

**DIPLOMASI PUBLIK KOREA SELATAN TERHADAP  
INDONESIA: PROMOSI PARIWISATA HALAL KOREA  
PERIODE 2017-2021**

**ABSTRAK**

Korea Selatan merupakan negara dengan mayoritas penduduk nonmuslim melakukan peningkatan fasilitas ramah muslim dan diversifikasi pasar dengan menargetkan negara – negara mayoritas muslim salah satunya Indonesia. Korea Selatan melalui Korea Tourism Organization (KTO) melakukan berbagai upaya diplomasi publik melalui serangkaian program muslim friendly tourism. Penulis menganalisis menggunakan konsep diplomasi publik dan halal tourism. Metode penelitian kualitatif deskriptif digunakan untuk menjelaskan terkait diplomasi publik melalui program muslim friendly tourism yang sudah dilakukan. Korea Tourism Organization melakukan upaya diplomasi publik melalui manajemen berita, strategis komunikasi, dan membangun hubungan yang dilakukan secara luring maupun daring. Hasil dari penelitian ini menunjukkan adanya peningkatan kunjungan wisatawan muslim Indonesia dan citra positif masyarakat Indonesia terhadap Korea Selatan.

**Kata Kunci:** Korea Selatan, Diplomasi Publik, Pariwisata Halal, Muslim Friendly Tourism, Indonesia

**SOUTH KOREA'S PUBLIC DIPLOMACY TOWARDS  
INDONESIA: PROMOTION OF KOREA'S HALAL TOURISM  
PERIOD 2017-2021**

**ABSTRACT**

South Korea is a country with a non-Muslim majority population, improving Muslim-friendly facilities and diversifying markets targeting Muslim-majority countries, one of which is Indonesia. South Korea through the Korea Tourism Organization (KTO) is carrying out various public diplomacy efforts through a series of Muslim friendly tourism programs. The author analyzes using the concepts of public diplomacy and halal tourism. Descriptive qualitative research methods are used to explain public diplomacy through the Muslim friendly tourism program that has been carried out. The Korea Tourism Organization carries out public diplomacy efforts through news management, communication strategies, and building relationships which are carried out both offline and online. The results of this study indicate an increase in visits by Indonesian Muslim tourists and a positive image of the Indonesian people towards South Korea.

**Keywords:** South Korea, Public Diplomacy, Halal Tourism, Muslim Friendly Tourism Program, Indonesia