

## BAB IV

### KESIMPULAN

Berdasarkan analisis pada bab sebelumnya, telah disimpulkan bahwa pertanyaan penelitian terkait “*Bagaimana upaya Hallyu dalam mendukung diplomasi publik Korea Selatan di Amerika Serikat?*” telah terjawab. Terkait pengolahan *Hallyu*, kesuksesan Korea dimulai dengan penempatan diri pada standardisasi global seperti pemaduan genre musik populer besar Amerika hingga mencontoh produksi film dan serial dari *Hollywood*, seperti halnya yang dilakukan Jepang dan Inggris. Dua hal tersebut merupakan faktor tidak langsung utama ‘ramahnya’ *Hallyu* sehingga memiliki kesempatan menjadi besar di AS. Penyerapan budaya akan membentuk ‘*cultural similarity*’ – serupa dengan yang terjadi ketika *Hallyu* mulai menjangkiti Asia – yang berpotensi mengeliminasi celah di antara kedua negara. Pun kemiripan basis diplomasi publik oleh AS yang mengklaim jika ‘genre’ budayanya dapat melampaui batasan-batasan transnasional sebagai bentuk kemiripan karakteristik, meningkatkan rasa familier terhadap produk *Hallyu* di AS.

Selanjutnya adalah terkait bagaimana *Hallyu* sendiri memerlukan partisipasi publik untuk dapat mengaktualisasikan maknanya secara keseluruhan. Sebelum adanya jejaring sosial, segala upaya industri konten kreatif Korea dalam membawa *Hallyu* ke Barat mengalami kegagalan terus-menerus, tidak terkecuali ke AS, meski diikuti dengan berbagai imitasinya. Namun, melalui pemanfaatan dari *YouTube*, *Twitter*, dan berbagai platform media sosial lainnya jelas membantu

keberlangsungan *Hallyu* dalam melancarkan komunikasi. Keterlibatan penggunaan media AS secara masif pun didasari oleh 1) merupakan platform yang efisien karena sudah dikenal dalam skala global, atau dengan kata lain, mudah untuk dioperasikan oleh Korea, dan 2) platform yang sesuai sehingga efektif dalam menjangkau publik AS karena rutin digunakan setiap harinya.

Adapun disini menyoroti jika komunikasi yang diemban oleh aktor *Hallyu* tidak mengharuskan komunikasi dua arah, melainkan membutuhkan akses mudah ke lebih banyak konten yang saling terhubung. Sejalan dengan pemaparan Szondi, pengadopsian media sosial sebagai sarana pelaksanaan aktivitas diplomasi ini memiliki dinamika hubungan yang lebih kompleks di samping sekedar “penyebarluasan”. Pasalnya, media sosial menyetir pergeseran cara mengonsumsi dan berinteraksi dengan konten budaya karena semua orang dapat mengakses apapun dan dimana saja hanya dengan sekali *klik*. Sehingga media sosial bukan hanya tempat “membagi” produk budaya, tetapi juga memproduksi sebuah budaya.

Hubungannya dengan *Hallyu* adalah bagaimana cara aktor *Hallyu* – baik yang terlibat dalam produksi maupun konsumsi – memaknai konten budaya yang tersedia. Maka dari itu, industri konten kreatif Korea kerap mengolah elemen-elemen budaya tradisional Korea agar bisa secara sedikit demi sedikit ‘menjangkiti’ publik, sebab intensitas orang dalam menggunakan situs daring di AS sendiri sangatlah tinggi – menjadikan *streaming* sebagai budaya yang tengah berkembang pesat di masyarakat.

Penulis menarik beberapa langkah upaya yang seringkali diambil Korea dalam pengolahan konten *Hallyu* di AS, yakni 1) pengenalan produk budaya populer

Korea melalui penargetan langsung dan 2) penyisipan elemen budaya tradisional dalam produk *Hallyu*. Dua langkah pengemasan tidak langsung ini dilakukan selain untuk mendorong daya tarik guna penguatan *soft power* Korea, juga membantu meminimalisir penolakan dari publik AS dengan memperlakukan *K-pop*, contohnya, sebagai genre yang baru akan dikomersilkan.

