

## Korean Wave as a Tool of Public Diplomacy: The Impact of South Korean Cultural Globalization in Indonesia from 2018 to 2023

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**Abstract:** *The Korean wave refers to the global popularity of South Korean culture. It is a powerful public diplomacy tool to improve a country's image and influence abroad. The Korean wave has been instrumental in shaping South Korea's international reputation. The rise of K-pop and Korean dramas has boosted the country's economy. In addition, the experience of living abroad can be transformative because it encourages students to step out of their comfort zone and learn to adapt to new environments. This personal growth and self-discovery contribute to their overall development and equip them with valuable skills that are highly sought after in today's globalized world. Studying the Korean Wave as a cultural phenomenon is important in today's globalized world. From K-pop music and K-dramas to fashion and beauty trends, the Korean Wave has attracted the attention and admiration of people from different countries and backgrounds. By understanding the Korean Wave, students gain insight into the power of popular culture in shaping global trends and influencing societal norms. In addition, studying the Korean Wave can give students a unique perspective on cultural globalization and the connectedness of various Societies.*

**Keywords:** *korean wave, public diplomacy, south korean cultural globalization*

**Abstrak:** Gelombang Korea mengacu pada popularitas global budaya Korea Selatan. Ini adalah alat diplomasi publik yang ampuh untuk meningkatkan citra dan pengaruh suatu negara di luar negeri. Gelombang Korea telah berperan penting dalam membentuk reputasi internasional Korea Selatan. Maraknya K-pop dan drama Korea telah mendorong perekonomian negara. Selain itu, pengalaman tinggal di luar negeri dapat bersifat transformatif karena mendorong siswa untuk keluar dari zona nyaman dan belajar beradaptasi dengan lingkungan baru. Pertumbuhan pribadi dan penemuan diri ini berkontribusi pada perkembangan mereka secara keseluruhan dan membekali mereka dengan keterampilan berharga yang sangat dicari di dunia global saat ini. Mempelajari Gelombang Korea sebagai sebuah fenomena budaya adalah hal yang penting dalam dunia global saat ini. Dari musik K-pop dan K-drama hingga tren fesyen dan kecantikan, Korean Wave telah menarik perhatian dan kekaguman orang-orang dari berbagai negara dan latar belakang. Dengan memahami Gelombang Korea, siswa mendapatkan wawasan tentang kekuatan budaya populer dalam membentuk tren global dan mempengaruhi norma-norma masyarakat. Selain itu, mempelajari Gelombang Korea dapat memberikan siswa perspektif unik mengenai globalisasi budaya dan keterhubungan berbagai Masyarakat.

**Kata kunci:** gelombang korea, diplomasi publik, globalisasi budaya korea selatan

### INTRODUCTION

The Korean wave, also known as Hallyu, refers to the global popularity of South Korean culture, including music, television dramas, movies, fashion, and beauty products. It is a powerful tool of public diplomacy, which refers to using culture and soft power to enhance a country's image and influence abroad. The Korean wave has been instrumental in shaping South Korea's international reputation and helping foster a positive perception of the country and its people worldwide (Jamaan & Sari, 2014; Kumalaningrum, 2021; Simbar, 2016).

The Korean wave increased South Korea's visibility and boosted its economy. The popularity of K-pop groups such as BTS and Blackpink has led to a surge in tourism, with fans from all over the world traveling to South Korea to experience its culture firsthand. In addition, the success of Korean dramas and movies has opened up new markets for South Korean entertainment

companies, thereby increasing exports and revenues. The Korean Wave significantly impacted South Korea's soft power and helped establish the country as a global cultural power (Kala, 2022; Ri'aeni, 2019).

In addition, the Korean Wave also played an important role in promoting the Korean language and education. With the increasing interest in K-pop and Korean dramas, more and more people worldwide are eager to learn Korean. This increased the number of Korean language schools and programs offered worldwide, thus boosting South Korea's education sector. In addition, the popularity of Korean entertainment also attracts international students to continue their studies in South Korea, contributing to the country's economy and encouraging cultural exchange. Thus, the impact of the Korean Wave transcended the entertainment industry, thus making it an influential force in various aspects of South Korean society (Safaat et al., 2022; Typhoon & Ernungtyas, 2020).

