

The Role of South Korea's Public Diplomacy Through Korea Foundation in Indonesia

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ABSTRACT

This study explored and identified South Korea's public diplomacy through the Korea Foundation in Indonesia. The Korea Foundation is a non-profit public diplomacy organization founded in 1991. The main mission is to promote a better understanding of Korea and establish relations with the international community through various cultural exchange programs. The presence of the Korea Foundation in Indonesia is the answer to the many Indonesian people's interest in Korean culture. The purpose of this study is to analyze the role of South Korea's public diplomacy through the Korea Foundation in Indonesia. This topic used three main dimensions of Mark Leonard's concept of public diplomacy, namely News Management, Strategic Communication, and Relationship Building, and qualitative methods with data analysis techniques through literature related to the topic. Basically, there is a lot of literature that discussed South Korea's public diplomacy. However, no one has focused on South Korea's public diplomacy through the Korea Foundation, especially in Indonesia. The results of this study indicated that the Korea Foundation applied several strategies for South Korea's public diplomacy through various cultural exchange activities, research, and language learning. The Korea Foundation is also an example that non-profit organizations have a strategic role in South Korea's public diplomacy which has succeeded in attracting the attention of the Indonesian people and building sustainable relationship.

Keywords: Public Diplomacy, South Korea, Korea Foundation, Indonesia

INTRODUCTION

The relations between Indonesia and South Korea have been started since 1973 which was marked by the placement of the Indonesian Embassy (KBRI) office in Seoul, South Korea (Jayanti, Suwartiningsih, & Ismoyo, 2019). Likewise, with the placement of the South Korean Embassy in Jakarta, Indonesia. The placement of the various embassies is one proof of the closeness between Indonesia and South Korea so that the two countries can carry out diplomacy easily.

Many countries in the world, especially South Korea, have long used a soft power approach to carry out diplomacy and fulfill their foreign interests. Currently, South Korea is a middle power country that has joined the Organization for Economic Cooperation and Development (OECD) (Ayhan, 2016). According to Lee Sook Jong, South Korea's economic growth actually started from 1960 when South Korea began to rise which was initially very slumped (Jong, 2012). This has also made South Korea as a middle power country from 1990 to the present (Ibid, 2012). From here,

the author sees that a country that was once poor has the possibility to become a developed country in the world.

However, South Korea's progress does not indicate that South Korea is advancing in various sectors. Although South Korea has emerged from its economic downturn, Lee Myung Bak, President of South Korea in 2008, realized that South Korea's image in the international world was still very underdeveloped (John, 2015). Under his leadership, Lee initiated a foreign policy to improve the image of South Korea called the Presidential Council on Nation Branding (PCNB).

PCNB has 10 points, one of was Promoting Korean Language (John, 2015). This project aims to build an e-learning system for Korean Language to promote a better understanding of South Korea to the international community. To support these efforts, the King Sejong Institute Center (KSIC) was established in 2012 after going through planning since 2008 (Hutagalung, Rachman, & Akin, 2019). In addition to KSIC, the Korea Foundation (KF) was founded in 1991 to promote a better understanding of South Korea to the world and to support South Korean public diplomacy in establishing various international cooperations (Korea Foundation, 2018).

KF has a very crucial role in South Korean public diplomacy. The vision and mission is to promote a better understanding of South Korea to the international community and enhance friendship between Korea and the world through various exchange programs (Korea Foundation, 1991). According to Geun Lee, since its establishment, KF has stood tall as a specialized public diplomacy organization representing Korea (Korea Foundation, 2018). In this case, the author sees that KF is not only an institution to learn Korean Language, but also an encouragement to carry out international exchange activities.

To support these activities, KF has organized various activities such as supporting overseas research on Korea, sending and inviting specialists in discussions, holding Korean language studies and scholarships, being involved in many international activities, supporting Korean organizations abroad, and others.

KF has branch offices in several countries, such as Germany, Russia, the United States, Vietnam, Japan, China, and Indonesia (KBS World, 2019). The Branch Office in Jakarta is the 9th branch office which was established on October 2, 2019 (Korea Foundation, 1991). Basically, the KF in Jakarta stated that the opening of its office in Jakarta was a form of growth driving role in the field of diplomatic affairs (KBS World, 2019).