Terakhir, 3) melibatkan diri dalam agenda lokal di AS sebagai cerminan sisi positif Korea di ranah eksternal. Poin terkait pembangunan hubungan langsung inilah yang kemudian memancing popularitas BTS sebagai aktor *Hallyu* yang selain pencapaiannya di AS tidak sedikit, mereka juga turut berpartisipasi di luar agenda promosi *Hallyu* sehingga eksistensinya lumrah di mata publik. Seperti halnya keterlibatan diri dengan agenda BLM yang meluruhkan batasan antar ras, BTS dinilai mampu menjadi brand tersendiri, di samping *Hallyu*, untuk merepresentasikan Korea. Bahkan, tidak jarang kini BTS digunakan sebagai alat komunikasi negara.

Dapat dilihat jika media baru atau media sosial dapat mengendalikan apresiasi publik dan berdiri sebagai platform pembentuk opini positif selain menjadi medium distribusi, sebagaimana *Hallyu* tidak hanya berfokus pada budaya yang ‘terlihat’ melainkan nilai dan ide pandangan Korea. Pengadopsian media sosial juga membawa perubahan yang signifikan terhadap perluasan potensi pasar AS, berbeda dengan era sebelumnya yang sangat bergantung pada pasar yang sudah ‘tersedia’, seperti produk Latam untuk *latino*. Sehingga, konten budaya populer Korea bergeser menjadi lebih ‘universal’ untuk dikonsumsi di luar kalangan masyarakat Korea dan Korea-Amerika sebab *Hallyu* di AS bukan lagi sekedar untuk menarik

perhatian namun menumbuhkan rasa afektif yang mendorong pengakuan dan penghargaan dari publik AS. Maka, meskipun kedua negara memiliki bentuk diplomasi publik yang serupa, tidak menutup kemungkinan atas keberlangsungan dan kesuksesan *Hallyu*, terutama di era media sosial.

## DAFTAR PUSTAKA

### BUKU

- Bakry, Umar Suryadi. *Metode Penelitian Hubungan Internasional*. Yogyakarta: Pustaka Pelajar, 2016.
- Beer, David. *Popular Culture and New Media: The Politics of Circulations*. London: Palgrave Macmillan, 2013.
- Berger, Peter L. dan Samuel P. Huntington, *Many Globalizations: Cultural Diversity in Cotemporary World*. Oxford: Oxford University Press, 2002.
- Choi, Kwang-jin. *The Republic of Korea's Public Diplomacy Strategy: History and Current Status*. Los Angeles: Fingueroa Press, 2019.
- Crothers, Lane. *Globalization and American Popular Culture*. Lanham: Rowman & Littlefield, 2018.
- Dunkel, Mario, Sina A. Nitzsche (ed.) *Popular Music and Public Diplomacy: Transnational and Transdisciplinary Perspectives*. Bielefeld: transcript Verlag, 2018.
- Jin, Dal Yong. "Hallyu 2.0: The New Korean Wave in the Creative Industry." Dalam *Hallyu 2.0: The Korean Wave in the Age of Social Media*, disunting oleh Sangjoon Lee dan Abé Mark Nornes, 53-70. Ann Arbor: University of Michigan Press, 2015.
- Kellner, Douglas. *Media Culture: Cultural Studies, Identity and Politics between the Modern and Post-Modern*. London: Routledge, 1995.
- Klotz, Audie dan Deepa Prakash (ed.) *Qualitative Research in International Relations: A Pluralist Guide*. Hampshire: Palgrave Macmillan, 2008.
- Kuwuhara, Yasue. "Introduction." Dalam *The Korean Wave: The Korean Popular Culture in Global Context*, disunting oleh Yasue Kuwahara, 1-9. New York: Palgrave Macmillan, 2014.
- Lechner, Frank J. dan John Boli (ed.) *The Globalization Reader*. Malden, MA: Blackwell Pub., 2004.
- Lee, Sangjoon dan Abé Mark Nornes (ed.). *Hallyu 2.0: The Korean Wave in the Age of Social Media*. Ann Arbor: University of Michigan Press, 2015.
- Melissen, Jan, ed. *The New Public Diplomacy: Soft Power in International Relations*. New York: Palgrave Macmillan, 2005.