In Indonesia, the impact of globalization on South Korean popular culture is enormous. The rise of K-pop and Korean dramas has sparked tremendous interest in Korean language and culture among the younger generation of Indonesians. This has increased the number of Korean language schools and programs offered nationwide to meet the growing demand. In addition, the popularity of Korean entertainment also influences the choice of study destinations for Indonesian students, so many Indonesian students choose to continue their education in South Korea. This influx of international students contributes to the country's economy and encourages cultural exchanges between Indonesia and South Korea, enhancing mutual understanding and friendship between the two countries. When Indonesian students are immersed in the Korean education system, they can learn the language and experience firsthand the richness of South Korea's cultural heritage. Similarly, Korean students studying in Indonesia can share their customs and traditions, thus creating a cultural exchange platform beyond the classroom. This intercultural interaction not only enhances the educational experience for Indonesian and Korean students but also strengthens the bond between the two countries, thus paving the way for future collaboration and partnership (Aufa et al., 2022; Goddess, 2022; Ri'aeni, 2019; Simbar, 2016).

Students from both countries develop a deeper understanding and appreciation of diversity by exposing themselves to different perspectives and ways of life. These cultural exchanges foster mutual respect and tolerance, dispel stereotypes, and encourage a more inclusive society. In addition, the friendship established between Indonesian and Korean students during their study abroad can last a lifetime, become a bridge between the two countries, and encourage cross-cultural communication in the future (Dewi, 2019; Vidyarini, 2018). Overall, the impact of this

intercultural interaction is not unique to the classroom and has the potential to shape a positive relationship between Indonesia and South Korea in the coming years.

By studying abroad, Indonesian and Korean students gain academic knowledge and a deeper understanding of each other's cultures, traditions, and values (Leonardo, 2019). This cultural immersion allows them to see things differently and open their minds to new ideas. In addition, the experience of living in a foreign country can be transformative because it encourages students to get out of their comfort zone and learn to adapt to a new environment (Onosu, 2020). This personal growth and self-discovery contribute to their overall development and equip them with valuable skills that are highly sought after in today's globalized world.

Studying the Korean Wave as a cultural phenomenon is important in today's globalized world. The Korean wave, also known as Hallyu, refers to the rising popularity of South Korean entertainment and culture worldwide. From K-pop music and K-dramas to fashion and beauty trends, the Korean Wave has attracted the attention and admiration of people from different countries and backgrounds. By understanding the Korean Wave, students gain insight into the power of popular culture in shaping global trends and influencing societal norms. They also developed a deeper appreciation of the cultural significance and impact of South Korea's entertainment industry. In addition, studying the Korean Wave can give students a unique perspective on cultural globalization and the connectedness of various societies. This prompted them to critically analyze the factors behind South Korea's entertainment success and how it managed to transcend geographical and cultural boundaries. Overall, exploring the Korean Wave broadens students' knowledge and fosters greater diversity and cultural appreciation in today's interconnected world (Jannah et al., 2023).

Studying the Korean Wave also opens up opportunities for students to explore the social and economic implications of the entertainment industry. They can examine how the popularity of South Korean dramas and K-pop music has led to increased tourism and exports, thus contributing to the country's economy. In addition, students can study the impact of the Korean Wave on perceptions of Asian culture in the global media landscape, challenge stereotypes, and encourage more diverse understandings. Ultimately, immersing themselves in the Korean Wave allows students to appreciate the power of pop culture in shaping society and influencing global trends (Putri et al., 2019; Kurniasih, 2023).

In addition, the entertainment industry also has a significant impact on social dynamics in South Korea. The emergence of K-pop idols and actors as cultural icons has created a sense of national pride and unity among the Korean population. It has also sparked a wave of creativity and talent

development as more and more individuals seek to be part of the industry. This provides opportunities for personal growth and success and increases the sense of community and shared aspirations among aspiring artists. Overall, the entertainment industry's influence is not just entertainment but also spreads to various aspects of society and contributes to the development of society as a whole (Almira, 2023).

