**SOUTH KOREA'S DIGITAL DIPLOMACY IN THE ERA OF THE INDUSTRIAL REVOLUTION**

**(CASE STUDY: SOUTH KOREA INFLUENCED INDONESIA)**

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**Abstract**

Industry 4.0 is about the fourth industrial revolution. The industrial revolution has changed the way humans work into automation / digitalization through innovations. Its existence offers a lot of potential and can produce an opportunity in the development of the industrial sector. Human resources needed by the industry today are those who have competence in the use of digital technology. Hallyu successfully brought an improvement to the economy and image of Korea in the international eyes. Starting from the many media that aired dramas. In the drama series the soundtrack is usually song by Korean singers who are not infrequently also members of one of the idol groups there. The development of Indonesian K-pop music is also like a domino effect. in Indonesia itself appeared several Boyband and Girlband in the style of South Korea which had raised its own pro and contra in Indonesia. Musicians in Indonesia spoke up about the problem. The existence of Boyband-Girlband in Indonesia is considered to beat the band which is the hallmark of music in Indonesia. The development of South Korean culture and the existence of digital diplomacy they can easily promote their products via the internet such as YouTube, Instagram, Facebook, Twitter etc. In this case, Researchers used a qualitative descriptive method by describing the results of research that has been done by researchers. The study was conducted by reviewing documentation, books, and data related to the research theme.

**Keywords:** *Industry 4.0, hallyu, Indonesia, Korea.*

1. **Introduction**

In the era of globalization and modernization which is characterized by developments in technology and information that seem to refract the distance and boundaries between countries, provide many changes and the emergence of new phenomena as well as, changes and developments in various aspects of life. These forms of change and development are forms of adaptation of the state to the international world which are also increasingly developing, developments and relations in the field of diplomacy between countries that are no longer traditional.

In the field of development, diplomacy is not only limited to traditional diplomacy which only concerns politics and the military, but develops with the advent of modern diplomacy which diversifies the field of diplomacy to become wider, ranging from social, cultural, economic, Human Rights (HAM), Health . This of course also leads to the diversity of means rather than diplomacy that can be used, one of which is the use of cultural instruments which are the means of diplomacy.

The definition of digital diplomacy, also known as eDiplomacy, as given by Fergus Hanson, 2012, is "the use of the Internet and new information communication technologies to help achieve diplomatic objectives", the use of the internet and information and communication technology in order to achieve diplomatic objectives. Indonesia itself in diplomacy in the region has never been free from the 'attack' of digital diplomacy, especially from neighboring countries.

Furthermore, The UK Foreign and Commonwealth Office defines digital diplomacy as, "solving foreign policy problems using the internet", overcoming foreign policy problems by utilizing the internet. While the US Foreign Ministry gave a more bombastic interpretation, that digital diplomacy as "the term 21st Century Statecraft". Likewise, The Canadian Department of Foreign Affairs, Trade and Development interpreted it as "calls it Open Policy".

The use of culture as a means of diplomacy is used by many countries as givers of identity in the context of achieving their national interests, which is the goal of implementing their foreign policy. Cultural instruments used by the state can vary depending on the cultural values ​​held by the state and the government policies of the country.

Global influence in the spread of culture is increasingly seen by the existence of various supporting factors such as social media and mass media. Migration from one place to another is no longer needed to bring a culture to move, only by using the internet culture from other countries can be absorbed by users, the emergence of electronic space in life widely causes the loss of the process of "social learning" that allows empathy to be done in relationships between humans (Abdullah, 2010: 39).

Media is an influential channel in the distribution of local culture which directly influences lifestyles, advertising tends to form new markets and educate young people to become consumers (Abdullah, 2010: 50). South Korea in recent years has succeeded in spreading its popular culture products internationally. Korean culture is developing very rapidly and is widespread and accepted by the public to produce the Korean Wafe fever phenomenon. According to the big Indonesian dictionary, phenomena are things that can be explained and evaluated scientifically such as natural phenomena or people whose events are of particular interest or extraordinary nature. And, Korean Wafe is a term given to the spread or wave of Korean globally in various countries in the world including Indonesia, so from the above understanding, Korean Wafe is also categorized as a phenomenon.

