

The Impact of South Korean Cultural Diplomacy and Companies Market-seeking towards Food Industry in Indonesia

Gabrielle Violenca and Roseno Aji Affandi

International Relations Department

Bina Nusantara University, Jakarta, Indonesia

gabrielleviolenca@gmail.com , roseno.affandi@binus.edu

Abstract

The rapid globalization facilitates the transfer of culture and technology that leads people to create innovations. This study aims to determine the impact of South Korea's cultural diplomacy strategy, followed by Korean companies to conduct market-seeking and then influence the food industry in Indonesia. Cultural Diplomacy and Market-seeking theory is used to explain the existing data. This study uses qualitative research methods, with secondary data from reports, news and previous study, while taking primary data collection through interviews with Indonesian food sellers. The findings show that South Korea's cultural diplomacy and the role of Korean companies in market-seeking have increased business opportunities, viewed by the escalating number of Korean restaurants and the consumption of Korean food in Indonesia.

Keyword

Korean Wave, Korean Cultural Diplomacy, Korean Market-seeking, Entrepreneurs and Innovations

Biographies

Gabrielle Violenca is a bachelor's student in the International Relations department at Bina Nusantara University, Indonesia. In 2021, she completed internship programs in two multinational corporations; PT Lautan Organo Water and PT Royal Golden Eagle Indonesia. Her research interests include International Political Economy (IPE), multinational corporations (MNCs) and Korean popular culture issues.

Roseno Aji Affandi is a lecturer in the International Relations department at Bina Nusantara University, Indonesia. Mr. Roseno earned a Bachelor's Degree in Management Economics at the Islamic University of Indonesia, Master's Degree in Management at Gajah Mada University, and currently pursuing his Doctorate in International Relations at Padjadjaran University. Issues regarding multinational corporations (MNCs), international political economy (IPE), MNC business strategy and corporate social responsibility (CSR) are his specialties. In 2020, Mr. Roseno has conducted a number of researches with his colleagues related to the themes he masters, such as diplomacy and economics in Asia. In 2021, he also participated in several activities to devote himself to the community by attending workshops, seminars and training.