
By

THERESIA CHINATSU DEWI HANA PERTIWI S

016201400167

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THESIS ADVISER

RECOMMENDATION LETTER

This thesis entitled “THE CONTRIBUTION OF REPUBLIC OF KOREA (ROK) CULTURAL DIPLOMACY ON PEOPLE’S REPUBLIC OF CHINA (PRC): IMPROVING BILATERAL RELATIONS IN TOURISM SECTOR (2015-2017)” prepared and submitted by Theresia Chinatsu Dewi Hana Pertiwi in partial fulfillment of the requirements for the degree of Bachelor of Arts in International Relations in the Faculty of Humanities has been and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, April 2018

Recommend and Acknowledged by,

Hendra Manurung, S.IP., MA.
DECLARATION OF ORIGINALITY

I declare that this thesis, entitled "THE CONTRIBUTION OF REPUBLIC OF KOREA (ROK) CULTURAL DIPLOMACY ON PEOPLE'S REPUBLIC OF CHINA (PRC): IMPROVING BILATERAL RELATIONS IN TOURISM SECTOR (2015-2017)" is, to the best of my knowledge and belief, an original piece of work that has not been submitted either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, April 2018

Theresia Chinatsu Dewi Hana P.S.
PANEL OF EXAMINERS
APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled "The Contribution of Republic of Korea (ROK) Cultural Diplomacy On People’s Republic of China (PRC): Improving Bilateral Relations in Tourism Sector (2015-2017)" that was submitted by Theresia Chinatsu Dewi Hana Pertiwi majoring in International Relations from the Faculty of Humanities was assessed and approved to have passed the Oral Examinations on April, 09th 2018.

Chair – Panel of Examiner

[Signature]
Drs. Ttuku Rezasyah, MA., Ph.D.

Member of Panel Examiner

[Signature]
Bustanul Ariffin, BA.IR., MA.

Thesis Adviser

[Signature]
Hendra Manurung, S.IP., MA.
ABSTRACT


Advisor: Hendra Manurung, MA

This study aims to determine the background of cultural diplomacy conducted by South Korea to PRC and its form and influence on the relationship between the two countries, as well as to know the purpose and significance of cultural diplomacy conducted by South Korea to PRC. The results of this study indicate that both countries are gaining mutual benefits and also the stability for harmonious relationships, where China has value as strategic partner and important for South Korea.

Data collection techniques used by author of collecting data and information from of books, documents, journals, articles, and a valid website from the internet. The second chapter in this thesis will analyze the history of ROK and PRC relations before 2015-2017. The third chapter will analyze economic growth through South Korea-PRC cultural diplomacy in the tourism sector in 2015-2017. The fourth chapter will analyze on programs to maintaining ROK and PRC relations. And the last chapter of the fifth chapter will provide as a conclusion in this study.

Keywords: Cultural Diplomacy, Soft Power, South Korea, China, Bilateral Relations
ABSTRAK


Advisor: Hendra Manurung, MA

Penelitian ini bertujuan untuk mengetahui latar belakang diplomasi kebudayaan yang dilakukan oleh Korea Selatan terhadap RRT dan wujud serta pengaruhnya terhadap hubungan kedua Negara, serta mengetahui tujuan dan arti penting dari diplomasi kebudayaan yang dilakukan oleh Korea Selatan terhadap RRT. Hasil penelitian ini menunjukan bahwa latar belakang peningkatan mutual benefit yang merupakan tujuan utama dari diplomasi kebudayaan Korea Selatan di RRT dan juga pencapian untuk penjalinan hubungan harmonis, dimana RRT memiliki nilai strategis sebagai patner strategis dan penting bagi Korea Selatan.

Teknik pengumpulan data yang digunakan oleh penulis yaitu mengumpulkan data-data dan informasi dari sejumlah literatur yang relevan dengan pokok permasalahan objek penelitian berupa buku, dokumen, jurnal, artikel, dan website yang valid. Bab kedua dalam thesis ini akan menganalisa history hubungan ROK dan PRC sebelum tahun 2015-2017. Bab ketiga akan menganalisa pertumbuhan ekonomi melalui diplomasi budaya South Korea-PRC dalam tourism sector. Bab ke empat akan menganalisa tentang program-program untuk memulihkan hubungan ROK dan PRC. Dan bab terakhir yaitu bab ke lima akan provide sebagai kesimpulan dalam studi ini.

Keywords: Cultural Diplomacy, Soft Power, South Korea, China, Bilateral Relations
ACKNOWLEDGMENT

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My University life will not complete without their existence, my sister from another parents. This paragraph specially dedicated for: Amelia Carien, Jessica Clarisa, Evelina Angelica Setiawan, Hanny, Rizka Christianti, Fransiska Roseline, Virly and Arlina Purwawati Christy Ningsih. Tears and words never enough to express how greatful I am to have you in my life. We share almost until our darkest secrets, we go to places together, be weird together cried and stuff. Thank you guys for always there for me, as for me I’ll try my best to be always there for you. I love you guys!

And for the last, I would like to dedicate this thesis to Eiichiro Detani that always support me, always accompany me, and always be patient to face me and listening my problems. I cannot finish this thesis without you. Thank you
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<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>ROK</td>
<td>Republic of Korea</td>
</tr>
<tr>
<td>PRC</td>
<td>People’s Republic of China</td>
</tr>
<tr>
<td>CCTV</td>
<td>China Central Television</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>MNCs</td>
<td>Multi National Corporations</td>
</tr>
<tr>
<td>MOU</td>
<td>Memo of Understanding</td>
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<tr>
<td>EBS</td>
<td>Educational Broadcasting System</td>
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<tr>
<td>CETV</td>
<td>China Education Television</td>
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<tr>
<td>KTO</td>
<td>Korean Tourism Organization</td>
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<tr>
<td>THAAD</td>
<td>Terminal High Altitude Area Defense</td>
</tr>
<tr>
<td>KOSDAQ</td>
<td>Korean Securities Dealers Automated Quotations</td>
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<tr>
<td>KOSPI</td>
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CHAPTER I

INTRODUCTION

I.1 BACKGROUND

In the era of globalization and modernization with developing technology and information are biased distance and boundaries between state, giving many changes and the emergence of new phenomena as well as, changes and developments in various aspects of life. Shapes change and development are wrong adaptation of the country to the international world is also growing, developments and relationships in the field of inter-state diplomacy no longer not traditionalistic.

In its field of development, diplomacy not only limited to traditional diplomacy which only concerns politics and military but developed with the emergence of modern diplomacy which diversifies the field of diplomacy becomes wider, ranging from social, cultural, economic, Human Rights, Health. This, of course, also brings to the diversity of means rather than the use of diplomacy, one of which is the use of cultural instruments as diplomacy.

The use of culture as a means of diplomacy is used by many countries as a giver of identity in the framework of achieving its national interest, which is the goal of the implementation of its foreign policy. ¹The cultural instruments used by the state may vary depending on the cultural values held by the state and the government's policy of the country.²

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² Institutionalism, cultural institutions and cultural policy in the Nordic countries - Nr 02 - 2010 - Nordisk kulturpolitisk tidsskrift - Idunn - tidsskrifter på nett. (n.d.). Retrieved from https://www.idunn.no/nkt/2010/02/art03
Culture is regarded as something communicative, easily understood by everyone with different cultural backgrounds. Culture is considered effective in diplomatic media, because culture has universal elements in which elements are present in all cultures of the nations of the world. Culture is also considered to be closer to one nation with another. The positive nature of this culture can pave the way for achieving the goal of cultural diplomacy.³

Cultural diplomacy, understood as an international bridge and interaction, network and power through a culture that crosses national and cultural boundaries. With the development of technology, soft power blends in the national culture including education, trust, art, morals and all kinds of abilities and habits created by the community.⁴

Cultural diplomacy denotes national values and can affect foreign members of society that cannot be achieved through the functioning of traditional embassies. In addition, cultural diplomacy provides a positive agenda for cooperation, apart from policy differences, creating a neutral platform for people to people contact and functioning flexibly as a universally acceptable medium for approaches with countries where diplomatic relations have been tense or absent.

South Korea's success in deploying its cultural diplomacy is evident from the rise in the image of South Korea, which was originally regarded as a poor and backward country in the 1950⁵, capable of rising until now better known as South Korea's popular culture of Hallyu (Korean Wave). Cultural diplomacy serves as a strong capital of South Korea in transforming the country's self-image towards a more positive one in the international world. The success of South Korea in its cultural diplomacy is marked by the

³ Tulus Warsito, Usmar Salam and Wiendu Nuryanti, “Dialog Budaya dan Gelar Seni, : Revitalisasi Diplomasi Budaya, Refleksi 60 Tahun Hubungan RI-Rusia”, page.2
popularity of South Korea around the world with its various cultural diplomacy such as Film, Drama, Music and Food.

South Korea's success in carrying on its cultural diplomacy brings many advantages to its country, in addition to better image and economic benefits, as well as to improve relations between countries that previously had no good relationship with South Korea such as People's Republic of China. Cultural Diplomacy conducted by South Korea in China is done through the popularity of South Korean popular culture in China which became famous since the 1990s, and growing up to this day. The popularity of South Korean music, movies, and dramas in China makes more famous in China. In addition, the collaboration with artists in both countries in doing art actors make cultural bonds more closely.

There is an approach between the two countries that are not High Politics, where cultural cooperation and cultural-based approach is done by both in line with the normalization of relationships that have been done between the two. The existence of cultural relations is an indicator of strengthening the relationship between the two countries through the socio-cultural ties.

There is an approach between the two countries that are not High Politics, where cultural cooperation and cultural-based approach is done by both in line with the normalization of relationships that have been done between the two. The existence of cultural relations is an indicator of strengthening the relationship between the two countries through the deepening social-cultural ties between the two through cultural diplomacy by both.

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7 Ibid
The presence of South Korean cultural diplomacy in China is inseparable from the Korean Wave (Hallyu) which is marked by the popularity of South Korean Dramas "Jealousy" and "What Is Love" broadcast by one of the Chinese TV stations at that time, CCTV (China Central Television) 1993 and 1997\(^\text{10}\). Cultural diplomacy conducted by South Korea cultural diplomacy, as evidenced by the term Hahanzu, the fanatical fanatic actress, actor, singer and pop culture China that emerged as a form of Korean popularity South in China.

On the other hand, the significance of Republic of China (PRC) for South Korea can be seen from China's special movie theaters in South Korea\(^\text{11}\), and the majorities of Mandarin in South Korean higher education institutions such as Korea University and Sungkyunkwan University and Mandarin institutions in South Korea a sign of how the Republic of China is considered important and influential on South Korea. The existence of Republic of China with its language and film in South Korea seems to indicate that there is an important influence of PRC in South Korean society so that it is more familiar and familiar with PRC.\(^\text{12}\)

China's important presence for South Korea is one of them due to South Korea's economic dependence on China, where PRC is present as an export destination country including South Korea's cultural export of 25.7% in 2015 cited by Korea's Ministry of Trade, Industry And Energy\(^\text{13}\), In 2016-2017 Visit Korea Year, the government of South Korea seeks to strengthen their tourism market by developing 88 tourism products in accordance with the


tastes of PRC.\textsuperscript{14} beating the United States and Japan, which only account for 13.2 percent and 4.9 percent of South Korea’s total exports. In addition to being a big business partner for South Korea, the increased understanding and also the understanding established by cultural diplomacy is expected to reduce the conflicts that may arise between the two.

This is certainly important considering the existence of both as a country in East Asia that is vulnerable to conflicts on the Korean Peninsula, so that an increased sense of mutual understanding and a positive image will help in facilitating the establishment of cooperation and harmonious relations between South Korea and China which seeks to realize through cultural diplomacy that South Korea is doing.

Through cultural diplomacy between South Korea and PRC brings not only political and economic cooperation but also as an aspect of bilateral relations between the two countries, which enhances the sense of tolerance and mutual understanding between the two countries and leads to an enhancement of their respective image through diplomacy culture carried out by both countries.

Departing from the existence of cultural diplomacy conducted by South Korea and People’s Republic of China, the writer is interested to analyze the problem that will be done under the title “An Analysis soft Power by South Korea and China through Cultural Diplomacy”

**I.2 IDENTIFICATION OF PROBLEM**

China is the first country to become a country imported Korean cultural products. The rising Chinese economy makes China a strategic partner in the
South Korean economy. 15 China is the largest export and import trading partner in South Korea beating Japan and the United States. The spread of South Korean Culture Diplomacy in China, based on the goal of South Korean cultural diplomacy that is to change the image of the country in the eyes of the people of China and also trying to gain sympathy and increased sense of understanding in the People's Republic of China, therefore it is expected to establish cooperation relationship more easily.

PRC as one of the countries in the same region with South Korea has strategic meaning and dependence on each other for South Korea especially in the field of tourism. 16 The enhancement of image and the establishment of a cooperative relationship that can run well through the approach of mutual understanding through cultural diplomacy is expected to achieve that.

While in the field of culture, this is evidenced by the popularity of PRC in South Korea through the proliferation of Chinese academics in South Korea and South Korea as one of the main export markets of the People's Republic of China, while South Korea gained market through Hallyu / Korean Wave fever in the People's Republic of China, where the People's Republic of China serves as one of the main markets of the Hallyu / Korean Wave industry such as fashion, culinary, music, and movie. 17 Through reforms, cooperation and exchange programs with South Korea has played an important role in encouraging economic growth. Trade with PRC has fueled ROK's economic growth.

17 Ibid.
I.3 STATEMENT OF PROBLEM

To further facilitate this discussion, I will not discuss the whole field of South Korean cultural diplomacy on Republic of China, and limit it to only two areas: Popular Culture and Art as Korean Wave.

\textit{How did Republic of Korea Cultural Diplomacy contribute to improve its economic relations with PRC in tourism sector from 2015 to 2017?}

I.4 RESEARCH OBJECTIVES

The purpose of this research is to find the answer to the questions by using descriptive and analytical methods. It would be scrutinize on South Korea’s soft power in East Asia Region. A qualitative analysis would be further conveyed to see the implementation of South Korea’s cultural diplomacy through conducting a comparative and correlational means towards the available data.

