




# “Korean Wave in Indonesia: Are there any changes in perception and intention to visit Korea?”

<b>AUTHORS</b>	Melisa Melisa Suyanto Suyanto  Olivia Tanaya 
<b>ARTICLE INFO</b>	Melisa Melisa, Suyanto Suyanto and Olivia Tanaya (2023). Korean Wave in Indonesia: Are there any changes in perception and intention to visit Korea?. <i>Innovative Marketing</i> , 19(3), 171-186. doi: <a href="https://doi.org/10.21511/im.19(3).2023.15">10.21511/im.19(3).2023.15</a>
<b>DOI</b>	<a href="http://dx.doi.org/10.21511/im.19(3).2023.15">http://dx.doi.org/10.21511/im.19(3).2023.15</a>
<b>RELEASED ON</b>	Tuesday, 12 September 2023
<b>RECEIVED ON</b>	Monday, 15 May 2023
<b>ACCEPTED ON</b>	Friday, 21 July 2023
<b>LICENSE</b>	 This work is licensed under a <a href="https://creativecommons.org/licenses/by/4.0/">Creative Commons Attribution 4.0 International License</a>
<b>JOURNAL</b>	"Innovative Marketing "
<b>ISSN PRINT</b>	1814-2427
<b>ISSN ONLINE</b>	1816-6326
<b>PUBLISHER</b>	LLC “Consulting Publishing Company “Business Perspectives”
<b>FOUNDER</b>	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

**77**



NUMBER OF FIGURES

**4**



NUMBER OF TABLES

**14**

© The author(s) 2023. This publication is an open access article.



## BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"  
Hryhorii Skovoroda lane, 10,  
Sumy, 40022, Ukraine  
[www.businessperspectives.org](http://www.businessperspectives.org)

**Received on:** 15<sup>th</sup> of May, 2023

**Accepted on:** 21<sup>st</sup> of July, 2023

**Published on:** 12<sup>th</sup> of September, 2023

© Melisa Melisa, Suyanto Suyanto,  
Olivia Tanaya, 2023

Melisa Melisa, Associate Researcher,  
Faculty of Business and Economics,  
Department of Economics, University  
of Surabaya, Indonesia.

Suyanto Suyanto, Prof., Dr., Faculty of  
Business and Economics, Department  
of Economics, University of Surabaya,  
Indonesia. (Corresponding author)

Olivia Tanaya, Assistant Professor,  
Faculty of Business and Economics,  
Department of Economics, University  
of Surabaya, Indonesia.



This is an Open Access article,  
distributed under the terms of the  
[Creative Commons Attribution 4.0  
International license](https://creativecommons.org/licenses/by/4.0/), which permits  
unrestricted re-use, distribution, and  
reproduction in any medium, provided  
the original work is properly cited.

**Conflict of interest statement:**

Author(s) reported no conflict of interest

Melisa Melisa (Indonesia), Suyanto Suyanto (Indonesia), Olivia Tanaya (Indonesia)

# KOREAN WAVE IN INDONESIA: ARE THERE ANY CHANGES IN PERCEPTION AND INTENTION TO VISIT KOREA?

## Abstract

South Korea has a good image overseas due to the success of its national branding. With the Korean Wave as their national branding, Koreans introduce their country and culture through Korean entertainment. Indonesia is one of the Asian countries exposed to the Korean Wave, especially Korean dramas. This paper aims to analyze the determinants of changes in perceptions and the desire of Indonesians to visit South Korea as a tourist destination. International strategy theory, international marketing theory, and Korean Wave types are analyzed. The research sample consists of 237 randomly selected Korean Wave fans and non-fans. Data were collected using a questionnaire adapted and modified from previous studies. Respondents received questionnaires on-line via Google Forms. Multiple linear regression analysis was used in this study. The findings show that international strategy and marketing can adequately explain changes in the perception and desire of Indonesians to visit South Korea as a tourist destination. The Korean Wave has a positive and significant effect on changes in public perceptions toward Korea. The significant level of  $0.000 < 0.05$  concludes that the four Korean Wave variables (Korean music, food, dramas, and products) simultaneously have a positive effect on changes in the perception of Indonesians people toward South Korea. However, K-pop and K-food were not found to determine the intention to visit South Korea as a tourist destination.

## Keywords

K-pop, Hallyu, tourism, culture, globalization,  
perception, intention

## JEL Classification

M31, Z30, Z32

## INTRODUCTION

The Korean Wave phenomenon cannot be avoided from the reality of cultural globalization happening in the last two decades (Kim et al., 2017). Globalization creates connectivity and interdependence among cultures around the globe. The phenomenon of the Korean Wave is increasingly well-known throughout many countries to introduce South Korean culture into a bigger picture for other countries worldwide (Jang & Paik, 2012). This Korean Wave has spread worldwide and becomes a modern culture assimilated with the local culture (Jin & Yoon, 2017). The well-known term for the Korean Wave is Hallyu, a unique idiom describing the international spread of Korean culture across nations.

In its increasing popularity, Hallyu broke into action with the introduction of K-dramas in the late 1990s but quickly jumped to Hallyu 4.0 (K-style) stage after progressing fast through Hallyu 2.0 (K-pop) and Hallyu 3.0 (K-culture) (Bok-rae, 2015). From this increasing popularity, it is quickly becoming famous in East Asia, Europe, North America, South America, and even Africa, reaching 156.6 million people in 2021 with 1,470 fans clubs across many na-

tions (Fahrissa, 2022). This popularity has a potential impact on people's perception of South Korea and influences the intention of local people to visit South Korea.

There is no exception for Indonesia. The Korean Wave broke into Indonesia and played an important role in educating Indonesian youngsters about Korean culture (Yuliawan & Subakti, 2022). With a large population, Indonesia is an up-and-coming Korean product market (Bae et al., 2017). Aligning with the coming Hallyu to Indonesia, an important question that needs to be addressed is whether the Korean Wave that comes to Indonesia significantly impacts the Indonesian perception of South Korean culture and the Indonesian intention to visit South Korea.

Furthermore, the definition of Hallyu tourism is still unclear (Lee & How, 2022). Indonesian people's perception of South Korea gives high marks when watching or buying products labeled Korean Wave. The scientific problem that arises is whether the Korean Wave to Indonesia in terms of movies, pop music, foods, and Hallyu products has a significant impact on the perception and intention to visit South Korea as a tourist destination.

---

## 1. LITERATURE REVIEW AND HYPOTHESES

The last three decades have been characterized by rapid changes in the internationalization of business in response to the dynamics of business environment. Markets become integrated worldwide, including several culture-based products or services, creating cultural waves (Douglas & Craig, 1992; Hitt et al., 2006). The theoretical ground of cultural waves can be rested on the theory of international strategy. Although the theory is majorly designed for a company, it is also applicable to a country in promoting tourism destinations and attractions (J. Wild & K. Wild, 2021).

International strategy is how a company or a nation sells its goods or services outside the domestic market (Tsiotsou & Goldsmith, 2012). With an internationalization strategy, a company or a nation might obtain various benefits, such as an increase in market size, location-based competitive advantages, global brand recognition, and global customer satisfaction (Chung et al., 2013; Cohen et al., 2014; Hitt et al., 2016; Holmes et al., 2018).

Cultural wave increases in its trend through international marketing (Siregar et al., 2021; Hitt et al., 2016). In a broad definition, international marketing is defined as the business activities in planning, directing, pricing, and promoting a company's products to customers in many countries in order to gain profits (Florido-Benítez & Aldeanueva Fernández, 2022). A company or a

country can introduce its culture or products to people worldwide through international marketing. The Korean Wave is one example of a cultural introduction to other countries via international marketing.