## **ARTIKEL JURNAL**

- Abduazimov, Muzaffar S. "Public Diplomacy: Reappraising the South Korean Case through an Evolutionary Approach." *Korea Journal* 57, no. 3 (Autumn 2017): 83-111.
- Adesina, Olubukola S. dan James Summers. "Foreign policy in an era of digital diplomacy." *Cogent Social Sciences* 3, no. 1 (Maret 2017).
- Chen, Steven. "Cultural technology: A framework for marketing cultural exports-analysis of *Hallyu* (the Korean wave)." *International Marketing Review* 33, no. 1 (2016): 25-50.
- Cho, Hae-Joang. "Reading the Korean Wave as a Sign of Global Shift." *Korea Journal* 45, no. 4 (Winter 2005): 148-82. [https://www.ekoreajournal.net/issue/view\\_pop.htm?Idx=3359](https://www.ekoreajournal.net/issue/view_pop.htm?Idx=3359)
- Chou, Chih-Chieh. "Critique on the notion of model minority: an alternative racism to Asian American?" *Asian Ethnicity* 9 no. 3 (2008): 219-29. DOI: 10.1080/14631360802349239
- Dator, Jim dan Yongseok Seo. "Korea as the wave of a future: The emerging Dream Society of icons and aesthetics experience." *Journal of Futures Studies* 9, no. 1 (Agustus 2004): 31-44. <http://futures.hawaii.edu/publications/korea/KoreaAWaveofFutures2004.pdf>
- Gilboa, Eytan. "Diplomacy in the media age: Three models of uses and effects." *Diplomacy & Statecraft* 12, no. 2 (2001): 55-77. DOI: 10.1080/09592290108406201.
- Jin, Dal Yong dan Hyangsoon Yi. "Transnationality of Popular Culture in the Korean Wave." *Korea Journal* 60, no. 1 (Spring 2020): 5-16.
- Kim, Bok-Rae. "Past, Present, and Future of *Hallyu*." *American International Journal of Contemporary Research* 5, no. 5 (Oktober 2015): 154-60. [http://www.aijcrnet.com/journals/Vol\\_5\\_No\\_5\\_October\\_2015/19.pdf](http://www.aijcrnet.com/journals/Vol_5_No_5_October_2015/19.pdf)
- Kim, Hwajung. "The Importance of Nation Brands." Institute for Cultural Diplomacy (November 2012): 1-13.
- Kim, Tae-young dan Dal-yong Jin. "Cultural Policy in the Korean Wave: An Analysis of Cultural Diplomacy Embedded in Presidential Speeches." *International Journal of Communication* 10 (2010): 5514-5534.
- Lee, Sue Jin. "The Korean Wave: The Seoul of Asia." *The Elon Journal of Undergraduate Research in Communications* 2, no. 1 (Spring 2011): 85-93.

<https://www.elon.edu/docs/e-web/academics/communications/research/vol2no1/09suejin.pdf>

McDonald, John W. "The Institute for Multi-Track Diplomacy." *Journal of Conflictology* 3, no. 2 (2012): 66-70. <http://dx.doi.org/10.7238/joc.v3i2.1629>

Nye, Jr., Joseph S. "Public Diplomacy and Soft Power," *The ANNALS of the American Academy of Political and Social Science* 661, no. 2 (2008): 94-109.

———. "Soft Power and American Foreign Policy" *Political Science Quarterly* 119, no. 2 (2004): 256-70.

———. "Soft Power." *Foreign Policy*, no. 80 (1990): 153-71.

Otmazgin, Nissim Kadosh. "Contesting soft power: Japanese popular culture in East and Southeast Asia." *International Relations on the Asia-Pacific* 8, no. 1 (2007): 73-101.

Peterson, Peter G. "Public Diplomacy and War on Terrorism." *Foreign Affairs* 81, no. 5 (Sep. – Okt. 2002): 74-94.