I.5 SIGNIFICANCE OF THE STUDY

This study is aimed to give a greater insight on how South Korea’s respond to encounter the rising of soft power from its neighboring country, which is China by implementing their soft power strategies especially through cultural diplomacy. In order to get a clear and better understanding on how South Korea position in the East Asia region and its effort to expand its soft power through cultural diplomacy that served in this thesis, hopefully could be useful to understand the soft power application especially through cultural diplomacy.

I.6 THEORITICAL FRAMEWORK

The series of significant theories and concepts would be used in this research in order to gain exact perspective on the issue as well as gaining the
comprehensive answer towards the problems. With realism and soft power as the base of this research.

1.6.1. SOFT POWER

Joseph Nye argued that power is “the ability to influence the behavior of others to get a desired outcome”. However, Nye’s formulate soft power as a part of power. According to Nye, it is defined as “the ability to get something through attraction rather than coercion or payment” (Nye 2004). According to Christopher Hill and Sarah Beadle defined soft power, as ‘the ability to influence the behavior of others and obtain desired outcomes through attraction and co-option’

By using soft power, others can do the things that benefit us without us asking or forcing it to do so. A country’s soft power comes from its culture, values, and policies.

This then makes South Korea has a strategy to implement soft power diplomacy by Joseph S. Nye, which is based on South Korean popular cultural assets or culture commonly called Korean Wave.

Nye also defines soft power as the power or ability to influence others to get the desired result (power) through the use of attraction rather than the use of violence or reward. Soft power comes from assets that can be used to produce attraction. Nye describes the soft power of a country primarily based on three sources, namely culture (culture, which makes the country attractive to others), political values (political values, held by the country at home and abroad) and foreign policy (foreign policies, which make the state legitimate)

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and moral authority). Including high culture such as education literature, art, as well as cinema and television.

Soft power itself arises from the attractiveness of a country’s culture, political ideals, and policies. However, when the implemented policies are seen as legitimate in the eyes of others, the “soft power” is enhanced. Moreover, the main sources of soft power is culture, political institutions and values expressed in the policies that states follows within its boundaries and in the way it handles itself internationally.

Culture as one of the main sources of soft power is further divided into two types, namely high culture, such as art, literature, and education that attract the attention of certain elites and pop culture, which focuses on mass entertainment production. Therefore, South Korea chooses to use soft power diplomacy strategies that can result in a change of attitude or PRC behavior as South Korea desires for the PRC to provide support in the field of culture and economic partners.

1.6.2. PUBLIC DIPLOMACY

Bruce Gregory defined public diplomacy as:

“An instrument used by States, associations of States, and some sub-State and Non-State actors to understand culture, attitudes, and behaviors, to build and manage relationships and to influence thought and mobilize action to increase interest and their value.”

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21 Rotman, Steve B., Revising the soft power concept; what are the means and mechanism of soft power? Journal of Political Power, 4:1, March, 2011 p.50
In the book by Mark Leonard says that public diplomacy is:

“a way to build relationships by understanding needs, culture, and society; communicating views; justify the existing misperceptions in the international community; looking for areas where the government can find common ground”.

Public diplomacy is also known as 'second track diplomacy' which is generally defined as diplomatic efforts by unofficial non-governmental elements. It should be noted that second track diplomacy is not acting as a substitute for first track diplomacy. In other words, the efforts undertaken in second track diplomacy should pave the way for negotiation and approval in the framework of first track diplomacy by encouraging diplomats to utilize important information obtained by second track diplomacy actors. In other words, total diplomacy involving public diplomacy (multi-track diplomacy) is needed in order to achieve success in carrying out foreign policy.

However, public diplomacy is one of the key instruments of soft power. Therefore, this public diplomacy state that public diplomacy as one of the key instruments of power

### 1.6.3. CULTURAL DIPLOMACY

The means of cultural diplomacy are all kinds of communication tools, both electronic and print media, which are considered to be able to convey the content or mission of certain foreign policy. The material or content of cultural diplomacy is technology, expert exchange and so forth. Milton C. Cummings

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states that cultural diplomacy is an exchange of ideas, information, values, systems, traditions, beliefs, and other cultural aspects with a common sense of mutual understanding and mutual respect.\textsuperscript{27}

Cultural diplomacy belongs to soft power as a political force influenced by culture, values, ideas as the other side of hard power that uses military force.\textsuperscript{28}

There are three criteria for why cultural diplomacy is an important value in the theory of international relations.\textsuperscript{29} First, to reduce the intensity of post-cold war military power, culture is seen as a new form of power in international relations. Second, every nation state must also build the foundation and limit of the network of nonsecurity in terms of maintaining the identity of the nation. Cultures consisting of various aspects into the identity of a State in the international eye. Third, cultural diplomacy can also be a powerful reason for forming a new international system, both in the form of regional and global organizations.\textsuperscript{30}

Therefore, Cultural diplomacy is an important component for the broader endeavor of public diplomacy that argued by Cummings would be a common understanding for this thesis by addressing the focus on the cultural diplomacy of South Korea on PRC.

1.6.4 BILATERAL RELATIONS

In international relations the concept of bilateral relations becomes the basic concept. According to Perwita and Yani bilateral is: “The mutual relations between the two parties involved, and the main actor in the implementation of the bilateral relations is country”\textsuperscript{31}.

\textsuperscript{27} Milton, C. Cummings, Cultural Diplomacy and the United States Government: A Survey (Washington DC: Center for the Arts and Culture, 2003) p.1
\textsuperscript{29} Ibid.
\textsuperscript{30} Ibid.
Where further explained by Perwita and Yani that in the process of bilateral relations is determined by three main motives, namely: Maintaining national interests, Maintaining peace and Improving economic prosperity. 

From the understanding above bilateral relations exists between two countries that recognize each other's sovereignty and are implemented on the basis of mutual need for each other in this case for the national interest of each country implemented through political, economic and cultural relations between the two countries which are aimed at national interests, economic welfare and maintaining peace between countries.

Bilateral cooperation can also be interpreted by the existence of an interest underlying the agreement between the two countries to interact in a particular field in a mutually agreed way and objectives. So the bilateral relations undertaken by South Korea to PRC as an effort to improve the relations between the two, gives a positive influence on the relations of both countries.

I.6.5. FRAMEWORK OF ANALYSIS

Furthermore, it is indeed requires to establish research framework to gain comprehensive and the right flow in order to give comprehensive understanding on the matter. Thus, in this regard the research framework is applied accordingly as shown in the diagram below.

32 Ibid.
As a country located in East Asia and as a neighboring country, China and South Korea have a history relationship in which the two countries were not harmonious.

But by realizing their own power of hard power could have a negative impact for both, South Korea is more focusing on improving relations with China by using soft power in order to run its foreign policy, South Korea develops the task of one of them is to recognize public diplomacy and expansion of cooperation with the community to enhancing economic growth in the field of cultural products through Korean Wave such as music, drama, tourism, food, film, and cultural festivals.  

Therefore, from cultural diplomacy it’s create bilateral relations between South Korea and PRC as an effort to improve the relations. For that in this research will focus on two main concepts that will be the corner of the analysis.

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of the concept of diplomacy including the elaboration of cultural diplomacy and the concept of bilateral relations, in view of the cultural diplomacy influence of South Korea-China relations.

1.7 LITERATURE REVIEW

1.7.1 NEW PUBLIC DIPLOMACY: SOFT POWER IN INTERNATIONAL RELATIONS, MELISSEN (2005)

In order to understanding the concept of public diplomacy, the book of New Public Diplomacy: Soft Power in International Relations 34 sangat membantu untuk lebih mengerti keseluruhan konsep public diplomacy sebagai bagian dari soft power

In this book explains the actors involved in the formation of soft power is termed as "referees" and "receivers" soft power. "Referees" soft power is associated with the source of legitimacy and credibility of soft power while the soft power "receivers" are the intended targets of soft power recipients.

And also explain that public diplomacy is key in the implementation of what is called Soft Diplomacy to be the main tool of diplomacy today. The development of diplomacy in the era of globalization makes Public Diplomacy itself more diverse. The tendency of the implementation of Public Diplomacy by using Soft Diplomacy application is considered effective and efficient because it is easy to do without swallowing the victim and cost big.

Therefore, this book can be used as an material to research ROK relations with PRC which shows that the reason South Korea uses its cultural elements in diplomacy is to enhance a positive image for its country. Improving the positive image of the PRC's view of South Korea can certainly build the country's own

34 Melissen, Jan, 2005 “The New Diplomacy: Soft Power in International Relations” Palgrave Macmillan
political image. Image development can also generate public interest and trust in other countries to cooperate with South Korea.

1.7.2 PUBLIC DIPLOMACY AND SOFT POWER IN EAST ASIA BY JONG LEE, SOOK AND MELISSEN (2011)

If the previous book is encourage the readers to understand the public diplomacy in general, in this book, in this book explains the rise of soft power in East Asia regions such as China, South Korea and Japan. And how the relationship between the three countries continues and this relationship occupies an important position in the relations of countries in Asia Pacific.

The relations of China, South Korea and Japan in the fields of economy, politics and strategy have been transformed due to unexpected economic growth due to the spread of culture and the export of profitable cultural products.

In its development, South Korea as the largest exporter in the spread of cultural products through Korean Wave that already mempegaruhi the whole world as ASEAN.

Therefore, this book can be used as an material to research ROK relations with PRC which shows that the reason South Korea uses its cultural elements in diplomacy is to enhance a positive image for its country. Improving the positive image of the PRC's view of South Korea can certainly build the country's own political image. Image development can also generate public interest and trust in other countries to cooperate with South Korea.

1.7.3 THE BIRTH OF KOREAN COOL: HOW ONE NATION IS CONQUERING THE WORLD THROUGH POP CULTURE BY EUNY HONG (2014)

This book is telling about Two decades before China loosened the shackles of Mao's totalising dogma and began its own climb out of poverty, its

35 Jong Lee, Sook and Melissen Jan, 2011 “Public Diplomacy and Soft Power in East Asia” Palgrave Macmillan
smaller neighbours were blazing their own trails, demonstrating how poor agrarian countries with little in the way of exploitable natural resources might transform their economies and societies. Their capital, they all understood, was human, and it needed government support to realise its potential. Today, the South Korean capital Seoul is one of the most modern on the planet while North Korea, historically the more prosperous half of the Korean peninsula, lives on the edge of hunger. It's easy to forget that, in the 1960s, South Korea's per capita GDP was less than that of the socialist paradise to the north, or of countries such as Ghana. President Kim Dae-jung, looking around at the catastrophe the crisis had wrought and with little capital to throw around, decided that South Korea would become the world's leading exporter of culture – *hallyu*.

### 1.7.4 CHINA–SOUTH KOREA RELATIONS IN THE NEW ERA: CHALLENGES AND OPPORTUNITIES BY MIN YE (2017)

This book offers a comprehensive examination of China–South Korea relations after their diplomatic normalization in 1992, paying close attention to the most recent controversies in the bilateral relationship after the turn of the century. Inspired by the sharp contrast between their booming economic exchanges and declining political relations in recent years, this book posits that the so-called “end of China–South Korea honeymoon” actually reflects two emerging features in the bilateral relationship. The first is a process of strategic adjustments in East Asia prompted by the new reality of a rising China, and to a lesser extent, a rising South Korea. The second regards both countries’ domestic politics: traditional state autonomy in foreign policymaking is being challenged by better-informed and more assertive general publics who raise, frame, and highlight issues and effectively press their governments for action.

In this book, the developments of China–South Korea relations are analyzed from a broader historical and theoretical perspective. Historically, the developments in the bilateral relationship are seen as a sign of transitions in a changing internal and external context. Theoretically, a comprehensive

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framework is constructed to integrate intergovernmental interactions (conventional diplomacy), semi- and non-official contacts (public diplomacy), and each country’s domestic political institutions. The analysis reveals a complicated and dynamic process that defines the bilateral relationship in the new century.

1.8 RESEARCH METHODOLOGY

This research is designed as descriptive research, focusing on fact-finding inquiry. However, in order to answer the problem presented in this research, literature review is conducted concerning soft power, public diplomacy, especially cultural diplomacy and its implication in East Asia region. The instruments being used in this research are not limited only with printed version, but also helped with the electronics finding, especially from internet.
CHAPTER II

THE AWAKENING SOFT POWER IN SOUTH KOREA

II.1 OVERVIEW ON THE RISE OF KOREAN WAVE/ HALLYU

Korean Wave is a pop culture phenomenon or popular culture of Korea that has spread through the media to other countries. This spread begins with the spread of Korean dramas which are followed by music, as well as the lifestyle of Korean society. \(^{37}\) The Korean Wave is ultimately used not only to show a love for Korean pop culture, but also all things related to Korea. Another term Korean Wave, Hallyu is a term that was first introduced by one of the Chinese journalists to explain the popularity of Korean pop culture in China in the 1990s.\(^ {38}\)

II.1.1 THE RISE OF ROK’S SOFT POWER THROUGH ECONOMY

The republican South Korea has several islands or cities to famous villages such as Jeju, Busan, Incheon, Gyeongju, Daegu, and many more. South Korea has a unique culture, language, attitude or behavior, and unique food. The language used is hangul. With South Korea’s population of 50.8 million, GDP per 3 years has increased. By 2015 by 2.6%, by 2016 by 2.7%, and by 2017 is expected to reach 3% increase with an estimated GDP of USD 1.521.0 billion. \(^ {39}\)

One of the causes of the development of the South Korean economy with the presence of multinational corporations (MNCs) such as Hyundai and KIA in

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\(^{39}\) So Young, Park “Transnational Adoption, Hallyu, and the Politics of Korean Popular Culture” Biography 33, no 1 (Winter 2010) p.159
the field of automobile, in the electronic field there is Samsung and LG, in the lifestyle there is Lotte Shopping Center. Thus it can be seen that the MNC helped boost South Korea’s economic growth. 40

In addition, economic growth in South Korea has also contributed to the entertainment sector caused by the Korean Wave, spreading to neighboring countries after the famous South Korean culture in China. The spread of this wave was not only in culture but also followed by fashion, culinary, music, film, and tourism that became a phenomenon in almost all of the world including Southeast Asian countries such as Indonesia and Singapore, East Asia, Central Asia, USA, and Europe.41

Along with Korean wave that has made ROK to leading exporter of music, television programs and films to Asian countries by generating a total revenue that reached 500 million US dollar started in 2002 and 1 billion US dollars in 2005. 42This development model is not peculiar in the East Asia region and basically ROK largely indebted to the Japanese one. On the other hand, by adopting this strategy, ROK successfully overcame several difficulties, such as a shortage of food, inadequate capital accumulation, low level of technologies, and high unemployment ratio 43faced by ROK in the early of 1960 that mostly caused from the war devastation.

