

Peran Budaya Populer Korea Selatan dalam Membentuk Citra Negara Korea Selatan = The Role of South Korea's Popular Culture in Shaping South Korea's country Image

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Abstrak

[**ABSTRAK**

Fenomena “Korean Wave” yang dibantu oleh praktek PR pemerintah merubah persepsi khalayak akan Korea sebagai negara dan tempat wisata. Dengan pendekatan kualitatif dan paradigm constructivism, studi ini memberikan gambaran peran budaya populer Korea Selatan/ hallyu (terutama drama televisi) dalam citra negara. E-ELM menunjukkan bahwa narasi dan karakter pada drama sebagai bentuk Entertainment Education dapat membentuk citra negara Korea Selatan. Hallyu juga menghasilkan star system yang memperkuat persuasi pemerintah dalam menciptakan understanding, trust, dan favorable image.

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ABSTRACT

The worldwide “Korean Wave” phenomena fuelled by PR practices by the government has changed people’s perceptions of and intention to visit South Korea. Using qualitative approach and constructivism paradigm, the purpose of this paper is to picture the role of Korean popular culture/ hallyu (especially TV drama) in the country image. Applying E-ELM, this study found that narratives and character in TV drama, as a form of Entertainment Education, affect viewer’s drama preferences and curiosity regarding South Korea. Hallyu also creates star system, which helps government’s effort of persuading worldwide viewers to gain understanding, trust, and favorable image., The worldwide “Korean Wave” phenomena fuelled by PR practices by the

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