## **RESEARCH METHODOLOGY**

The literature review research method systematically analyzes literature relevant to the research topic or problem under investigation (Sari & Asmendri, 2018). The approach delves into a wide range of textual materials, including books, journals, essays, reports, and more. Research using a literature review entails the following steps: 1) In order to effectively manage educational facilities and infrastructure, it is necessary to formulate research questions that are explicit, precise, and focused. The process of identifying and choosing relevant material will be guided by these study questions; 2) Use research question-related keywords to look for relevant literature. Library resources, electronic databases, search engines, and reputable websites are all viable options for doing literature reviews. To get relevant, current, and high-quality material, a thorough literature search has to be conducted; Third, choose the works to include and exclude based on established criteria. publishing year, language, publishing kind, quality, and topical relevance are some examples of possible inclusion and exclusion criteria. The literature review will only include works that fulfill the inclusion criteria and will not include works that fail to satisfy the exclusion criteria. 4) Apply analytical and critical thinking skills to literature reviews. The goals, methods, outcomes, findings, and implications are all part of a literature review. The purpose of a literature review is to find the good, the bad, the missing, and the contradictory parts of the literature; five) Draw conclusions from the literature by combining descriptive, comparative, or integrative evidence. The goal of literature synthesis is to provide a thorough, well-organized, and logical presentation of the findings from library evaluations. Combining works of literature that have common themes, subthemes, or points of view is one method of literary synthesis. Additionally, research questions should be addressed in the literature synthesis, and Create a report outlining your findings from a literature review in an approach and manner consistent with accepted scientific practices.

## **DISCUSSION**

### **The historical context of the Korean Wave and its origins in the late 1990s**

The Korean wave, also known as Hallyu, first emerged in the late 1990s and quickly gained momentum, spreading its influence throughout Asia and eventually reaching a global audience. This cultural phenomenon can be traced back to South Korea's efforts to export its entertainment industry, initially driven by the government's desire to boost its economy and soft power. In the late 1990s, South Korea faced a financial crisis and saw the potential of the entertainment industry as a means of economic recovery. Therefore, the government implements various policies and initiatives to support the development and growth of the entertainment industry. One of its main strategies was the creation of the Korean Wave, also known as Hallyu, which aimed to promote Korean music, television dramas, and movies internationally. This produces high-quality content that viewers worldwide love, attracting a dedicated fan base. In addition, technological advancements, such as the internet and social media, played an important role in the global spread of Korean entertainment, allowing fans to easily access and share content, thereby further increasing the popularity of the Korean Wave (Safaat et al., 2022; Simbar, 2016).

As a result, Korean entertainment began to gain recognition and popularity outside of Asia, with fans worldwide loving Korean music, fashion, and culture. This global success not only boosted the revenue of Korea's entertainment industry but also attracted foreign investment and collaboration, leading to international partnerships and co-production. The Korean Wave not only contributed to the growth of the entertainment industry but also helped boost South Korea's economy and its reputation as a cultural hub on the global stage (Jin, 2016).

In addition, the Korean Wave has significantly impacted tourism in South Korea. The influx of international fans traveling to the country to experience Korean culture firsthand has boosted the tourism industry—this increased income from accommodation, transportation, and attractions, further strengthening the country's economy. In addition, the Korean Wave has created opportunities for Korean artists and performers to enter the global market, opening doors for collaborations with international artists and expanding their fan base worldwide. The Korean Wave changed the entertainment industry and contributed to the country's economic growth and global position (Aikal, 2022; Nautical, 2023).

### **Factors Contributing to the Global Popularity of South Korean Popular Culture**

Contributing factors to the global popularity of South Korean popular culture include the rise of social media and streaming platforms, which make it easier for Korean content to reach a global audience. The unique blend of engaging music, captivating storyline, and stunning visual

cinematography also play an important role in attracting fans worldwide. In addition, the Korean government's support and investment in promoting their cultural exports has helped create a strong brand image for South Korea, making it a desirable destination for tourists and investors (Al Istiqomah, 2021; Jamaan & Sari, 2014; Simbar, 2016).

Moreover, the success of Korean popular culture can be attributed to the dedicated and passionate fan base known as "K-pop stars." These fans are known for actively promoting Korean music, dramas, and entertainment in various online communities. Their relentless support and enthusiasm have helped generate attention and create a global community towards South Korean popular culture. In addition, the growing number of diverse and relevant character representations in Korean dramas and films has captured the attention of audiences worldwide, fostering a sense of inclusivity and connectedness. This, in turn, further enhances the global appeal and success of South Korean popular culture (Trzecińska, 2020).

The influence of K-pop fans is more than just music and entertainment. They also play an important role in social activism, using their platform to raise awareness about important issues and support various causes. Their concerted efforts in fundraising and mobilizing fans have made a real impact, demonstrating the power of fandom in creating positive change. As a result, K-pop fans have become a community of fans and play an active role in shaping and influencing the cultural landscape. Their dedication and passion continue to push South Korean popular culture to new heights (Sri Yenti et al., 2022).