ROK reached 1.80% of average quarterly GDP growth from year 1970 until 2010 44allows ROK to establish a wide range of its foreign policies towards the rest of the world, especially for developing countries in Asia. Which, in this case, indirectly affected viewers of the waves of South Korea and South

40 Ibid.
42 Tamio Hattori, “Economic Development and Technology Accumulation: Experience of South Korea, Economic and Political Weekly 34, No. 22 (May 29-Jun 4, 1999); p.79
43 Ibid.
Korea utilizing these influences to boost the country's economy in the field to boost exports and domestic tourism. With an increase in export figures reaching USD 43.189.0 million total exports rose from USD 40.312.73 million. And the benefits of tourism can reach USD 1,765.40 million with can reach as many as 1,703,495 tourists. 45

With South Korea's rapid economic growth in the past two decades due to the Korean Wave program which has had a direct positive impact on the economy. Through the Korean Wave also provides an impact of increased sales of products such as cosmetic, cellphone or fashion.

II.1.2 THE RISE OF ROK’S SOFT POWER THROUGH CULTURAL DIPLOMACY

In the Korean Wave phenomenon that can promote economic growth in using its culture as a means of dissemination and promotion of South Korean culture through cultural diplomacy conducted by the seventh President of South Korea, Kim Young Sam (1993-1998) 46 which put considerable attention on the field of cultural promotion South Korea.

The phenomenon of Korean pop culture has begun to spread from its comfort zone in Asia to more global audiences in the Middle East, Africa, Europe, and the America. 47 And this is the rise of Korean culture from various elements:

a) Kpop Music: Pre-modern Korean pop music first appeared in the 1930s due to the influx of Japanese pop music that also influenced the early elements of pop music in Korea. The Japanese colonization of Korea also made the Korean music genre unfold and followed only the development of Japanese pop culture at the time. In the 1950s and 1960s, the influence


of western pop music began to enter with the many musical performances held by US military bases in South Korea.\textsuperscript{48}

Korean Pop music originally divided into different genres, the first is the genre of "oldies" influenced by western music and popular in the era of the 60's. In the 1970s, rock music was introduced with its pioneer Cho Yong-pil. Another genre that is quite popular is Trot music influenced by enka style music from Japan.\textsuperscript{49}

The debut of the Seo Taiji and Boys group in 1992 marked the beginning of modern pop music in Korea that gave new colors to rap music, rock, American techno. The success of Seo Taiji and Boys group followed by other music groups such as Panic, and Deux. This musical trend also gave birth to many music groups and other qualified musicians until now. Pop music of the decade of the 90's tends to dance and hip hop. The main market is teenagers so this decade appears many highly regarded "teen idol" groups such as CLON, H.O.T, Sechs Kies, S.E.S, and g.o.d. Most of these music groups have been disbanded and members are soloing. In the 2000s new talented entrants began to emerge. R & B-style music streams and hip-hop musicians to America scored such artists as MC Mong, 1TYM, Rain, Super Junior, Big Bang who were quite successful in Korea and abroad.\textsuperscript{50}

b) K-Drama: After the Korean War ended in 1953, the Korean film industry began to grow slowly and reach a golden age. In the next two decades, the Korean film industry has stagnated as more and more people have their own television sets. Beginning in the 1980s, the Korean film industry experienced a revival, mainly due to the hard work of talented directors. Their efforts were quite successful and Korean films at that


\textsuperscript{49} Ibid.

\textsuperscript{50} Ibid. p8.
time began to gain recognition at various international film festivals such as Cannes Film Festival and Venice International Film Festival.  

After that, from the decade of the 90s, Korean movies were increasingly being watched around the world. And Korea began producing television dramas in a mini-series format, produced in Korean language. Many of these dramas have become popular throughout Asia and have contributed to the common phenomenon of the Korean wave and also the "Dramatic Fever" in some countries such as in Latin America, Middle East and Asia including China. Several famous dramas have been broadcast through foreign television channels; for example, Dae Jang Geum (2003) has been sold to over 91 countries.

c) Tourist Destination: In the 2000s tourist attractions in south korea began to be popular throughout the world through Korean dramas. Many Korean drama lovers who deliberately travel to South Korea to see the location of filming in the drama. Here the example places from visit korea website:

1. Namsan Tower: The tower monument is located 237 meters above the Namsan mountain. The building also called N Seoul Tower was once used as a location shooting Boys Over Flowers played by Lee Min Ho and Goo Hye Sun.

In the observatory area, there is a row of padlocks of love that supposedly will make lasting relationships if their names are written on that padlock. This location has also been used filming dramas My Love From the Stars starring Kim Soo Hyun and Jun Ji Hyun.

53 Ibid.
2. Gwanghwamun Square: This place is a public space located in Jongno-gu area, Seoul. There is a fountain and a legendary King Sejong statue. This place was once the location of filming for several popular dramas such as *IRIS* played by Kim Tae-Hee and Lee Byung-Hun and drama *Queen In-Hyun's Man* played by Ji Hyun Woo and Yoo In Na.

3. Korean Folk Village: Korean Folk Village located in Yongin city, Gyeonggi province. The village is interesting because there are some replicas of traditional houses. Korean Folk Village was once the location of *The Moon that Embraces The Sun* drama played by Kim Soo Hyun and Han Ga In. *Sungkyunkwan Scandal* played by Park Min Young and Park Yoochun are also recorded here.

4. Nami Island: Nami Island is an island located in Chuncheon, Gangwon. Visitors can enjoy many attractions on Nami Island, such as pedestrian paths surrounded by trees and beautiful gardens.

The legendary drama that started the *Winter Sonata* location played by Bae Yong-joon and Choi Ji-Woo was recorded here. There is even a statue that was erected as a replica of both actors along with a gallery showing some of the most famous *Winter Sonata* scenes.

5. Jeju Folk Village: Jeju Folk Village or Seongeup Folk Village is located under Mt. Halla on Jeju Island. What's interesting about this tourist destination is that this village still maintains tradition and traditional lifestyle that has been done since the first. There are three most important areas in this village, namely mountain villages, fishing villages and shamanic villages. Dae Jang Geum, the legendary drama played by Lee Young-ae and Ji Jin-Hee also used this place as a shooting location.
Seeing this phenomenon, the Korean government has tried to take the advantage of this phenomenon as a policy tool in order to improve its cultural and public diplomacy. Especially, the Ministry of Foreign Affairs and Trade and the Presidential Council on Nation Branding using the popularity of Korean Wave to seek the advantage in order to promote Korean national interest and to enhance Korean images in the world. The uniqueness of Korean Wave especially on its music are by combining the Westernized modernity with just the right amount of Asian culture. Korea took advanced foreign cultures, grafted them onto its own, and produced an advanced culture all its own.55

At a later stage, President Kim Dae Jung (1998-2003) continued the cultural promotion efforts of President Kim Young Sam with the vision of "Cultural Technology" covering the development of traditional cultural heritage and popular culture as part of South Korean technology development, 2001 established Korean 37 Culture and Content Agency 56, under the Ministry of Culture and Tourism, the Korean government guarantees the copyright of the entertainment world producers.

II.1.3 PROMOTE THE CULTURE

Further President Kim Dae-jung calls himself informally as "cultural president". He established the basic law for the culture promotion industry in 1999 by allocating $ 148.5 million for this project. Korea gives its own distinctive touch to their cultural products by blending its original properties with foreign styles in an innovative and unique way. 57 For example on the application of Confucianism-based values of familiarity, such as family focus, respect for parents, and protection for children. The featured Korean modern style proves their adherence to Asian social customs. 58

55 Ibid. p13.
57 Ibid.
58 Ibid.
The form of seriousness of the South Korean government towards the promotion of culture is followed by the efforts of their government to incorporate cultural diplomacy into several important government documents, including the following:


In the White Paper of 2006, the South Korean Government explained that its foreign policy in 2005 was to enhance South Korea's image through the Korean Wave.\(^59\) This is related to the efforts of Ministry of Foreign Affairs and Trade (MOFAT) in conducting public diplomacy through the promotion of cultural activities and promotion with the national goal of Improving the Image of South Korea as a pioneer country in the field of culture. In White Paper 2006, cultural diplomacy is described as follows:

“The ministry has set up public relations offices overseas called “Korea Plaza” to strengthen the country's image through the globalization of hallyu, the boom of Korean pop culture overseas. The Korea Plaza project is based on the “C-Korea Vision 2010” announced last year. In particular, the government will support exchanges of cultural contents with foreign countries away from unilateral or export-oriented activities.”\(^60\)

2. Principal Goals and Directions Of Korean Cultural Diplomacy

A continuation of the 2006 White Paper on South Korea's foreign policy in 2005, which included aspects of cultural diplomacy into the South Korean public diplomacy section with two main goals:\(^61\)

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\(^{60}\) Ibid.

a. Encourage cooperation with other countries by making cultural exchanges. The first step to encourage cooperation between countries can be done by supporting various cultural exchange programs implemented by government or non-government.

b. Strengthen national competitiveness through enhancement of national image.


In Korean Diplomatic Whitepaper 2008 explained that, culture is an important element and a useful tool in creating added value for the realization of competition among nations. The Ministry of Foreign Affairs and Trade (MOFAT) is trying to utilize various activities related to cultural diplomacy to promote Korea's national interests. In this Whitepaper it is explained that film and drama are included in one of the important elements in advancing South Korean cultural diplomacy.62


Cultural discussions are also included in the Korean Global Vision specifically discussed in Soft Power points. 63 The core vision of Global Korea is how Korea promotes itself as one of the most influential global actors whose capabilities are supported by the strength of economic progress and high self-defense capabilities balanced by the education, cultural and artistic resources required and respected by the international community, for South Korea to continue to build a positive image on its international image in the international world.

The four documents of the South Korean government include culture as one of the important instruments in the application of foreign policy. This is because culture plays an important role as part of the improvement of South Korea's image in the international community and also pushes the economic advantage through an understanding of cultural diplomacy conducted to various countries. In addition, the affirmation of the South Korean government's seriousness in using culture as an economic priority and self-image is reflected in the Ministry of Culture, Sports and Tourism statement in 2006, which states that the government will give full support to the cultural exchange program.
II.2 HISTORY OF REPUBLIC OF KOREA–PEOPLE’S REPUBLIC OF CHINA RELATIONS

Based on its history when the Korean Peninsula has not been divided into the Democratic North Korea and the Republic of Korea (South Korea), this region was once dominated by a series of empires founded by migrants, mostly from China. The relationship between PRC and Korea (North Korea and South Korea) has been ongoing since the royal period of the ruling, since about 110 years BC.

In its development, China has had a significant influence on almost all aspects of Korean life in the past and is present as a protector for Korea. This can not be separated from the existence of China as a country with advanced civilization and Buddhism and Confucianism Teachings which later also participated by the Korean population. The teachings are widely adopted to form the basis for national characteristics in both Koreas. However, relations between China and Korea had to stretch with the weakening of the Qing Dynasty (1644-1912). The presence of Japanese aggression then defeated the PRC in the rivalry of influence in Korea through the Sino War of Japan in 1894-1895. Not only successfully annexed Korea (1910-1945), Japan also conducted his colonization in China.

The cultural linkage between ROK and PRC that has been established since the time of the great empires of both, brings influence to the similarity of understanding and culture that is almost the same between the two. Both South ROK and PRC as a country in the eastern region of Asia, have a history of almost identical cultures, such as Confucianism which is a strong doctrine with an emphasis on self-discipline, education, strong family and social ties, for example cultures bowed respectfully in greeting and say hello. respect for ancestors and parents. For that acceptance of the form of cultural diplomacy of South Korea

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65 Ibid, p18-19
66 Sartika Tandirerung . 2012. Filsafat Asia Timur: Taoisme, Konfusianisme dan Buddhisme
in China can be done and accepted by the PRC, because the South Korean cultural products still carrying their national culture that still feels Confucianism as well as adopted by PRC.

Discussing the cultural relations between ROK and PRC in the modern era, it can not be separated from some cooperation and meeting conducted by both or together with other countries related to cultural issues, including cultural exchange and cooperation in the culture and entertainment industry conducted by both countries.

One form of bilateral cultural ties between the two countries, which is in 2008, South Korean President Lee Myunbak and Chinese President Hu Jintao held a meeting in South Korea on 25-26 August 2008, which resulted in a shared understanding of the improvement and development of bilateral ties between the two countries. Both countries agreed in prioritizing cooperative relations in areas such as the Politics of Economics and Trade, Cultural Exchange, and Regional and International Relations.\(^67\)

Furthermore, especially in the field of cultural exchange, the two countries agreed on several points of mutual agreement between ROK and PRC (according to China – Republic of Korea Joint Communique 2008\(^68\)), namely:

1) The two sides will expand the scale of people-to-people exchanges by 6 million visits per year and provide all facilities needed such as visa guarantee between the two countries.

2) The two sides agreed to set up Visit China Year in 2010 and Visit Korea Year in 2012 and organize tourism events and bilateral exchanges to improve people-to-people exchanges between the two countries.

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\(^{68}\) Ibid
3) The PRC has announced the upgrading of the Chinese Consulate Office in Gwangju to the Consular General's office which is welcomed by South Korea.

4) The two countries signed the *Agreement on Educational and Cooperative Between 2008 and 2010* and increase the number of scholarships for student exchanges. Younger generations will be involved in forming joint visits under youth exchange programs.

5) The two sides promote mutual exchange and understanding among sectors of culture, media, sister cities, educational and private organizations and support exchanges among private organizations in Culture and Media and exchanges between educational institutions in history and culture.

6) In 2008, both countries signed "*Memorandum of Understanding on the Gift of Crested Ibises from China to the Republic of Korea and Cooperation in Crested Ibis' Breeding and Population Rebuilding*". where the PRC government will give some Crested Ibis crews to South Korea and the two countries agree on strengthening cooperation in saving rare animals of the Crested Ibis bird as a symbol.

