

The Role of KOCCA (Korea Creative Content Agency) as been Implemented in The Spread of South Korea Culture by the Means of The Creative Industry

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Abstract

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The influence of the Korean wave has influenced the world and created quite a big influence on the international market, looking at the large impact that Korean has had. In this wave, the government formed an institution that supports the spread of culture, especially in the creative industry sector, namely KOCCA. KOCCA is a government institution that is directly responsible for the growth of South Korea's creative industry as well as regulating South Korean content so that it is in line with the South Korean cultural values it wishes to convey. This research aims to analyze KOCCA's role in expanding the spread of South Korean culture through the creative industry. The method used in this research is a qualitative method with bibliography data collection techniques. This research examines KOCCA's role in expanding the spread of South Korean culture through the creative industry. The concepts used in this research are the concept of soft diplomacy and multitrack diplomacy track one and track two. The results of the research show that KOCCA's role in spreading South Korea's creative industry is as a liaison between the government and society and the international community, as a promotional and supporting forum for the creative industry, as a supporter of South Korea's positive image in the eyes of the world.

I. INTRODUCTION

In recent years, the international community has become increasingly interested in South Korean culture or better known as Korean Wave or Hallyu . The influence of the Korean wave has influenced the world and created quite a big influence on the international market. Korean Wave or hallyu refers to South Korean creative content such as k-pop, k-drama, k- beauty , k- fashoin , k- food , to k- lifestyle . ¹Which is South Korea's soft diplomacy to utilize its culture to achieve South Korea's national interests. Korean presence Wave is a miracle for South Korea, because of Korean influence This wave has had a positive impact on South Korea, making South Korea a developed and influential country in the international world, Korean Wave is South Korea's long-term policy because it is one of the biggest supporting factors for South Korea's economic progress. Judging from the magnitude of the impact provided by Korea In this wave , the government formed an institution that supports the spread of culture, especially in the creative industry, namely KOCCA in 2001. ²

Korean creative content agency (KOCCA) is a government agency that supports the production of South Korean cultural content such as: films, dramas, games , animation, music and so on. KOCCA aims to promote and develop South Korea's creative industry and is also a government agency that is directly responsible for the growth of South Korea's creative industry. KOCCA's special task is to regulate South Korean content so that it is in accordance with the desired South Korean cultural values. be delivered. ³The government founded KOCCA because it saw the potential provided by Korea The wave is so big, one of which is increasing South Korea's economic growth through the creative industry .

The creative industry is the main factor in South Korea's economic growth. It is known that South Korea's creative industry contributes 7.5% of total GDP or around US\$ 30.6 billion. South Korean content exports were recorded at almost \$ 12 billion in 2019 and continue to increase every year. , in 2020 around \$ 16 billion, followed by 2021 \$ 20 billion then 2022 it will increase to \$ 25 billion until 2023 it will increase to \$ 30 billion, ⁴not only content exports continue to increase, the influence of the spread of culture also has an impact on the level of foreign tourists who often coming to South

¹ Butsaban Kamon, 'The Hallyu Policies of the Korean Government', *Journal of Language and Culture*, 41.2 (2022), 1–24.

² Ayu Rezky Safaat, Farahdiba Rahma Bachtiar, and Nur Aliyah Zainal, 'Korean Pop Culture as an Instrument of South Korean Foreign Policy', *Vox Populi* , 5.2 (2022), 169–96 <<https://doi.org/10.24252/vp.v5i2.33559>>.

³ Carol Yoon, 'South Korean Government Strategy in Creative Industry Exports 20162018', *Paper Knowledge . Toward a Media History of Documents* , 8 (2014), 499–510.

⁴ Ibid



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Korea, interest in studying South Korean culture (South Korean language), many international people who want to study, and becoming idols in South Korea.

Korean popularity phenomenon The wave created by South Korea is a form of South Korea's soft diplomacy strategy through KOCCA to expand the spread of culture, the expansion of cultural dissemination carried out by South Korea to achieve national interest , namely creating a good image for South Korea, becoming the best industrial country in the world, raising living standards. its people, and alleviating the South Korean people's fear of the North Korean nuclear threat .⁵To achieve national interest, South Korea uses soft power , namely the spread of culture through Korean Wave , with KOCCA as a supporting platform or government strategy in spreading South Korean culture with the hope that KOCCA as a South Korean government agency can spread South Korean culture through content to make South Korea a top 5 content producer in the world.

The urgency of the research is to analyze how KOCCA is a supporting forum for spreading South Korean culture through the creative industry, namely by opening an expansion path for the spread of South Korean culture. This method is a form of KOCCA's agenda as a South Korean government institution to expand the influence of South Korean culture and maintain its existence. creative industry with and increasing its cultural influence on countries in the world, forming a nation branding to attract foreign investment, form cooperation and establish long-term relationships.

