

**UPAYA DIPLOMASI BUDAYA KEDUTAAN BESAR REPUBLIK
INDONESIA (KBRI) KOREA SELATAN DALAM MENINGKATKAN
MINAT BELAJAR BAHASA INDONESIA BAGI MASYARAKAT
KOREA SELATAN MELALUI PROGRAM BAHASA INDONESIA BAGI
PENUTUR ASING (BIPA) TAHUN 2021-2023**

ABSTRAK

Penelitian ini bertujuan untuk membahas terkait bagaimana upaya diplomasi budaya KBRI Korea Selatan dalam meningkatkan minat belajar bahasa Indonesia bagi masyarakat Korea Selatan melalui program Bahasa Indonesia bagi Penutur Asing (BIPA) tahun 2021-2023 dengan menggunakan konsep dan teori diplomasi budaya menurut Koentjaraningrat dan Simon Mark serta teori Multi Trak Diplomasi yakni *track* satu, *track* lima dan *track* sembilan. Penelitian ini menggunakan metode kualitatif deskriptif dengan konsep diplomasi budaya dan teori *multitrack diplomacy* sebagai landasan analisis. Data diperoleh melalui wawancara dengan mantan Atase Pendidikan dan Kebudayaan KBRI Korea Selatan periode 2021-2024, staff KKLP BIPA Badan Bahasa, dan Ketua APPBIPA di Korea Selatan, serta studi kepustakaan mengenai pelaksanaan program BIPA di Korea Selatan. Kemudian sumber data yang didapatkan melewati tahap reduksi data, penyajian data dan penarikan kesimpulan dengan triangulasi data. Hasil penelitian menunjukkan bahwa KBRI Korea Selatan berhasil dalam meningkatkan minat belajar bahasa Indonesia bagi masyarakat Korea Selatan melalui program BIPA pada tahun 2021-2023 melalui indikator peningkatan jumlah pelajar BIPA di Korea Selatan pada tahun 2021-2023. Adapun berbagai strategi yang dilakukan ialah penggunaan media dan opini publik, kegiatan perlombaan di akhir batch, penggunaan *learning management system* (LMS), kelas budaya batik dan alat musik gamelan, angklung. Meskipun program BIPA di Korea Selatan baru diselenggarakan pada tahun 2021, program ini terbukti sukses sebagai media diplomasi budaya Indonesia KBRI Korea Selatan di Korea Selatan.

Kata kunci: Diplomasi Budaya, KBRI Korea Selatan, Program BIPA

**CULTURAL DIPLOMACY EFFORTS OF THE EMBASSY OF THE
REPUBLIC OF INDONESIA (KBRI) IN SOUTH KOREA TO INCREASE
INTEREST IN LEARNING INDONESIAN AMONG SOUTH KOREAN
SOCIETY THROUGH THE INDONESIAN LANGUAGE FOR FOREIGN
SPEAKERS (BIPA) PROGRAM IN 2021-2023**

ABSTRACT

This research aims to discuss how the Indonesian Embassy in South Korea's cultural diplomacy efforts have increased interest in learning Indonesian for the South Korean people through the Indonesian Language for Foreign Speakers (BIPA) program in 2021-2023 using the concepts and theories of cultural diplomacy according to Koentjaraningrat and Simon Mark and Multi Track Diplomacy theory, namely track one, track five and track nine. This research uses descriptive qualitative methods with the concept of cultural diplomacy and multitrack diplomacy theory as the basis for analysis. Data was obtained through interviews with the former Education and Cultural Attache of the Indonesian Embassy in South Korea for the 2021-2024 period, representative staff of the KKL P BIPA, and the Chair of APPBIPA in South Korea, as well as literature studies regarding the implementation of the BIPA program in South Korea. Then the data sources obtained go through the stages of data reduction, data presentation and drawing conclusions by data triangulation. The research results show that the Indonesian Embassy in South Korea has succeeded in increasing interest in learning Indonesian for the South Korean people through the BIPA program in 2021-2023 through indicators of increasing the number of BIPA students in South Korea in 2021-2023. The various strategies implemented are the use of media and public opinion, competition activities at the end of the batch, use of a learning management system (LMS), batik culture classes and gamelan musical instruments, angklung. Even though the BIPA program in South Korea was only held in 2021, this program has proven successful as a medium for Indonesian cultural diplomacy for the Indonesian Embassy in South Korea in South Korea.

Keywords: *Cultural Diplomacy, Indonesian Embassy in South Korea, BIPA Program*