In addition, cultural cooperation is also conducted in 2013. Where South Korea together with China and Japan agreed on "*Gwangju Joint Agreement*" on 28 September 2013, which aims to enhance cooperation in cultural exchange, including joint efforts in the protection of cultural assets, entertainment industry development, strengthening cultural and art exchanges and funding youth cultural exchange programs.69

South Korea in 2014 with China and Japan, where South Korean Culture Minister Kim Jong-deok, and Chinese Cultural Vice Minister Yang Zhijin agreed on a joint statement. The content of the joint statement is that they share the same view to create cultural exchange and future-oriented cooperation can help develop their culture and become a foundation for peace and prosperity in East Asia. Where will promote exchanges among young artists in both traditional and modern art among them.\textsuperscript{70}

In 2014 South Korea and China also signed a Memorandum of Understanding (MoU) in the exchange of broadcast Television, Radio and other broadcasting forms. The MoU was signed in Beijing by Lee Kyeong-Jae, Chairman of the Korea Communications Commission, and Cai Fuchao, director of China's State Administration of Radio, Film and Television, as well as Television stations from both countries as well co-sponsored Korea's Educational Broadcasting System (EBS) with China Education Television (CETV) and China Central Television (CCTV). The purpose of the MoU is to improve the cultural exchange between the two countries and also to jointly campaign against healthy cyber culture in the modern era.\textsuperscript{71}

CHAPTER III


III.1 SOUTH KOREA CONTEMPORARY ART EXHIBITION

Performing Art such as traditional music, dance, and theater is one of the media used by South Korea to implement its cultural diplomacy globally to the international community, including in spreading South Korean cultural diplomacy to PRC. This is in line with President Lee Myun Bak's policy of incorporating art as an element of the spread of South Korean culture. The historical history of related cultures between South Korea and PRC makes the appreciation of art between the two can be done more easily, because of the similarity of cultural history which involves both in the past, for example from the similarity of the philosophy of the two countries in the past which also influenced the form and meaning of art in both countries.

Art used by ROK in its cultural diplomacy, is done through the art of traditional and contemporary art. This is in line with the desire of South Korea to present itself as a country with high cultural values both traditional and contemporary culture as a form of creativity artists and the people of South Korea. In the implementation of art form and South Korean art is implemented into art performances.

In using the field of art engagement, South Korea uses its country artists in both show and work to be exhibited in South Korea and outside Korea, one of them in China. For the South Korean government, conducting cultural diplomacy in China through art has been conducted in various ways, ranging

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from art exhibitions, dance performances as well as traditional or contemporary South Korean music, and South Korea’s Choir and Culture and Arts Festival in China.

As part of the cultural diplomacy, art embodied in performing arts, it holds a similar stake in Korea’s cultural diplomacy for image enhancement and national branding, as well as a way of introducing South Korea in China. Through the understanding and artistic performances of PRC, will be able to know the history, culture and also feel the presence of South Korea.

Some examples of the use of art performances used by South Korea in the promotion of their culture in PRC, for example, on December 22, 2015 Korean Cultural Center in China, sent national musical ensembles and traditional Korean dance companies for the eighth anniversary of the National Center for Performing Arts of China. The existence of art performances conducted by South Korea at this event show little existence and efforts to spread the art of ROK in PRC.

Then in 2015, an art exhibition featuring contemporary artwork from South Korea and China is held under the name "East Bridge 2015 - Plastic Garden" at 798 Art Factory in Beijing on November 14 to December 20, 2015. The opening ceremony of the exhibition on 14 November was attended by distinguished guests from both countries, including Wang Yanling, Chairman of Beijing 798 Cultural and Creative Industry Investment Co.Ltd, Xie Jinying Director of Cultural External Relations Bureau of Culture Ministry of China, Chen Zhe Director of Industrial Culture Institute of International Cooperation Center, National Development and Reform Commission and Kim Hyung-tae, Minister of Counselors and South Korean Embassy in Beijing. The exhibition

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is the second exhibition project under the MoU signed by Korea Foundation and 798 Cultural and Creative Industry Investment Co.Ltd in year 2014 to expand cultural and art exchanges between the two countries.\(^75\)

In 2016, China-South Korea Culture Festival of Tianjin was first held at South Korea International School in Tianjin (PRC) on 24-25 September 2016, with the aim of promoting good relations between the two countries. During the festival more than 50,000 Koreans\(^76\) living in Tianjin and other Tianjin residents attended the festival, tasted traditional Korean culture, enjoyed Korean performances and tasted Korean food. The festival is sponsored by the Tianjin South Korean Association, the South Korea Chamber of Commerce of Tianjin, the South Korea International School and the Tianjin South Korea Sports Club.\(^77\)

In addition to using art performances at PRC, South Korea is also trying to place an understanding of PRC art, which shows the role of South Korea in its efforts to foster good relations with PRC. This can be seen from the \textit{Artside Gallery} which is an art gallery that focuses on contemporary art and PRC artists. Founded in 1999\(^78\), \textit{Artside Gallery} features PRC artists such as Wang Guangi, Yue Minjun, Zhou Chunya, Zeng Fanzhi and Zeng Hao to South Korean audiences. Since then, the gallery has taken a leading role in the art exchange between Korea and the PRC garnered international attention as the organizer of the first solo artist Zhang Xiaogang of South Korea. In 2007, Artside Gallery opened a gallery space in Beijing, and in 2010\(^79\) moved from Seoul gallery to Hyoja-dong. The main vision of this gallery is to present the best artworks from PRC and Asian art pioneers as a way to foster understanding and creativity in Asian art.

\(^{75}\) Ibid.


\(^{77}\) Ibid.


\(^{79}\) Ibid.
The presence of South Korean cultural diplomacy products in the form of art performances, indicating the acceptance and openness of cultural relations between South Korea and PRC. The role of the governments of the two countries in establishing cultural cooperation cooperation is the opening of cultural access, including the ease of people to people contact, in which case it is easy for South Korean artists to conduct exhibitions at PRC, as well as ease of collaboration between artists of both countries.

The art exhibition presented by South Korea in PRC seeks to showcase more traditional artworks by promoting history, culture and contemporary works and everyday culture in the form of festivals featuring traditional South Korean games, Korean food, traditional clothes and various other South Korean art performances. This can certainly make the PRC community understand the cultural history of South Korea. The presence of South Korean art forms in PRC can enhance the understanding of the PRC community on the similarities and differences of culture with South Korean culture and further open a broad understanding of South Korea in the PRC community. This is important because the main objective of delivering cultural missions from South Korea is to change its image and this can only be achieved if it is able to change the views and understanding of a country's people towards its country towards a positive or neutral.\(^\text{80}\)

A positive image shift will affect the smoothness of relations between South Korea and PRC as well as the achievement of interests South Korea seeks to acquire in PRC. Looking at the existing economic dependence between South Korea and PRC, where PRC is present as a biggest partner in South Korea's economy including in export destination countries including cultural exports.\(^\text{81}\) Therefore, the achievement of understanding and positive image of the PRC


community towards South Korea and PRC relations is necessary for the smoothness of bilateral relations between the two.

III.2 THE IMPACT OF HALLYU/KOREAN WAVE TOWARDS PRC

Popular culture is one of the media in the spread of cultural diplomacy of South Korea to the world. Popular culture has a sense of community culture, determined by the interaction between people in everyday activities such as dress styles, language use, speech rituals and eaten food are examples of popular culture. Popular culture is also informed by the mass media.

In 2015, South Korea's Ministry of Culture, Sports and Tourism launched a joint venture in the entertainment world between South Korea and PRC for about $200 million, which will be used to finance the production of film, broadcasting and local music projects of both countries. Both countries have also agreed to raise $40 million. While the remaining funds obtained from various private parties.  

Further agreements also took place in 2016, in which South Korea and China also signed a MoU Joint Tourism Market Cooperation, which aims to strengthen the tourism-related travel market between the two countries, as well as cooperation in tourism security in both countries. The signing of the agreement was made on December 15, 2016, along with the "2016 Visit Korea Year" in Beijing, and represented by South Korea's Minister of Culture, Sports and Tourism Cho Yoo Sun and Chairman of the National Tourism Administration of China (PRC). This agreement is a continuation of the development of cultural exchange between the two countries that had previously been an agreement at the meeting in 2014, and in 2015 formed "Visit China Year" and the year 2016 "Visit Korea Year."  

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84 Ibid.
In 2016 Visit Korea Year the government of South Korea seeks to strengthen their tourism market for PRC tourists, by developing 88 tourism products to suit the tastes of the PRC community, making it easier for tourists to travel to South Korea for PRC tourists by freeing visa fees, a positive impact in attracting PRC tourists to South Korea of 8 million tourists by 2016.\textsuperscript{85}

On the other hand, the relationship between South Korea and China in culture is also very much dependent on the dissemination of South Korean cultural products in China that affect the South Korean economy through Chinese tourists visiting South Korea. As reported by the South Korean Tourism Organization in 2015,\textsuperscript{86} compares the number of tourists from China and Japan during that year's visit to South Korea, as shown in the chart below:

**CHINESE AND JAPANESE VISITOR TO SOUTH KOREA**

\textbf{Figure 3.1: The percentage of Chinese and Japanese visitors to South Korea by 2015. Source: World KBS website.}


From the chart it can be seen that the number of tourists from PRC is much larger than in Japan, and although in 2015 there is a decrease in tourists from both countries but tourists from PRC are still in higher numbers. Another survey by 2016, which shows that the number of PRC tourists is huge in contributing to South Korean tourism, as can be seen from the table below:

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Male</th>
<th>Female</th>
<th>Crew</th>
<th>Total</th>
<th>SPPY*</th>
<th>Growth(%)</th>
<th>% of Total(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Asia and The Pacific</td>
<td>5,235,053</td>
<td>8,251,391</td>
<td>1,171,449</td>
<td>14,657,893</td>
<td>10,967,739</td>
<td>33.6</td>
<td>85.0</td>
</tr>
<tr>
<td>JAPAN</td>
<td>954,882</td>
<td>1,315,414</td>
<td>27,497</td>
<td>2,297,893</td>
<td>1,837,782</td>
<td>25.0</td>
<td>13.3</td>
</tr>
<tr>
<td>TAIWAN</td>
<td>269,796</td>
<td>553,621</td>
<td>10,048</td>
<td>833,465</td>
<td>518,190</td>
<td>60.8</td>
<td>4.8</td>
</tr>
<tr>
<td>HONG KONG</td>
<td>218,772</td>
<td>423,566</td>
<td>8,338</td>
<td>650,676</td>
<td>523,427</td>
<td>24.3</td>
<td>3.8</td>
</tr>
<tr>
<td>THAILAND</td>
<td>144,365</td>
<td>273,435</td>
<td>52,307</td>
<td>470,107</td>
<td>371,769</td>
<td>26.6</td>
<td>2.7</td>
</tr>
<tr>
<td>MALAYSIA</td>
<td>115,132</td>
<td>171,606</td>
<td>24,516</td>
<td>311,254</td>
<td>233,350</td>
<td>39.4</td>
<td>1.8</td>
</tr>
<tr>
<td>PHILIPPINES</td>
<td>111,027</td>
<td>87,355</td>
<td>358,363</td>
<td>556,745</td>
<td>403,622</td>
<td>37.9</td>
<td>3.2</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>84,100</td>
<td>80,684</td>
<td>130,677</td>
<td>295,461</td>
<td>193,590</td>
<td>52.6</td>
<td>1.7</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>87,783</td>
<td>115,680</td>
<td>18,085</td>
<td>221,549</td>
<td>160,153</td>
<td>38.3</td>
<td>1.3</td>
</tr>
<tr>
<td>MYANMAR</td>
<td>26,535</td>
<td>4,320</td>
<td>37,603</td>
<td>68,458</td>
<td>58,036</td>
<td>16.2</td>
<td>0.4</td>
</tr>
<tr>
<td>VIET NAM</td>
<td>107,634</td>
<td>109,631</td>
<td>34,137</td>
<td>251,402</td>
<td>162,765</td>
<td>54.5</td>
<td>1.5</td>
</tr>
<tr>
<td>INDIA</td>
<td>80,532</td>
<td>12,249</td>
<td>123,130</td>
<td>195,911</td>
<td>153,602</td>
<td>27.5</td>
<td>1.1</td>
</tr>
<tr>
<td>SRI LANKA</td>
<td>16,370</td>
<td>1,147</td>
<td>3,263</td>
<td>20,789</td>
<td>17,864</td>
<td>16.4</td>
<td>0.1</td>
</tr>
<tr>
<td>PAKISTAN</td>
<td>10,689</td>
<td>1,403</td>
<td>425</td>
<td>12,517</td>
<td>11,628</td>
<td>7.6</td>
<td>0.1</td>
</tr>
<tr>
<td>BANGLADESH</td>
<td>10,390</td>
<td>1,086</td>
<td>1,696</td>
<td>13,172</td>
<td>11,759</td>
<td>12.0</td>
<td>0.1</td>
</tr>
<tr>
<td>CAMBODIA</td>
<td>20,565</td>
<td>8,541</td>
<td>896</td>
<td>30,002</td>
<td>25,800</td>
<td>16.3</td>
<td>0.2</td>
</tr>
<tr>
<td>MONGOLIA</td>
<td>37,861</td>
<td>41,082</td>
<td>222</td>
<td>79,165</td>
<td>77,918</td>
<td>1.6</td>
<td>0.5</td>
</tr>
<tr>
<td>CHINA</td>
<td>2,805,271</td>
<td>4,946,751</td>
<td>315,700</td>
<td>8,067,722</td>
<td>5,984,170</td>
<td>34.8</td>
<td>46.8</td>
</tr>
<tr>
<td>IRAN (ISLAMIC REPUBLIC OF)</td>
<td>5,379</td>
<td>1,437</td>
<td>1,568</td>
<td>8,384</td>
<td>5,706</td>
<td>46.9</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Table 3.2: Statistic of Tourism Korea in 2016
Source: Korea Tourism Organization Website

The South Korean Tourism Organization survey shows that the number of tourists from PRC in 2016 is very large, with a percentage of 46.8% and a growth of 34.8%, when compared with other countries separately in this case not regional countries. The high percentage of tourists from the PRC indicates that

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PRC is a vital country in South Korea's cultural and tourism industry because it has a high rating.