The role of KF in Indonesia is increasingly strategic because of the emergence of the Korean Wave phenomenon. Korean Wave is South Korean popular culture packaged in various forms, such as dramas, idol bands, pop music, films, and so on. This Korean Wave has spread to many countries, including Indonesia. Its popularity gave South Korea a lot of benefits, especially in 2005 which showed that South Korea's GDP increased by 0.2% and managed to make a profit of \$ 1.87 billion or 2.4 trillion Won in the export and tourism sector in 2004 (Hutagalung, 2004). Rachman, & Akin, 2019). In addition, data from the Korea Tourism Organization (KTO) shows that more than 80,000 Indonesians visited South Korea in 2008 (Kompas.com, 2017). In 2012, that number grew to 150,000 and was close to 190,000 in 2013 (Ibid, 2017). This number continues to increase so that in 2017 there were more than 230,000 Indonesian citizens visiting South Korea (Ibid, 2017). The author also finds interesting data that the number of Indonesian students in South Korea reaches thousands and always increases every year (Iswara, 2020). From these data, it shows that the interest of the Indonesian people towards South Korea is increasing. This is also the reason why KF opened its branch office in Jakarta.

From the discussion above, the author indicates that the discussion on South Korean public diplomacy in Indonesia through the Korea Foundation is very interesting and important. There are many literatures discussed South Korean public diplomacy in Indonesia both in general and specifically through certain sectors. However, no one has discussed how South Korean public diplomacy in Indonesia through the Korea Foundation. In addition, the Korea Foundation is a very important South Korean public diplomacy tool for various cultural exchanges. Therefore, the purpose of this research is to see how the role of South Korean public diplomacy through the Korea Foundation in Indonesia. This study identified and explained how the dimensions of Mark Leonard's public diplomacy are carried out through the Korea Foundation in Indonesia.

LITERATURE REVIEW

(1) Previous Studies

South Korea's public diplomacy is an interesting discussion, so there has been a lot of literatures discussed it. Therefore, the author tried to describe some of the literature that will be compared with the topics raised in this study.

Naomi Karina Hutagalung, Junita Budi Rachman, and Akim in the journal "South Korean Public Diplomacy in Indonesia Through King Sejong Institute Center Indonesia" explained how the King Sejong Institute Center (KSIC) in Indonesia has greatly influenced South Korean public diplomacy and has implemented its elements. in every strategic activity (Hutagalung, Rachman, & Akim, 2019). KSIC as an educational institution for Korean language and culture existed to answer the interest of the Indonesian public who are fond of South Korean culture, especially popular culture (Hallyu) (Ibid, 2019). In a very short time, KSIC was able to attract the attention of the Indonesian people, especially the people of Jakarta and this also marked that KSIC had carried out its duties as the official representative of South Korea (Ibid, 2019).

This paper was very important because it showed how the impact of South Korean public diplomacy through KSIC in Indonesia and the response of the Indonesian people to it. However, the role of KSIC was only in the field of language and culture, so it was very different from KF which was not only in the cultural sector, but also in politics, economy, and social. Therefore, this study identified the impact of South Korean public diplomacy in Indonesia through the non-profit sector, especially the Korea Foundation.

Marieline Bader in the journal "Global Korea Scholarship (GKS) as Public Diplomacy" explained how GKS plays an important role in public diplomacy and enhanced the positive image of South Korea (Bader, 2016). This scholarship program was one of the 10 South Korean PCNB action plans and was originally established to internationalize education and attracted foreign students to study in South Korea (Ibid, 2016). So the basic premise was that educational exchanges can increase positive perceptions and students will become ambassadors to spread the positive image of South Korea in their country (Ibid, 2016).

Bader's writing was very informative and showed the role of the GKS as an instrument of South Korean public diplomacy. However, this paper only focused on one of the PCNB points through education, namely GKS. So this study tried to analyze more specifically in another PCNB point, namely the promotion of the Korean language.

Leonardo in the journal "South Korean Cultural Diplomacy and Its Implications for South Korea-Indonesia Bilateral Relations" explained the extent to which public diplomacy through culture can influence bilateral relations between the two countries (Leonardo, 2019). Leonardo placed more emphasis on popular culture or Hallyu that South Korea uses in the negotiation process in order to facilitate its national interests in Indonesia (Ibid, 2019). The increasing Hallyu phenomenon in Indonesia provided its own advantages and disadvantages for Indonesia (Ibid, 2019). The relationship between Indonesia and South Korea from 2005 – 2013 was getting closer because of public diplomacy through cultural aspects (Ibid, 2019).