Salwen, Michael B. "Cultural Imperialism: A media effects approach." *Critical Studies in Mass Communication* 8, no. 1 (2009): 29-38.

Shim, Doobo. "Hybridity and the Rise of Korean Popular Culture in Asia." *Media Culture and Society* 28, no. 1 (2006): 25-44.

Yim, Haksoon. "Cultural Identity and Cultural Policy in South Korea." *International Journal of Cultural Policy* 8, no. 1 (2002): 37-48.

Yum, Young-ok, et.al. "The Effects on Hallyu on Korean Transnationals in the United States." *Asian Communication Research*, (2014): 1-19.

## **ARTIKEL**

Asia Scotland Institute. "The Korean Wave: from PSY to BTS: The Impact of K-pop in the South Korean Economy." <https://www.asiascot.com/news/2021/01/22/the-korean-wave-from-psy-to-bts-the-impact-of-k-pop-on-the-south-korean-economy/>

Korea Economic Institute of America. "Hallyu at High Tide: Korean Culture Takes off in the United States." <http://www.keia.org/event/hallyu-high-tide-korean-culture-takes-united-states>

Korean Legislation Research Institute. "Culture and Arts Promotion Act." [https://elaw.klri.re.kr/eng\\_service/lawView.do?hseq=40962&lang=ENG](https://elaw.klri.re.kr/eng_service/lawView.do?hseq=40962&lang=ENG)

Lipscomb, Anna. "Culinary Relations: Gastrodiplomacy in Thailand, South Korea, and Taiwan." *The Yale Review of International Studies*. <http://yris.yira.org/essays/3080>

Weldes, Jutta dan Christina Rowley. "So, How Does Popular Culture Relate to World Politics?" *E-International Relations*. <https://www.e-ir.info/pdf/55781>

## **MEDIA**

Asia Today. "Is 'Gangnam Style' The Korean Wave? 'The Intellectual Is Not a Tool'." *Huffpost*. [https://www.huffpost.com/entry/is-gangnam-style-the-kore\\_b\\_10794586](https://www.huffpost.com/entry/is-gangnam-style-the-kore_b_10794586)

Ashari, Halisah. "Diplomacy and Foreign Relations." <https://www.parlimen.gov.my/images/webuser/artikel/ro/halisah/Diplomacy%20and%20Foreign%20Relations%20by%20Halisah%20Ashari.pdf>

BangtanTV. 2020. "BTS Commencement Speech | Dear Class of 2020." 8 Juni 2020. 12:32. <https://www.youtube.com/watch?v=AU6uF5sFtWA>

Benjamin, Jeff. "K-Pop Festival *KCON:TACT* Attracts Over 4.8 Million Viewers To Guide Future Music Events." *Forbes*. <https://www.forbes.com/sites/jeffbenjamin/2020/06/29/k-pop-festival-kcontact-attracts-over-48-million-viewers-to-guide-future-music-events/?sh=3e9e1be078b4>

Bhandari, Aditi. "How the South Korean band's fanbase – known as ARMY – raised over \$1 million for the Black Lives Matter movement, mostly in just one day." *Reuters Graphics*. <https://graphics.reuters.com/GLOBAL-RACE/BTS-FANS/nmopajgmxa/>

Billboard. "Billboard Finalizes Changes to How Streams Are Weighted for Billboard Hot 100 & Billboard 200." <https://www.billboard.com/articles/news/8427967/billboard-changes-streaming-weighting-hot-100-billboard-200>

Brzesk, Patrick. "Netflix Unveils Five Korean Original Series, One Film." *The Hollywood Reporter*. <https://www.hollywoodreporter.com/movies/movie-news/netflix-unveils-five-korean-original-series-one-film-1218366/>



Bureau of Educational and Cultural Affairs U.S. Department of State. "Music & Film Diplomacy at the State Department." Media Center. <https://eca.state.gov/jazzdiplomacy>

Embassy of the Republic of Korea to Canada. "Remarks by President Park Geun-hye at the World Economic Forum Annual Meeting 2014." Embassy Activities. <https://bit.ly/3xCQY12>