III. 3 THE IMPACT OF IMPLEMENTATION OF THAAD

III.3.1 OVERVIEW THE IMPLANTATION OF THAAD

Since North Korea declared its success in launching ballistic missiles into Japanese waters, it has succeeded in making the United States, South Korea and Japan inflamed. As a precautionary measure for the coming aggression from North Korea to South Korea, the United States says it will deploy a ground-based missile system or the High Altitude Area Defense (THAAD) Terminal in South Korea.88

On February 7, 2016, South Korean and American military officials announced that their two governments had agreed to begin talks aimed at “the earliest possible” deployment in South Korea of the Terminal High Altitude Area Defense system, known as THAAD, a system designed to shoot down short-, medium-, and intermediate-range ballistic missiles using interceptor missiles, launchers, a radar, and a fire-control unit.89

After months of subsequent discussion, on July 8, Seoul and Washington formally announced that the THAAD system would be deployed in South Korea.90 On July 13, Seoul announced that Seongju will be the location of the THAAD deployment.91 This decision, highly controversial within South Korea, followed a lengthy period of examination and debate marked by considerable

89 Ibid.
foot-dragging on the part of Seoul, and continuous American pressure in favor of deployment.

The South Korean government had long hesitated to approve THAAD in part because of strong resistance within South Korea and from China and Russia. However, the combination of additional North Korean missile and nuclear tests in early 2016 and a deterioration in the Seoul-Beijing relationship over the past year or so convinced conservative President Park Geun-hye to move forward with deployment, despite continued domestic opposition. In response to China and Russia, both Seoul and the Pentagon have stressed that the THAAD decision “would not be directed towards any third party nations.”

III.3.2 PRC'S STEPS IN OPPOSITION AGAINST THAAD

In a statement related to THAAD, the PRC has given action in accordance with their statement that it will take steps related to the litigation against THAAD, such as in terms of economic relations between the two countries. Although both countries have entered the culmination of the development of economic relations between the two countries, the issue of THAAD has had an impact on their relationship.

The PRC's opposition to the procurement of THAAD in South Korea became a boost to the onset of problems in the economic relations between the two countries, the rise of anti-THAAD and anti-Korean issues led to the development of both relationships declining.

Among the steps taken by PRC in the economic sphere is what happened to one of the South Korean companies Lotte Group. The Lotte Group's decision in support of the South Korean government by providing assistance related to the location of THAAD placement in Seongju, South Korea. Meanwhile, post-

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THAAD decision placement in Korea Selatn, the opposition from Chinese government related to it is also followed by a similar step on Chinese citizens. The actions intended to show disappointment against the ROK.

While the South Korean Lotte Group is feeling the greatest impact after the steps taken by their side by helping the South Korean government to use the land in Seongju to place THAAD. Among the impacts he experienced was related to what Lotte was experiencing in China. Following a land-related agreement between Lotte and the South Korean government on the placement of THAAD in South Korea, authorities in China took inspection steps in February and March 90% of 99 Lotte Mart dealers in China stopped operating, 74 were forcibly closed for inspection reasons, 13 were due to pressure from the anti-korean movement. The situation has not changed in the span of three months so Lotte will suffer losses that could reach 300 billion Won or equivalent to US $ 264 million. Then when combined with all the good losses related to the sale of food and all kinds of services provided Lotte eat the loss can reach 500 Billion Won, then if the situation persisted until the end of 2017 then the loss is in charge by Lotte can reach 2.5 Trillion Won.

THAAD's PRC opposition also puts its own pressure on the development of Korean Wave / Hallyu in China, in the wake of opposition there are several things that have happened to the Hallyu activities in PRC, among them in their view as the steps taken by the Administration of Radio, Film and Television (SARFT) China against several K-dramas that are in the running. Other efforts are seen in several cancellations of the appearance of South Korean senimanseniman in China which eventually replaced by artists from PRC.

94 Ibid.
95 Ibid.
98 Ibid.
III.3.3 THE IMPACT OF THAAD IN TOURISM SECTOR

China’s reaction to Seoul’s decision to deploy the THAAD system has been strongly negative. For example, on the day of the February announcement, Vice Minister of Foreign Affairs Liu Zhenmin held an emergency meeting with the Republic of Korea’s ambassador to the People’s Republic of China, Kim Jang-soo, and delivered China’s opposing position.  

One statement from the PRC ambassador to South Korea shows how China's position and attitude toward the procurement of THAAD in South Korea, Qiu Guohong stressed that the good relationships between the two countries were a positive achievement but with South Korea's decision to put THAAD in its country will bring problems for both countries, Qiu affirmed that the decision could instantly destroy PRC’s and South Korea’s relations.  

Beijing did more than just protest, however. After the decision was announced, the PRC Ministry of National Defense suspended its high-level defense dialogue with South Korea and postponed the South Korean defense minister’s visit to China. And the Chinese government did not send a high-level official as a main guest to attend the South Korean embassy’s annual National Day reception in 2016. In addition, China’s National Tourism Administration reportedly issued instructions to reduce the number of Chinese tourists to South Korea by 20 percent.

100 Ibid.
103 Ibid.
According to the statistics, in 2016 there were 17,241,823 foreign tourists visiting Korea, up 30.3 percent compared to 2015 with 13,231,651 tourists. Although diplomatic relations with China are not good due to the Korean missile defense system or THAAD (Terminal High-Altitude Area Defense), but year-on-year tourists from China increased 34 percent compared to 2015 due to an increase in the number of individual tourists, tourist arrivals on weekends during the winter, and weekend travelers. Meanwhile, Southeast Asian tourists (6 countries) increased by 39 percent compared to 2015 due to promotion of winter travel packages and the opening of new flights to Korea.  

<table>
<thead>
<tr>
<th>Country</th>
<th>The Total of Visitor</th>
<th>2016</th>
<th>2015</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td></td>
<td>8,067,722</td>
<td>5,984,170</td>
<td>34.8</td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td>2,297,893</td>
<td>1,837,782</td>
<td>25.0</td>
</tr>
<tr>
<td>U.S</td>
<td></td>
<td>866,186</td>
<td>767,613</td>
<td>12.8</td>
</tr>
<tr>
<td>Taiwan</td>
<td></td>
<td>833,465</td>
<td>518,190</td>
<td>60.8</td>
</tr>
<tr>
<td>Philippine</td>
<td></td>
<td>556,745</td>
<td>403,622</td>
<td>37.9</td>
</tr>
<tr>
<td>Thailand</td>
<td></td>
<td>470,107</td>
<td>371,769</td>
<td>26.5</td>
</tr>
<tr>
<td>Malaysia</td>
<td></td>
<td>311,254</td>
<td>233,350</td>
<td>29.4</td>
</tr>
<tr>
<td>Indonesia</td>
<td></td>
<td>295,461</td>
<td>193,590</td>
<td>52.6</td>
</tr>
<tr>
<td>Vietnam</td>
<td></td>
<td>251,402</td>
<td>162,765</td>
<td>54.5</td>
</tr>
<tr>
<td>Russia</td>
<td></td>
<td>233,973</td>
<td>188,106</td>
<td>24.4</td>
</tr>
<tr>
<td>Singapore</td>
<td></td>
<td>221,548</td>
<td>160,153</td>
<td>38.3</td>
</tr>
</tbody>
</table>

Table 3.3: Visit

Korea in 2016 compare to 2015  
Source: Visit Korea Indonesia Website

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105 Ibid.
But referring to the decision taken by the Chinese government in early March 2017 that is the issue of prohibition against travel agents of China to sell travel deals to South Korea. 106 Chinese tourists are one of the most important elements of South Korean tourism, the intensity of Chinese visitors economically making South Korean income in tourism profitable, the number of tourists who are Chinese tourists is 47% of the tourists visiting South Korea.107

Following the decision of a travel ban for Chinese citizens to South Korea, one of the South Korean banks of Korea Development Bank explained that the situation would at least influence by lowering sales, especially from the duty free industry to 80%. 108 The loss could reach US $ 11.7 million, and could reach $ 20 million if the situation deteriorated. 109 Policies affecting the tourism activities of these two countries make the number of visits of these two citizens visible decline drastically and the number is very significant decreased. The decrease can be seen from the table below: from September 2016 to September 2017, PRC tourists visiting South Korea have decreased according to the Korea Tourism Organization.110

107 Ibid.
108 Ibid
109 Ibid.
China took action against South Korea by allowing tour agencies to sell tour tickets to South Korea on September 2017 which began to increase visitors from March 2017. Where previously Xi Jinping had banned the tour agencies in China to sell tour tickets to visit South Korea.111

The number of Chinese tourists to South Korea decreased 56% of-year to 318,000 in September 2017, according to the Korea Tourism Organization.112

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111 Ibid.
112 Korea, Monthly Statistics of Tourism | key facts on toursim | Tourism Statistics. (n.d.). Retrieved from
Beijing’s retaliation over the THAAD deployment, which has hit South Korean companies particularly in the tourism, retail, cosmetics and auto sectors, is estimated to have so far caused economic damages worth more than $12 billion to the country.  

Policy aides to President Moon Jae-in said in a meeting of chief presidential secretaries that China’s retaliatory measures would result in drawing down South Korea’s economic growth rate by 0.4 percentage points in 2017.

The impact of China's countermeasures over the placement of the South Mid-range Terminal Defense Battery (THAAD) in South Korea is said to have caused a loss of 7.5 trillion won in sales in the biggest shopping areas, reaching 4 trillion 930 billion won, followed by lodging, 1 trillion 120 billion won, a restaurant area of 830 billion won, and a field of transportation of 30 billion won. 

Therefore, tax-free shops feel the greatest impact after the number of tourists is reduced. In general, more than 64% of their sales depend on Chinese tourists. While the most affected areas are the areas of Seoul and Jeju Island as it is the most popular location of Chinese tourists.

https://kto.visitkorea.or.kr/eng/tourismStatics/keyFacts/KoreaMonthlyStatistics/eng/inout/inout.kto


114 Ibid.


116 Ibid.
III.3.4 THE IMPACT OF HALLAYU/KOREAN WAVE PROHIBITION IN CHINA

The impact of this implantation of this THAAD. China "retaliated" with other attacks in the form of non-nuclear by targeting the strongest point and the weakest point of South Korea is banned all things in the form of Hallayu in China starting November 2016.117

There has been no official statement from China's Ministry of Media, Publications, Radio, Film and Television. But a number of Chinese television stations said they had received orders for the ban on Hallyu-related shows. Is the local Chinese newspaper, Huanqiu Shibao who has revealed.118

This prohibition policy includes the exposure of television commercials to South Korean artists as stars, involvement of South Korean artists on various television programs, Sino-Korean cooperation in various dramas and variety shows, and airing of Hallyu television programs and concerts including companies or labels from the country.119

The singers who have fanbase around the world, has already banned concerts in China since October 2016. If it violates, then the sponsoring Chinese company is required to refund double the ticket and be fined 17 million won or Rp195 million.120 Only a few days after the ban, Wassup's girlband via his label, Mafia Records, informed them that their activities in China were canceled.

Moreover, Chinese entrepreneurs are also prohibited from investing in South Korean companies. The Chinese K-Popers, of course, will not be free to see his idol, the goods on Youtube though, because a similar boycott is also done

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118 Ibid
120 Ibid.
for everything in the form of Hallyu that aired online.\textsuperscript{121} This has a serious impact on the decline in revenue of cosmetics and entertainment companies in South Korea, the shares of these companies immediately decreased.\textsuperscript{122}

In the Korean Securities Dealers Automated Quotations (KOSDAQ) market, entertainment agency stocks such as SM Entertainment, fell 8.2 percent to 25,900 won or $21.9. YG Entertainment also dropped as much as 6.9 percent to 26,300 won, while JYP Entertainment slumped 2.8 percent to 5,230 won.\textsuperscript{123}

Shares of Chorokbaem Media, a production company also dropped 8 percent to 2,120 won, Showbox shares, movie distributors slumped 14.6 percent to 5,160 won. South Korea's biggest drama production house, CJE & M also fell the lowest since May 2015 by 8.3 percent.\textsuperscript{124}

The Korea Composite Stock Price Index (KOSPI), a cosmetics company that relies on exports to China is also exposed to direct impacts such as LG Household & Health Careen which fell 5.8 percent, Amorepacific dropped 3.5 percent, Cosmax BTI, Tony Moly and Korea Kolmar.\textsuperscript{125}

\textsuperscript{122} Ibid.
\textsuperscript{124} Ibid.
\textsuperscript{125} Ibid.
CHAPTER IV

THE CONTRIBUTION OF KOREAN’S GOVERNMENT PROGRAMS TO ENHANCE CULTURAL PARTNERSHIP WITH CHINA IN TOURISM SECTOR

IV.1 KOREAN CULTURE FESTIVAL PROGRAM

The South Korean government has been instrumental in plaguing the Korean Wave in China. The support is realized by avoiding the onslaught of the entertainment industry from the west. This makes the Koreans themselves who must create their own mass media products. In addition, support from the government is also realized through various art events such as international film and music festivals.

Korea's success in exporting popular culture to foreign countries is not without a plan. President Lee Myung Bak through the vision of Global Korea is determined to build the capacity of his country as a global actor with cultural capital as soft power.

Government policy in using Korean Wave as part of its diplomacy is also explained in its tourism policy. Where described in 2005, "Expansion of Korean Wave Fever, Diversification of Korean Wave, and Boosting Visitation of Korea through Promotion of Korean Wave Product" became one of Korea's policies in the field of tourism. Further explained that the increase in Korean tourism is done through several things, such as making a brand name for Korean

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tourism and also using "Dynamic Korean Wave Campaign" as a way of marketing to increase the tourists who come to Korea. Through this Korean Wave Campaign Dynamic, the Korean government will use aspects of Korean Wave like dramas, movies, music, and also Korean celebrities in various Korean tourism programs to increase foreign tourists coming to Korea.