K-pop stands for Korean pop (Korean Pop Music) is a popular type of music originating from South Korea. The tendency for K-Pop is an inseparable part of Korean Fever (Korean Wafe) in various countries. Korean pop music first appeared in the 1930s due to the inclusion of Japanese pop music which also influenced the early elements of pop music in Korea. The Japanese occupation of Korea also made the Korean music genre not be as South Korean as cuisine, make-up, accessories, music and Korean films. It also makes Korean language and Korean culture become famous in various countries in the world. The globalization of the popular culture of hallyu has succeeded in influencing people's lives, especially among teenagers and students. In the 21st century it can be said that Korea can rival Hollywood and Bollywood in order to expand its cultural wing to the international world. A variety of Korean products ranging from films, dramas, songs, fashion, make-up that adorn people's lives. This is what triggers the emergence of popular culture or pop culture. Pop culture is a culture formed by the community that is unconsciously widely accepted by the community. Communities open new cultures from the cultures they absorb through information they get from the presence of the media.

Korean popular culture, has become a new culture that is currently in demand by Indonesian people. Starting in the early 2000s the presence of Korean drama series adorned the screen and anesthetized the public. Although its arrival was preceded by G-Pop (Japanese pop culture), Korean popular culture has had its own time. Not only teenagers, some parents also confessed their fondness for the Malay drama series from Korea. The ease with which Korean popular culture enters Indonesian society is the boredom of western pop culture. The presence of Korean popular culture is an alternative for cultural connoisseurs, whose culture is certainly not too far from Indonesian culture. Indonesia has long been colonized by the popular culture of ember, until finally finding Korean popular culture as a replacement.

In Indonesia, there are already many who have been affected by this Korean wafe, as many seen in shopping centers can easily be found to influence Korean wafe. Not a few more teenagers who adopt Korean fashion for their daily lives. Everything that smells of Korea into the spotlight for a group of teenagers who have the same desire as Korean Wafe and Korean culture changes the paradigm of society. The way to dress kora people is also very inspiring, for example rsmi they wear a suit that is combined with a T-shirt. And for everyday clothes they use clothes according to the season. Korea is also very aggressively promoting their products through the advertising industry, promoting their products is aimed at making imitation influences in Indonesia quickly internalized in their daily lifestyles. The influence of advertising from social media is very effective in spreading their culture in other countries such as Indonesia, this is evident from several products that have been spread on the Indonesian market. For example, if you visit online shopping there are many Korean products such as beauty products, clothing, accessories and many other products that smell like Korean wafe. Even Korean food products have become a culinary choice trend for the Indonesian people, so it's no wonder that many Indonesian restaurants are already present.

Indonesia is one of the countries affected by Korean fever which can be seen on television screens of magazines and also the internet in Indonesia which are now competing to broadcast or inform about Korean news. On television we have seen many entertainment shows every day that are related to Korea, such as film, music, and infotaiment. From this it is undeniable that television has become the main means for the Indonesian people to get information about everything that smells of Korea, even not only from television we can get information about korea, masoh many more media that can broadcast information about korea for example from youtube, twitter , Instagram etc.

Basically, the globalization of Korean culture cannot be separated from the role of the media. The media brings Korean cultural values ​​abroad and is one of the main supporters of the success of the hallyu movement or the globalization of Korean culture in the international world. The first media to play a role in spreading Korean cultural values ​​is television, which shows Korean dramas. The success of television mediated the entry of Korean culture into Indonesia, and it undeniably had a domino effect on music and film. The media that delivers Korean cultural products to Indonesian audiences is of course the internet. The internet can even be called the most influential media in the globalization of Korean culture because not many Korean films and music have gained a place in the international mainstream media, this also applies in Indonesia.

