

***KOREAN WAVE (HALLYU) DALAM PERKEMBANGAN INDUSTRI
KREATIF KOREA SELATAN PADA TAHUN 2012-2022***

SKRIPSI



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FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
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memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan
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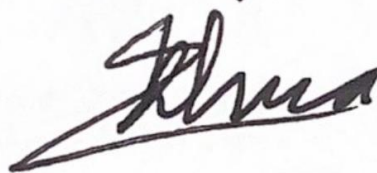
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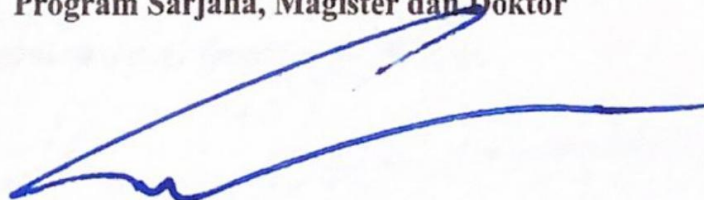


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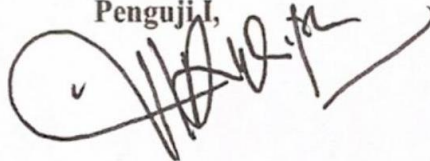
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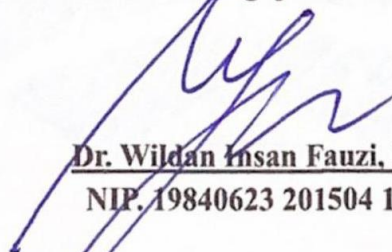
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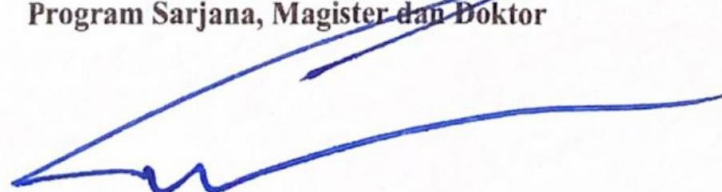


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ABSTRAK

Korean wave (Hallyu) merupakan fenomena budaya populer Korea Selatan yang telah mewarnai dunia global selama dua dekade lamanya. *Hallyu* adalah *brand* kebudayaan Korea Selatan yang dihasilkan oleh industri kreatif, tercipta melalui adanya kreativitas dan inovasi di dalamnya. Fenomena *Hallyu* secara langsung meningkatkan industri kreatif di Korea Selatan, mulai dari produksi konten, penjualan dan ekspor produk kebudayaan *Hallyu*. Industri kreatif Korea Selatan menciptakan berbagai konten-konten hiburan *audiovisual* seperti serial drama, animasi, film dan musik. Serta konten-konten hiburan asal Korea Selatan lainnya seperti *game*, *character* dan *webtoon* yang berhasil meraih popularitas karena konten berkualitas dan juga berhasil memikat audiens global. Industri kreatif Korea Selatan identik dengan industri konten yang sejauh ini telah berkontribusi dalam peningkatan ekonomi dalam negeri sekaligus *national branding* Korea Selatan melalui *Hallyu*. Pemerintah sebagai pemangku kebijakan tertinggi menaruh perhatian secara khusus pada eksistensi *Hallyu* yang secara positif meningkatkan citra negara, sehingga banyak kebijakan yang diterapkan oleh pemerintah untuk mengembangkan fenomena ini sebagai identitas budaya populer Korea Selatan. *Hallyu* berperan dalam perkembangan industri kreatif Korea Selatan secara konsisten mempertahankan eksistensinya hingga terdapat diversifikasi dalam produk kebudayaan yang dibawanya seperti produk siap pakai seperti produk kecantikan, makanan, elektronik dan pariwisata sebagai dampak sekunder dari fenomena *Hallyu*.

Kata Kunci: *Korean wave (Hallyu)*, Industri Kreatif, Konten Kreatif, *National Branding*.

ABSTRACT

Korean wave (Hallyu) is a South Korean popular culture phenomenon that has colored the global world for two decades. Hallyu is a South Korean cultural brand produced by the creative industry, created through creativity and innovation in it. The Hallyu phenomenon directly increases the creative industry in South Korea, starting from content production, sales and exports of Hallyu cultural products. The South Korean creative industry creates various audiovisual entertainment content such as drama series, animation, films and music. As well as other South Korean entertainment content such as games, characters and webtoons that have succeeded in gaining popularity because of their quality content and have also succeeded in captivating a global audience. The South Korean creative industry is identical to the content industry which has so far contributed to improving the domestic economy as well as South Korea's national branding through Hallyu. The government as the highest policy maker pays special attention to the existence of Hallyu which positively improves the country's image, so that many policies are implemented by the government to develop this phenomenon as a popular cultural identity of South Korea. Hallyu plays a role in the development of the South Korean creative industry by consistently maintaining its existence until there is diversification in the cultural products it brings such as ready-to-use products such as beauty products, food, electronics and tourism as a secondary impact of the Hallyu phenomenon.

Keywords: *Korean wave (Hallyu), Creative Industry, Creative Content, National Branding.*

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