This paper was very useful to find out how the Hallyu phenomenon as an instrument of South Korean cultural diplomacy can make relations between the two countries more intense in carrying out cooperation in various fields. However, this paper did not discuss specific actors or sectors that develop Hallyu to strengthen relations between the two countries. Therefore, this study identified how South Korea's public diplomacy in Indonesia is through the cultural sector, the Korea Foundation.

From the explanation above, the author looked at some of the literature that has discussed South Korean public diplomacy in Indonesia, both specifically and in general through various fields. However, no one has focused on South Korean public diplomacy through the Korea Foundation in Indonesia. Thus, this study identified a topic from South Korean public diplomacy in Indonesia through the Korea Foundation.

(2) Theoretical Framework

- **Public Diplomacy**

This study used public diplomacy to answer the formulation of the problem. Public diplomacy is an instrument of soft power (Nye, 2008). According to Joseph Samuel Nye, public diplomacy is an instrument used by the government to mobilize resources through communication with the aim of attracting public attention from other countries (Ibid, 2008).

This is the same as the definition put forward by Hans N. Tuchs, public diplomacy is a communication carried out by the government to provide an understanding of the country's ideas, institutions, culture, and national goals to the public from other countries (Tuch, 1990). Then, the two definitions above are encouraged by Melissen who stated that public diplomacy is the key to soft power because it targets foreign people in general in a more specific direction (Melissen, 2005).

Mark Leonard explained in his book entitled "Public Diplomacy" that public diplomacy is a way to build relations with other countries through understanding their needs, culture, and society, as well as to correct misperceptions in the international community (Leonard, 2002). In its implementation, Mark Leonard showed three main dimensions to achieve the success of public diplomacy, namely news management, strategic communication, and relationship building (Ibid, 2002).

First, news management is very important to carry out diplomacy through the media. Media is a tool for how a country disseminates information quickly and without limits (Ibid, 2002). This news management will be carried out both online and offline in accordance with national interests.

Second, strategic communication is made like a political campaign by spreading the positive values of a country with the aim of influencing public perception (Ibid, 2002). This activity is aimed at the general public, starting from individuals, organizations, companies, and so on.

Third, relationship building with the aim of creating relationships not only in the domestic aspect but internationally (Ibid, 2002). The interesting thing in relationship building is not packaged just to build relationships, but there is a follow-up to how the goals of public diplomacy can be achieved (Ibid, 2002). Building relationships between these actors can be through scholarships, student exchanges, training, seminars, conferences, and other activities.

This research took three main dimensions of public diplomacy from Mark Leonard. First, news management analyzed how the Korea Foundation uses the media to explain South Korea's foreign policy decisions as well as to lead opinions and increase awareness of the Indonesian people about issues in South Korea. As the author mentioned in the introduction, Indonesian people's interest in Korean culture is getting higher. So that this is used by South Korea which is packaged through the media. Moreover, the author is interested in seeing how the Korea Foundation's strategy is in utilizing media and technology to spread news about Korea. Until now, the author found that there are 4 social media used by the Korea Foundation,

namely Instagram, Facebook, Twitter, Website, and Youtube.

Second, strategic communication explained how the activities at the Korea Foundation are packaged like political campaigns. These activities involve the Indonesian people with the aim of promoting Korean culture. Therefore, the author are interested in examining more deeply how the Korea Foundation implements its strategy in packaging each program. One program that looks like a political campaign is a dialogue or forum.

Third, relationship building showed how the Korea Foundation can be a means to build relationships with the Indonesian people on a permanent and sustainable basis. Through building a permanent and sustainable relationship this will have a significant impact on South Korea. Therefore, the author tried to analyze how the Korea Foundation's programs are aimed at building relations between Indonesia and Korea in both the short and long term. Various programs are carried out such as providing scholarships, student exchanges, language learning, and so on.

Thus, the three dimensions above try to answer the formulation of the problem that has been mentioned by the author to see the role and success of South Korean public diplomacy through the Korea Foundation in Indonesia. The author also classified whether the role of South Korean public diplomacy through the Korea Foundation in Indonesia is in accordance with the three dimensions above.

