

Peran Variety Show Running Man dalam Proses Engagement Anak Muda Indonesia terhadap Korea Selatan = The Role of Variety Show Program Running Man in Engagement of Indonesian Youth toward South Korea

Afridho Aldana, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20421502&lokasi=lokal>

Abstrak

[ABSTRAK

Penelitian ini membahas peran penonton sebuah variety show Korea Selatan, Running Man, sebagai salah satu medium diplomasi publik dalam membangun engagement publik asing dengan negara tersebut. Beranjak dari paradigma konstruktivisme dengan pendekatan kualitatif, data penelitian ini diperoleh melalui wawancara mendalam. Penelitian ini menggunakan berbagai konsep engagement dan diplomasi publik untuk memperlihatkan pola aktivitas yang dilakukan partisipan. Hasil penelitian menunjukkan variety show memiliki peran membangun engagement publik dengan negara asing melalui tampilan produk-produk kebudayaan seperti kuliner, bahasa dan tempat wisata yang ditayangkan. Engagement partisipan kepada Korea terlihat dari antusiasme terhadap produk-produk Korea Selatan, dan menganggap produk-produk Korea bermanfaat untuk diri partisipan.

<hr>

ABSTRACT

This research explain the audience of Running Man's role as one of the medium for Korea's public diplomacy to build engagement with public abroad. Used constructivism as paradigm with qualitative approach, the datas were collected by the in depth interview. Researcher apply various concepts in engagement and public diplomacy to recognize the patterns of participants activities. Researcher found that variety show program has a role in building public engagement through placement of the cultural products on the program such as culinary, language, and tourism spots. Therefore, participant engagement with Korea showed through antusiasme and thought that Korea's products are beneficial., This research explain the audience of Running Man's role as one of the medium for Korea's public diplomacy to build engagement with public abroad. Used constructivism as paradigm with qualitative approach, the datas were collected by the in depth interview. Researcher apply various concepts in engagement and public diplomacy to recognize the patterns of participants activities. Researcher found that variety show program has a role in building public engagement through placement of the cultural products on the program such as culinary, language, and tourism spots. Therefore, participant engagement with Korea showed through antusiasme and thought that Korea's products are beneficial.]