Gong and Tung (2017), pioneer contributors to this field, suggest using movies to develop new images of tourist destinations. According to Hahm and Wang (2011) and Kim and Pan (2018), someone's choice of tourist destination is often determined by what they see through popular audiovisuals, such as television and cinema. Nowadays, people read less, and anything that appears in movies and television is more readily accepted by society (Țuclea & Nistoreanu, 2011; Vagionis & Loumioti, 2011).

Several tourist locations have become famous because of movies (Juškelytė, 2016; Mulyadi & Sunarti, 2019; Vijay & Ravichandran, 2019). The benefits of promotion through movies are related to an increase in the number of visitors coming to the country because tourists have already seen the location in a movie (Kim & Park, 2023; Gjorgievski & Melles Trpkova, 2012; Kim & Pan, 2018).

Tourism destination promoted through movies provides significant benefits to the country of origin by stimulating economic growth and increasing the productivity of domestic industry, as well as the indirect benefits in the forms of new technology, new knowledge, and incoming foreign direct investment (Seetanah & Sannassee, 2015).

Movies provide visual images, censoring impressions, and contextual pictures regarding famous locations, which is a powerful medium to impress the audience and attract them to remember the location, which, in turn, might increase the intention to visit this country (Maisuwong, 2012). Through movies, viewers sense the expression of characters, together with personal perception and discourse, as well as psychological narrative messages on social circumstances, cultural background, and real-life aspects (Yang, 2014; Trolan, 2017). Movies can significantly influence changes in the number of tourist visits. The audience is motivated by the tourist sites they see through a movie (Blanchet & Fabry, 2020). The storyline can provide a visual representation of beautiful places, which motivates the audience to seek additional information (Chen et al., 2021; Saltik et al., 2011).

The recent Korean Wave has brought to the host countries not only new products and services but also introduced new knowledge in term of more advanced technologies, different cultural elements, and new employment, which imply the association of the Korean Wave and globalization (Yook et al., 2014; Ravina, 2009).

The four most common types of Korean Wave are drama, pop music, food, and Hallyu product (Kwon & Kim, 2014; Lee, 2011). Dramas (including movies and TV shows) are among the most popular Hallyu cultural productions worldwide (Kim et al., 2017; Chen, 2016). Korean dramas have detailed stories that create a comfortable atmosphere making the audience feel part of the movie's story (Chae et al., 2020; Han & Lee, 2008).

Korean pop (K-pop) is the second product of genuine Korean culture that is known abroad. It first appeared in the 1930s due to the entry of Japanese pop music, which influenced the early elements of pop music in Korea (Hasna, 2021). Korean pop developed quickly and was accepted by society, giving birth to the Korean Wave phenomenon or Hallyu fever (Alam & Nyarimun, 2017).

The third commonly known Korean Wave is Korean food. Korean cuisine (Hansik) can be found in Korean programs, such as dramas, variety shows, and reality shows (S. Kim & M. Kim, 2008; Lee et al., 2010). Through these various me-

dia, Korean cuisine has an opportunity to attract public attention so that viewers are interested to know and try the dishes (Kyung & Ok-nam, 2019). Korean cuisine is increasingly popular among people in the 21st century. Yoo et al. (2015) argue that Koreans introduced their traditional dishes as part of an economic stimulus strategy.

The four types of the Korean Wave materialize through Hallyu products. Due to the fast development of Korean boy and girl groups, related products in jackets, t-shirts, light sticks, hats, posters, and others have become favorite merchandise (Gumelar et al., 2021; Huh & Wu, 2017; Park, 2014). These products become one of the mediums for spreading Korean culture all around the world.

The motivation of tourists to travel to South Korea is positively influenced by the Korean Wave promotion. Through empathy, the Korean Wave, one of which is certain dramas/movies/TV shows, tends to appeal to tourists. Selected Hallyu movies and products are a successful medium for tourism promotion if the story and the movie's location share unique qualities and characteristics. Because a movie can give a visual picture, locations and products can be depicted tangibly. This motivates audience and product buyers to visit and seek information about filming locations (Hudson et al., 2011). The same finding is also applied to Korean pop music. Music videos involving typical South Korean tourist destinations can indirectly increase interest in visiting Korea.

This also occurs in Korean food, positively affecting people's desire to visit. Korean cuisine (Hansik) can be found in Korean programs such as dramas, variety shows, reality shows, etc. Korean cuisine at these events always has the opportunity to attract public attention, so they want to know the dish's name (Kyung & Ok-nam, 2019). So, the Korean Wave can directly boost the economy and indirectly increase the Indonesian people's intention to visit Korea through these four elements.

Based on the literature review, this study aims to examine the impact of four Korean Wave variables (Korean drama, Korean pop, Korean food, and Hallyu products) on the perception and desire of Indonesians to visit South Korea as a tourist spot. There are two main research hypotheses developed following the literature review. Each main

hypothesis is then broken down into four sub-hypotheses in relation to the four components of the Korean Wave:

- H1: *Korean Wave positively affects perceptions of Indonesian society.*
- H1a: *Korean drama/movies/TV shows positively affect perceptions of Indonesian society.*
- H1b: *Korean pop music positively affects perceptions of Indonesian society.*
- H1c: *Korean food positively affects perceptions of Indonesian society.*
- H1d: *Hallyu products positively affect perceptions of Indonesian society.*
- H2: *Korean Wave positively affects the desire of Indonesians to visit Korea.*
- H2a: *Korean dramas/movies/TV shows positively affect the desire of Indonesians to visit Korea.*
- H2b: *Korean pop music positively affects the desire of Indonesians to visit Korea.*
- H2c: *Korean food positively affects the desire of Indonesians to visit Korea.*
- H2d: *Hallyu products positively affect the desire of Indonesians to visit Korea.*

## 2. METHODOLOGY

This paper used a quantitative method through questionnaires distributed to the 237 selected respondents. The questionnaire collected information from respondents regarding the impacts of the Korean Wave on impression and desire to visit Korea. Most elements in the questionnaire are adopted and modified from previous studies (Kim et al., 2008).

This paper uses multiple linear regression models. Two regression equations have two dependent variables and four independent variables. Dependent variables are changes in perception (Y1) and intention to visit (Y2), whereas the independent variables

are Korean drama (X1), Korean pop (X2), Korean food (X3), and Hallyu products (X4).

The respondent profile is presented in Table 1. Table 1 shows more females (78.48%) than males (21.52%) among the respondents. As many as 92.82% of respondents are 20 to 29 years old. Around 66.67% of respondents are students, whereas about 19.83% are private employees. As many as 66.67% of respondents have a bachelor's degree or higher education. Furthermore, around 45.14% of respondents reported a yearly income of less than 3 million rupiahs. About 95.4% of the respondents were single, and as many as 89.02% had never visited South Korea.