METHOD

(1) Research Type

The type of research used qualitative research. According to Salim and Syahrums, qualitative research is a research whose discovery procedure does not use statistics or quantification (Salim & Syahrums, 2014). Qualitative research aims to increase understanding of social processes and activities so that the research focuses more on meaning and understanding. In this paper, the data taken by the author comes from secondary data. The author's secondary data comes from books, journals, news, and data released by researching bodies on the Korea Foundation and South Korean public diplomacy. The research method used is descriptive. Therefore, after the data is collected it will be a conclusion to answer the problem formulation.

(2) Research Subject and Object

The subject of this research is South Korea's public diplomacy through the Korea Foundation and the object of the research is Indonesia. It because the Korea Foundation is a non-profit sector representing South Korea in public diplomacy and one of its branch offices is in Jakarta. In this case, the authors take data from relevant agencies such as the Ministry of Foreign Affairs of South Korea, as well as other sources that are still relevant and continue to analyze the data. The focus of the research in this paper is very useful for the object of study that is appointed so that the author will not be trapped by the large amount of data obtained.

(3) Data Collection Method

Basically the data collection method is a technique or method used by the author in collecting data. The data collection technique used by the author in this study is to use a literature study by collecting various written sources in the form of books, scientific journals, official documents, reports, official websites, and so on. The steps used are very important because there are many writings that contain different points of view.

(4) Research Process

The research process is a plan carried out to start research. The process can be started from pre-research to get data which will then be analyzed and made a research conclusion. This procedure is very important for the author to do a research. Therefore, this research will be carried out in the following steps:

- **Pre-Research**

Pre-research includes all activities prior to conducting research. These activities include viewing the results of reports related to research and reading reading materials through relevant sources according to research.

- **Data Sampling**

Data were collected through primary and secondary sources. The main sources are taken from published reports or research conducted by the Government or related agencies. Secondary sources are taken through written media such as books, scientific journals, newspapers, and so on. Secondary sources taken can be seen from the credibility of the media or publishers and their relationship with the discussion in this study.

- **Data analysis**

Data analysis is carried out after the data collection process can be completed so that at this stage it is continued by analyzing the data according to the discussion raised. Thus, after going through the above processes, it will then be included in the research discussion and do not forget to include references when quoting from certain sources that are relevant to the discussion raised.

RESULT AND DISCUSSION

(1) Korea Foundation

The Korea Foundation (KF) is a non-profit public diplomacy organization founded in 1991 to promote a better understanding of Korea and strengthen friendships with the international community (Korea Foundation, 1991). Currently, there are 8 KF branch offices spread across various cities, such as Washington D.C., Los Angeles, Tokyo, Beijing, Moscow, Berlin, Hanoi, and Jakarta.

KF is an organization affiliated with the Korean Ministry of Foreign Affairs. Besides KF, there are also other organizations such as the Overseas Korean Foundation and the Korea International Cooperation Agency (KOICA). Initially, KF's head office was located in Seoul. However,

in July 2018, it was moved to Seogwipo, Jeju. Moreover, KF has 4 bureaus with 130 staff working in 13 different departments (Korea Foundation, 1991).

A brief history of KF started with South Korea's very fast economic growth between 1970 and 1980 (Lee, 2019). This factor was also coupled with democratization and international problems after the cold war which caused South Korea's foreign policy to be disrupted. The turning point for resolving these problems was when South Korea hosted the 10th Asian Games in 1986 and the 1998 24th Summer Olympics (Ola, 2018). In this event, South Korea demonstrated its success and even changed the world's view of South Korea for a very long time, and even today. From these problems, there was an idea to create a functioning organization for international exchange through various projects and fields. Finally, in September 1989, the Korean Parliament initiated discussions to establish the Korea Foundation and ended with the adoption of the Korea Foundation Act on December 14, 1991 (Korea Foundation, 1991). Then in January 1992, KF started to publish the first edition of the newsletter and various support programs for Korean studies.

KF in Jakarta opened in October 2019 and was the newest branch office operating overseas (KBS World, 2019). This momentum was very timely because it coincided with the growing interest of Indonesians in Korean culture. This can be seen from the 2019-2020 data, Indonesia won fourth place for the country with the most K-Pop fans and third place on the list of countries with the most K-Pop tweets on Twitter (Minews, 2020). To date, KF carries out various public diplomacy activities, including in Indonesia. Below, the author tried to describe KF's public diplomacy activities in accordance with Mark Leonard's three dimensions of public diplomacy.