The cultural festival program is expected to further strengthening South Korea's and China relations and restore relations between the two countries after the THAAD missile problem. The peace of China and Korea announced on 31 October 2017 by South Korea's Foreign Ministry "Both sides share the view that strengthening exchanges and cooperation between Korea and China helps the common good and agreed to bring immediate exchanges and cooperation on all fronts to normal development path." The normalization in presidential place of South Korea when Chinese President Xi Jinping visit to South Korea to meet South Korean President, Moon Jae In. Following this meeting the two countries produced an MOU on December 3, 2017 to discuss the Free Trade Agreement and discuss strategies to strengthening bilateral relations in both countries. At the meeting, the two countries also discussed the sustainable program that has been implemented. These are the following programs:

IV. 1.1 INCHEON-CHINA FESTIVAL

In 2009, the Korean government inaugurated the 2009 program: Visit Incheon Year as a tourism program as in previous years. Incheon is one of the major metropolitan cities and merupajan main port in Korea. International Airport is also located in this city. In addition, Incheon also hosted the FIFA World Cup held in 2002, and is also one of the most important cities in the

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129 Ibid.
The program itself has been introduced and promoted since October 2008, and was conducted in several major provinces and cities such as Chincheon, Busan, Gwangju, Daejon and Seoul. Incheon's government also works with Korean artists and other tourism industries to promote the program. On 03 October 2015 the Korean government held Incheon-China Festival which is to promote Korean culture as well as increase Chinese tourists and as well as to commemorate 4.3 million Chinese tourists who have visited South Korea. The pickles within this festival are Korean, Chinese Culture Performances, Street Parade, Bibap Review Performance, Magic Show, K-Pop Cover Dance Contest, Chinese Dragon Dance Performace, Korean-Chinese Traditional Culture Experiences, and Incheon Food Experiences. This festival is one of the China - South Korea cooperation programs listed in MOU Free Trade Agreement Between China and The Republic Of Korea (Goods and Services) which was implemented on 03 November 2017 in article 17.21 and 17.24: "For tourism, China National Tourism Administration has made efforts to promote the tourism cooperation between the parties, including organizing Chinese participants to the tourism exposition in Korea, inviting the Korean participants to the tourism exposition in China, facilitating the connection of tourism industries between the countries, promoting the understanding of each country's cultural, holding the meetings/conversation of bilateral tourism affairs in government level, signing official document of bilateral cooperation on tourism, safeguarding the tourism market order cooperatively, exchanging

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133 Ibid.
134 Ibid.
136 Ibid.
tourism information, including the flow direction of tourists and policies, creating open and efficient policy environment for the development of tourism industry with other governmental authorities. But there are no tangible and specific action plans or projects based on Article 17.21 yet, and both parties continue to engage in consultation for tourism cooperation."

This celebration will also coincide with the opening of the Lighthouse Museum one of the houses that are relics of the war. The Palmi Lighthouse is also one of Korea's famous drama shoots, Boys Over Flowers. The KTO said that the location of the film and shooting became one way of promoting and informing the public about Incheon.

KTO also prepared the Pentaport Rock festival which involves 50 music groups from both Korea and also from outside Korea to participate. This event is a great event in the Visit Incheon Year program. The event was attended by more than 60 Korean and Chinese band and celebrity films, Ryu Seong-Beom hosted the event. The event is also enlivened by artists, artists and singers from overseas such as The Desftones, The Champion of hardcore rap and some singer from China. The event is also enlivened by Korean musicians such as No Brain, Cocore, Guckkaste, Lolo's Mon Shiners, Black Skirts, and also Galaxy Express which also has many fans. This event is also an international event, due to the involvement of singers who come from outside Korea. The Pentaport Rock Festival event basically became a big event in that year and managed to attract the audience and music lovers sealama 3 days in a row.

141 Ibid.
The KTO also holds another big event, the Global Fair & Festival 2015. This event is the biggest event that has been prepared even before the program runs. The event starts on August 7 and runs for 80 days to October in some locations in Incheon, such as the Songdo International City Third Contraction Site, in this event is an exhibition, international conference, and also various festivals. World Culture Street festival becomes a fun event in the midst of business and city development followed by the tourists to know the difference of history and culture of the city. In this event, the committee also prepares the Understand Korean Culture event by staying with Korean families for the tourists who wish to go further to study Korean culture.

Basically, the purpose of this event is to show the progress and also the achievements of Incheon city. Where, the city strives to be a city with a global economy by 2020, this event is held to show developments in the free economic areas of the city, namely Sondo, Yeongjon and Cheongna and urban area development plans using cutting-edge technology, energy-saving, and environmentally friendly. By bringing together exciting educational and event concepts, the Global Fair & Festival event has made it a targeted event for young people to live in the future. Here is the South Korean festival which involves China as a participant from visit Korea website:

<table>
<thead>
<tr>
<th>Year</th>
<th>Name of The Program</th>
<th>Summary of Koren Wave in Tourism Program</th>
</tr>
</thead>
</table>
– Uses Korean celebrities as the promoting ambassador of the program in 2005. |
| 2007 | Visit Jeju Year 2007 | – Held a special event on Korean Wave |

143 Ibid.  
144 Ibid.  
<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
<th>Details</th>
</tr>
</thead>
</table>
| 2010 | Visit Gyeongbuk-Korea 2010                                                        | - Use Korean celebrities as ambassadors  
- Using Korean drama location in Jeju Island |
| 2011 | Visit Gwangju-Jeonnam Korea Year 2012                                            | - Use Korean celebrities to promote Korean tourism programs.          |
|      |                                                                                    | This year became the year when the government did not use Korean Wave specifically in running the Visit Gwangju-Jeonnam Korea Year 2012 program. |
| 2015 | Visit Incheon Year 2015                                                            | - Use the drama location in the Incheon area  
- Held events with Korean and Chinese celebrities  
- Held a Korean Wave event. |
| 2016 | Visit Korea Year 2016                                                              | - Selection of Korean Wave theme as program theme.  
- Korean celebrities as ambassadors to promote Korean tourism program  
- Holding Korean Wave events well before the program runs and during the course of the program. |

Table 4.1: Chinese Visitor as Participants in Annual Event Festival in South Korea Festival from 2005-2016. Source: Korea Tourism Organization

IV. 1.2 K-CULTURE FESTIVAL IN CHENGDU, CHINA 2015

The presence of South Korean cultural diplomacy products in the form of art performances, indicating the acceptance and openness of cultural relations between South Korea and China. The role of the governments of the two countries in establishing cultural cooperation, in the form of opening of cultural access including the ease of people to people contact, which in this case is easy for South Korean artists in exhibition in China, as well as ease of collaboration between artists of both countries. The art show presented by South Korea in China is trying to showcase more traditional artworks with historical, cultural
and contemporary work and everyday culture in the form of festivals featuring traditional South Korean games, Korean food, traditional clothes and various other South Korean art performances. This can certainly make Chinese people understand the cultural history of South Korea.

On the same date as the Incheon-China Culture and Tourism Festival on 03 October - 05 October 2015 the South Korean government held K-Culture Festival in Chengdu, China. Which is where the Festival became the first Korean Wave Festival held in China. The festival is focused on three themes: K-Pop, Shows and Drama Songs. Many things can make the festival visitors happy, there will be many famous celebrities who will be performing at this year's K-Culture Festival like Psy, Kim Jong Kook, Haha and Lyn.

The presence of forms of South Korean art performances in China, can enhance the understanding of PRC people about the similarity and differences of culture with South Korean culture and increasingly open a broad understanding of South Korea in Chinese society. This is important because the main objective of delivering cultural missions from South Korea is to change its image and this can only be achieved if it is able to change the views and understanding of a country's people towards its country towards a positive or neutral.

In 2016, this festival held on June 25, 2016, the Chengdu-Korean Tourism Festival was re-organized in Chengdu. The Chengdu community can see Korean Lifestyle which is very popular among young generation in China. The festival also features authentic South Korean food, tourism promotion activities, traditional Korean dance, Korean performance songs, and instrumental performances.

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147 Ibid.
149 Ibid.
Positive image changes will affect the smoothness of relations between South Korea and China and also the achievement of interests South Korea seeks to acquire in China. Looking at the existing economic dependency between South Korea and China, where PRC is present as a great partner in the field of South Korean economy including in export destination countries including cultural exports.\(^{150}\) Thus, the achievement of understanding and positive image of PRC people towards South Korea and China relations is necessary for the smoothness of bilateral relations between the two. In MOU Free Trade Agreement Between China and The Republic of Korea (Goods and Services) in article 17.21:\(^{151}\)

“Tourism Cooperation: South Korea - China, recognizing that tourism contributes to the enhancement of mutual understanding between them and is an important industry for their economies, shall endeavour to: d) collaborate to promote the sustainable development of tourism in the territories of the Parties”

IV. 2 CONVIENCE VISA FACILITIES TO VISIT KOREA

Reviewing all the substantial progress that has been made since they established diplomatic relations, both countries respected their respective social systems, modes of development and core interests, looked at each other as development opportunities, supported the peaceful development of each other and jointly maintained a neighboring environment peaceful and stable.

IV.2.1 FREE VISA VISIT KOREA ACCORDING TO WINTER OLYMPIC

The China-South Korea relationship faces major development opportunities adding that both sides must share development opportunities, tackle common challenges and deepen their cooperation comprehensively. To


increase bilateral personnel exchanges to 10 million by 2016. South Korea advises both parties to grant visas to passport holders and offer visa waivers for short-time travelers between the two parties. Both parties should be partners in sharing common development, promoting regional peace and revitalizing Asia, and increasing world prosperity. As outlined in this MOU:

“According to the Agreement, both sides will treat applications from each other equally. China commits to issue multiple entry visas valid for one year and for a stay not exceeding thirty days each time to the applicants who visits China and then come to Korea without unlawful record in previous cases.”

According to the MOU, to restore Chinese tourism due to the decline of THAAD plantations where Chinese tourists dropped from 3.23 million people in the same period in 2016 by 61.3 percent, South Korea made visa-free program during the 2017 Winter Olympic event.

In the last Winter Olympics lasted more than two weeks and there are 2 main ceremonial. In the event there are 102 events in 7 different sports, where the sport is divided into 15 different disciplines. While tourists who stay less than 90 days, are not required to have a tourist visa. The South Korean government also has free buses operating in the cities where games are held, including in Pyeongchang and Gangneung, and neighboring towns.

The regulation applied to the PRC is permitted 15 days visa-free to enter Korea and can be renewed by the end of December 2017 and the color of the Chinese state can enjoy this visa-free if it has registered a travel visa and has

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purchased Winter Olympic tickets so they can also be guided by travel agencies for free.\textsuperscript{156}

One condition, must enter Korea via Yangyang International Airport. The airport is located in Gangwon-do province, east of South Korea near Pyeongchang where Winter Olympics will be held.\textsuperscript{157} The Yangyang International Airport is also close to Gangneung town where Korean drama 'Goblin' is filmed and also Sokcho where the Seoraksan mountain is located. Visitors who transit through Incheon International Airport can also get a 72-hour transit tour in Korea visa-free.\textsuperscript{158}

Therefore, Chinese visitors transit at Incheon Airport and fly again, then land at Yangyang Airport and airlines that can be used only Korean Airlines. This is because only Korean Airlines that has the flight route that is Incheon Airport route to Yangyang Airport during the Pyeongchang winter olympics.\textsuperscript{159} In addition, because at the time of transit, passengers are not allowed out of immigration because they do not have a visa. Exactly it must wait in transit. Meanwhile, if using a Korean Airlines airline, passengers can wait in transit places without having to go through immigration and also without a visa.

The Olympics are conducted in three cities of South Korea, namely Pyeongchang City, Jeongseon, and Gangneung. Not just watching the Olympics, tourists can also come to tourist destinations in the city.\textsuperscript{160} As in Pyeongchang there are Daegwallyeong Sheep Farm, Woljeongsa Temple, Yongpyong Resort ski resort, Alpensia Resort and Phoenix Park. Then, in Gangneung there is Anmok Coffee Street for those coffee lovers, there is Ojukheon and Jumunjin Beach. While in Jeongson, tourists can visit the Arii Hills Skywalk and Samtan.
IV.3 YOUTH EXCHANGE PROGRAM

In order to strengthen bilateral China-Korea relations and improve mutual-understanding on the culture of both countries, the Chinese government through the Ministry of Youth and Sports and the Korean government through the Ministry of Gender Equality and Family approved cooperation in the field of youth by conducting exchange programs between Korean youth and youth China. The agreement was approved by both parties in 2008.  

Xi Jinping pointed out that the youth are the future of both China and the ROK as well as the future of Asia. "Only wonderful youth can leave us wonderful memories in our lives. I hope that young people of the two countries can learn from each other and promote friendship. The Chinese side invites 100 students of Seoul National University to come to China to participate in Chinese Bridge Summer Camp for university students. As long as we raise sails of friendship and cooperation and adhere to the course of mutual benefit and win-win results, the ship of friendship and cooperation between China and the ROK will certainly sail through winds and waves and constantly head for the other bright shore of peace and prosperity."

In its development, the China-Korea Youth Exchange Program has several changes in its implementation. At first the program was attended by ten youths as delegates from China as well as ten youths as delegates from Korea. As the program progresses each country has the National Leader as the official representative of each country's agency. In the following years the number of China-Korea Youth Exchange delegates continued to grow in 2010 around 300 participants, by 2015 and 2016 around 400 participants. In addition to the

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162 President Xi Jinping Delivers an Important Speech in ROK's Seoul National University, Stressing that China Will Always Be a Country that Maintains Peace, Promotes Cooperation and is Modest to Learn from Others, and that China Will Create the Future of China-ROK Cooperation and Accomplish Asia's Revitalization and Prosperity Together with ROK. (n.d.). Retrieved from http://www.fmprc.gov.cn/mfa_eng/topics_665678/xjpzxdhgxjgsfw/t11172436.shtml
number of delegates, the location of the program in both Korea and China also changes annually.  

As for some areas that serve as coverage in the cooperation, among others are:

a) Youth exchanges, government officials responsible for the creation of youth policy or representatives of youth organizations,
b) Submission of invitations to attend international conferences or seminars there are areas of youth held in each country,
c) The exchange of information in the field of youth,
d) Encouraging participation in youth camps, youth festivals, and other youth activities held in their respective countries,
e) Exchange of youth training in various fields
f) Exchange in the establishment of basic and youth facilities,
g) Cooperation in the development of youth entrepreneurship,
h) Cooperation in science and technology,
i) Other cooperation activities in youth will be decided jointly by both parties in accordance with the laws and regulations of each country.

The implementation of Youth Exchange is carried out in two phases, namely the Chinese phase and the Korean phase. In the Chinese phase, the program is facilitated by the Ministry of Youth and Sports of the Republic of China and the Alumnae of Youth Exchange Program (AIKUNA).  

While in the Korean phase, the program is facilitated by the Ministry of Family and

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164 Ibid.
Gender Equality of the Republic of Korea as well as the Youth Exchange Center field at the Korean Youth Work Agency.

