

**ANALISIS DIPLOMASI DIGITAL *NEO CULTURE TECHNOLOGY* (NCT)  
SEBAGAI IMPLEMENTASI DIPLOMASI PUBLIK KOREA SELATAN DI  
INDONESIA PADA MASA PANDEMI COVID-19 (2020-2022)**

**Angellyca May Daniati**

**ABSTRAK**

Pemerintah Korea Selatan menggunakan *Korean Wave* sebagai instrumen *soft power* nya untuk menyebarkan pengaruh secara global melalui kebudayaan. Dalam hal ini, NCT juga turut berperan sebagai aktor non negara yang juga melaksanakan aktivitas diplomasi publik di Indonesia. Adanya pandemi COVID-19 yang melanda dunia juga turut berdampak pada *Korean Wave*, terutama promosi musik K-Pop. Oleh karena itu, NCT sebagai aktor non negara menjalankan strategi diplomasi digital untuk menyesuaikan pencapaian *goals* diplomasi publik Korea Selatan di Indonesia pada masa pandemi. Penelitian ini akan menganalisis bagaimana strategi-strategi yang digunakan oleh NCT dengan diplomasi digitalnya agar tetap mencapai tujuan diplomasi publik Korea Selatan di Indonesia. Penelitian ini menggunakan metode kualitatif yang akan menyajikan data berupa fakta secara deskriptif. Penelitian ini menemukan bahwa NCT telah melaksanakan diplomasi digital sebagai strategi untuk mencapai *goals* diplomasi publik korea selatan, yaitu *Shares Korean Culture, Gain global Support for Korean's Policies, Strengthen Public Diplomacy Capacity, dan Promote Public-Private Partnership*.

**Kata Kunci:** Diplomasi Publik, Diplomasi Digital, Neo Culture Technology (NCT), Pandemi COVID-19

**ANALYSIS OF NEO CULTURE TECHNOLOGY (NCT)'S DIGITAL  
DIPLOMACY AS IMPLEMENTATION OF SOUTH KOREA'S PUBLIC  
DIPLOMACY IN INDONESIA DURING THE COVID-19 PANDEMIC  
(2020-2022)**

**Angellyca May Daniati**

**ABSTRACT**

The South Korean government uses the Korean Wave as an instrument of soft power to spread global influence through culture. In this case, NCT also plays a role as a non-state actor who also carries out public diplomacy activities in Indonesia. The existence of the COVID-19 pandemic that has hit the world has also had an impact on the Korean Wave, especially the promotion of K-Pop music. Therefore, NCT as a non-state actor is implementing a digital diplomacy strategy to adjust the achievement of South Korean public diplomacy goals in Indonesia during the pandemic. This research will analyze how the strategies used by NCT with its digital diplomacy in order to continue to achieve the goals of South Korean public diplomacy in Indonesia. This study uses a qualitative method which will present data in the form of facts descriptively. This research finds that NCT has implemented digital diplomacy as a strategy to achieve South Korea's public diplomacy goals, namely Shares Korean Culture, Gain global support for Korea's Policies, Strengthen public diplomacy capacity, and Promote public-private partnerships.

**Keywords:** Public Diplomacy, Digital Diplomacy, Neo Culture Technology (NCT), COVID-19 Pandemic.