

DAFTAR PUSTAKA

Buku

- Aziz, A. A. (2013). Hallyu: Sarana Peningkatan Daya Tarik Korea. In I. (. Indonesia), *Buku Pengantar Korea Seri ke-6: Budaya Hallyu Korea* (pp. 65-67).
- Aziz, A. A. (2013). *Hallyu: Sarana Peningkatan Daya Tarik Korea (Buku Pengantar Korea Seri Ke-6)*. Inakos.
- Cheng, L. C. (2008). The Cultural Dimension of South Korea's Branding Project in 2008. 82.
- Cheng, L. C. (n.d.). The Korea Brand: The Cultural Dimension of South Korea's Branding Project in 2008. 75.
- Creswell, J. W. (2009). *Research Design: Qualitative and Quantitative Approaches*. California: Sage Publications. 145-161.
- Creswell, J. W. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. California: SAGE Publications. Hal 41.
- Dinnie, K. (2008). *Nation Branding: Concept, Issues, Practice*. Great Britain: Oxford.
- Dinnie, K. (2008). *Nation Branding: Concept, Issues, Practice*. Great Britain: Oxford.
- Dinnie, K. (2009). Repositioning The Korea Brand To A Global Audience: Challenges, Pitfalls, and Current Strategy. *Korea Economic Institute, Academic Series Paper*, 1.
- Dr. Tjipto Subadi, M. (2006). *Metode Penelitian Kualitatif*. Surakarta: Muhammadiyah University Press.
- Kuncoro, M. (2009). *Metode Riset untuk Bisnis dan Ekonomi*, Edisi 3. Jakarta: Erlangga.
- Mas'ood, M. (1994). *Ilmu Hubungan Internasional: Disiplin dan Metodologi*. Hal2-3. Jakarta: LP3ES.

- Moleong, L. J. (2005). *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Moleong, L. J. (2014). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Neuman, W. L. (1991). *Social Research Methods: Qualitative and Quantitative Approaches*. Boston: Allyn and Bacon. Hal219.
- Sugiono, P. D. (n.d.). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta CV.
- Sugiyono. (2014). In *etode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D* (p. 224). Bandung: Alfabeta.
- Sugiyono, P. D. (2011). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta CV.
- Sugiyono, P. D. (n.d.). *Metode Penelitian Kombinasi (mixed Methods)*. Bandung: Alfabeta CV. Hal 333-343.

Skripsi

- Puimara, L. E. (2008). Kebijakan Korea Selatan Terhadap Krisis Nuklir Semenanjung Korea. *Skripsi S1 Universitas Indonesia*, 19.
- Rihandini, S. R. (2018). Gastrodiplomasi Sebagai Upaya Peningkatan Citra Korea Selatan. Jember, Universitas Negeri Jember.
- Rihandini, S. R. (2018). Gastrodiplomasi Sebagai Upaya Peningkatan Citra Nasional Korea. *S1 Skripsi Digital Repository Universitas Jember*, 46.
- S, D. P. (2017). EFEKTIVITAS DIPLOMASI KEBUDAYAAN KOREA SELATAN Studi Kasus: Fenomena Hallyu di Dunia Internasional. *Skripsi Universitas Muhammadiyah Yogyakarta*, 59.

S, V. N. (2020). *GASTRODIPLOMASI KOREA SELATAN DI INDONESIA MELALUI PROGRAM KOREAN CUISINE TO THE WORLD UNTUK MENINGKATKAN NATION BRANDING*. Retrieved from library.universitaspertamina.ac.id: https://library.universitaspertamina.ac.id/xmlui/bitstream/handle/123456789/835/VANDY%20NAUFAL%20S_106216088_LAPORAN%20TUGAS%20AKHIR.pdf?sequence=1&isAllowed=y

Simanihuruk, D. (2020). Kepentingan Nasional Korea Selatan terhadap Indonesia Melalui Diplomasi Hallyu (Korean Wave). *Skripsi Universitas Sumatera Utara*, 27.

Jurnal

Ah, L. S. (2005). Branding Korea: a long-term export policy of the Republic of Korea Combines National and Corporate Branding.

Anggraini, K. R. (2014). Peran Hallyu Dalam Pembentukan Citra Korea Selatan Sebagai Negara Tujuan Wisata.

Anholt, S. (2013). Beyond the Nation Brand: The Role of Image and Identity in International Relations. *The Journal of Public Diplomacy*, Vol. 2, 3.

Anholt, S. (2013). Beyond the Nation Brand: The Role of Image and Identity in International Relations. *The Journal of Public Diplomacy*, Vol. 2, 10.

Annisa Valentina, R. I. (2013). Gelombang Globalisasi Ala Korea Selatan. *Jurnal Pemikiran Sosiologi Volume 2 No.2*, 77.

