

**DIPLOMASI BUDAYA KOREA SELATAN DI INDONESIA  
MELALUI *VARIETY SHOW 2 DAYS 1 NIGHT* 2020-2021**

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**ABSTRAK**

Meningkatnya konsumsi produk hiburan *Hallyu* seperti program televisi, menjadi solusi dari keterbatasan kegiatan diplomasi budaya Korea Selatan di Indonesia secara langsung, akibat Pandemi Covid-19 khususnya tahun 2020-2021. Salah satunya melalui *variety show 2 Days 1 Night* dalam upaya promosi budaya secara tidak langsung. Penelitian ini bertujuan untuk mengetahui bagaimana diplomasi budaya Korea Selatan di Indonesia secara tidak langsung, melalui *variety show 2 Days 1 Night* di masa Pandemi Covid-19, khususnya tahun 2020-2021, dengan menggunakan konsep diplomasi budaya dan konsep *international broadcasting* untuk menganalisis proses kegiatan diplomasi budaya melalui siaran program televisi. Penelitian berfokus pada *2 Days 1 Night* sebagai objek penelitian, yang dianalisa menggunakan metode kualitatif deskriptif, analisa dengan mendeskripsikan beberapa siaran *2 Days 1 Night* juga melakukan pengumpulan data melalui 100 responden. Hasil penelitian ini diketahui bahwa peran *variety show 2 Days 1 Night* sebagai media penyalur informasi budaya Korea Selatan terhadap masyarakat Indonesia telah terlaksana, hal tersebut ditunjukkan melalui nilai-nilai budaya yang ditampilkan seperti pariwisata, kuliner, festival, bahasa, dan lain sebagainya, yang mampu menarik minat masyarakat Indonesia serta memperoleh pandangan baik mengenai Korea Selatan khususnya pada tahun 2020-2021.

Kata Kunci : Diplomasi Budaya, Korea Selatan, Indonesia, *Variety Show 2 Days 1 Night*.

## **ABSTRACT**

*The increasing consumption of Hallyu entertainment products, such as television programs, served as a solution to the limitations of South Korean cultural diplomacy activities in Indonesia during the Covid-19 pandemic, especially in the years 2020-2021. One of the significant efforts in promoting culture indirectly was through the variety show "2 Days 1 Night." This research aims to understand how South Korean cultural diplomacy was conducted indirectly in Indonesia through the "2 Days 1 Night" variety show during the Covid-19 pandemic, particularly in the years 2020-2021. The study utilized the concepts of cultural diplomacy and international broadcasting to analyze the process of cultural diplomacy activities through television broadcasting. The research focused on "2 Days 1 Night" as the subject of investigation and employed a qualitative descriptive method to analyze several broadcasts of the show. Data collection was conducted through 100 respondents. The results of this research revealed that the role of the variety show "2 Days 1 Night" as a medium for conveying South Korean cultural information to the Indonesian society was successful. This was evident through the portrayal of cultural values, such as tourism, cuisine, festivals, language, and others, which managed to pique the interest of the Indonesian audience and foster positive views about South Korea, especially during the years 2020-2021.*

*Keywords : Cultural Diplomacy, South Korea, Indonesia, Variety Show 2 Days 1 Night.*