Their influence is evident in K-pop music's rising popularity globally and South Korean fashion and beauty trends. K-pop fans have helped break down cultural barriers and foster a sense of unity among fans worldwide. In addition, their activism has driven important conversations about mental health, LGBTQ+ rights, and racial equality, leading to positive changes in the entertainment industry. With their unwavering support, K-pop fans continue to redefine what it means to be a fan and inspire others to use their voices for social good (Sakinah et al., 2022).

### **Overview of the Media Landscape and Cultural Influence in Indonesia**

In Indonesia's media landscape, the influence of K-pop and South Korean culture is undeniable. K-pop's global popularity has transcended borders and infiltrated various aspects of Indonesian society, from music and fashion to beauty and entertainment. Indonesia's younger generation has come to love dynamic and catchy K-pop songs, which led to the emergence of local K-pop cover groups and dance competitions. South Korean fashion and beauty trends are also making a significant impact, with Indonesian influencers and celebrities incorporating Korean style into their looks. Overall, the resurgence of K-pop and South Korean cultural influences in Indonesia

has created a dynamic and exciting media landscape that continues to shape and develop the country's popular culture (Mahardika et al., 2022).

In addition to music and fashion, South Korean entertainment has a large following among young Indonesians. K-dramas, or Korean dramas, have gained immense popularity, captivating audiences with their unique stories and interesting characters. These dramas are not only entertaining but also influence the way Indonesians view romance and relationships. Many young Indonesians now aspire to find their own "K-drama love story," sparking a growing interest in the Korean language and culture. As a result, Korean language classes and cultural exchange programs are becoming increasingly popular in Indonesia, thus deepening relations between the two countries (Putri et al., 2019; Typhoon & Ernungtyas, 2020).

The impact of K-dramas on Indonesia's youth is more than just language and culture. They also sparked a wave of interest in fashion and beauty trends from South Korea. Indonesian teenagers are now incorporating Korean fashion styles into their wardrobes and experimenting with Korean makeup techniques. This cultural exchange brought the two countries closer together and created opportunities for Indonesian entrepreneurs to capitalize on the growing demand for Korean-inspired products. Overall, the influence of K-dramas on Indonesia's young generation is undeniable and continues to shape their aspirations and interests (Muhaditia et al., 2022).

The popularity of K-dramas has also led to an increase in the number of Indonesian students learning Korean. Many young Indonesians enroll in Korean language classes, study diligently to understand dramas better, and connect with their favorite Korean actors and actresses. This interest in language learning has opened up new opportunities for cultural exchange and academic collaboration between South Korea and Indonesia. Moreover, the influence of K-dramas on Indonesia's young generation is not only limited to fashion and language but also influences their travel choices. Many young Indonesians now visit South Korea to enjoy the locations featured in their favorite dramas, further strengthening the bond between the two countries (Effendi et al., 2016; Indrawan et al., 2022; Titania & Haryanto, 2022).

### **General Acceptance and Consumption of South Korean Popular Culture in Indonesia**

The reception and consumption of South Korean popular culture in Indonesia are generally very positive. K-dramas have gained a huge following among young Indonesians, who look forward to releasing its new episodes and discussing them on social media platforms. Indonesian television channels have also realized the popularity of K-dramas and started airing them with Indonesian subtitles to meet the growing demand. South Korean popular culture's influence is seen in the entertainment world, as well as in Indonesia's fashion trends and beauty standards (Putri et al.,

2019; Simbar, 2016).

Many Indonesian teenagers and young adults are now imitating the fashion styles of their favorite K-pop idols, thus causing an increase in the availability of Korean fashion brands in stores in Indonesia. In addition, there has been a surge in the popularity of K-beauty products in Indonesia, with Korean skincare routines and products becoming a staple in many beauty routines in Indonesia. This cultural exchange between South Korea and Indonesia further strengthens the ties between the two countries and opens up opportunities for collaboration and cultural exchange in various fields (Muhaditia et al., 2022).

The increasing interest in Korean culture has also increased the number of Korean language learners in Indonesia. Many Indonesian students now enroll in Korean language classes and participate in exchange programs to explore Korean culture further. This paved the way for cultural exchange between Indonesian and Korean educational institutions, fostering a deeper understanding and appreciation of each other's traditions and values. With the popularity of K-pop and K-drama continuing to surge in Indonesia, it is clear that cultural exchanges between South Korea and Indonesia will be strengthened in the future (Humphreys, 2023).