Diaz, M. I. (2018). Upaya Promosi Jazz Sebagai Bentuk Nation Branding Amerika Serikat di Era Perang Dingin. *Jurnal Analisis Hubungan Internasional*, Vol. 7 No. 3, 218.

Fan, Y. (2008). Power of Attraction or confusion?

Fanning, J. (2011). BRANDING AND BEGORRAH: THE IMPORTANCE OF IRELAND'S NATION BRAND IMAGE.

Idola Perдини Putri, F. D. (2019). K-Drama dan Penyebaran Korean Wave di Indonesia. *ProTVF, Volume 3, No. 1*, 69.

John, J. V. (2015). Globalization, National Identity and Foreign Policy: Understanding 'Global Korea'. *The Copenhagen Journal of Asian Studies* 33(2), 38-57.

Kihwan, K. (2006). The 1997-98 Korean Financial Crisis: Causes, Policy Response, and Lessons. *The High-Level Seminar on Crisis Prevention in Emerging Markets*, 2.

Kim, R. (2011). South Korean Cultural Diplomacy and Efforts to Promote the ROK's Brand Image in the United States and Around The World. 124.

Kresnarini, H. I. (2011). Membangun "Nation Branding". *Warta Ekspor*, 3-4.

Montgomery, C. (2010). Korea: Traditional and Modern Culture in Pictures. *Education About Asia, Volume 15, Number 1*.

Primayanti, R. (2015). THE ROLE OF SOUTH KOREA'S GOVERNMENT IN DEVELOPING AND SUSTAINING HALLYU. *Paradigma: Jurnal Masalah Sosial, Politik, dan Kebijakan, Vol. 19, No. 1*, 34.

Rani, S. P. (2016). Korean Wave Sebagai Salah Satu Pendukung Nation Branding yang dilakukan oleh Korea Selatan. *Makalah Non Seminar, FISIP Universitas Indonesia*, 3.

Ravina, M. (2009). Introduction: Conceptualizing the Korean Wave. *Southeast Review of Asian Studies Vol. 31*.

Schwak, J. (2014). National identity in the era of global competitiveness: a critical analysis of nation branding through the case of South Korea. *the Second Euroacademia International Conference Identities and Identifications: Politicized Uses of Collective Identities, City University of Hong Kong*, 6.

- Schwak, J. (n.d.). South Korean nation branding and the building of competitiveness society Which pressures, which responses? . *City University of Hongkong*, 10.
- Sri Rahayu, R. K. (2014). PERSEPSI NATIONAL BRANDING SEBAGAI UPAYA MENINGKATKAN KINERJA EKSPOR KE JEPANG DAN AUSTRALIA. *Jurnal Kementerian Perdagangan Republik Indonesia*.
- Suryani, N. P. (2014). KOREAN WAVE SEBAGAI INSTRUMEN SOFT POWER UNTUK MEMPEROLEH KEUNTUNGAN EKONOMI KOREA SELATAN. *GLOBAL Vol. 16 No. 1*, 72.
- Tim Yung Min Schröter, D. S. (2015). UNDERSTANDING SOUTH KOREA'S POOR NATION BRAND IMAGE: A CONTENT ANALYSIS OF TWO LEADING GERMAN PRINT NEWS MEDIA, 1948–2013. *International Journal Asia Pasific Studies, Vol. 11, No. 1*, 115–135, 117.
- Van, T. N. (2015). Vietnam's Tourism Branding.
- Yoon, K. J. (2011). South Korean Public Opinion on North Korea & the Nations of the Six-Party Talks. *The ASAN Institute for Policy Studies*.

Website

- 'Descendants of the Sun' Star Song Joong-ki in new KTO commercial. (2016, April 8). Retrieved from Korea Tourism Organization: https://english.visitkorea.or.kr/enu/KOO/OO_EN_13_2_2.jsp?cid=2396672
- 1330 TRAVEL HELPLINE & COMPLAINT CENTER. (n.d.). Retrieved from Korea Tourism Organization: http://english.visitkorea.or.kr/enu/TRV/TV_ENG_3_1.jsp
- ABOUT ARIRANG. (n.d.). Retrieved from arirang.com: https://www.arirang.com/prroom/about_arirangn1.asp?sys_lang=Eng
- ADMIN, K. (2019, Juli 20). Festival Musim Panas Internasional Korea, Festival Lumpur Boryeong. Retrieved from visitkorea.or.id:

