



**"KOREAN WAVE" ON THE SAFETY OF CHINA'S CULTURAL INDUSTRY AND  
DESIRABLE STRATEGIC MEASURES (1992-2016)**

**Undergraduate thesis submitted as one of the requirements to  
obtain Bachelor of Social Science (Sarjana Sosial)**

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**CIKARANG**

**MAY 2023**

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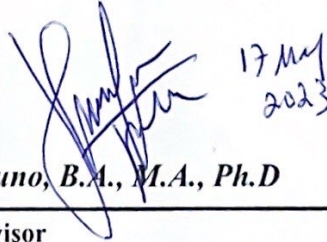
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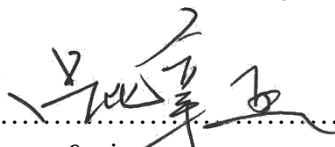
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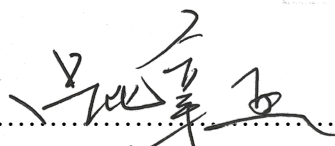
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## ACKNOWLEDGEMENT

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I would like to thank the whole experience of writing the thesis. Even though it was difficult and even hopeless due to illness, I made it through. Thanks for this valuable experience!

Cikarang, May 2023

Lyu Binaya

## ABSTRACT

**Lyu Binaya, 016201700214.** *"Korean Wave" on the safety of China's cultural industry and desirable strategic measures (1992-2016)*

**Advisor: Harryanto Aryodiguno, B.A., M.A., Ph.D**

Since entering the era of globalization, cultural soft power has become an important means to improve a country's international status and expand its influence. The development of cultural soft power and hard power complement each other. While enhancing economic and military hard power, cultural soft power is another successful strategy to realize national policies. From 1998 to 2019, the "Korean wave" represented by film and television dramas and pop music has risen rapidly in East Asia, which has greatly impacted the development of CCI. However, since 1980, China has long pursued the basic national policy centered on economic construction and the traditional security concept centered on military security and political security, so that the cultural industry security issue of foreign cultural shocks has not received enough attention, leading to China's cultural sovereignty and interests have been severely violated to a large extent, and the development of CCI is gradually stepping into a difficult security dilemma. Therefore, this article attempts to study the phenomenon of "Korean wave" in the Chinese mainland from the perspective of cultural industry security, and to determine the status of Chinese cultural industry security.

The first part of this article introduces the three stages of the development background of "Korean Wave" in mainland China since the establishment of diplomatic relations between China and South Korea. The hidden dangers of the cultural industry safety and establish the main research issues of this paper. First of all, it establishes the meaning of culture and analyzes the origin of cultural industry safety issues. It is clearly pointed out that with the deepening of economic globalization, cultural security and cultural industry security issues are increasingly valued by all countries. The third part analyzes the concept and characteristics of "Korean Wave"



according to the cultural phenomenon of "Korean Wave", and focuses on the reasons why "Korean Wave" has spread rapidly in China. The fourth part is the elaboration of the impact of "Korean Wave" on the safety of Chinese cultural industry. The author mainly analyzes the influence and impact of "Korean Wave" mainly from the perspective of theory and demonstration, from the economic level and ideological level, and expounds its actual impact and potential threat to China's cultural security, and puts forward the impact on China's cultural security. Suggestions on countermeasures on cultural industry safety issues.

**Keywords: Korean Wave, Soft Power, Cultural Industry Security, Globalization**

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## **LIST OF ABBREVIATION**

CI	CULTURAL INDUTRY
CCI	CHINA'S CULTURAL INDUTRY

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