**Table 1.** Respondent profile

Criteria	Sub-criteria	%
Gender	Male	21.5%
	Female	78.5%
Age	10-19 years old	5.1%
	20-29 years old	92.8%
	30-39 years old	1.3%
	40-49 years old	0.8%
Occupation	Government employee	1.3%
	Company employee	19.8%
	Businessman	5.1%
	Housewife	2.1%
	Student	66.7%
	Service field	3%
	Teacher/Lecturer	1.3%
Educational level	Other	0.8%
	Senior High School	28.7%
	Bachelor	66.7%
Annual income	Master or Doctor	4.6%
	Less than 3 million rupiah	45.1%
	3 million to less than 6 million rupiah	20.7%
	6 million to less than 9 million rupiah	8.4%
	9 to less than 12 million rupiah	2.5%
Marriage status	12 million to 15 million rupiah	6.3%
	Above 15 million rupiah	16.9%
Number of visits to Korea	Single	95.4%
	Married	4.6%
Number of visits to Korea	0	89%
	1	9.7%
	2	0.8%
	Above 2	0.4%

For testing validity (Table 2) and reliability (Table 3), this study uses the product-moment correlation. As shown in Table 2, all statements in the questionnaire have values above the r-table 0.1670. These findings suggest that all statements are declared valid. As for the reliability

**Table 2.** Validity test

Variable	Indicator	r-stat	r-table (0.005)	Decision
Dramas/Movies/TV shows (X1)	1	.631	.1275	Indicator is Valid
	2	.684	.1275	Indicator is Valid
	3	.657	.1275	Indicator is Valid
	4	.701	.1275	Indicator is Valid
	5	.671	.1275	Indicator is Valid
	6	.723	.1275	Indicator is Valid
	7	.680	.1275	Indicator is Valid
	8	.644	.1275	Indicator is Valid
	9	.692	.1275	Indicator is Valid
	10	.752	.1275	Indicator is Valid
	11	.704	.1275	Indicator is Valid
	12	.770	.1275	Indicator is Valid
	13	.615	.1275	Indicator is Valid
	14	.705	.1275	Indicator is Valid
	15	.614	.1275	Indicator is Valid
	16	.662	.1275	Indicator is Valid
Korean Pop (X2)	1	.763	.1275	Indicator is Valid
	2	.603	.1275	Indicator is Valid
	3	.758	.1275	Indicator is Valid
	4	.692	.1275	Indicator is Valid
	5	.722	.1275	Indicator is Valid
	6	.764	.1275	Indicator is Valid
	7	.669	.1275	Indicator is Valid
	8	.689	.1275	Indicator is Valid
	9	.709	.1275	Indicator is Valid
	10	.753	.1275	Indicator is Valid
	11	.691	.1275	Indicator is Valid
Korean Food (X3)	1	.707	.1275	Indicator is Valid
	2	.680	.1275	Indicator is Valid
	3	.651	.1275	Indicator is Valid
	4	.751	.1275	Indicator is Valid
	5	.774	.1275	Indicator is Valid
	6	.769	.1275	Indicator is Valid
	7	.710	.1275	Indicator is Valid
	8	.707	.1275	Indicator is Valid
	9	.697	.1275	Indicator is Valid
	10	.585	.1275	Indicator is Valid
	11	.592	.1275	Indicator is Valid
	12	.630	.1275	Indicator is Valid
	13	.685	.1275	Indicator is Valid
Haliyu Products (X4)	1	.689	.1275	Indicator is Valid
	2	.742	.1275	Indicator is Valid
	3	.769	.1275	Indicator is Valid
	4	.748	.1275	Indicator is Valid
	5	.751	.1275	Indicator is Valid
	6	.728	.1275	Indicator is Valid
	7	.766	.1275	Indicator is Valid
	8	.747	.1275	Indicator is Valid
	9	.749	.1275	Indicator is Valid
	10	.697	.1275	Indicator is Valid
	11	.767	.1275	Indicator is Valid
	12	.746	.1275	Indicator is Valid
	13	.742	.1275	Indicator is Valid
	14	.771	.1275	Indicator is Valid
Changes in Perception (Y1)	1	.813	.1275	Indicator is Valid
	2	.852	.1275	Indicator is Valid
	3	.689	.1275	Indicator is Valid
	4	.814	.1275	Indicator is Valid
Intentions to Visit (Y2)	1	.837	.1275	Indicator is Valid
	2	.877	.1275	Indicator is Valid
	3	.776	.1275	Indicator is Valid
	4	.829	.1275	Indicator is Valid

**Table 3.** Reliability test

Variables	Number of Items	Cronbach's Alpha	Decision
Drama/Movies/TV shows (X1)	16	0.922	Reliable
Korean Pop (X2)	11	0.902	Reliable
Korean Food (X3)	13	0.904	Reliable
Hallyu Products (X4)	14	0.937	Reliable
Changes in Perception (Y1)	4	0.805	Reliable
Intention to Visit (Y2)	4	0.849	Reliable

**Table 4.** Multicollinearity test for the first model (Y1)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Drama/movies/TV shows (X1)	0.335	2.984
	Korean pop music (X2)	0.352	2.838
	Korean food (X3)	0.457	2.189
	Hallyu products (X4)	0.389	2.568

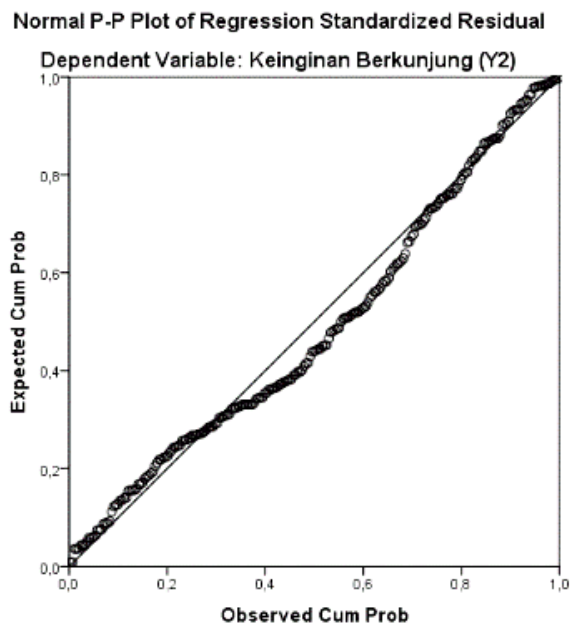
test (Table 3), Cronbach's Alpha values for all instruments are larger than 0.6. It suggests that the instruments used in the questionnaire are reliable so that they can be used in the quantitative analysis. Data are analyzed by using statistical analysis based on the responses from questionnaires. The software application used for the data analysis is the Statistical Package for the Social Sciences (SPSS) version 22.

### 3. RESULTS

The classical assumption test is performed for model 1 and model 2. The first model is the impact of the four Korean Wave variables (dramas, K-pop,

food, and Hallyu products) on changes in the perceptions of Indonesians about Korean culture. The second model is the impact of the four variables on the intention to visit Korea. The analysis starts with the first model. The classical assumption test in the first model includes testing for normality, multicollinearity, heteroscedasticity, and autocorrelation. In the normality test, the residuals in the model are normally distributed when the residuals spread around the diagonal line with direction following the diagonal line.

