Korean Wave in Indonesia: Are there any changes in perception and intention to visit Korea?” *"Innovative Marketing "*, (September). http://dx.doi.org/10.21511/im.19(3).2023.15.

Park, Enna. 2020. *Routledge Handbook of Public Diplomacy*. Edited by Nancy Snow and Nicholas J. Cull. N.p.: Routledge.

Permatasari, Iga. n.d. “HALLYU AND MULTITRACK DIPLOMACY OF SOUTH KOREA BY SM ENTERTAINMENT.” *KYBERNOLOGY : Journal of Government Studies* 2. https://journal.unismuh.ac.id/index.php/kybernology.

Putri, Vandani K., and Matthias Reese. 2023. “THE IMPACT OF 'KOREAN WAVE' ON YOUNG INDONESIAN FEMALES AND INDONESIAN CULTURE IN JABODETABEK AREA.” ResearchGate. https://www.researchgate.net/publication/330903686_THE_IMPACT_OF_'KOREAN_WAVE'_ON_YOUNG_INDONESIAN_FEMALES_AND_INDONESIAN_CULTURE_IN_JABODETABEK_AREA.

Rakhmat, Muhammad Z. 2020. “K-Pop Wave Storms Indonesia.” The ASEAN Post. https://theaseanpost.com/article/k-pop-wave-storms-indonesia.

Rao, Dipika. 2024. “The Rise of South Korea's World-Dominating Culture.” globalEDGE. https://globaledge.msu.edu/blog/post/57387/the-rise-of-south-korea%E2%80%99s-world-dominating-culture.

Sahie, Kang. 2023. “Discover The K-Pop Phenomenon and Its Global Impact.” Middlebury College. https://www.middlebury.edu/language-schools/blog/global-k-pop-impact.

Saliu, Hasan. n.d. Public Diplomacy and Related Concepts from the Perspective of Lasswell's Communication Model. Accessed March 19, 2024. https://hrcak.srce.hr/file/365763.

Schneider, Cynthia P. 2006. “Cultural Diplomacy: Hard to Define, but You'd Know It If You Saw It.” 13:13. https://www.jstor.org/stable/24590653.

Seib, Philip, ed. 2009. *Toward a New Public Diplomacy: Redirecting U.S. Foreign Policy*. N.p.: Palgrave Macmillan.

Sharma, Chhavvi. 2022. “The Fourth Generation of K-Pop: The Next Level.” Hallyuism.

https://hallyuism.com/2022/02/05/the-fourth-generation-of-k-pop-the-next-level/.

Shim. 2006. *Hybridity and the Rise of Korean Popular Culture in Asia. Media, Culture & Society,*, 25-44.

Shin, and Valaskivi. 2017. *Circulating Media, Circulating Identities: The Dynamic of the K-Wave.*

Snapcart. 2022. "K-Everything: Indonesian consumption of Korean culture and entertainment – Snapcart." Snapcart. https://snapcart.global/article-k-everything-indonesian-consumption-of-korean-culture-and-entertainment/.

Soesmanto, Tommy. 2018. "K-popnomics: How Indonesia and other nations can learn from Korean pop music industry." The Conversation. https://theconversation.com/k-popnomics-how-indonesia-and-other-nations-can-learn-from-korean-pop-music-industry-107229.

Song, Myungsun. 2024. "The Korean Wave's Evolution: Revealing the Fourth Generation." Assignment Expertise -. https://assignmentexpertise.blog/the-korean-waves-evolution-revealing-the-fourth-generation/.

Suratmi, Asri. 2024. *Korean Wave as a Tool of Public Diplomacy: The Impact of South Korean Cultural Globalization in Indonesia from 2018 to 2023* 2 (February): 303-3017. https://doi.org/10.55606/eksekusi.v2i1.870.

Torres, Jana. 2021. "Changing the idol game: A guide to TikTok and 4th Gen K-pop." Rappler.

https://www.rappler.com/entertainment/music/guide-how-fourth-generation-kpop-idols-use-tiktok/.

United Nations Conference on Trade and Development and Geneva. 2024. "K-Content Goes Global: How Government Support and Copyright Policy Fuelled the Republic of Korea's Creative Economy." https://unctad.org/publication/k-content-goes-global.

Verma, Snigdha. 2023. "Decoding the 4 Generations of K-Pop — HALSUG." HALSUG. https://halsugprod.com/blog/decoding-four-generations-of-kpop.

Wei, Cao. 2020. "Public Diplomacy: Functions, Functional Boundaries and Measurement Methods." IntechOpen. https://www.intechopen.com/chapters/72251.

Yeon Kim, Sean Sea. 2021. "The 4th Korean Wave: From Trot to Makjang." Asia Society. https://asiasociety.org/korea/4th-korean-wave-trot-makjang.

Yewon, Jang. 2023. "4th Generation Phenomena: The Path to Balance Between Fans and Artists." The Argus. https://www.theargus.org/news/articleView.html?idxno=2602.

Yoon, and Jin. 2016. *The Korean wave phenomenon in Asian diasporas in the United States. International Journal of Communication*.