The China-Korea Youth Exchange consists of several major agendas that are always on the agenda of this youth exchange program. The first is courtesy call, which is a form of visits to government and private institutions related to youth in both the Republic of Korea and the Republic of China. On this agenda, participants visit relevant agencies to learn more about issues of youth in the two countries presented by representatives of each visited institution. Then the second, are performances and presentations on cultural information from the Republic of Korea as well as the Republic of China.

On this agenda, participants from both the Republic of China and the Republic of Korea present cultural performances and present cultural information from both countries. Then there is the third counterpart system, on this agenda, participants from the Republic of China and the Republic of Korea will be paired so that the interaction between participants from each country can be more closely. Then the Fourth, there is also a homestay agenda, which is an agenda where participants from the Republic of China as well as the Republic of Korea stay within a specified time period with the adoptive family while in the phase of China as well as the Korean phase.

The main purpose of this program is to build togetherness between youth of China and Korea. The program also focuses on mutual understanding on culture, culture and language by selected young men from each country to be introduced to Chinese and Korean society.

In its development, the China-Korea Youth Exchange Program has several changes in its implementation. At first the program was attended by ten youths as delegates from China as well as ten youths as delegates from Korea.

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165 Ibid.
167 Ibid.
As the program progresses each country has the National Leader as the official representative of each country's agency.

In the following years the number of Chinese-Korean Youth Exchange delegates continued to grow. In addition to the number of delegates, the location of the program in both Korea and China also changes annually. As with other youth exchange programs organized by the Ministry of Youth and Sports of the Republic of China, the China-Korea Youth Exchange Program can not be separated from the various obstacles, whether experienced before the program, while the program is in progress and post-program constraints.

IV.4 ELITES PERSPECTIVE TOWARDS CHINA AND SOUTH KOREA RELATIONS ACCORDING TO CULTURAL DIPLOMACY

The rise of Korean Wave that influences China raises some speculation about China and South Korea's relationship that South Korea is more profitable by cooperating with China.

Xi Jinping expressed that China and the ROK are neighbors. It is said that a hundred gold can afford a house and a thousand gold can afford a neighbor, while a good neighbor is more precious than gold. In retrospect of history, the tradition of friendly exchanges and mutual help between the two peoples is of long standing and well established. Moving stories about the China-ROK friendship can be found everywhere. Since the establishment of the China-ROK diplomatic relationship in 1992, blessed with good timing, favorable

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geographical position and the harmonious human relations, the relationship between the two countries has developed by leaps and bounds under the principles of insisting mutual respect, mutual trust and seeking common ground while reserving differences as well as under the overall direction of grasping cooperation for win-win results and jointly creating a prosperous future. China has become the ROK's biggest trading partner, export market, source country of imports, overseas investment destination, source country of foreign students and overseas tourist destination. The ROK has become one of China's most important trading and investment partners.

Park Geun-hye also stressed that “China, as a country that maintains peace, promotes cooperation and is modest to learn from others, will bring new opportunities for the development of the China-ROK relations. For a grander sight, a higher level. In face of new changes and new developments in the bilateral relations and international and regional situation, we should have broader visions and greater goals, integrate the wonderful dreams of the two countries into the more ambitious Asian Dream with oriental wisdom, make the broad continent and vast oceans in Asia become a major platform for cooperation between China and the ROK and embark on the road of common construction, sharing and win-win results with all the Asian peoples”.

The statement of both countries strongly explains that neither country feels mutually harmed or dominates. PRC has supported ROK country to improve economy sector in the field of culture, education, import and export and also in the field of tourism.

Researcher named Jae Ho Chung from China Reasearch & Documentation Center also agrees that the Hallayu / Korean Wave in China does

\[\text{Ibid.}\]

\[\text{President Xi Jinping Delivers an Important Speech in ROK's Seoul National University, Stressing that China Will Always Be a Country that Maintains Peace, Promotes Cooperation and is Modest to Learn from Others, and that China Will Create the Future of China-ROK Cooperation and Accomplish Asia's Revitalization and Prosperity Together with ROK. (n.d.). Retrieved from http://www.fmprc.gov.cn/mfa_eng/topics_665678/xjpzxdhgjxgsfw/t1172436.shtml}\]
not make it as South Korea’s profit alone. "The rise of China as South Korea's number one investment destination and second largest export market well as the ever-expanding human and cultural exchanges" ¹⁷² therefore, China and South Korea relations holds “Gaining Mutual Benefit” which mean relations between the two countries are still interdependent and mutually impacting economic and cultural growth.

CHAPTER V

CONCLUSION

Cultural Diplomacy conducted by the South Korean government aims to enhance the image and national branding of South Korea towards a positive direction in the international community. The implementation of South Korean cultural diplomacy in China, is motivated by the desire to get a positive image in China and also the existence of China which has become a strategic partner for South Korea in the field of Culture, Economy, Security and Politics, so it is important to have a mutual understanding between them through the role of diplomacy culture as a bridge, where people from China can understand and learn about South Korea through cultural products that enter into China. In its spreading efforts in China, the South Korean government seeks to open cooperation opportunities through cultural agreements between them as well as the role of South Korean government departments in the effort to spread South Korean cultural diplomacy.

In carrying out its cultural diplomacy of South Korea, through the Performing Arts and popular culture of South Korea. In the field of 85 South Korean Art Performances made efforts in the form of art exhibitions such as paintings, sculptures and various works of South Korean artists displayed in the exhibition held in China, as well as in the form of a collaboration exhibition between South Korea and China, and there are also festivals culture featuring Korean performing arts, Korean food, and Korean traditional games which help introduce South Korean history and culture to the PRC community, and be able to provide an understanding of the similarities and cultural differences between the two countries that share a history of interconnected culture such as Confucianism in East Asia.

The embodiment of South Korea's cultural diplomacy in China is through popular South Korean culture known as Hallyu. Hallyu develops and spreads in China through media such as music (K-POP), drama and film which are able to
attract and penetrate the Chinese market. Its presence in China can be seen from various popular south korea dramas in China that are able to penetrate high ratings, even the PRC people often idolize South Korean singers, artists and actors and become members of the official fansite of South Korean singers, artists and actors. Moreover, the PRC people are able to sense the presence of South Korea through dramas and South Korean music and movies spreading in China, where they feel the same cultural ties with the understanding that Hallyu has an Asian but modern value. Furthermore, Hallyu's influence is able to enhance South Korea's image in China, where the PRC community responds positively to the spread and development of Hallyu in their country and this helps in the collaboration of both countries and the harmonization of both relations.

In this thesis it can conclude that the success of ROK-PRC relations through Culture Diplomacy in achieving its goals for image enhancement, relationship and understanding enhancement, involves many parties both government and private and community to jointly establish a conducive and harmonious situation for every cultural program undertaken. Moreover, both countries are in the same region and are vulnerable to conflict so that efforts to maintain harmony through culture is reasonably practiced. Maintenance of stability relations between South Korea and China should be able to do considering the important role of both as a strategic partner in East Asia. With a mutual understanding between the two countries, any cooperation in other fields will be able to be implemented.
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South Korea chooses site of THAAD U.S. missile system amid protests.


I. At the invitation of President Lee Myung-bak of the Republic of Korea, President Hu Jintao of the People's Republic of China paid a state visit to the Republic of Korea from 25 to 26 August 2008. During the visit, President Hu Jintao held talks with President Lee Myung-bak and they reached broad common understanding.

II. The two Presidents expressed satisfaction with the great progress bilateral relations have made in the political, economic, social, cultural and other areas since the two countries established diplomatic ties in 1992, which, they believed, not only promoted the development of their respective countries, but also contributed to the peace and development of Asia and the world at large.

III. President Lee Myung-bak offered congratulations on China's success in hosting the Beijing Olympic Games. President Hu Jintao thanked President Lee Myung-bak for making a special trip to Beijing to attend the opening ceremony of the Games and for ROK's support to the Games.

IV. They agreed that China-ROK ties are important bilateral ties for each other. The two sides decided to promote China-ROK strategic cooperative partnership in an all-round way on the basis of the China-ROK Joint Statement issued in May 2008 during President Lee Myung-bak's visit to China. Committed to the fundamental goal of long-term common development, the two sides will expand and deepen mutual cooperation comprehensively, strengthen coordination on major regional and international issues and work for lasting peace and common prosperity of the world and development and progress of mankind. To this end, the two sides agreed to promote their bilateral ties in the following aspects:

1. Enhancing political mutual-trust and supporting each other's peaceful development. The two sides will maintain and strengthen bilateral high-level exchanges, expand and deepen exchanges and dialogues between their governments, parliaments and political parties, and strengthen defense dialogue and exchanges.

2. Deepening mutually beneficial cooperation. The two sides will continuously explore new areas of cooperation and expand the scope and depth of cooperation based on complementarity and mutual benefits, and promote sustainable development of the two countries through practical cooperation.

3. Promoting people-to-people and cultural exchanges. The long history of mutual exchanges and profound cultural links between the two countries should be used to promote exchanges and deepen mutual understanding and friendship between the two peoples.

4. Strengthening coordination and cooperation on regional and global issues. The two sides are committed to the peace and stability of the Korean Peninsula and Northeast Asia. They will actively participate in regional cooperation of Asia, strengthen dialogue and cooperation in international multilateral arena and earnestly engage in cooperation in major issues vital for mankind's survival and development.

V. The ROK side stated that it will develop South-North relations of mutual benefit and common prosperity through reconciliation and cooperation. The Chinese side reiterated its continued support to the efforts of the South and the North to promote the reconciliation and cooperation
The two sides welcome the outcome of their mutually beneficial cooperation in the financial sector and will strengthen cooperation in mutual market access for financial institutions from each other’s countries.

Competent government departments and companies from the two countries will sign the Memorandum of Understanding on Cooperation in IT Technology Innovation so as to strengthen and develop IT technology cooperation.

The two sides will cooperate actively in building an environment-friendly and resource-conserving society.

The two sides will strengthen exchanges and cooperation to cope with natural disasters such as earthquake, tsunami and typhoon.

The two sides will sign the Memorandum of Understanding on Cooperation in Energy Conservation, so as to enhance cooperation in energy conservation consulting, personnel exchange and technological development.

The two sides are aware of the importance of protecting global ecosystems and agree to sign the Memorandum of Understanding on Scientific and Technological Cooperation for Desertification Prevention, which will promote and strengthen such cooperation through joint studies, expert exchanges and information sharing.

The two sides will sign the Memorandum of Understanding on Cooperation in the Operation and Maintenance of the China-ROK Economic and Trade Cooperation Website. The website to be launched will offer the latest information on trade and investment.

The two sides will sign the Memorandum of Understanding on Hi-Tech Cooperation and will cooperate in IT, telecommunications technology and new energy, and actively explore new hi-tech cooperation programs in the next five years.

The two sides will sign the Agreement on the Sanitary Management of Export and Import of Aquacultural Products, so as to strengthen cooperation in inspection and quarantine, legal information sharing and mutual visits by aquacultural product quarantine personnel.

3. Cultural Exchanges

The two sides will expand the present scale of people-to-people exchanges of six million visits per year and provide all necessary facilities, including the study of visa facilitation measures.

The two sides have designated 2010 the Visit China Year and 2012 the Visit Korea Year and will host tourist events and other bilateral exchanges to enhance people-to-people exchanges between the two countries.

The Chinese side has announced the upgrading of the Consular Office in Gwangju of the Embassy of the People’s Republic of China to a Consulate-General, which the ROK welcomes.

The two sides will sign the Agreement on Educational Exchanges and Cooperation Between 2008 and 2010 and increase the number of annual government scholarship exchange students from 40 to 60. Young people will be invited to make mutual visits under the youth exchange program.

The two sides will promote exchanges and mutual understanding between the cultural sectors, media, sister cities, academia and private organizations and support exchanges between private organizations in culture and media and exchanges between academic institutions in history and culture.

The two sides will sign the Memorandum of Understanding on the Gift of Crested Ibises from China to the ROK and Cooperation in Crested Ibises’ Breeding and Population Rebuilding. China will make a gift of a couple of Crested Ibises to the ROK, which the ROK appreciates. The two countries agree to strengthen cooperation in the rescue of Crested Ibises, an endangered species.
(28) The two sides will sign the Memorandum of Understanding on the Gift of Crested Ibises from China to the ROK and Cooperation in Crested Ibis’ Breeding and Population Rebuilding. China will make a gift of a couple of Crested Ibises to the ROK, which the ROK appreciates. The two countries agree to strengthen cooperation in the rescue of Crested Ibis, an endangered species.

4. Regional and International Affairs

(29) The two sides will continue to strengthen communication and cooperation under the framework of the Six-Party Talks, promote the implementation of the second phase actions in a comprehensive and balanced manner at an early date and make constructive efforts for the comprehensive implementation of the September 19 Joint Statement.

(30) The two sides will maintain coordination and cooperation in ASEAN plus three (China, Japan, the Republic of Korea), China-ROK-Japan, the East Asia Summit, the ASEAN Regional Forum, APEC, the Asia Cooperation Dialogue, ASEM, the East Asia-Latin America Forum, the Asia-Middle East Dialogue and the Asia-Africa Summit.

(31) The two sides will establish a consultative mechanism on UN affairs between their foreign affairs departments to strengthen mutual understanding and cooperation in UN affairs.

(32) The two sides will advance dialogue and cooperation in international human rights.

(33) The two sides will strengthen cooperation in the prevention of the proliferation of weapons of mass destruction and the cracking down on international terrorism, drugs, financial and economic crimes, hi-tech crimes and piracy.

(34) The two sides will work unremittingly with the international community to address climate change, a common concern of the world.

VII. The two sides agree to make full use of bilateral mechanisms such as the strategic dialogue between foreign affairs departments, the joint economic and trade committee and the tourism ministers’ meeting to make specific arrangements for and effectively promote the implementation of the above mentioned agreements in various areas.

VIII. China appreciates the warm and friendly reception given to President Hu Jintao during the visit by the ROK.
FREE TRADE AGREEMENT BETWEEN CHINA AND THE REPUBLIC OF KOREA 
(GOODS AND SERVICES) 

QUESTIONS AND REPLIES

The following communication, dated 3 November 2017, is being circulated at the request of 
the delegations of China and the Republic of Korea.

Questions from the delegation of Canada

1.1. Paragraph 5.31: This section indicates that some of the provisions of Chapter 16 
address environmental impact, bilateral cooperation, and institutional and financial 
arrangements.

a. Could the Parties provide information on how cooperation is planned and 
managed under the provisions of Chapter 16, including the allocation of 
financial resources?