(2) Mark Leonard's Dimensional Analysis of Public Diplomacy

As previously explained, the author took the three dimensions of public diplomacy from Mark Leonard to see the role and success of public diplomacy carried out by the Korea Foundation. These three dimensions were news management, strategic communication, and relationship building. Therefore, this section described South Korea's public diplomacy strategy through the Korea Foundation in Indonesia as seen from the three elements of Mark Leonard's public diplomacy.

- **News Management**

The development of technology and information is currently growing rapidly. Therefore, many countries took advantage of this opportunity to achieve their national interests. This first dimension is carried out in days or weeks due to domestic issues. Based on this explanation, public diplomacy through news management run by the Korea Foundation can be seen from the website and several social media platforms such as Instagram, Facebook, and Twitter. Until now, the Korea Foundation's website and social media are still using the central one, so there is nothing specifically for the Korea Foundation Jakarta.

The website managed by the Korea Foundation, <https://en.kf.or.kr>, shows various activities involving the government and the Indonesian people. This website not only packages and provides information about cultural activities, language education, and others, but also South Korean developments such as in politics with the aim of improving the image of South Korea. One of them, an article entitled "Indonesian Are Really into the Korean Wave, Too" from an interview with Indonesian actress, Revalina Temat, stated that Indonesia's interest in Korea is very high, that is why many Korean dramas to be very successful and popular with Indonesian people (Korea Foundation, 2013). This article, which has 2272 viewers, was packaged to show that South Korea is a developed country.

In addition, in the @koreafoundation Instagram account in June 2021, there are 5,900 followers and 510 posts. Through Instagram, KF packs it with attractive designs so that it can grab people's attention. All photos and videos feature various activities such as virtual dialogue, language learning, cultural exchange, and so on. Meanwhile, the Korea Foundation's Facebook which uses a fan page is followed by 23,916 people and is liked by 22,790 people. While on Twitter @KoreaFoundation, it only joined in February 2021 so there are still 145 followers. The content packaged on KF's Twitter and Facebook is not too much different from what is packaged on Instagram.

KF's use of media is very good in how the packaging strategy to attract people's attention to South Korea. However, the author sees two shortcomings, including the packaging of the Korean language and the absence of special social media for the Korea Foundation Jakarta. The first drawback, the author suspects that the packaging of some posters and captions using Korean aims to attract people's attention to want to learn Korean. On the other hand, the author sees that this is a difficulty for the Indonesian people because the language and writing used is very different. This will cause Indonesian people to be lazy to read and find out. Even though there is google translate and an application, the author still sees that this needs to be packaged better. Second, the absence of special social media that shows the role of KF Jakarta makes it difficult for author and Indonesian people to know about special events held in Indonesia. The author sees an example of Instagram's King Sejong Institute Center in Indonesia, @ksic.indonesia, using social media specifically for the countries it occupies. This looks more effective so that language packaging is also not only done in English, but also in Indonesian.

- **Strategic Communication**

Strategic communication is a dimension or strategy that is packaged like a political campaign (Nye, 2008). This dimension always involves the public in every activity. Its main objective is to shape public perception of a country in the short and long term from various fields such as politics, trade, tourism, cultural relations, and so on. Therefore, this section described the activities carried out by the Korea Foundation through strategic communication strategies.

ASEAN Culture House Photo and Video Contest Exhibition

ASEAN Culture House (ACH) is a place established by the Korea Foundation in Busan with the aim of increasing Korean people's understanding of ASEAN countries (ASEAN Cultural House, 2020). This was also part of the results of the ASEAN-ROK Commemorative Summit in Busan in 2014 as well as celebrating the 25th Anniversary of the ASEAN-ROK dialogue relationship (ASEAN Secretariat, 2014).

ACH has several activities involving the ASEAN public, including Indonesia, to improve the image of South Korea. One of them is the ASEAN Cultural House Photo and Video Content exhibition. In the third edition of the exhibition and contest, Indonesia was one of the countries that sent photos and videos from a total of 750 submissions from 15 countries (ASEAN Cultural House, 2020). The exhibition with the theme Friendship Diary managed to display 77 photos and 17 selected videos. Basically, the purpose of this exhibition was to enhance the friendship between South Korea and ASEAN countries. However, the author sees that this strategy is very elegant because it seems that South Korea is a friendly country with the establishment of ACH through the Korea Foundation and its various activities. In this exhibition, both online and offline, the ASEAN community, especially Indonesia, will capture their moments in Korea on social media so that many people will know more informations about the Korea Foundation's activities. Therefore, the author sees that KF's public diplomacy through the strategic communication dimension is very well targeted. Apart from the fact that ASEAN countries are also famous for their culture, South Korea has succeeded in utilizing this one regional organization to promote and enhance the image of South Korea through 10 countries directly.