As can be seen in Figure 1, the plotted residuals (dots) are scattered around a diagonal line. The pattern of the residual plots suggests that the residual distribution in the first model is normally distrib-



**Figure 1.** Normality test for the first model (Y1)

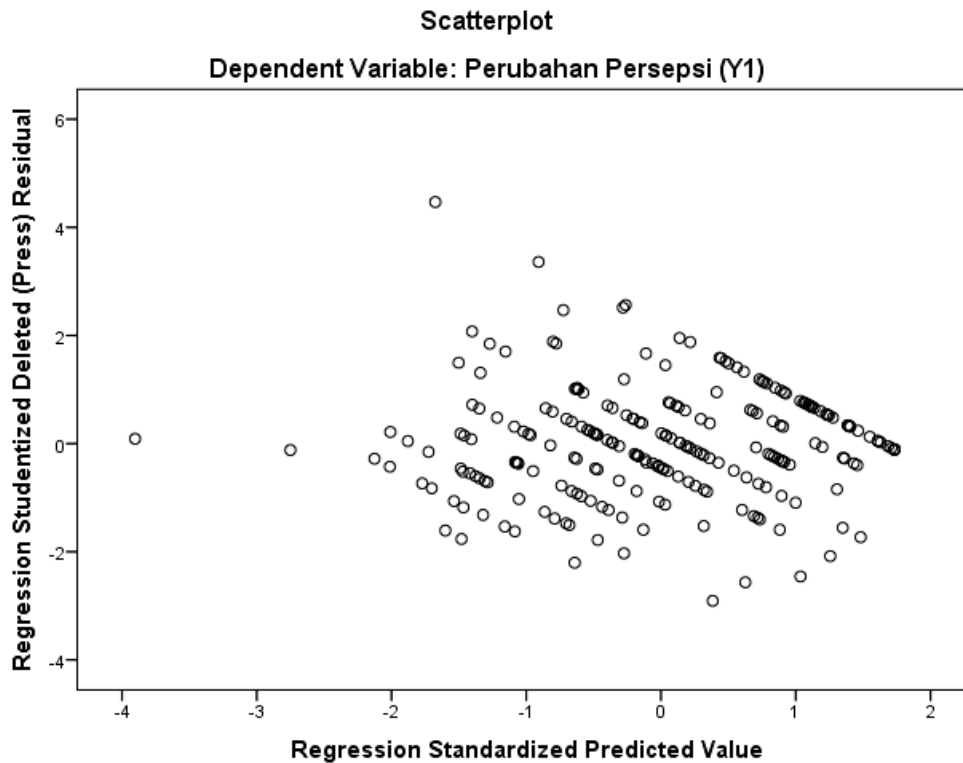


Figure 2. Scatter plot of heteroscedasticity test in the first model (Y1)

uted. The multicollinearity results for the first model are presented in Table 4. All variables exhibit no multicollinearity, as each variable has VIF less than 10 and the tolerance value is more than 0.1.

Moving to the estimation results of the heteroscedasticity test for the first model (Figure 2), the data distribution (dots) does not form any clear pattern. Intuitively, the scatter of residuals indicates there is no heteroscedasticity in the first model.

The findings of the autocorrelation test for the first model are presented in Table 5. The test under concern is the Durbin-Watson test. From the

results calculated using SPSS for Windows, the Durbin-Watson statistic is 2.118. With the Durbin-Watson table for  $n = 237$  and  $k = 4$  and  $\alpha = 5\%$ , the upper-value dU is 1.79901, and the lower value dL is 1.73815, suggesting that the Durbin-Watson statistic is located between dU (1.79901) and 4-dU (2.20099), or in other words the DW-statistic lies in the area of no autocorrelation.

From the four classical assumptions tested for the first model, it is found that the distribution of data is normal, there is no multicollinearity, the residuals are homoscedastic, and there is no autocorrelation.

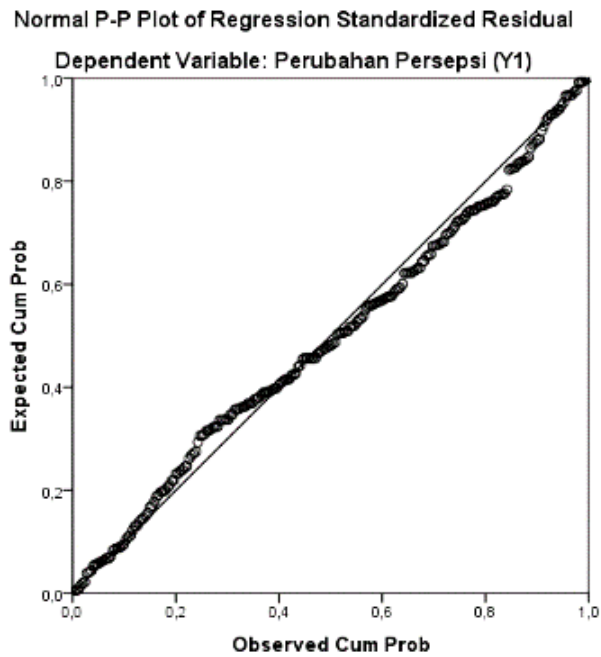
Table 5. Autocorrelation test for the first model (Y1)

Model	R	R-Squared	Adjusted R-Squared	Standard Error	Durbin-Watson
1	.791a	.625	.619	1.566	2.118

Table 6. Multicollinearity test for the second model (Y2)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Drama/movies/TV shows (X1)	0.335	2.984
	Korean pop music (X2)	0.352	2.838
	Korean food (X3)	0.457	2.189
	Hallyu products (X4)	0.389	2.568



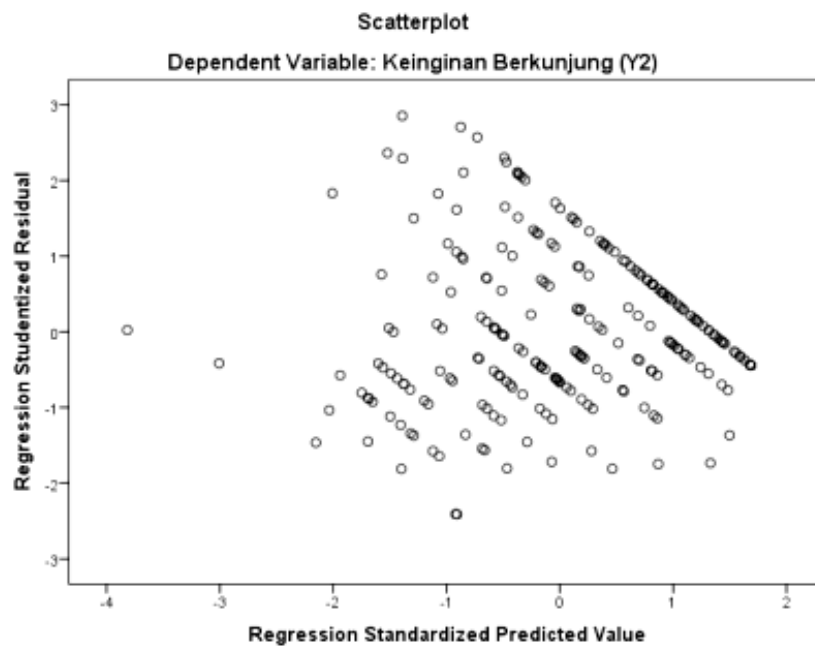


**Figure 3.** Normality test for the second model (Y2)

The results for the second model are presented in Figure 3. The residuals (dots) are scattered around the diagonal line. Therefore, the second model is also normally distributed. The results from the multicollinearity test on the second model are captured in Table 6. In general, the model exhibits no multicollinearity, as the value of VIF for each variable is less than ten, and the tolerance value is above 0.1.

In searching for heteroscedasticity for the second model, the scatter plot of residuals for variable Y2 shows no clear pattern (Figure 4). The dots for residuals spread across the cross-axis, showing no indication of heteroscedasticity.

