

KOREAN CULTURAL CENTER INDONESIA (KCCI) SEBAGAI AKTOR NON NEGARA DALAM DIPLOMASI KOREA SELATAN DI INDONESIA

Oleh

Syavira Caesar Rani

NIM. 2105050064

ABSTRAK

Penelitian ini bertujuan menganalisis peran Korean Cultural Center Indonesia (KCCI) sebagai aktor non-negara dalam diplomasi budaya Korea Selatan di Indonesia dengan menggunakan teori Soft Power Joseph S. Nye (1990) dan konsep aktor non-negara. Melalui metode kualitatif deskriptif yang melibatkan wawancara, observasi, dan studi dokumentasi, penelitian menemukan bahwa KCCI berperan sebagai perpanjangan tangan pemerintah Korea Selatan dalam menyebarkan budaya, bahasa, dan seni melalui program edukatif, kolaboratif, serta media digital. Berbagai program tersebut efektif meningkatkan ketertarikan masyarakat terhadap budaya Korea sekaligus memperkuat citra Korea Selatan, membangun *people-to-people relations*, dan mendukung *nation branding*. Dengan demikian, KCCI memiliki posisi strategis dalam memperluas jangkauan diplomasi budaya Korea Selatan di Indonesia.

Kata kunci: KCCI, diplomasi budaya, soft power, aktor non-negara, Korea Selatan.

KOREAN CULTURAL CENTER INDONESIA (KCCI) AS A NON-STATE ACTOR IN SOUTH KOREA'S DIPLOMACY IN INDONESIA

By

Syavira Caesar Rani

NIM. 2105050064

ABSTRACT

This study aims to analyze the role of the Korean Cultural Center Indonesia (KCCI) as a non-state actor in South Korea's cultural diplomacy in Indonesia by using Joseph S. Nye's Soft Power theory (1990) and the concept of non-state actors. Through a descriptive qualitative method involving interviews, observation, and document studies, the research found that KCCI acts as an extension of the South Korean government in spreading culture, language, and arts through educational, collaborative, and digital media programs. These various programs effectively increase public interest in Korean culture while strengthening South Korea's image, building people-to-people relations, and supporting nation branding. Thus, KCCI holds a strategic position in expanding the reach of South Korea's cultural diplomacy in Indonesia.

Keywords: KCCI, cultural diplomacy, soft power, non-state actors, South Korea.