- **Relationship Building**

This dimension is always built through various fixed and sustainable programs. Its main purpose is to build relationships with the people of a country. Some of the ways are through conferences, scholarships, student exchanges, training, seminars, conferences, and others. Through the dimension of relationship building, this section explained how the Korea Foundation carries out various activities to connect South Korea with the Indonesian people, which will make benefit to South Korea in the future.

KF Global e-School

KF Global e-School is a real time online lecture and offline event about Korean studies for various universities abroad (Korea Foundation, n.d.). This is due to the increasing demand to learn Korean from the international community. Within the KF Global e-School there are two special classes such as Korean studies and Korean language.

Learning for foreigners, especially Indonesians, is provided by KF in various ways and types, such as visiting professors, establishing professorships, faculty employment, Korean language training scholarships, and others. Several universities in Indonesia have done one of the above types, including visiting professors in the field of Korean. In 2020, there were 4 universities, including the Defense Language Institute, Gadjah Mada University,

Indonesia University of Education, and the University of Indonesia (Korea Foundation, 2020). In addition, there were also several campuses in 2020 that have partners with Korean universities in organizing the KF Global e-School, including Hankuk University of Foreign Studies-Gadjah Mada University, Kyung Hee University-Indonesia University of Education, Kyung Hee University-Pasundan University, Kyung Hee University-University of Indonesia, Sookmyung Women's University-Indonesia University of Education, Sungkyunkwan University-Gadjah Mada University, Sungkyunkwan University-University of Indonesia, and Sungkyunkwan University-University of Padjadjaran (Ibid, 2020).

The author sees that the KF strategy through the above methods is nothing but to provide a better understanding of Korea. Students at universities who already have partners with universities in Korea are the right targets for the Korea Foundation's public diplomacy in Indonesia to establish agency relations between countries, consciously or not, or officially or not. On the other hand, the author sees that university partners in Indonesia built through KF Global e-School are still few compared to the United States, Vietnam, and other countries (Korea Foundation, 2020). From this, the author indicates that the target of KF is only universities that have Korean study programs, so the number is still minimal. Therefore, it would be even better if KF not only cooperates with universities that have Korean study programs, but also other study programs that have close relations with Korea such as international relations, political science, international law, and so on. Thus, the development of relations between Indonesia and Korea will be wider.

Fellowship

KF has various fellowship programs to support students, scholars, and experts from abroad who are interested in Korean studies and conduct research on Korea in various fields (Korea Foundation, 2020). Some of the programs include the Scholarship for Graduate Studies, the Postdoctoral Fellowship, the Fellowship for Field Research, the Fellowship for Public Officers and Diplomats in ASEAN and India, and the Fellowship for Korean Language Training. In 2020, not all programs are available for Indonesia, but only Scholarship for Graduate Studies, ASEAN Fellowship, and Fellowship for Public Officers in ASEAN and India.

Scholarship for Graduate Studies is intended for scholars and experts in the field of Korean Studies to explore more deeply about Korea. This scholarship is intended for Masters and Doctoral Degree only in the field of Korean studies. Annually around 150 people received this scholarship from 30 countries (Korea Foundation, 2020). Indonesia is one of the recipient countries which is located in group 6 with other ASEAN countries. Meanwhile, the ASEAN Fellowship is also still part of the Scholarship for Graduate Studies section and Indonesia has one of its recipients at the Doctoral Program in Korean Studies, Yonsei University (Korea Foundation, 2020).

In addition, the KF Fellowship for Public Officers is a three-month program for public officials in the ASEAN and India region (Korea Foundation, 2020). This program aims to enhance cooperation between Korea and countries included

in the Korean Government's New South Policy. In addition, this program also helps public officials in improving their Korean language skills and understanding of Korea.