The same Durbin-Watson test is performed for the autocorrelation test on the second model, and the re-



**Figure 4.** Scatter plot for the second model (Y2)

**Table 7.** Autocorrelation test for the second model (Y2)

Model	R	R-Squared	Adjusted R-Squared	Std. Error of the Estimate	Durbin-Watson
1	.777a	.604	.597	1.754	1.843

**Table 8.** Estimation results for the first model (Y1)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Significance
	B	Standard. Error	Beta		
(Constant)	2.599	0.741		3.507	0.001
1 Drama/movies/TV shows (X1)	0.096	0.018	0.363	5.231	0.000
Korean pop music (X2)	0.054	0.023	0.157	2.316	0.021
Korean food (X3)	0.046	0.018	0.150	2.518	0.012
Hallyu products (X4)	0.056	0.016	0.220	3.418	0.001

Note: Dependent variable: Changes in the perceptions (Y1).

sults are shown in Table 7. It is found that the Durbin-Watson statistic is 1.843. Using the Durbin-Watson table for  $n = 237$  with  $k = 4$  and alpha ( $\alpha$ ) = 5%, the upper-value dU is 1.79901, and the lower-value dL is 1.73815. Comparing the statistic value of Durbin-Watson (d) with the table value of dU and dL under the normal distribution, it is found that the statistic value of Durbin-Watson has lied between the upper-value dU and the value of  $4-dU$ , or  $dU < d < 4-dU$ . The Durbin-Watson statistic is in the area of no autocorrelation. Therefore, one can conclude that the second model exhibits no autocorrelation.

After testing the classical assumptions and the findings of no violation of these assumptions, the regression estimations can be performed on the two empirical models. The first model under concern is the impacts of the Korean Wave on perceptions of Indonesian society. The estimation results are presented in Table 8.

From the estimation results in Table 8, the estimated regression equation is written as follows:

$$Y1 = 2.599 + 0.096X1 + 0.054X2 + 0.046X3 + 0.056X4 + \epsilon \tag{1}$$

The dependent variable Y1 is the changes in the perceptions about South Korea as a tourist destination. X1 is Korean dramas/movies/TV shows. X2 is Korean pop music. X3 represents Korean food, whereas X4 is Hallyu products.

The constant in the regression estimation results (Table 8) has a value of 2.599 and is significant at the 1% level. This constant indicates that Indonesian cus-

tomers positively perceive South Korea as a tourist destination. The coefficient of Korean drama (X1) has a value of 0.096. It is significant at a 1% level, indicating that Korean dramas/movies/TV shows positively and significantly affects the Indonesian’s perception of South Korea as a tourist destination. Moreover, Korean pop music (X2) has a positive value of 0.054. It is significant at the 5% level, suggesting that it positively and significantly impacts Indonesian’s perception of South Korea as a tourist spot. For Korean food (X3), it has a positive and significant impact on the Indonesian’s perception of South Korea as a tourist destination. Furthermore, Hallyu products (X4) positively and significantly affect the Indonesian’s perception of South Korea, indicating that the introduction of Hallyu products in the Indonesian market increases the perception of Indonesians about South Korea as a tourist destination.

From the regression coefficients and t-test findings, the four types of Korean Wave under concern certainly have positive and significant impacts on Indonesian perception of South Korean culture. This finding confirms the hypotheses of this study (H1a, H1b, H1c, H1d).

Furthermore, the test of significance from the four variables (F-test) is presented in Table 9. The F-statistic value is 96.747, and the F-significance is approaching zero. This finding indicates that all Korean Wave variables positively and significantly affect the Indonesian perception of South Korea as a tourist destination.

Table 10 shows that the coefficient of R Squared is 0.625. This indicates that the independent var-

**Table 9.** F-test for the first model (Y1)

	Model	Sum of Squares	df	Mean Square	F	Significance
1	Regression	949.124	4	237.281	96.747	0.000b
	Residual	569.002	232	2.453		
	Total	1518.127	236			

Note: Dependent variable: Changes in the perceptions. Predictors: (Constant), Hallyu products (X4), Korean food (X3), Korean pop music (X2), Drama/movies/TV shows (X1).

**Table 10.** Goodness of fit test (Y1)

Model	R	R Square	Adjusted R Square	Standard Error of
1	0.791a	0.625	0.619	1.566

Note: Predictors: (Constant), Hallyu products (X4), Korean food (X3), Korean pop music (X2), Drama/movies/TV shows(X1).

**Table 11.** Estimation results for the second model (Y2)

Model	Unstandardized Coefficients		Standardized Coefficients	t- statistic	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,347	.830		2.828	.005
	Drama/movies/TV shows (X1)	.115	.021	.398	5.580	.000
	Korean pop music (X2)	.033	.026	.089	1.271	.205
	Korean food (X3)	.022	.021	.067	1.097	.274
	Hallyu products (X4)	.085	.018	.308	4.644	.000

Note: Dependent variable: Intention to visit (Y2).

able’s ability to explain the dependent variable’s variation is 62.5%, and other variables outside the model contribute the remaining 37.5%.

After estimating the first model, it is time to estimate the second model. In this second model, the dependent variable is the intention to visit South Korea. The estimation results for the second model are presented in Table 11.

From the estimation results of the multiple regression in Table 11, the regression equation for the second model can be written as follows:

$$Y2 = 2.347 + 0.115X1 + 0.033X2 + 0.022X3 + 0.085X4 + \varepsilon. \quad (2)$$

The dependent variable for the second model (Y2) is the intention to visit Korea. The four independent variables that represent the Korean Wave are the same as in the first model, namely Korean dramas/movies/TVshows (X1), Korean pop music (X2), Korean food (X3), and Hallyu products (X4). Based on the findings in Table 11, the constant has a value of 2.347. It is significant at the 1% level, suggesting a positive intention of Indonesians to visit Korea. The coefficient

of the first variable, X1, is positive at a value of 0.115 and is significant at the 1% level, suggesting that the presence of Korean drama in the Indonesian market increases the intention to visit South Korea.

In contrast, the coefficient of the second variable, X2, is insignificant, although the sign is positive. This finding shows the insignificant effect of Korean pop music on the intention to visit Korea. Similarly, the coefficient of the third variable is also insignificant, suggesting that Korean food does not increase the intention to visit Korea. However, the coefficient of the fourth variable, Hallyu products, is positive and significant. In short, Korean drama and Hallyu products have significant positive effects on the intention of Indonesians to visit Korea. However, the other two types of the Korean Wave, namely Korean pop and food, insignificantly affect the intention to visit South Korea.

The significance test for all variables of the Korean Wave on the second model is presented in Table 12. One can see that the F-statistic has a value of 88.299, and the probability value of the F-statistic is approaching zero. Compared to the F-table value

**Table 12.** F-test for the second model (Y2)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1086.712	4	271.678	88.299	0.000b
	Residual	713.820	232	3.077		
	Total	1800.532	236			

Note: Dependent variable: Intention to visit (Y2). Predictors: (Constant), Hallyu products (X4), Korean food (X3), Korean pop music (X2), Drama/movies/TV shows(X1).

**Table 13.** Goodness of fit test for the second model (Y2)

Model	R	R-Squared	Adjusted R-Square	Standard Error
1	.777 <sup>a</sup>	.604	.597	1.754

Note: Predictors: (Constant), Hallyu products (X4), Korean food (X3), Korean pop music (X2), Drama/movies/TV shows(X1).

of 1.969, the F-statistic value is higher, suggesting that Korean drama, pop music, food, and Hallyu products significantly affect the intention to visit South Korea. Similarly, the probability value of the F-test also suggests the significant impacts of these four Korean Wave variables on Indonesians' intention to visit Korea.

