

**DIPLOMASI PUBLIK KOREA SELATAN MELALUI PLATFORM
DIGITAL KOREA TOURISM ORGANIZATION DALAM
MENINGKATKAN KUNJUNGAN WISATAWAN INDONESIA DI ERA
NEW NORMAL**

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ABSTRAK

Pandemi COVID-19 yang melanda Korea Selatan mengakibatkan jumlah kunjungan wisatawan mancanegara termasuk wisatawan Indonesia yang datang berkunjung ke Korea Selatan mengalami penurunan yang sangat drastis. Pemerintah Korea Selatan melalui *Korea Tourism Organization* melakukan langkah inisiatif di era *new normal* untuk mengatasi permasalahan tersebut. Penulis menganalisis menggunakan teori diplomasi publik dan konsep *digital tourism*. Metode penelitian kualitatif deskriptif menjelaskan melalui data secara lengkap mengenai cara diplomasi publik melalui *platform digital* yang sudah dilakukan. Adapun hasil yang didapat dari penelitian ini, Korea Selatan melalui *platform digital Korea Tourism Organization* yaitu Instagram, YouTube, dan *website* mampu meningkatkan jumlah kedatangan kunjungan wisatawan Indonesia yang datang ke Korea Selatan di era *new normal*. Bahwa dengan upaya yang dilakukan KTO melalui *platform digital* KTO Indonesia, telah berhasil untuk meningkatkan jumlah kunjungan wisatawan Indonesia di era *new normal* apabila dibandingkan dengan waktu yang sama di periode tahun sebelumnya.

Kata Kunci: Diplomasi Publik, KTO Indonesia, *platform digital*, dan Kunjungan Wisatawan Indonesia.

**PUBLIC DIPLOMATION OF SOUTH KOREA THROUGH THE
DIGITAL KOREA TOURISM ORGANIZATION PLATFORM IN
INCREASING THE VISIT OF INDONESIAN TOURISTS IN THE NEW
NORMAL ERA**

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ABSTRACT

The COVID-19 pandemic that hit South Korea resulted in a very drastic decline in the number of foreign tourist visits, including Indonesian tourists who came to visit South Korea. The South Korean government through the Korea Tourism Organization took initiative steps in the new normal to overcome these problems. The author analyzes using the theory of public diplomacy and the concept of digital tourism. The descriptive qualitative research method explains through complete data how public diplomacy through digital platforms has been carried out. As for the results obtained from this research, South Korea through the Korea Tourism Organization's digital platform, namely Instagram, YouTube, and the website able to increase the number of arrivals of Indonesian tourists who come to South Korea in the new normal. That with the efforts made by KTO through digital platform, it has succeeded in increasing the number of Indonesian tourist visits in the new normal when compared to the same time in the previous year.

Keywords: *Public Diplomacy, Indonesian KTO, digital platforms, and Indonesian Tourist Visits.*