Basically Korean wafe is a translation of the term 'hallyu' in kora which means 'han current'. "Han" itself refers to Hankuk or Korea. While "flow" means flow. This term that coined the mass media from China, where all the Hallyu originated. Precisely at that time in 1997 there was a Korean drama that first aired on CCTV China. From here many Chinese people like it and finally more and more Korean cultural products (drama) are airing in China. Also at the same time there is a Korean boy band who is also famous in China. So the famous combination of Korean drama and music in China makes the Chinese mass media come up with this term. From there came the term hallyu besides that, Taiwan, Vietnam, Japan and other countries were affected and began to like Hallyu.

In terms of meaning, the Korean wave or hallyu is the phenomenon of the flow of South Korean popular culture into the international world. Hallyu is a phenomenon of the flow of Korean popular culture in the form of drama, film, and music (k-pop) which was started from allied countries (China, Taiwan, Japan) and Vietnam which eventually spread to other Southeast Asian countries until the first half of the year 2000s. Which then hallyu spread to countries of South America, the Middle East and parts of Africa until the second half of the 2000s. Until finally reaching the whole world, including insight into Europe and the United States in the last years of the first decade of the 21st century (the late 200s). Hallyu as the flow of Korean popular culture is a phenomenon that is currently continuing and just like Japanese popular culture which preceded its activities in Asia and the world since the 1990s, Hallyu cannot be predicted until when it takes place even now Hallyu is expanding into popular culture, but also fashion, cuisine and other creative industries can also be called hallyu.



Republic of Korea's cultural exports experienced an increase in total income from the figure of 500 million dollars in 2002 to 1 billion dollars in 2005. One of these total revenues came from export of box office films abroad which contributed 31 million dollars in 2002, to 75 million dollars in 2004. Likewise with the tourism sector of the Republic of Korea in 2005, there were 50 million foreign tourists visiting the scene of the Korean drama (Bharadwaj Ramesh: 2005).

**B. Research Methods**

The author analyzes this paper using qualitative research methods in the form of case study writing techniques applying hallyu diplomacy in its development of Indonesia. Qualitative descriptive research method is a type of research that aims to describe in detail about the phenomena that occur and describe symptoms or variables that are explained systematically, factual and actual handling facts, nature and relationships between observed phenomena. Where the development of hallyu diplomacy towards Indonesia was very significant, so the authors took the ideas of digital diplomacy in economic cooperation between South Korea and Indonesia.

1. **Results and Discussion**

As for the impact of the development of digital diplomacy in economic cooperation between South Korea and Indonesia, one of the supporting factors is the development of newspaper waves. The influence of Globalization began to enter Indonesia. Foreign cultures began to influence and compete with local cultures and even began to shift the native culture in Indonesia. One of the foreign cultures that is currently being famous and entering Indonesia is the culture from South Korea or commonly called the Hallyu or Korean wave. KPop has arguably dominated the entertainment industry market in Asia, so almost everyone around the world knows about it. Kpop fans are in every circle, especially among teenagers and women. Like in Indonesia, we can find a lot of teenagers who are fond of K-pop, especially among students. We can even see for ourselves now Indonesian teenagers tend to prefer K-pop music rather than local music in this country. Hallyu or Korean wave itself is a term of culture or pop culture originating from the Republic of South Korea. In this Korean wave, people are introduced to South Korean culture through music, films, drama, food, fashion, and also its trends. Of all that, the best known to many people is the music that is commonly referred to as Kpop or Korean pop.