Furthermore, the goodness of fit test using R-squared is presented in Table 13. It can be seen that the R Square value is 0.604. This indicates that the variation in all independent variables in the second model could explain the variation in the dependent variable for around 60.4%.

Summing up the facts and observations, the study concludes that the results of the validity and reliability tests that have been carried out produce valid and reliable data. Continuing the findings of the classical assumption test, the dataset is clean from multicollinearity, heteroscedasticity and autocorrelation, and is generally distributed for both the first and second models. On the other hand, this research gives the conclusion that the Korean Wave has had a positive and significant influence on changes in people's perceptions of Korea. However, K-pop and K-food were not found to determine intentions to visit South Korea as a tourist destination.

## 4. DISCUSSION

The popularity of Korean culture throughout the world has made many people, including citizen in Indonesia, influenced by this culture. Korean culture is known as the Korean Wave or Hallyu. Korea Wave or Hallyu is a term to describe South Korean pop culture which has been successfully exported all over globe. Korean Wave or Hallyu products are introduced through drama, music, fashion, make up, food, etc. This certainly has a big influence on the South Korean state both in terms of diplomacy between countries and increased tourism and the economy. The existence of the Korean Wave itself is privileged attention from around the world because it has a very large impact on life style.

That can be seen from the regression estimation on the first model about the impacts of the Korean Wave on the perception of Indonesian customers about South Korean culture, it is found that dramas (including movies and TV shows) positively and significantly influence changes in Indonesian perceptions of South Korean culture. This finding supports Jeong et al. (2017). Likewise, the results of the Korean pop music variable also showed positive and significant results on the impact of Korean

**Table 14.** Summary of the hypotheses results

	Korean Wave			
	Dramas/Movies/TV shows	Korean Pop Music	Korean Food	Hallyu Products
Changes in Perception	Hypothesis 1a Supported: Significant Positive	Hypothesis 1b Supported: Significant Positive	Hypothesis 1c Supported: Significant Positive	Hypothesis 1d Supported: Significant Positive
Intentions to Visit	Hypothesis 2a Supported: Significant Positive	Hypothesis 2b Supported: Positive Not Significant	Hypothesis 2c Supported: Positive Not Significant	Hypothesis 2d Supported: Significant Positive

music on changes in perceptions of Indonesian society. This result is similar to Jayanti et al. (2022). Furthermore, the third Korean Wave variable, i.e., Korean food, provides a positive and significant effect on perceptions of Indonesians toward Korean culture. This finding confirms Jeong and Choi (2019). Moreover, the same findings also apply to the Korean Wave variable in the form of selected Hallyu products, which positively and significantly affect Indonesian customers' perceptions of Korean culture, confirming the results of Putri and Reese (2018). In short, the first model's findings suggest that the four types of Korean Waves positively and significantly affect the changes in the perception of Indonesians toward South Korea.

Analyzing the second model, the positive and significant effects only occur from dramas and Hallyu products. These findings are similar to Kim et al. (2022) and Lee (2015). In contrast, Korean music and Korean food have a positive but insignificant effect, which aligns with Almaida et al. (2021) and Puspita et al. (2022). The insignificance of Korean pop and Korean food could be because most Indonesians who like Korean pop music and food are still teenagers (Jeong & Choi, 2019). The lifestyle of Korean pop music is becoming trendy among Indonesian teenagers (Sudwintari & Perangin-angin, 2022). Apart from having a distinctive musical color and being very suitable for the tastes of young people, the choreography of the dances is modern and energetic, and the artists have very handsome and beauti-

ful faces that attract young people to adore K-pop (Perdini et al., 2022). Usually, young people who like K-pop will develop their talents in dancing and singing through dance covers (Oh, 2020). Dance cover is carried out by imitating K-pop idol dances (Triana et al., 2021). In short, Indonesian teenagers prefer to have a positive perception of Korean dance and K-pop songs rather than have a desire to visit South Korea. Not just imitating the choreography of their Korean idol dances, but Indonesian teenagers who like K-pop prefer and imitate Korean culture related to their favorite K-pop idols, such as fashion, light make-up, or Korean skincare (Sudwintari & Perangin-angin, 2022). Besides liking K-pop, millennials (today's kids) in Indonesia also like to eat Korean food (Jeong & Choi, 2019). The atmosphere at Korean restaurants in Indonesia usually uses Korean decorations and items such as displaying photos of Korean artists and idols (Alfin & Nurdin, 2017). This allows Korean food lovers to enjoy Korean food properly without feeling the urge to visit South Korea in person. Many Korean eating places not only decorate and display photos of Korean artists and idols, but their customers also have the facility to wear hanbok (traditional Korean clothing) while eating Korean food. So, this shows that Korean food has a positive but insignificant effect, as Sopiah and Syihabudhin (2008) noted. Therefore, the Korean Wave in the form of Korean music and Korean food has a positive but insignificant effect on the desire of Indonesian people to travel to South Korea for vacation.

---

## CONCLUSION

This paper aims to investigate the determinants of changes in the perception and desire of Indonesian people to visit South Korea as a tourist destination based on international strategy and international marketing theory regarding the Korean Wave. These theories are used to understand how Indonesian people view and decide to visit South Korea as a tourist spot.

The results show that international strategy and marketing can effectively explain how good international marketing can build a country's economy. South Korea uses the Korean Wave as a marketing and international strategy that can positively and significantly influence Indonesian people's perceptions of South Korea. Meanwhile, the intentions of the Indonesian people to visit South Korea as a tourist spot is highly influenced by Hallyu products and Korean dramas. However, K-pop and Korean food have a positive but insignificant effect. Other studies have found that Korean food has been widely popular in Indonesia with a taste and atmosphere that is as similar as possible to the atmosphere of South Korea. As for K-pop, many young people pay more attention to idol visuals and prefer dance choreography, i.e., many are interested in doing cover dances.

In conclusion, the Korean Wave has significantly improved Indonesian residents' perceptions of the host nation and lured potential tourists. Moreover, the estimation of the intention to visit confirms that only dramas and Hallyu products are two factors that have positive and significant impacts. Policymakers and industry players are suggested to use these factors as critical promotional tools.

## AUTHOR CONTRIBUTIONS

Conceptualization: Melisa Melisa, Suyanto Suyanto, Olivia Tanaya.

Data curation: Melisa Melisa.

Formal analysis: Melisa Melisa, Suyanto Suyanto, Olivia Tanaya.

Funding acquisition: Suyanto Suyanto.

Investigation: Melisa Melisa.

Methodology: Melisa Melisa, Suyanto Suyanto, Olivia Tanaya.

Project administration: Melisa Melisa, Suyanto Suyanto.

Resources: Melisa Melisa.

Software: Olivia Tanaya.

Supervision: Suyanto Suyanto, Olivia Tanaya.

Validation: Suyanto Suyanto, Olivia Tanaya.

Writing – original draft: Melisa Melisa, Suyanto Suyanto, Olivia Tanaya.

Writing – review & editing: Melisa Melisa, Suyanto Suyanto, Olivia Tanaya.