Joint response from the Parties

Korea and China have been moving towards strengthening bilateral environmental 
cooperation. So far, there is no financial resource separately allocated for Korea-China cooperation 
within the Korea-China FTA. In order to conduct cooperation under the provisions of Chapter 16, 
China will seek adequate and sustainable financial resources domestically according to the specific 
requirements from the implementation of the FTA.

b. Could the Parties provide examples of cooperation activities that have taken 
place to date and/or are planned?

Joint response from the Parties

Korea-China cooperation can be promoted in two formats: first, tripartite cooperation among 
Korea-China-Japan; second, bilateral cooperation between Korea and China.

- For tripartite cooperation, policy cooperation has centred on the Tripartite Environment 
Ministers Meeting (TEMM). Within the meeting, there are consultative groups and research on air, 
dust and sand storms, biodiversity, industry, education, chemicals and wastes.

- For Korea-China bilateral cooperation, there has been a series of actions taken, such as the 
bilateral cooperation project for greenhouse gas reduction (from 2015), Korea-China director 
general-level meetings, Korea-China joint research on air quality and the Korea-China joint 
committee for climate change response (from 2016). The bilateral environmental cooperation 
between the two governments began from 1993 by signing the cooperation agreement and 
establishing China-Korea environmental cooperation joint committee. The Memorandum of 
Understanding on environmental cooperation between the Ministry of Environment Protection of 
China and the Ministry of Environment of Korea was signed in 2014. Since then the Parties have 
developed pragmatic cooperation on many areas, such as environmental technology and
Article 22 of the Telecommunications Business Act and Article 29 of the Act’s Enforcement Decree, as registration requirements of special type value-added telecommunication service providers (Annex 3-1 related to Article 29, Paragraph 5), thereby further reinforcing obligations of service providers.

Environment

1.18. Paragraph 5.31: The Parties maintain their sovereign right to establish their own levels of environmental protection and environmental development priorities, and to adopt or modify their environmental laws and policies.

a. The EU would be interested to know whether either of the Parties has or both Parties have adopted or modified their respective environmental laws and policies, or has/have any intention or plans to do so in the foreseeable future, particularly in conjunction with: the promotion of the dissemination of environmental goods including environmentally-friendly products and environmental services; and cooperation on the development of environmental technology and promotion of environmental industry.

Joint response from the Parties

According to related requirements and arrangements of implementing the Chapter 16 of the Agreement, both would like to facilitate bilateral cooperation on the popularization of environmental products and services.

Korea has continued to promote the development, support, and dissemination of environmental technologies and foster the environmental industry since enacting the Environmental Technology and Industry Support Act. After the creation of the investment fund for future environmental industry, related bills are currently in the legislative process. Certification of eco-labels is being operated in accordance with the Environmental Technology and Industry Support Act. The Act on Promotion of Purchase of Green Products was also enacted to require public institutions to purchase eco-labelled products promoting the dissemination of environmental goods. Recently, the 3rd basic plan on promoting purchase of green products for 2016-2020 was established to pursue policies for distribution of eco-products.

b. The EU would also like to know whether the Committee Meeting on Environment and Trade already took place after the entry into force of the Agreement, and if there has been any substantial discussion about making available the adequate and sustainable financial resources necessary for the implementation of this Chapter.

Joint response from the Parties

Korea and China have been engaging in various dialogue channels, such as director general-level meetings between both countries’ environment ministries, and remain committed to stronger bilateral cooperation on the environment. Both countries plan to hold the Committee on Environment and Trade, when necessary. There has been no substantial discussion yet on the financial resources for the implementation of this Chapter in the Korea-China FTA. China will seek adequate and sustainable financial resources domestically according to the specific requirements from the implementation of the FTA.

Economic Cooperation

1.19. Paragraph 5.32: Reference is done to chapter 17 of the agreement on economic cooperation and, more in particular to the following provisions:

- Article 17.21: Tourism Cooperation "The Parties, recognizing that tourism contributes to the enhancement of mutual understanding between them and is an important industry for their economies, shall endeavour to: d) collaborate to promote the sustainable development of tourism in the territories of the Parties"
- Article 17.24: Pharmaceuticals, Medical Devices and Cosmetics Cooperation: "1. The Parties shall endeavour to cooperate for mutual growth and development in the sector of pharmaceuticals, medical devices and cosmetics, recognizing the importance of improving and protecting public health".

The EU would be interested to know if the commitments taken under this chapter in a range of areas to enhancing bilateral cooperation have led to any tangible and specific action plans/projects or any of them are under exploratory discussion, particularly as regards tourism and pharmaceuticals, Medical Devices and Cosmetics.

Joint response from the Parties

The Committee on Economic Cooperation was held in Jan, 12th, 2017. At that Committee, both Parties discussed many issues related with economic cooperation including the issues which are mentioned in Article 17.21 and 17.24.

For tourism, China National Tourism Administration has made efforts to promote the tourism cooperation between the parties, including organizing Chinese participants to the tourism exposition in Korea, inviting the Korean participants to the tourism exposition in China, facilitating the connection of tourism industries between the countries, promoting the understanding of each country's cultural, holding the meetings/conversation of bilateral tourism affairs in government level, signing official document of bilateral cooperation on tourism, safeguarding the tourism market order cooperatively, exchanging tourism information, including the flow direction of tourists and policies, creating open and efficient policy environment for the development of tourism industry with other governmental authorities, etc. But there are no tangible and specific action plans or projects based on Article 17.21 yet, and both parties continue to engage in consultation for tourism cooperation.

For pharmaceuticals, Medical Devices and Cosmetics, there has been no specific action plans/projects under the China-Korea FTA until now. All the related cooperation is conducted under the MOU on foods, pharmaceuticals, Cosmetics and Medical Devices between China Food and Drug Administration and Ministry Of Food and Drug Safety, Korea.

Questions from the delegation of Japan

1.20. Regarding paragraphs 3.19 and 3.22 on Rules of Origin (section 3.2): In HS Chapters 84-97, where change from parts generally takes place in the production process, what is the reason why some subheadings in these Chapters only allow RVC although CTC might be better applicable to those Chapters? On the other hand, there are some other subheadings which only allow CTC in the same Chapters. In this regard, please provide rationales for such different treatment of PSR applied in the same Chapters.

Please provide examples of "geographical reason" stipulated in paragraph 2(a) of Article 3.14.

Joint response from the Parties

The rules of origin in HS Chapter 84-97 have been set according to the principle that to ensure the product has been substantially transformed in the territory of the parties. The parties instituted the CTC, RVC or Processing rules of different products through negotiations. The "geographical reason" in Article 3.14 should be identified subject to the logistics needs case by case.

1.21. Regarding paragraph 3.28 on Technical barriers to trade (section 3.4.1.2): Since the entry into force of the FTA, how often information exchange has been made based on Article 6.9 (consumer product safety) and what outcome is expected from such information exchange?

What is "possible implementing arrangements with regard to conformity assessment cooperation" in Article 6.10? Does it mean MRAs signed with third Parties?
K-Culture Festival in Chengdu 2015

6月22日
K-POP 韩流巨星演唱会

说明

成都国际文化展览中心
On July 4 local time, President Xi Jinping delivered an important speech entitled "Jointly Create a Beautiful Future of China-ROK Cooperation and Accomplish the Great Cause of Asia's Revitalization and Prosperity" at Seoul National University of the Republic of Korea (ROK). He talked about the China-ROK friendship, China's future and the cooperation between the two countries. He stressed that China will always be a country that maintains peace, promotes cooperation and is modest to learn from others, and that China is willing to be a partner of the ROK to achieve common development, be committed to regional peace, join hands to revitalize Asia and promote world prosperity. Xi Jinping hoped that the youth of the two countries will be faithful successors of the China-ROK friendship and active participants in Asia's revitalization.

At about 10 am local time, accompanied by President Yeon Cheon Oh, Xi Jinping entered the hall and delivered a speech amid warm applause.

Xi Jinping expressed that China and the ROK are neighbors. It is said that a hundred gold can afford a house and a thousand gold can afford a neighbor, while a good neighbor is more precious than gold. In retrospect of history, the tradition of friendly exchanges and mutual help between the two peoples is of long standing and well established. Moving stories about the China-ROK friendship can be found everywhere. Since the establishment of the China-ROK diplomatic relationship in 1992, blessed with good timing, favorable geographical position and the harmonious human relations, the relationship between the two countries has developed by leaps and bounds under the principles of insisting mutual respect, mutual trust and seeking common ground while reserving differences as well as under the overall direction of grasping cooperation for win-win results and jointly creating a prosperous future. China has become the ROK's biggest trading partner, export market, source country of imports, overseas investment destination, source country of foreign students and overseas tourist destination. The ROK has become one of China's most important trading and investment partners. China and the ROK have become strategic
cooperative partners in the true sense and the bilateral relations have entered the period with the best development. At present, while the Chinese people are striving to achieve the Chinese Dream of rejuvenating the Chinese nation, the ROK people are committed to creating "the Era of National Happiness" and the ROK Dream of building "the Second Miracle on the Han River". This intersection of development provides a historic opportunity for China and the ROK to strengthen cooperation.

Xi Jinping pointed out that as China is a country with over 5,000 years' history of civilization, it is a matter of concern to many people that facing the future, what kind of country China will choose to be. I want to talk about my opinions from three aspects. First, China will always be a country that maintains peace. The Chinese nation is a peace-loving nation and China will adhere to the path of peaceful development, which is not an expedient at all. Second, China will always be a country that promotes cooperation. China sticks to the principles of amity, sincerity, mutual benefit and inclusiveness, deepens mutually beneficial cooperation with neighboring countries and strives to make its self-development better benefit the neighboring countries. Third, China will always be a country that is modest and eager to learn. Modesty helps one to go forward, whereas conceit makes one lag behind. The Chinese people are proud of their own achievements, but not complacent or stalled. Their mind must be tolerant to diversity, with open and inclusive attitude to listen humbly to the voice of the world. China will continue to learn all the achievements of civilization created by mankind from the world and from the peoples of all countries.

Xi Jinping stressed that China, as a country that maintains peace, promotes cooperation and is modest to learn from others, will bring new opportunities for the development of the China-ROK relations. For a grander sight, a higher level. In face of new changes and new developments in the bilateral relations and international and regional situation, we should have broader visions and greater goals, integrate the wonderful dreams of the two countries into the more ambitious Asian Dream with oriental wisdom, make the broad continent and vast oceans in Asia become a major platform for cooperation between China and the ROK and embark on the road of common construction, sharing and win-win results with all the Asian peoples. Xi Jinping proposed that both sides should focus their efforts in the following aspects.

First, construct an open and integrated development structure and build a community of common interests with joint efforts. We should push Asian countries to increase the level of opening-up, enable Asia to achieve integration through opening-up and attain development through integration, address side by side the risks and challenges brought by international political and economic structure adjustments and share the opportunities and fruits of Asian economic development. Both China and the ROK should strive to accomplish the negotiation on the Free Trade Area by the end of this year, jointly push forward the all-round regional economic partnership agreement and inject sound impetus into the economic and trade cooperation in Asia.

Second, initiate the idea of cooperation and development and implement the right concept of morality and interests. In international cooperation, we should attach importance to interests and attach more importance to morality. In politics we should uphold fairness and justice and adhere to treating each other equally. In economy we should persist in mutual benefits with win-win results and common development and abandon the obsolete notion of zero-sum. We should not only seek the wellbeing of ourselves but also that of others. Only by giving consideration to both interests and brotherhood can we obtain both. And only by obtaining the balance between both can we achieve win-win results of both.

Third, address differences and contradictions properly, and build peaceful and stable development environment. We should pool consensuses by dialogues and consultations, address differences with mutual understanding and compromise, promote common development with cooperation and win-win results, and solve current problems by long-term insights into the future. We should innovate the security idea and jointly safeguard the peace and development in Asia. China hopes that the South and the North on the Korean Peninsula could improve their relations, and supports
Third, address differences and contradictions properly, and build peaceful and stable development environment. We should pool consensuses by dialogues and consultations, address differences with mutual understanding and compromise, promote common development with cooperation and win-win results, and solve current problems by long-term insights into the future. We should innovate the security idea and jointly safeguard the peace and development in Asia. China hopes that the South and the North on the Korean Peninsula could improve their relations, and supports that the Korean Peninsula could ultimately achieve peaceful reunification on their own. The Chinese people will be reliable friends of the people on the Korean Peninsula forever.

Fourth, enhance people-to-people and cultural exchanges and continuously strengthen friendship between the two peoples. China and the ROK enjoy close people-to-people relationship and cultural similarity. China has a long history of Tai Chi culture and the ROK’s national flag is Taegeukgi. So we can best understand the ancient philosophy of the interaction of yin and yang and the combination of hardness and softness. The two countries are uniquely positioned to develop people-to-people and cultural exchanges. Governments of the two countries should vigorously push forward and guide the exchanges and people from all walks of life and the public of the two countries should actively contribute their efforts. Our two peoples should work together, share more joy and difficulties and better write the new chapter of long-lasting friendship.

Finally Xi Jinping pointed out that the youth are the future of both China and the ROK as well as the future of Asia. Only wonderful youth can leave us wonderful memories in our lives. I hope that young people of the two countries can learn from each other and promote friendship. The Chinese side invites 100 students of Seoul National University to come to China to participate in "Chinese Bridge" Summer Camp for university students. As long as we raise sails of friendship and cooperation and adhere to the course of mutual benefit and win-win results, the ship of friendship and cooperation between China and the ROK will certainly sail through winds and waves and constantly head for the other bright shore of peace and prosperity.

The atmosphere was friendly on the spot and Xi Jinping’s speech was interrupted by warm applause for several times.

President Yeon Cheon Oh said in his answering speech that President Xi Jinping’s speech reflects China’s excellent traditional values and its responsibility and commitment to Asia and the world and shows earnest expectations to the youth. Since young people of the two countries are pursuing their respective beautiful dreams, he hopes that they will enhance communication and mutual understanding and deepen friendship so as to pass down the cause of the ROK-China friendship.

Mme. Peng Liyuan, Wang Huning, Li Zhanhu, Yang Jiechi and others attended the event.

Before the speech, Xi Jinping also met with representatives of friendly personages from all walks of life in the ROK.