The culture of South Korea to Indonesia makes teenagers crazy and fanatical. It has become its own right to like and idolize anyone, but in this case it is also not uncommon to find adolescents who like their idols fanatically or excessively so that they can have various positive and negative impacts. And that impact does not only affect adolescence alone, but Indonesia also gets its impact too. Starting from the positive impact. The first for Indonesia, after the entry of Kpop culture in Indonesia, it is not uncommon for several well-known groups from South Korea to hold concerts, fanmeets, and fansigns in Indonesia. Indirectly, this can be used as an event to promote Indonesia as a destination to attract foreign tourists from South Korea to visit Indonesia, sometimes even idols from South Korea often travel to Indonesia, especially in Bali and Jakarta. In this way it can also strengthen diplomatic cooperation between Indonesia and South Korea. While the impact on adolescents in Indonesia. With the introduction of Kpop, it can make teenagers start to feel there is interest and interest in learning all of South Korean cultures, starting from the language, culture, and trends. So in this case can increase the knowledge they have about other countries besides Indonesia. In addition, sometimes these teens also take advantage of their passion for Kpop to do business selling Korean goods, as we can see today there are many online shops selling Korean goods.

In addition to the positive impacts there are also negative impacts, it can even be said that the negative impacts are more than the positive ones. The most visible impact of the entry of K-pop music into Indonesia is the reduced interest in original Indonesian music such as dangdut, because most people enjoy music from the land of Gingseng. The influence of Kpop's cultural presence can also make a mixture of domestic culture and local culture slowly ignored. Impact on teenagers. With the familiar Korean culture, adolescents often follow the language style of Korean people, often even using Korean in their daily conversation and that's all they learn from their frequency of hearing and watching Korean dramas. But this can be a negative impact, because after all they should prefer their own language than the language of other countries. This is also what makes them sometimes forget about their identity as Indonesian people. The development of K-pop in Indonesia has also greatly influenced those who imitate Korean idol styles such as the way they dress.

These teens tend to follow the styles and appearance of South Koreans, this is usually done for teenage girls. However, this is not appropriate to be used in Indonesia, because the culture of Indonesian dressing is arguably very polite and well-mannered, unlike the way to dress Korean people who are considered sexy and too open. Indonesian teenagers who are fond of Kpop are on average still in their teens or still students. So when viewed in terms of age they should not be appropriate to watch K-pop music videos that sometimes contain adult elements, because usually the content in K-pop music videos tends to contain groups who dress in sexy and fulgar dance moves. So it is not suitable for those who are not old enough. Besides, these teenagers are too fanatical about Korean boy bands or girl groups so they forget their obligations, for example a student who is willing to skip school just to see Korean artists who come to visit Indonesia. Not only that, KPop can also damage and disrupt the concentration of learning.

The development of digital technology can be a means to maximize economic cooperation between countries and spread the message of peace. Development in establishing international relations, diplomacy will play an important role in fostering and establishing active communication between countries. In particular, diplomacy is an important part of state instruments, because the state can be more involved in international relations and achieve the various interests that have been declared. In its development, diplomacy is no longer only in the political field, but has increasingly varied its field of activity, in line with the main objectives of the country (Snow & Brown, 2000: 86). Then, the communication process in diplomacy has also developed and has various types and approaches that differ from one another, with different outputs. The concepts to be discussed are diplomatic concepts and national branding concepts.

• The concept of diplomacy

Diplomacy is the art and negotiation activities carried out by someone called a diplomat, usually representing a particular country or organization. The word diplomacy is usually directly related to international diplomacy which usually handles various interests of a country, such as culture, economy, and trade (Berridge, 2010: 15). The term diplomacy is often identified as a way to obtain certain benefits with subtle communication behavior. Diplomacy has another additional understanding, namely communication skills to deal with others in difficult situations, without using violence, confrontation, or acting destructively (Rana, 2011). one form of diplomacy that is developing now is public diplomacy. Public diplomacy, according to Snow & Taylor (2008: 43) is a form of diplomacy that is closely related to the use of soft power.