## REFERENCES

- Alabi, O. O., Ayinde, K., Babalola, O. E., Bello, H. A., & Okon, E. C. (2020). Effects of multicollinearity on type I error of some methods of detecting heteroscedasticity in linear regression model. *Open Journal of Statistics*, 10(4), 664-677. <https://doi.org/10.4236/ojs.2020.104041>
- Alam, S., & Nyarimun, J. A. (2017). Musik K-pop sebagai alat diplomasi dalam softpower Korea selatan. *Journal of International & Diplomacy*, 3(1). (In Indonesian). Retrieved from <https://isip.usni.ac.id/jurnal/5%20Syafri%20Alam%20dan%20Angrasia%20Jenifer%20Nyarimun.pdf>
- Alfin, M. R., & Nurdin, S. (2017). Pengaruh store atmosphere pada kepuasan pelanggan yang berimplikasi pada loyalitas pelanggan. *Jurnal Ecodemica*, 1(2), 240-249. (In Indonesian). Retrieved from <https://ejournal.bsi.ac.id/ejournal/index.php/ecodemica/article/view/2277>
- Almaida, R., Gumelar, S. A., & Laksmiwati, A. A. (2021). Dinamika psikologis fangirl k-pop. *Cognicia*, 9(1), 17-24. (In Indonesian). <https://doi.org/10.22219/cognicia.v9i1.15059>
- Bae, E.-s., Chang, M., Park, E.S., & Kim, D.c. (2017). The effect of Hallyu on tourism in Korea. *Journal of Open Innovation: Technology, Market, and Complexity*, 3(4), 1-12. <http://dx.doi.org/10.1186/s40852-017-0075-y>
- Blanchet, C., & Fabry, N. (2020). Influence of new cinematographic and television operators on the attractivity of tourist destinations. *Journal of Tourism Futures*, 6(3), 219-222. <https://doi.org/10.1108/JTF-11-2019-0127>
- Bok-rae, K. (2015). Past, present and future of Hallyu (Korean Wave). *American International Journal of Contemporary Research*, 5(5), 154-160. Retrieved from [https://www.ajcrnet.com/journals/Vol\\_5\\_No\\_5\\_October\\_2015/19.pdf](https://www.ajcrnet.com/journals/Vol_5_No_5_October_2015/19.pdf)
- Chae, H., Park, H. J., & Ko, E. (2020). The effect of attributes of Korean trendy drama on consumer attitude, national image, and consumer acceptance intention for sustainable Hallyu culture. *Journal of Global Fashion Marketing*, 11(1), 18-36. <https://doi.org/10.1080/20932685.2019.1680305>
- Chen, Q. P., Wu, J. J., & Ruan, W. Q. (2021). What fascinates you? Structural dimension and element analysis of sensory impressions of tourist destinations created by animated works. *Asia Pacific Journal of Tourism Research*, 26(9), 1038-1054. <http://dx.doi.org/10.1080/10941665.2021.1941157>
- Chen, S. (2016). Cultural technology. *International Marketing Review*, 33(1), 25-50. <https://doi.org/10.1108/IMR-07-2014-0219>
- Chung, C. C., Lee, H. S., Beamish, P., Southam, C., & Nam, D. D. (2013). Pitting real options theory against risk diversification theory: International diversification and joint ownership control in economic crisis. *Journal of World Business*, 48(1), 122-136. <https://doi.org/10.1016/j.jwb.2012.06.013>
- Cohen, A. S., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872-909. <https://doi.org/10.1080/13683500.2013.850064>

13. Douglas, P. S., & Craig, S. C. (1992). Advances in international marketing. *International Journal of Research in Marketing*, 9(4), 291-318. [http://dx.doi.org/10.1016/0167-8116\(92\)90002-3](http://dx.doi.org/10.1016/0167-8116(92)90002-3)
14. Fahrisa, R. T. (2022). Exports Driven by Hallyu Increasing South Korea's Economic Growth – Cultural Diplomacy Approach. *Jurnal Hubungan Internasional*, 15(1), 20-36. <https://doi.org/10.20473/jhi.v15i1.33230>
15. Florido-Benítez, L., & Aldeanueva Fernández, I. (2022). Fusing international business and marketing: A bibliometric study. *Administrative Sciences*, 12(4), 159. <https://doi.org/10.3390/admsci12040159>
16. Gjorgievski, M., & Melles Trpkova, S. (2012). Movie induced tourism: A new tourism phenomenon. *UTMS Journal of Economics*, 3(1), 97-104. Retrieved from <https://econpapers.repec.org/article/risutmsje/0053.htm>
17. Gong, T., & Tung, S. V. (2017). The impact of tourism mini-movies on destination image: The influence of travel motivation and advertising disclosure. *Journal of Travel & Tourism Marketing*, 34(3), 416-428. <http://dx.doi.org/10.1080/10548408.2016.1182458>
18. Gujarati, D. N. (2007). *Dasar-dasar ekonometrika*. Jakarta: Erlangga. (In Indonesian).
19. Gujarati, D. N., & Porter, D. C. (2012). *Basic econometrics* (5<sup>th</sup> ed.). New York: McGraw-Hill, Inc.
20. Gumelar, A. S., Almaida, R., & Laksmiwati, A. A. (2021). Dinamika psikologis fangirl K-Pop. *Ejournal Cognicia*, 9(1), 17-24. (In Indonesian). <https://doi.org/10.22219/cognicia.v9i1.15059>
21. Hahm, J., & Wang, Y. (2011). Movie-induced tourism as a vehicle for destination marketing: Is it worth the efforts? *Journal of Travel & Tourism Marketing*, 28(2), 165-179. <https://doi.org/10.1080/10548408.2011.546209>
22. Han, J. H., & Lee, S. J. (2008). Study on the KBS TV drama Winter Sonata and its impact on Korea's Hallyu tourism development. *Journal of Travel & Tourism Marketing*, 24(2/3), 115-126. <https://doi.org/10.1080/10548400802092593>
23. Hasna, S. (2021). Dominasi Korean Hallyu dalam konteks strukturasi di industri budaya. *Journal Komunikasi*, 12(2). (In Indonesian). <https://doi.org/10.31294/jkom>
24. Hitt, A. M., Franklin, V., & Zhu, H. (2006). Culture, institutions and international strategy. *Journal of International Management*, 12(2), 222-234. <https://doi.org/10.1016/j.intman.2006.02.007>
25. Hitt, M., Li, D., & Xu, K. (2016). International strategy: From local to global and beyond. *Journal of World Business*, 51(1), 58-73. <https://doi.org/10.1016/j.jwb.2015.08.016>
26. Holmes Jr., R., Hoskisson, R., Kim, H. P., Wan, W., & Holcomb, T. (2018). International strategy and business groups: A review and future research agenda. *Journal of World Business*, 53(2), 134-150. <https://doi.org/10.1016/j.jwb.2016.11.003>
27. Huck, S. W. (2008). *Reading statistics and research*. Boston: Pearson/ Allyn dan Bacon.
28. Hudson, S., Wang, Y., & Gil, M. S. (2011). The influence of a film on destination image and the desire to travel: a cross-cultural comparison. *International Journal of Tourism Research*, 13(2). <https://doi.org/10.1002/jtr.808>
29. Huh, C.-G., & Wu, J. (2017). Do Hallyu (Korean Wave) exports promote Korea's consumer goods exports? *Emerging Markets Finance and Trade*, 53(6), 1388-1404. <https://doi.org/10.1080/1540496X.2017.1313161>
30. Jang, G., & Paik, K. W. (2012). Korean Wave as tool for Korea's new cultural diplomacy. *Advances in Applied Sociology*, 2(3), 196-202. <http://dx.doi.org/10.4236/aa-soci.2012.23026>
31. Jayanti, I. G. N., Wirawan, I. K. A., & Susanthi, N. L. (2022). Korean pop (K-pop) culture phenomenon on the behavior of Indonesian society. *Journal of Art, Film, Television, Animation, Games and Technology*, 1(1), 44-50. Retrieved from [https://www.researchgate.net/publication/364310776-Korean\\_Pop\\_K-Pop\\_Culture\\_Phenomenon\\_On\\_The\\_Behavior\\_Of\\_Indonesian\\_Society](https://www.researchgate.net/publication/364310776-Korean_Pop_K-Pop_Culture_Phenomenon_On_The_Behavior_Of_Indonesian_Society)
32. Jeong, J., & Choi, Y. M. (2019). Factors influencing Indonesian consumers' intention to purchase Korean food. *Journal of the Korean Society of Food Culture*, 34(5), 543-552. <https://doi.org/10.7318/KJFC/2019.34.5.543>
33. Jeong, J.-S., Lee, S.-H., & Lee, S.-g. (2017). When Indonesians routinely consume Korean pop culture: Revisiting Jakartan fans of the Korean drama Dae Jang Geum. *International Journal of Communication*, 11, 2288-2307. Retrieved from <https://ijoc.org/index.php/ijoc/article/viewFile/6302/2050>
34. Jin, Y. D., & Yoon, T.J. (2017). The Korean Wave: Retrospect and prospect. *International Journal of Communication*, 11, 2241-2249. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/6296>
35. Juškelytė, D. (2016). Film induced tourism: Destination image formation and development. *Regional Formation and Development Studies*, 19(2), 54-67. <https://doi.org/10.15181/rfds.v19i2.1283>
36. Kang, J. H., & Ko, E. H. (2014). Study on Recognition and Attitudes towards Korean Food in Korean Food Culture Publicity Event – Hayabusa Station targeting Festival participants. *Journal of the Korean Society of Food Culture*, 29(4), 314-325. <https://doi.org/10.7318/kjfc/2014.29.4.314>
37. Kim, J., Unger, A. M., & Wagner, B. K. (2017). The significance of beyond Hallyu movie and television content in South Korea's mediasphere. *Journal of Quarterly Review of Movie and Video*, 34(4), 315-320. <https://doi.org/10.1080/10509208.2016.1241608>
38. Kim, J-h., Kim, K-j., Park, B-t., & Choi, H-j. (2022). The phenomenon and development of K-pop: The relationship between success factors of K-pop and the national image, social network service citizenship behavior, and tourist behavioral intention. *Sustain-*