ESCR. "Non-State Actors." <https://www.escr-net.org/resources/non-state-actors>

Galloway, Stephen. "How Hollywood Conquered the World (All Over Again)." Foreign Policy. <https://foreignpolicy.com/2012/02/24/how-hollywood-conquered-the-world-all-over-again/>

Han, Sang-hee. "TVXQ Wows Japanese Fans at Tokyo Dome." The Korea Times. [https://www.koreatimes.co.kr/www/news/art/2009/07/135\\_47987.html](https://www.koreatimes.co.kr/www/news/art/2009/07/135_47987.html)

Hancinema. "'Jewel in the Palace' exported to 17 countries." <https://www.hancinema.net/-jewel-in-the-palace-exported-to-17-countries-4115.html>

Hassi, Abderrahmandan Giovanna Storti. "Globalization and Culture: The Three H Scenarios." IntechOpen. <https://www.intechopen.com/books/globalization-approaches-to-diversity/globalization-and-culture-the-three-h-scenarios>

Internationale Filmfestspiele Berlin. "Beol-sae (*House of Hummingbird*)." [https://www.berlinale.de/en/archive/jahresarchive/2019/02\\_programm\\_2019/02\\_filmdatenblatt\\_2019\\_201913130.html#tab=filmStills](https://www.berlinale.de/en/archive/jahresarchive/2019/02_programm_2019/02_filmdatenblatt_2019_201913130.html#tab=filmStills)

Kim, Yeonjeong. "#KpopTwitter achieves new record of 6.7 billion Tweets globally in 2020." Insights, Twitter Blog. [https://blog.twitter.com/en\\_us/topics/insights/2021/kpoptwitter-achieves-new-record-of-6-billion-tweets-globally-in-2020](https://blog.twitter.com/en_us/topics/insights/2021/kpoptwitter-achieves-new-record-of-6-billion-tweets-globally-in-2020)

———. "#KpopTwitter rises to top with 6.1 billion global Tweets in 2019." Events, Twitter Blog. [https://blog.twitter.com/en\\_us/topics/events/2020/KpopTwitter-rises-to-the-top-with-6-1-billion-global-tweets-in-2019](https://blog.twitter.com/en_us/topics/events/2020/KpopTwitter-rises-to-the-top-with-6-1-billion-global-tweets-in-2019)

Koreanet. "Hallyu (Korean Wave)." <https://www.korea.net/AboutKorea/Culture-and-the-Arts/Hallyu>

———. "Kimchi Bus heads to Brazil for World Cup." <https://www.korea.net/NewsFocus/Society/view?articleId=119928>

- . 2020. “[Talk Talk Korea 2020] Topics & Prizes.” 2 Juni 2020. Video Promosi, 1:00. <https://www.youtube.com/watch?v=sPOevQYvRos>
- . “The Korean Economy: The Miracle on the Hangang River.” <https://www.korea.net/AboutKorea/Economy/The-Miracle-on-The-Hangang>
- . “Super Junior becomes 1<sup>st</sup> Asian act to hold solo concert in Saudi Arabia.” <https://www.korea.net/NewsFocus/Culture/view?articleId=173215>
- Maybin, Simon. “The other big Korean drama right now.” BBC. <https://www.bbc.com/news/business-44453310>
- McClintock, Pamela. “Box Office: ‘Parasite’ Heads for Huge \$50M-plus in U.S. After Historic Oscar Win.” The Hollywood Reporter. <https://www.hollywoodreporter.com/movies/movie-news/box-office-parasite-heads-huge-50m-us-oscar-win-1279671/>
- Ministry of Foreign Affairs Republic of Korea. “[KF] Interview with Public Diplomacy Ambassador Cho Hyun-dong.” [https://www.mofa.go.kr/eng/brd/m\\_22723/view.do?seq=317521&srchFr=&srchTo=&srchWord=&srchTp=&multi\\_itm\\_seq=0&bitm\\_seq\\_1=0&bitm\\_seq\\_2=0&company\\_cd=&company\\_nm=&page=31&titleNm=](https://www.mofa.go.kr/eng/brd/m_22723/view.do?seq=317521&srchFr=&srchTo=&srchWord=&srchTp=&multi_itm_seq=0&bitm_seq_1=0&bitm_seq_2=0&company_cd=&company_nm=&page=31&titleNm=)
- . “Overview.” Public Diplomacy. [https://www.mofa.go.kr/eng/wpge/m\\_5664/contents.do](https://www.mofa.go.kr/eng/wpge/m_5664/contents.do)
- Republic of Korea *Cheong Wa Dae*. “Remarks by President Moon Jae-in at Presentation of Three Strategies for Innovative Content Industry.” 17 September 2019. <https://english1.president.go.kr/BriefingSpeeches/Speeches/661>
- Segye. “[이순재와 함께 화관문화훈장 받는다…文 대통령 주재 국무회의서 의결].” <https://m.segye.com/view/20181008003312>
- Statista. “Number of Hulu's Paying Subscribers in the U.S. from 1<sup>st</sup> Quarter of 2019 to 2<sup>nd</sup> Quarter of 2021.” <https://www.statista.com/statistics/258014/number-of-hulus-paying-subscribers/>
- . “Numbers of Netflix Paying Streaming Subscribers in the U.S. and Canada from 1<sup>st</sup> Quarter 2013 to 1<sup>st</sup> Quarter 2021.” <https://www.statista.com/statistics/250937/quarterly-number-of-netflix-streaming-subscribers-in-the-us/>