• National concept of branding

Nation branding is a very interesting and new study, related to how big the impact of a product that is traded between countries in a certain decade for the image of a country. Nation can be interpreted as a large group that has similarities in race and language (Ries& Trout, 1982) in addition, the state (country) can be interpreted as a land from the land occupied by a nation. Branding and image are as important as what they actually produce and sell for the international world. Republic of South Korea is the 11th country as the country with the most successful National Branding. With the large number of brands or icons released by the Republic of South Korea to the international world, the country's revenue has also increased.

Here it can be seen that the Korean wave for South Korea itself, is a distinct feature possessed by South Korea. Public diplomacy which is a soft power carried out by South Korea through the promotion of the Korean wave or Korean Wave to introduce his country to the world and increase his strength in the international arena has been successful. Judging from the various improvements that have occurred in the country both in the economy and tourism thanks to the Korean Wave. As a developed country, this further proves how South Korea exists in various circles in the international community, as well as showing the international community and countries in the world that the public diplomacy used by South Korea to achieve its national interests has been successful.

Joseph S. Nye, Jr. in his book entitled Soft Power: The Means to Success in World Politics, divides the concept of power into hard power and soft power and explains the argument why soft power is an essential element in foreign policy. In Nye's definition, soft power is: “Its ability to attract others by the legitimacy of the State's policies and the values that underlie them” [8].

For Nye, a country should promote attractiveness and persuasion, as quoted by Nye in his journal "Public Diplomacy and Soft Power," which co-opts people rather than coerces them." In other words, soft power is the ability to get others to do what we want without conducting violence or payment, but through the attraction [8]. According to Nye, the source for the creation of a country's soft power can be obtained through:

“The resources that produce soft power for a country include its culture (where it is attractive to others), its values (where they are attractive and not undercut by inconsistent practices) and its policies (where they are seen as inclusive and legitimate in the eyes of others)” (Parmar & Cox (eds.), 2010).

The significance of the use of soft power can be seen in the ability of a country's soft power to shape the preferences of others. In soft power, the other party does what we want

because of their desire. The ability to arrange these preferences can be associated with intangible assets, such as beautiful nature, culture, political and institutional values, legal policies, and moral authority. This makes the soft power of a country lies in its cultural resources, values, and policies. The antonym of soft power as a concept or as a strategy is a hard power, which includes various steps or actions taken to force or to threaten other countries (Parmar & Cox (eds.), 2010).

Evidenced by the increase in foreign tourists to South Korea increased from 647,000 people to 968,000 people in 2004 due to the many places of tourism used as background shooting in films or dramas in South Korea.

 *The Korean Wafe is phenomenon sweeping through Southeast Asia, China, and Japan. Intensified by the sudden surge in Korea’s national image brought on by the 2002 FIFA World Cup, the Korean Wafe started with the raising popularity of Korean pop stars overseas. Most recently it extended to boom in Korea – made TV dramas and movie and others” (Dynamic Korea National Tourism Organization, 2000:17)*

In Indonesia, the Korean Wave phenomenon through K-POP can easily be found among adolescents where nearly hundreds of teenagers in each city gather to form a community in which is their place to exchange information about South Korean culture such as k-pop dance cover, until they hold events or festivals that smell like k-pop. Even the k-pop stars began to come to Indonesia a lot to hold concerts, showcases, or meet and greet as conducted by Blackpink, BTS, Shinee, and Twice. Online, television, radio and print media also began routinely to publish various reviews about the stars of the ginseng country.

So we can see that the Korean wave for South Korea itself, is a distinct characteristic possessed by South Korea. Public diplomacy which is a soft power carried out by South Korea through the promotion of the Korean wave or Korean Wave to introduce his country to the world and increase his strength in the international arena has been successful.