II. METHODOLOGY

In this research, the author used qualitative research methods and a descriptive analysis research design. Meanwhile, descriptive analysis is a method in qualitative research by describing or describing data and then applying the data according to the theory or concept that has been chosen. ⁶Qualitative research in this study aims to analyze various data and research related to the social, humanities, politics, political economy and so on. In this research, the author will describe various findings related to KOCCA's role in expanding the spread of South Korean culture through the creative industry.

The data collection technique used in this writing is the literature review technique which contains previous research data related to the research topic. Literature collection

techniques review does not refer to direct data collection methods. On

⁵ Luis Felipe Viera Valencia and Dubian Garcia Giraldo, 'State Support For Modern South Korean Performance Art And It's Contribution's To The Country "National Image"', *Angewandte Chemie International Edition*, 6(11), 951–952., 2 (2019).

⁶ Masagus Sulaiman and others, 'Penulisan Proposal Penelitian Kuantitatif & Kualitatif Mahasiswa Semester VII Program Studi Bahasa Inggris Universitas Muhammadiyah Palembang', *ABDINE: Jurnal Pengabdian Masyarakat*, 2.2 (2022), 172–76
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the other hand, literature A review is a part of documentation that presents all sources used or referred to in an academic paper or research. Literature Reviews provide information to readers about the sources the author uses to support claims, arguments, or findings in his written work. This research uses secondary data such as data obtained from books, official sites (sites originating from South Korea, KOCIS, KOCCA, ETC), reports, internet sites, magazines, journals, news and so on. which relates to KOCCA's role in expanding the spread of South Korean culture through the creative industry.

III. RESULT AND DISCUSSION

The South Korean government uses the creative industry as a means to promote their culture, utilizing *Korea Creative Content Agency* (KOCCA) as a platform for developing the creative industry. KOCCA tries to integrate South Korean cultural values into the creative products it distributes. So with this KOCCA plays a very important role in presenting interesting content to captivate the minds and hearts of the public, strong competitiveness is the biggest trigger for KOCCA to be able to present interesting content in the form of dancing and singing by dynamic Korean idol groups, the touching stories and aesthetic visuals of Korean TV dramas, the beautiful and stylish looks of Korean celebrities captivate many foreign audiences.

With this, it can be concluded that KOCCA's first role is that KOCCA acts as a liaison between the government and society and the international community. KOCCA's role as a liaison is how KOCCA represents the interests of the South Korean government in negotiations and international cooperation related to the creative content industry, for example how KOCCA collaborates with the Abu Dhabi Media Zone Authority, especially through a memorandum of understanding in 2015.⁷ This collaboration aims to access potential markets in the United Arab Emirates (UAE) in the creative industry. KOCCA acted as an intermediary in this effort, facilitating collaboration between South Korea and Middle Eastern countries, in particular with the Abu Dhabi Media Zone Authority.⁸ The effort of this collaboration is to open up wider market opportunities in the UAE for South Korea's creative industry, so that it can open

⁷ Izabela Ścibiorska-Kowalczyk and Julia Cichoń, 'The Significance of Cultural Policy—Case Study of South Korea', *Sustainability (Switzerland)*, 13.24 (2021), 1–15 <<https://doi.org/10.3390/su132413805>>.

⁸ Ibid.

up new opportunities for South Korea by creating jobs for its citizens, which will help reduce the unemployment rate in South Korea.

Apart from being a representative of the interests of the South Korean government , KOCCA coordinates promotional activities for South Korea's creative content industry at the international level by looking at how KOCCA is involved in various activities, one of which is the South Korean cultural and music festival KCON, which was held after the island dispute with Japan in 2018. ⁹Apart from that KOCCA also collaborates with other institutions such as KOFICE (*Korean Foundation for International Cultural Exchange*) to organize direct cultural exchange events with Japan, by holding global events such as *Character Licensing Fair* , *K- Content Expo* , KNOCK (*Content Pitching Platform*), Start-up CON, K- Expo , Korean Popular Culture and Arts Awards , Content IP Biz-Fair , and Games Levelup Showcase.¹⁰