- . “Popularity of South Korean pop music (K-pop) in the United States in 2019.” <https://www.statista.com/statistics/956042/south-korea-kpop-popularity-in-the-us/>
- The Chosunilbo. “Bong Joon-ho, Song Kang-ho Decorated for Cultural Merit.” [http://english.chosun.com/site/data/html\\_dir/2019/12/20/2019122001961](http://english.chosun.com/site/data/html_dir/2019/12/20/2019122001961)
- The Investor. “BTS to outpace Pyeongchang Winter Olympics’ Economy Impact.” <http://www.theinvestor.co.kr/view.php?ud=20181219000505>
- The Korea Society. 2020. “2020 Annual Gala – BTS – Van Fleet Awards.” 20 Oktober 2020. 2:48. [https://www.youtube.com/watch?v=eiZLe\\_TCcsQ](https://www.youtube.com/watch?v=eiZLe_TCcsQ)
- . “James A. Van Fleet Awards.” <https://www.koreasociety.org/special-events/van-fleet-award>
- The Korea Times. “How Saudi Arabia pulled off ‘exclusive’ BTS’ K-pop concert.” South China Morning Post. <https://www.scmp.com/news/asia/east-asia/article/3045358/how-saudi-arabia-pulled-exclusive-bts-k-pop-concert>
- . “K-pop stars' performances shine light on Korean heritage, museums.” [http://www.koreatimes.co.kr/www/news/nation/2020/11/398\\_298804.html](http://www.koreatimes.co.kr/www/news/nation/2020/11/398_298804.html)
- The Late Late Show with James Corden. 2020. “CL: HWA.” 29 Oktober 2020. Program TV, 4:18. [https://www.youtube.com/watch?v=eiZLe\\_TCcsQ](https://www.youtube.com/watch?v=eiZLe_TCcsQ)
- The New York Times. “Roll Over, Godzilla: Korea Rules.” <https://www.nytimes.com/2005/06/28/world/asia/roll-over-godzilla-korea-rules.html>
- The Tonight Show Starring Jimmy Fallon. 2020. “BTS: IDOL | The Tonight Show Starring Jimmy Fallon.” 29 September 2020. Program TV, 4:10. <https://www.youtube.com/watch?v=MXFkjMNXfpY>
- U.S. Embassy Seoul. Twitter post. 6 Januari 2021, 1 p.m. <https://twitter.com/USEmbassySeoul/status/1346699931172573184>, diakses 27 Juni 2021.
- What’s on Netflix. “List of Korean Movies & TV Series on Netflix.” <https://www.whats-on-netflix.com/library/list-of-korean-movies-tv-series-on-netflix/>
- White, Peter. “Late-Night Laughs: Inside the Ratings Battle Among Colbert, Kimmel & Fallon.” Deadline. <https://www.google.co.id/amp/s/deadline.com/2021/01/ratings-battle-between-colbert-kimmel-fallon-late-show-tonight-show-1234674794/amp>