The spread of culture both native and pop culture in South Korea cannot be separated from the role of the government in it. In general, South Korea's cultural diplomacy is organized by three ministries, namely the Ministry of Foreign Affairs and Trade (MOFAT), the Ministry of Culture, Sports and Tourism (MCST), and the Ministry of Education, Science and Technology (MEST). From this it can be seen that the South Korean Government does not burden diplomacy tasks to the Ministry of Foreign Affairs and diplomats alone, but also involves all sectors of government (David 2013: 33). As mentioned earlier about the nature of South Korea that dislikes the dominance of foreign cultures, in the era of Park Chung-Hee (1963-1979), the government strictly controlled the development of the production and distribution of the country's cultural products. The South Korean government realizes that as one of the countries in East Asia, they are in two major powers, namely China and the Japanese colonial government, especially in 1945.

Guest speaker Reza Lukmanda, who is a researcher at the UGM Study Center (Puskor), said that the final estuary of the Hallyu expansion into Indonesia was more economic. He further argued, that the political impact brought by Hallyu was the impact of imaging where Hallyu gave birth to a sense of interest, admiration, and produced a good image of Indonesia so as to facilitate the birth of cooperation. Lukmanda gave an example of a Taiwan Hallyudi study case:

"Hallyu does not seem to have an effect on politics, because indeed the mouth is the Korean economy. However, the imaging effect created by Hallyu could affect Korean political relations. for example, Taiwan, the two countries were previously in conflict because of the transition of Taiwan's diplomatic relations to China in 92, but now the tension is decreasing because of the popularity of Taiwan's Hallyudi. "

In the case of Hallyu in Indonesia, relations between the two countries are indeed quite good, so that more opportunities to develop cooperation between the two. The interest of the Indonesian people towards Hallyu explained by Nye is characteristic of soft power. Nye mentioned that soft power, in this case Hallyu, can be used to achieve the desired things based on attraction (Nye, 2004: 5). In forming the interest itself, a nation needs to be supported by the image or reputation of the country. So it becomes important for the South Korean side to continue to respond to Indonesia's interest in Hallyu. The entry of Hallyus as an instrument of Korean cultural diplomacy South to the Indonesian people is a basic step to build their good image while also being able to strengthen their bilateral relations with Indonesia so that in the future there will be many opportunities for easier cooperation.

The mouth of the Hallyu collaboration is focused primarily on economic interests. This is reinforced by the statement of Mr. Kim Do Hyung, the first secretary of the Republic of Korea Embassy in Indonesia, revealed that: "The other main national interest that South Korea wants to achieve in Indonesia is in the economic field. South Korea wants to promote substantial intermediate cooperation and long-term economic development plans in Indonesia. South Korea is trying to expand its role in the international community by modernizing the economy and culture to provide experience and expertise with developing countries, including Indonesia (Interview with the first secretary of the Republic of Korea Embassy, ​​in Wahyudiya's thesis). "

From Mr. Do Hyung's explanation, it can be concluded that the focus of South Korea is the achievement of closer economic cooperation with Indonesia. One example of the achievement of cultural diplomacy in South Korea using Hallyud in the economic field is the inauguration of Lotte Duty Free, or a tax-free outlet from South Korea in Jakarta, precisely at Soekarno-Hatta Airport (Al Aziz, 2013: 76).

1. **Conclusion**

From the discussion above it can be concluded that the media is an important factor in the development of digital diplomacy in the current era of globalization. The development of digital diplomacy as a tool for economic cooperation. With digital diplomacy makes it easier for us to know more about the Korean culture of wafes using only the media easily. We must be able to ensure that digital technology is used to change the economy for the better and to empower people. With the media we also find out information from other countries very quickly, for example information about this hallyu, we only have to see first hand what is happening in kore through television or internet media without having to come to Korea directly. Also people open up new cultures from the cultures they absorb through information they get from the presence of the media.

The development of digital technology can be a means to maximize economic cooperation between countries and spread the message of peace. And also the role of K-Drama in the spread of Korean Wavedi Indonesia, as explained above, has a significant role. Korean wafe also becomes South Korea's soft power through its popular culture which is exported to various countries in the form of k-drama, k-pop, k-style, culinary and technology.

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