The increasing interest in Korean culture has also led to establishment of Korean language departments and cultural centers at universities in Indonesia. These institutions offer a variety of courses and activities that allow students to learn the language and experience various aspects of Korean culture firsthand. In addition, the increasing need for Korean language teachers in Indonesia also creates jobs for Indonesian citizens who already master the language. Overall, cultural exchanges between South Korea and Indonesia benefit language learners and encourage cross-cultural understanding and cooperation between the two countries (Usman, 2016; Wullur et al., 2023).

### **The Influence of the Korean Wave on the Fashion, Music, and Entertainment Preferences of Indonesian Youth**

The influence of the Korean Wave on the fashion, music, and entertainment preferences of Indonesia's younger generation cannot be ignored. K-pop music has gained immense popularity, with Korean boy bands and girl groups attracting many fans in Indonesia. This has led to a surge in demand for Korean fashion trends, where young Indonesians imitate the fashionable looks of their favorite Korean idols. Korean dramas and movies have also significantly impacted entertainment preferences in Indonesia, with many young Indonesians turning to Korean dramas because of their captivating storylines and unique cultural elements. Overall, the Korean Wave has played an important role in shaping the tastes and preferences of Indonesia's younger generation,



thus further strengthening cultural ties between South Korea and Indonesia (Muhaditia et al., 2022).

The popularity of the Korean Wave in Indonesia has also had a positive impact on the economy. Many businesses in Indonesia are capitalizing on the demand for Korean products by opening fashion boutiques and beauty salons inspired by Korea. In addition, the influx of Korean tourists visiting Indonesia has boosted the tourism industry, as more and more people are interested in experiencing the culture they love through Korean media. As a result, cultural exchanges between South Korea and Indonesia continue to develop, creating mutually beneficial relations (Lim et al., 2020).

This cultural exchange has also led to increased educational opportunities for Indonesian students. Many universities in Indonesia now offer Korean language courses and exchange programs with South Korean universities. This allows Indonesian learners to immerse themselves in Korean culture and equips them with valuable skills and knowledge that can be applied in various fields. In addition, the popularity of K-pop and Korean dramas has sparked interest in learning Korean among the younger generation of Indonesians, leading to an increasing number of Korean language academies and tutors. Overall, the Korean Wave strengthens cultural ties between South Korea and Indonesia and contributes to the growth and development of various industries in both countries (Othman, 2023).

### **Examination of Indonesian Fan Culture and Fan Clubs Dedicated to South Korean Artists**

Fan clubs hold various events and activities to support and promote their favorite South Korean artists, such as fan meetings, concerts, and even charity events. This dynamic fan culture brings like-minded individuals together and creates a sense of community and belonging among fans in Indonesia. It showcases the power of music and entertainment in bridging cultures and building strong connections between people from different backgrounds (Septiansyah, 2019).

The dedication of Indonesian fans to their favorite South Korean artists is extraordinary. This fan club provides a platform for fans to express their love for the artists and serves as a support system for each other. Through this fan club, Indonesian fans can find a sense of belonging and establish friendships with people with the same passion. The strong connections established through this dynamic fan culture demonstrate the universal musical language and entertainment ability to transcend boundaries (Irmanto & Tjiptono, 2013; Widarti, 2016).

Regardless of national or cultural differences, music can unite people and create lasting friendships. The bond between Indonesian fans and South Korean artists is a testament to K-pop's global reach and influence. It is heartwarming to see how this fan club has become a safe place

where individuals can connect, share experiences, and find entertainment within a community of like-minded people. This phenomenon highlights music's transformative power and enormous impact in shaping relationships and fostering understanding between cultures.

Regardless of language barriers or societal norms, music transcends boundaries and allows people to connect on a deeper level. The same love and appreciation for K-pop music has created a sense of belonging and acceptance within this fan club. Through music, individuals can find common ground, shatter stereotypes, and form previously impossible friendships. It is remarkable to witness the unifying power of music in bridging gaps between cultures and fostering a sense of global community (Rima et al., 2019).

### **The Korean Wave's Role as a Tool of Public Diplomacy**

#### **Analysis of the South Korean Government's Deliberate Promotion of the Korean Wave as a Cultural Export**

The South Korean government's promotion of the Korean Wave has proven to be a successful public diplomacy tool. The global popularity of K-pop music and Korean dramas has allowed South Korea to gain soft power and influence on the world stage. By showcasing its cultural and entertainment industries, South Korea can shape a positive perception of its country, attract tourism, and strengthen diplomatic relations with other countries. This deliberate promotion of the Korean Wave boosted the South Korean economy and created a platform for cultural exchange and understanding between countries (Safaat et al., 2022).