Through Fellowship Programs, KF has implemented public diplomacy with the dimension of relationship building with the Indonesian public. By providing scholarships, KF indirectly invests in people which will have a significant impact on the development and image of South Korea. From this, the author sees that KF has high hopes for its scholarship recipients from Indonesia and other countries to become Korean ambassadors in their respective countries. So that the values, image, and understanding of Korea will be more widespread in Indonesia. However, judging from the 2020 KF annual report, it showed that Indonesia is a country with a small number of participants so it needs to be increased again (Korea Foundation, 2020).

KF Virtual Dialogue

During the Covid-19 pandemic, KF was active in holding various virtual dialogues with other communities and countries, one of which was Indonesia through the Foreign Policy Community of Indonesia (FPCI). On June 2, 2020, FPCI collaborated with KF to hold a virtual dialogue with the theme "Democracy in the time of COVID-19: Challenges and Future Opportunities (FPCI, 2020). The discussion was attended by several officials such as South Korean Ambassador Kim Chang Beom, President of the Korea Foundation Geun Lee, Kim Eui-young Professor of International Politics at Seoul National University, Tudong Mulya Lubis Indonesian Ambassador to Iceland, John Delury Professor Yonsei University Graduate School of International Studies and Underwood International Collage, and Endy Bayuni Senior Editor of the Jakarta Post.

This discussion talked about democracy, health, society, and cooperation between the two countries. In one of his discussions delivered by Professor Kim Eui-young, he pointed out that South Korea is a country that has been exposed to the pandemic but has succeeded in fighting it without doing a lockdown (Liputan 6, 2020). From here, the author sees that this virtual dialogue is an event for South Korea to show its image to Indonesian citizens through its handling of the pandemic. In addition, South Korea is also an example for Indonesia in making policies in the midst of a pandemic that can be followed by the whole community (Liputan 6, 2020). Therefore, KF succeeded in making efforts to bring two dimensions at once through this one activity, namely the development of strategic relations and communication in public diplomacy.

Research

The research program contains elements of public diplomacy which is an attempt to build relationships with Indonesian researchers. Through the Support for Policy-Oriented Research Program in 2020, KF has collaborated with various research institutions in Indonesia, including the Indonesian Institute of Sciences (LIPI), the Center for Strategic and International Studies (CSIS), and the Habibie Center (Korea Foundation). , 2020). The research titles are Indonesian Migrant Workers in Korea: Issues and Prospects, The ASEAN Outlook on Indo-Pacific:

Perspectives from South Korea, India, and Australia, and Understanding Indonesian Perceptions of Korea: Strengthening RI-ROK Relations for People, Prosperity, and Peace.

The author sees that the efforts made by KF in supporting South Korean public diplomacy in Indonesia through research are extraordinary. This is because KF encourages researchers in Indonesia to do a lot of research on Korea. It is because very little research on Korean Studies in Indonesia (Tempo.co, 2021). Thus, the dimension of building relationships is not only between researchers, but also public relations.

Indonesia-Korea New Southern Policy Young Professionals Lab

The Indonesia-Korea New Southern Policy Young Professionals Lab is a program initiated by FPCI and KF to collect brilliant ideas from Indonesian youth from various fields that serves as a platform to involve Indonesian and Korean policy makers (FPCI Secretariat, 2021). This program is also an opportunity to develop knowledge about the New Southern Policy, where Indonesian youth will engage with policy makers and practitioners to investigate problems and formulate solutions for Indonesia-Korea relations.

There are ten young professionals selected to join the program in Jakarta. Starting from interactive panel discussions with influential people from Indonesia and Korea, to making Joint Policy Recommendation Papers for governments and related entities. This Policy Recommendation Paper aims to combine strategies and solutions for the implementation of the New Southern Policy in Indonesia, especially post-pandemic (FPCI Secretariat, 2021).

This program demonstrates the exchange between professionals to improve relations between the two countries through the implementation of the New Southern Policy. The author sees the dimensions of building relationships, especially in the realm of professionals and policy makers. Here, not only FPCI succeeded in bringing 10 young Indonesian professionals, but also KF succeeded in promoting the New Southern Policy which will be useful for relations between the two countries and South Korea itself.

Indonesian Next Generation Journalist Network on Korea

The Indonesian Next Generation Journalist Network on Korea is a platform for professional journalists in Indonesia to gain broader knowledge about Indonesia-Korea relations (FPCI Secretariat, 2021). This program was initiated by FPCI and KF due to limited access to information about South Korea. So the main goal is to increase the understanding of Korea to the Indonesian people by holding various discussions on Korean affairs and Indonesia-Korea relations to the public. Ten selected journalists had the opportunity to visit South Korea for a week.

