

BAB IV

Kesimpulan

Berdasarkan pertanyaan penelitian **Bagaimana pengaruh diplomasi budaya Korea Selatan terhadap Indonesia melalui Program Festival *K-Content Expo* yang diselenggarakan pada tahun 2017-2019**, dapat disimpulkan bahwa Festival *K-Content Expo* memberikan pengaruh yang positif terhadap kerjasama antara Korea Selatan dan Indonesia karena memberikan pengaruh yang baik, seperti adanya kerjasama baru antara perusahaan Korea Selatan dan Indonesia dan meningkatnya minat masyarakat Indonesia terhadap konten dan kebudayaan Korea Selatan.

Pada festival yang diselenggarakan oleh BEKRAF beserta KOCCA, *Korea Cartoon and Film Promotion Agency*, *Food Industry Association*, *the Korea Copyright Commission*, *the Korea Tourism Organization*, KCCI dan Kedutaan Besar Korea Selatan di Indonesia, program acara dibagi ke dalam dua bagian, yaitu program B2B dan B2C. Program B2B dilakukan dengan targetnya adalah pembeli atau perusahaan dari Indonesia, seperti perusahaan Dragonfly Co., Ltd, Ideaconcert Co., Ltd dan Studio Monster Co., Ltd yang berhasil memengaruhi perusahaan dari Indonesia yaitu perusahaan PT. Kovee Jaya Indonesia, PT. CAB dan RTV untuk bekerjasama. Selain itu terdapat sesi konsultasi bisnis bagi perusahaan yang ingin memulai ekspor namun masih belum paham dengan target pasarnya. Sementara pada program B2C, diselenggarakannya acara musik konser *K-Pop* dengan mendatangkan artis Korea

seperti KARD dan IN2IT, kemudian menayangkan drama Korea berjudul *Descendants of the Sun*, terdapat kelas memasak dan terdapat kuliner Korea agar pengunjung yang datang dapat mencicipi makanan khas Korea.

Penyelenggaraan festival *K-Content Expo* di Indonesia juga menjadi strategi marketing yang dilakukan oleh Korea Selatan dalam melakukan aktivitas diplomasi budayanya karena aktivitas-aktivitas festival meliputi berbagai macam kegiatan yang memiliki unsur kebudayaan seperti kuliner makanan Korea, pengalaman memakai *hanbok*, festival musik. Aset kebudayaan itu yang digunakan sebagai strategi marketing untuk menjangkau konsumen yang datang ke festival dan strategi ini dapat dibidang memberikan pengaruh yang baik karena adanya kerjasama baru antara perusahaan yang berasal dari Korea Selatan dengan perusahaan dari Indonesia seperti kerjasama antara Dragonfly Co., Ltd dengan PT. Kovee Jaya Indonesia dalam membuat *game* FPS baru, Ideaconcert Co., Ltd dengan PT. CAB dalam membuat Komik Meng menjadi Toonmovie, dan antara Studio Monster dengan RTV dalam menayangkan serial kartun *Bread Barbershop* di Indonesia.

Pengaruh dari diselenggarakannya festival ini pun sejalan dengan *Five Years-plan* Moon Jae-In karena salah satu tujuan dari kebijakannya adalah membentuk ekonomi untuk kesejahteraan masyarakatnya, karena dengan diselenggarakannya festival *K-Content Expo* sebagai penghubung mempertemukan perusahaan Korea Selatan dengan Indonesia telah memberikan pengaruh yang baik seperti adanya kerjasama baru dan hal ini tentu meningkatkan kesejahteraan masyarakat Korea Selatan.

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