- <https://www.visitkorea.or.id/article/festival-musim-panas-internasional-korea-festival-lumpur-boryeong-01>
- ADMIN, K. (2019, Maret 6). *Pyeongchang, Kota Alam & Olahraga*. Retrieved from visitkorea.or.id: <https://www.visitkorea.or.id/article/pyeongchang-kota-alam-olahraga>
- Ah, L. S. (2014, Juli 23). *Korea.net*. Retrieved from <http://www.korea.net/NewsFocus/Travel/view?articleId=120713>
- Amanda. (2016, November 25). *Korean Tourism Organisation Reinvalidate And Refresh The Nation's Brand*. Retrieved from thebrandingjournal.com: <https://www.thebrandingjournal.com/2016/11/korean-tourism-organisation-reinvalidate-refresh-nations-brand/>
- Bak, L. M. (2008). Retrieved from <http://www.korea.net/Government/Briefing-Room/Presidential-Speeches/view>
- cia.gov*. (2020). Retrieved from Central Intelligence Agency: https://www.cia.gov/library/publications/the-world-factbook/geos/print_ks.html
- Essays, U. (2018, November). *Nation Branding: A Tool Of Soft Power*. Retrieved from ukessays.com: <https://www.ukessays.com/essays/media/nation-branding-as-a-tool-of-soft-power-media-essay.php?vref=1>
- Fajriana, M. (2018, September 25). *Liputan6*. Retrieved from liputan6.com: <https://www.liputan6.com/fashion-beauty/read/3651789/nikmati-kuliner-korea-di-chuseok-festival-jakarta>
- Government, S. (2019, Januari 22). *Anholt-GfK Roper Nation Brands IndexSM: 2018 report for Scotland*. Retrieved from gov.scot: <https://www.gov.scot/publications/anholt-gfk-roper-nation-brands-indexsm-2018-report-scotland/pages/4/>

- Hae, D. J. (2010, Februari 1). *TheKoreaTimes*. Retrieved from koreatimes.co.kr:
https://www.koreatimes.co.kr/www/news/nation/2010/02/113_60112.html
- Hankyoreh. (2016, Agustus 17). *South Korea's economy 11th biggest in the world, as of 2015*. Retrieved from english.hani.co.kr:
http://english.hani.co.kr/arti/english_edition/e_business/757139.html
- Herald, K. (2014, Juli 9). *Big companies continue to shape Korea's image*. Retrieved from koreaherald.com:
<http://www.koreaherald.com/view.php?ud=20140709000759>
- Hicap, J. (2018, Agustus 7). *Metro*. Retrieved from Metro.uk:
<https://metro.co.uk/2018/08/07/korea-tourism-agencys-new-ad-campaign-draws-flak-for-dubbing-exos-voices-7806784/>
- Ika. (2013, Mei 20). *Universitas Gadjah Mada*. Retrieved from ugm.ac.id:
<https://ugm.ac.id/id/berita/7760-strategi-ekspor-bawa-kemajuan-perekonomian-korea-selatan>
- Ika, A. (2018, Oktober 16). *Pengalaman Berbelanja ke Myeongdong, Surganya Kosmetik Korea* Artikel ini telah tayang di Kompas.com dengan judul "Pengalaman Berbelanja ke Myeongdong, Surganya Kosmetik Korea", Klik untuk baca:
<https://travel.kompas.com/read/2018/10/16/060000727/pengalam>. Retrieved from travel.kompas.com:
<https://travel.kompas.com/read/2018/10/16/060000727/pengalaman-berbelanja-ke-myeongdong-surganya-kosmetik-korea?page=all>
- Indonesia, D. (2017, November 8). *KOREA SELATAN BEBASKAN VISA TURIS WNI*. Retrieved from destinasian.co.id: <https://destinasian.co.id/korea-selatan-bebaskan-visa-turis-wni/>
- Jeong-ju, N. (2009, Maret 17). *Tension With N. Korea Worsens Korea's Global Image*. Retrieved from koreatimes.co.kr:
https://www.koreatimes.co.kr/www/news/nation/2009/03/116_41483.html