South Korea has effectively bridged cultural gaps through the Korean Wave and fostered a sense of unity between nations. This platform of cultural exchange and understanding allows South Koreans to share their traditions and values, learn from other countries, and embrace diversity. As a result, South Korea has become a global leader in promoting cultural diplomacy, setting an example for other countries to follow. The Korean Wave's success is proof of soft power's power in shaping international relations and increasing cooperation between governments (Pramadya & Oktaviani, 2021).

#### **Use of South Korean popular culture to enhance the country's soft power and diplomatic relations**

South Korea's use of popular culture, often referred to as the Korean Wave or Hallyu, has been instrumental in boosting the country's soft power and diplomatic relations. The popularity of K-pop music, Korean dramas, and movies has transcended borders, captivating audiences worldwide. Through this cultural export, South Koreans can interact with people from different backgrounds and foster a sense of connectedness and appreciation of Korean culture. This strengthens the

country's global reputation and creates new opportunities for economic cooperation and diplomatic partnership (Safaat et al., 2022).

As K-pop groups like BTS continue to break records and gain international recognition, they have become powerful ambassadors for South Korea, showcasing the country's talent and creativity. Korean dramas, with interesting storylines and relevant characters, also play an important role in introducing Korean culture to a global audience. In addition, the success of Korean films at international film festivals further solidified South Korea's position as a major player in the worldwide entertainment industry. Overall, the Korean Wave brought cultural exchange and appreciation and opened the door to economic and diplomatic collaboration between South Korea and other countries (Simbar, 2016).

### **Examples of South Korean Cultural Events and Initiatives in Indonesia to Strengthen Bilateral Relations**

Events such as the Korean Film Festival, K-pop concerts, and cultural exchange programs showcase South Korea's best entertainment and art and foster a deeper understanding and appreciation of Korean culture among Indonesian audiences. Through this initiative, the two countries can strengthen bilateral relations and create a platform for cultural exchange, enhancing friendship and cooperation between South Korea and Indonesia. There is no denying that the Korean Wave has played an important role in strengthening cultural diplomacy between the two countries, bringing them closer together and creating lasting bonds.

The popularity of K-pop and Korean dramas in Indonesia has skyrocketed in recent years, causing a surge in interest in South Korean culture. This has resulted in more and more Indonesian students learning Korean and even traveling to South Korea to experience its culture firsthand. In addition, the Korean Wave also opened collaboration opportunities between South Korean and Indonesian artists, thus further enriching the cultural exchanges between the two countries. Overall, the Korean Wave affected the entertainment industry and became a powerful tool to enhance cultural understanding and cooperation between South Korea and Indonesia.

The popularity of K-pop and K-dramas has played an important role in fostering cultural understanding between South Korea and Indonesia. Korean music and drama fans in Indonesia often hold fan clubs and events, thus creating a strong sense of community and connection. In addition, the Korean Wave has also inspired a new generation of Indonesian artists who incorporate Korean elements into their music and performances, thus further bridging the gap between the two cultures. As a result, the Korean Wave captivated the hearts of fans in Indonesia and deepened the bond between South Korea and Indonesia on a cultural level.

## **CONCLUSION**

The Korean wave has been instrumental in shaping South Korea's international reputation and helping foster a positive perception of the country and its people worldwide. In addition, the success of Korean dramas and movies has opened up new markets for South Korean entertainment companies, thereby increasing exports and revenues. In addition, the Korean Wave also played an important role in promoting the Korean language and education. With the increasing interest in K-pop and Korean dramas, more and more people worldwide are eager to learn Korean.

In Indonesia, the impact of globalization on South Korean popular culture is enormous. This intercultural interaction enhances the educational experience for Indonesian and Korean students and strengthens the bond between the two countries, paving the way for future collaboration and partnership. Students from both countries develop a deeper understanding and appreciation of diversity by exposing themselves to different perspectives and ways of life. These cultural exchanges foster mutual respect and tolerance, dispel stereotypes, and encourage a more inclusive society. Overall, the impact of this intercultural interaction is not unique to the classroom and has the potential to shape a positive relationship between Indonesia and South Korea in the coming years. In addition, the experience of living in a foreign country can be transformative because it encourages students to step out of their comfort zone and learn to adapt to a new environment. This personal growth and self-discovery contribute to their overall development and equip them with valuable skills that are highly sought after in today's globalized world.

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