

BAB IV

KESIMPULAN

Pada tahun 2008, Korea Selatan berusaha untuk memperbaiki masalah citra negara dengan memanfaatkan fenomena *Korean Wave* dan membuat kampanye Global Hansik yang bertujuan untuk mempromosikan *hansik* sampai dengan tahun 2017. Pada tahun 2009 – 2011, baik *Korean Wave* dan *hansik* belum menyebar di kalangan masyarakat Amerika Serikat. Namun pada tahun 2012, meledaknya lagu “*Gangnam Style*” membuat masyarakat Amerika Serikat semakin tertarik dengan *Korean Wave* dan permintaan terhadap makanan Korea pun meningkat. Berdasarkan pernyataan tersebut, penulis menyusun pertanyaan penelitian, **“Bagaimana upaya gastrodiplomasi yang dilakukan oleh Korea Selatan terhadap Amerika Serikat melalui *Korean Wave* pada tahun 2012-2017?”**. Upaya-upaya yang dilakukan di Amerika Serikat adalah Korea Selatan bekerja sama dengan bisnis swasta dan media dalam membentuk sebuah festival makanan yang menggabungkan aspek *Korean Wave* atau membuat sebuah stand makanan di festival K-Pop, mengangkat Psy menjadi *ambassador* dari Bibigo untuk mempromosikan *bibimbap*, dan juga memanfaatkan media untuk menyebarkan informasi mengenai makanan Korea kepada masyarakat di Amerika Serikat.

Dari ketiga upaya yang dilakukan dalam mempromosikan makanan Korea melalui *Korean Wave*, penulis melihat bahwa saat itu, acara seperti KCON paling berpengaruh dalam meningkatkan pengetahuan masyarakat terhadap makanan

Korea. KCON berhasil mengumpulkan 58.000 orang di Los Angeles selama tiga hari dan 17.000 orang di New York dalam satu hari sehingga menjadi tempat yang tepat bagi Bibigo untuk mempromosikan makanan Korea kepada para penggemar K-pop yang memiliki minat lebih kepada budaya Korea Selatan. Kemudian dua upaya lainnya lebih berfokus dalam mengangkat Psy yang sedang populer pada saat itu untuk meningkatkan nama merk dari Bibigo sekaligus mempromosikan bibimbap di kalangan masyarakat Amerika Serikat. Sedangkan acara CONAN adalah contoh dimana budaya Korea Selatan, terutama *Korean Wave* seperti K-Pop dan K-Drama mulai masuk ke dalam industri hiburan Amerika Serikat yang menyebabkan budaya lain, seperti *hansik*, mulai dikenal oleh banyak orang.

Dari penjelasan di atas, dapat disimpulkan bahwa *Korean Wave* memiliki pengaruh dalam mendorong ketertarikan masyarakat Amerika Serikat dan juga membuat makanan Korea lebih dikenal. Bahkan setelah Global Hansik tidak dilanjutkan secara resmi, *Korean Wave* menjadi semakin besar dan ketertarikan masyarakat Amerika Serikat pun meningkat, terutama melalui media. Maka dari itu, jawaban dari pertanyaan penelitian ini adalah upaya seperti acara makanan, mengangkat seorang *ambassador*, dan juga media yang menggabungkan aspek *Korean Wave* ke dalamnya berperan dalam mendorong kampanye Global Hansik di Amerika Serikat pada tahun 2012 – 2017.

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