- K.Do. (2015, Agustus 1). *SMTOWN Coex Artium Introduction and Tour*. Retrieved from soompi.com: <https://www.soompi.com/article/755871wpp/smtown-coex-artium-introduction-and-tour>
- Kedutaan Besar Republik Korea untuk Republik Indonesia*. (n.d.). Retrieved from overseas.mofa.go.kr: http://overseas.mofa.go.kr/id-id/wpge/m_2762/contents.do
- Kontan.co.id. (2017, Maret 4). *China boikot bisnis Korsel*. Retrieved from internasional.kontan.co.id: <https://internasional.kontan.co.id/news/china-boikot-bisnis-korsel>
- Korea Festival 2017 Travel Food & Hanbok*. (2017, Agustus 25). Retrieved from id.korean-culture-org: <https://id.korean-culture.org/id/485/board/231/read/85889>
- Korea National Tourism Organisation launches Imagine your Korea campaign*. (2017, Agustus 24). Retrieved from Festive Korea: <http://www.festivekorea.com/en/blog/korea-national-tourism-organisation-launches-imagine-your-korea-campaign/>
- korea, v. (2007, Desember 6). Retrieved from english.visitkorea: https://english.visitkorea.or.kr/enu/KOO/OO_EN_13_2_2.jsp?keyword=&searchType=&gotoPage=22&cid=347609
- Markessinis, A. (2008). *Anholt's Nation Brand Index 2008 relesead*.
- Martin Roll: Business & Brand Leadership*. (2020, Agustus). Retrieved from Martinroll: <https://martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/>
- News, B. (2017, Juli 11). *South Korea tourism hit by China ban*. Retrieved from bbc.com: <https://www.bbc.com/news/business-40565119>
- newsvideo. (2018, September 7). *[Arirang TV] Imagine Your Korea 'DAILY LIFE' Korea Asks You, Have you ever? EXO _ CHANYEOL*. Retrieved from newsvideo.su: <https://newsvideo.su/video/9308386>

- Organization, K. T. (2018, September 14). *TRAVEL HIGHLIGHTS: EXO asks you, "Have you ever, in Korea?"*. Retrieved from english.visitkorea.or.kr:
https://english.visitkorea.or.kr/enu/ATR/SI_EN_3_6.jsp?cid=2560534
- Organization, K. T. (n.d.). *MUSLIM-FRIENDLY TRAVEL*. Retrieved from english.visitkorea.or.kr:
https://english.visitkorea.or.kr/enu/ATR/muslim_intro.jsp
- Organization, K. T. (n.d.). *TOURIST INFORMATION CENTERS*. Retrieved from english.visitkorea.or.kr:
https://english.visitkorea.or.kr/enu/TRV/TV_ENG_3_2_1.jsp
- Pinem, W. (n.d.). *Korean Wave dan Peningkatan Perekonomian Korea Selatan*. Retrieved from seniberpikir.com: <https://www.seniberpikir.com/korean-wave-dan-peningkatan-perekonomian-korea-selatan/>
- Radio, K. W. (2015, September 22). *Meloncat dengan mengatasi krisis ekonomi*. Retrieved from <http://world.kbs.co.kr/service/index.htm?lang=i>:
http://world.kbs.co.kr/service/contents_view.htm?lang=i&menu_cate=history&id=&board_seq=3846&page=6&board_code=
- Sang-Hun, C. (2018, Februari 3). *Pyeongchang's Winding Path From Obscurity to Olympics Fame*. Retrieved from nytimes.com:
<https://www.nytimes.com/2018/02/03/world/asia/pyeongchang-winter-olympics-south-korea.html>
- Tourist Police*. (n.d.). Retrieved from Korea Tourism Organization:
http://english.visitkorea.or.kr/enu/TRV/TV_ENG_3_3.jsp
- UNWTO. (2014, juli 30). Retrieved from unwto.org:
<https://www.unwto.org/archive/global/news/2014-07-30/korea-tourism-organization-kto-launches-its-new-tourism-brand-imagine-your-korea>
- Visit Korea*. (n.d.). Retrieved from <http://english.visitkorea.or.kr/enu/index.kto>

- Warsito, D. T. (2005, November 15). *SOLUSI KRISIS ALA KOREA SELATAN*. Retrieved from <https://ugm.ac.id/id/newsPdf/1019-solusi-krisis-ala-korea-selatan>
- Widyaningrum, G. L. (2019, Januari 27). *Ketangguhan Haenyeo, Para Penyelam Perempuan di Pulau Jeju*. Retrieved from [nationalgeographic.grid.id: https://nationalgeographic.grid.id/read/131617071/ketangguhan-haenyeo-para-penyelam-perempuan-di-pulau-jeju?page=all](https://nationalgeographic.grid.id/read/131617071/ketangguhan-haenyeo-para-penyelam-perempuan-di-pulau-jeju?page=all)
- Williamson, L. (2012, Januari 31). *Selling South Korea: No 'sparkling' brand image* . Retrieved from [bbc.com: https://www.bbc.com/news/world-asia-16713919](https://www.bbc.com/news/world-asia-16713919)
- Williamson, L. (2014, Februari 4). *Kimchi: South Korea's efforts to boost its national dish*. Retrieved from [bbc.com: https://www.bbc.com/news/world-asia-25840493](https://www.bbc.com/news/world-asia-25840493)
- Young, L. W. (2014, Juli 22). *The Korea Herald*. Retrieved from <http://www.koreaherald.com/view.php?ud=20140722000877>