- Yeo, Jun-suk. “Netflix attributes popularity of ‘Kingdom’ to technological innovation.” *The Korea Herald*.  
<http://www.koreaherald.com/view.php?ud=20190206000121>
- Yonhap News Agency. “Number of global ‘hallyu’ fans crosses 100 million landmarks.” <https://en.yna.co.kr/view/AEN20210115003700315>
- YouTube. “United States: Top Songs.” Music Charts & Insights.  
<https://charts.youtube.com/charts/TopSongs/us/20200821-20200827>
- YouTube. Twitter post. 5 Mei 2020, 10:01 p.m.  
<https://twitter.com/YouTube/status/1257686767999713280>
- VisitKorea. “Who is Psy and What is Gangnam Style.” KTO Overseas Office. Disunting 20 September 2012.  
[https://english.visitkorea.or.kr/enu/KOO/OO\\_EN\\_13\\_4\\_2.jsp?cid=1722565](https://english.visitkorea.or.kr/enu/KOO/OO_EN_13_4_2.jsp?cid=1722565)
- Zonova, Tatiana. “Public Diplomacy and its Actors.” Russian International Affairs Council. <https://russiancouncil.ru/>

### **DOKUMEN RESMI**

- Ayhan, Kadir Jun. “Korea’s Soft Power and Public Diplomacy under Moon Jae-in Administration: A Window of Opportunity.” Dalam *Korea’s Soft Power and Public Diplomacy*, 13-32. Seoul: Hangang Network & Ministry of Foreign Affairs, 2017.
- Bureau of Culture and Diplomacy. [제 1 차 대한민국 공공외교 기본계획]. Seoul: Ministry of Foreign Affairs, 2017.
- Korea Creative Content Agency. [*KOCCA Focus: 한류의 지속과 새로운 가치 창출을 위한 정책 패러다임의 전환*]. Seoul: KOCCA, 2020.
- Korean Foundation for International Cultural Exchange. *Hallyu White Paper 2018*. Seoul: KOFICE, 2019.

### **CONFERENCE PAPER**

- Elberse, Anita dan Lizzy Woodham. “Big Hit Entertainment and Blockbuster Band BTS: K-Pop Goes Global.” HBS No. 520-125. Boston: Harvard Business School Publishing, 2020.

Gonesh, Ashvin dan Jan Melissen. *Public Diplomacy: Improving Practice*. Clingendael Diplomacy Paper No. 5. Clingendael: Netherlands Institute of International Relations, Desember 2005. [https://www.clingendael.org/sites/default/files/pdfs/20051000\\_cdsp\\_paper\\_diplomacy\\_5\\_gonesh\\_melissen.pdf](https://www.clingendael.org/sites/default/files/pdfs/20051000_cdsp_paper_diplomacy_5_gonesh_melissen.pdf)

Melissen, Jan. *Beyond the New Public Diplomacy*. Clingendael Paper No. 3. Clingendael: Netherlands Institute of Public Diplomacy, Oktober 2011.

———. “Public Diplomacy Between Theory and Practice.” Makalah disajikan di *Madrid Conference on Public Diplomacy, Spanish Ministry of Foreign Affairs’ Diplomatic School*, 10 Oktober 2006. Madrid: Real Instituto Elcano. [https://www.clingendael.org/sites/default/files/pdfs/20061200\\_cdsp\\_paper\\_melissen.pdf](https://www.clingendael.org/sites/default/files/pdfs/20061200_cdsp_paper_melissen.pdf)

Szondi, Gyorgi. *Public Diplomacy and Nation Branding: Conceptual Similarities and Differences*, Discussion Paper in Diplomacy. Clingendael: Netherlands Institute of Public Diplomacy, Oktober 2008. <https://www.kamudiplomasisi.org/pdf/nationbranding.pdf>