In fact, South Korea does not want to be known only by Indonesians through K-Pop or K-Drama, but also in other

fields such as economics, politics, and so on (Tempo.co, 2021). Likewise with Indonesia, which wants to be better known by the people of South Korea, considering that Indonesia is not yet that popular. The South Korean Ambassador to Indonesia, Park Taesung, hoped that this program will become an arena for journalists to promote relations between the two countries, especially in the economic field, so that Korea is not only known from the cultural aspect (Tempo.co, 2021). In addition, it was also explained that South Korea is the fourth largest investor in Indonesia and there are dozens of South Korean subsidiaries in Indonesia, including plans that Hyundai will enter Indonesia after Mazda from Japan leaves Indonesia (Ibid, 2021). Same with Indonesia, which has more than three thousand Indonesian migrant workers working in South Korea (Ibid, 2021).

The author sees that KF's efforts can be seen in building relationships with the Indonesian public, especially journalists who will have a significant impact on what they promote through the media. This is also part of a potentially permanent and sustainable effort for the implementation of South Korean public diplomacy. By bringing journalists to Korea, Korea will get more benefits and attention from the Indonesian people. Directly or indirectly, these journalists have become agents of South Korea's public diplomacy in Indonesia. The journalists will later share positive experiences while in Korea and have the potential to be followed by other Indonesians. Based on this, the author sees that the strategy undertaken by KF is not only included in the dimension of building relationships, but also strategic communication.

CONCLUSION AND RECOMMENDATION

Based on research conducted on the role of South Korean public diplomacy through the Korea Foundation in Indonesia, seen from the three dimensions of Mark Leonar's public diplomacy, it can be concluded as follows.

First, regarding news management, it can be seen how KF uses various media for South Korean public diplomacy in Indonesia, such as websites, Instagram, Facebook, and Twitter. Each has a fairly large number of followers and Facebook is KF's social media with the most followers. The author also sees how the packaging of content in these media is not only about culture, but also South Korea's development in other aspects such as politics and the economy. However, the author sees that there are shortcomings in the KF strategy in Indonesia, namely language and special social media. Here, a lot of the content provided by KF uses Korean either through posters, captions, and others without any translation. This of course will be a little confusing for Indonesian people to understand. In addition, KF also does not have a special social media so that all information is still centralized on the main KF social media. Therefore, given the high interest of the Indonesian people towards Korean culture, it would be even better when the KF strategy in promotion through the media was further improved so that it could attract the attention of more Indonesian people.

Second, related to strategic communication, it can be seen how KF utilizes places and various actors to be involved in various events that can build a good perception of

Indonesian people towards South Korea. The efforts made such as the ASEAN Culture House Photo and Video Contest Exhibition, KF Virtual Dialogue, and other activities show an effective strategy to involve the Indonesian people in improving the image of South Korea, either directly or indirectly. However, the author sees one thing that must be improved, namely the reach of the Indonesian people which must be expanded.

Third, related to relationship building, it can be seen how the efforts made by KF to build relationships with the Indonesian people through various activities such as providing scholarships, research grants, dialogue, inviting journalists, and others. The author sees that the activities carried out are not only to build short-term relationships, but are permanent and sustainable long-term. Cooperation with various universities in Indonesia is also part of investing in scholars and experts who will later become Korean ambassadors to provide Indonesians with a better understanding of Korea. However, the author sees that the public diplomacy activities carried out by KF in Indonesia are still few. This is possible because KF operating in Indonesia is still new, so it needs to be improved in reaching more people, especially students. Based on the explanation above, the author sees that the role of KF to support South Korean public diplomacy in Indonesia is appropriate and applies the public diplomacy dimensions of Mark Leonard into each of its activities.

Thus, the author also understands that this research still has many shortcomings so that it needs to be developed in order to add more knowledge and data that can be included in the study. This research is limited to Indonesia and takes many examples of KF activities in 2020, so it is very possible to do further research on the role of KF in supporting South Korean public diplomacy in other countries. The author also hopes that this research can be an additional reference for KF or the South Korean government and researchers to conduct further research on South Korean public diplomacy through KF. More broadly, this research is also expected to be useful for the people of Indonesia as a provider of knowledge and information.

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