KOCCA's second role is as a promotional and supporting forum for the creative industry . For this second role, KOCCA can see how KOCCA encourages the involvement of non-governmental organizations with the creative community in international collaborative projects. How KOCCA collaborates with the CJ E&M company which is the largest chaebol company that focuses on the entertainment and culture industry. This collaboration is related to funding major events such as KCON and MAMA (*Mnet Asian Music Award*) which are global cultural events that are regularly held. ¹¹Apart from that, how does KOCCA provide support and resources for civil society initiatives that contribute to cultural diplomacy and cross-cultural cooperation ? KOCCA functions as one of the non-governmental actors that acts as the "backbone" in driving South Korea's cultural diplomacy through its creative industry. ¹²With a focus on content innovation, trend analysis and developing long-term strategies for the

⁹ Youn-Sung Kim and Tae-Yang Kim, 'A Case Study on the Diversity of International Co-Produced Drama', *International Journal of Internet, Broadcasting and Communication* , 12.3 (2020), 64–73 <<http://dx.doi.org/10.7236/IJIBC.2020.12.3.64>>.

¹⁰ KoCCA, '윤인석, 박문서, 이현수 - 2019 - 주택 정책의 지역별 시장 파급효과 분석을 위한 시뮬레이션 모델 개발.Pdf'.

¹¹ KoCCA, '태국콘텐츠특화보고서_2023년 07호_제출.Pdf'.

¹² NA Solehah, 'South Korean Pop Culture Industry in Japan as an Instrument of South Korean Public Diplomacy in 2012-2019', *Repository.Uinjkt.Ac.Id* , 2021, 1–104



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Korean content industry, KOCCA plays a key role in strengthening South Korea's image on a global level.

The third role of KOCCA is how KOCCA plays a role as a supporter of South Korea's positive image in the eyes of the world. In KOCCA's role, it can be explained that KOCCA, a government agency committed to advancing the positive image of South Korea, has taken strategic steps in expanding its cultural influence. They designed a strategy to maintain the relevance of South Korean culture through the distribution of content aimed at creating a positive impact and improving the country's image. One method used is by integrating South Korean cultural values into the content distributed, KOCCA seeks to strengthen the positive image of South Korea in the eyes of the world.⁹

Through supporting the growth of South Korea's creative industry, KOCCA not only aims to improve the country's creative economy, but also to make South Korea a global leader in this sector. Overseas expansion projects to develop the content industry as an export industry are one of the strategies used by KOCCA to achieve this goal.¹⁰

Through an expansion scheme for the spread of South Korean culture through the creative industry, KOCCA aims to build a positive image of South Korea. By using soft diplomacy, they are trying to influence the international community's perception of this country. Through the content produced and disseminated, South Korean cultural values such as beauty, innovation and diversity can be accessed by the global community. This helps strengthen intercultural relationships as well as promote cross-cultural understanding. Overall, this strategy reflects KOCCA's efforts to build a positive image of South Korea by expanding its cultural influence at the international level and promoting South Korean cultural values to the world.

An expansion plan to open channels for the dissemination of South Korean culture has been prepared to facilitate KOCCA in conveying its cultural values through creative content. In the context of soft diplomacy, KOCCA's success in bringing the South Korean content industry to the international stage through

⁹ Ibid.

¹⁰ Kocca, '태국콘텐츠특화보고서_2023년 07호_제출.Pdf'.

platforms such as Netflix confirms the effectiveness of indirect cultural diplomacy strategies. With the success of the production and distribution of

Korean content (*K- content*), South Korea has succeeded in strengthening its positive image in the eyes of the world and promoting South Korean culture and values as a whole.

IV. CONCLUSION

Korean presence Wave is a miracle for South Korea, its influence has a positive impact on South Korea, namely making South Korea a developed and influential country in the international world, so that Korean This wave is South Korea's long-term policy because it is one of the biggest supporting factors for South Korea's economic progress. Judging from the magnitude of the impact provided by Korea Waves The government has formed an institution that supports the spread of culture, especially in the creative industry sector, namely KOCCA.

With this, KOCCA has a very vital role in bringing the influence of South Korean culture through creative content. This is how KOCCA plays its role in expanding the spread of South Korean culture through the creative industry . First, KOCCA plays a role as a liaison between the government and society and the international community by becoming an interest representative. South Korean government in negotiations and international cooperation related to the creative content industry , then coordinating promotional activities for the South Korean creative content industry at the international level.

Secondly, KOCCA acts as a promotional and supporting forum for the creative industry by encouraging the involvement of non-governmental organizations with the creative community in international collaborative projects, as well as providing support and resources for civil society initiatives that contribute to cultural diplomacy and crosscultural cooperation . Thirdly, KOCCA plays a role as a supporter of South Korea's positive image in the eyes of the world, by forming an expansion scheme for the dissemination of South Korean culture through the creative industry . Through the content produced and disseminated, South Korean cultural values such as beauty, innovation and diversity can be accessed by the global community.

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