- ability, 14(6), 3200. <https://doi.org/10.3390/su14063200>
39. Kim, S. S., Agrusa, J., Chon, K., & Cho, Y. (2008). The effects of Korean pop culture on Hong Kong residents' perceptions of Korea as a potential tourist destination. *Journal of Travel & Tourism Marketing*, 24(2-3), 163-183. <https://doi.org/10.1080/10548400802092684>
  40. Kim, S., & Kim, M. (2008). The effects of preference for Korean cuisine culture on image of Korea and intention to visit Korea as a potential tourism destination as perceived by residents of Asian countries affected by Hallyu. *Journal of Foodservice Management Society of Korea*, 11(3), 117-145. Retrieved from <https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArticleView.kci?sereArticleSearchBean.artiId=ART001285060>
  41. Kim, S., & Pan, S. (2018). Preface to Journal of Travel and Tourism Marketing Special Issue on visual media and tourism. *Journal of Travel & Tourism Marketing*, 35(3), 257-258. <https://doi.org/10.1080/10548408.2018.1422423>
  42. Kim, S., & Park, E. (2023). An integrated model of social impacts and resident's perceptions: From a movie tourism destination. *Journal of Hospitality & Tourism Research*, 47(2), 395-421. <https://doi.org/10.1177/10963480211011641>
  43. Kwon, S.H., & Kim, J. (2014). The cultural industry policies of the Korean government and the Korean Wave. *International Journal of Cultural Policy*, 20(4), 422-439. <https://doi.org/10.1080/10286632.2013.829052>
  44. Kyung, H. Y., & Ok-nam, P. (2019). The study on design an ontology for Korean food information. *Journal of the Korean Contents Association*, 19(2), 147-158. [10.5392/JKCA.2019.19.02.147](https://doi.org/10.5392/JKCA.2019.19.02.147)
  45. Lee, G., & How, S. T. (2022). Hallyu tourism: impacts on inbound tourists to South Korea. *Tourism, Hospitality and Events Journals*, 25(9), 1361-1367. <https://doi.org/10.1080/13683500.2021.1924637>
  46. Lee, J. S. (2011). The Korean Wave: The Seoul of Asia. *The Elon Journal of Undergraduate Research in Communications*, 2(1). Retrieved from <https://eloncdn.blob.core.windows.net/eu3/sites/153/2017/06/09SueJin.pdf>
  47. Lee, J., Kim, K., Park, Y., & Kim, H. (2010). Preference and perception of Korean foods of foreign consumers by nationality. *Korean Journal of Food Culture*, 25(1), 9-16. Retrieved from <https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArticleView.kci?sereArticleSearchBean.artiId=ART001437841>
  48. Lee, W. J. (2015). The effects of the Korean Wave (Hallyu) star and receiver characteristics on TV drama satisfaction and intention to revisit. *International Journal of u- and e- Service, Science and Technology*, 8(11), 347-356. <http://dx.doi.org/10.14257/ijunesst.2015.8.11.34>
  49. Maisuwong, W. (2012). The promotion of American culture through Hollywood movies to the world. *International Journal of Engineering Research & Technology (IJERT)*, 1(4). Retrieved from <https://www.ijert.org/research/the-promotion-of-american-culture-through-hollywood-movies-to-the-world-IJERTV1IIS4194.pdf>
  50. Mulyadi, M. R., & Sunarti, L. (2019). Film induced tourism dan destinasi wisata di Indonesia. *Metahumaniora*, 9(3), 340-356. (In Indonesian). <https://doi.org/10.24198/metahumaniora.v9i3.25810>
  51. Oh, C. (2020). Identity passing in intercultural performance of K-pop cover dance. *Journal of Intercultural Communication Research*, 49(5), 472-483. <https://doi.org/10.1080/17475759.2020.1803103>
  52. Oh, Y. (2022). How media reported on Korean Wave?: Focusing on the analysis of news coverage of Republic of Korea. *Journal of Intercultural Communication Research*, 51(4), 417-429. <https://doi.org/10.1080/17475759.2021.1937280>
  53. Oktavia, R., Irwandi, I., Rajibussalim, T., Mentari, M., & Mulia, I. S. (2018). Assessing the validity and reliability of questionnaires on the implementation of Indonesian curriculum K-13 in STEM education. *Journal of Physics: Conference Series*, 1088, 012014. <https://doi.org/10.1088/1742-6596/1088/1/012014>
  54. Park, S. Y. (2014). Trade in cultural goods: A case of the Korean Wave in Asia. *Journal of East Asian Economic Integration*, 18(1), 83-107. <http://dx.doi.org/10.11644/KIEP.JEAI.2014.18.1.276>
  55. Perdini, T. A., Supriyadi, T., Hutahaean, E. S., & Pertiwi, Y. W. (2022). Self-presentation analysis of the K-pop dance cover community member. *International Journal of Multicultural and Multireligious Understanding*, 9(10). Retrieved from <https://ijmmu.com/index.php/ijmmu/article/view/4016>
  56. Priyanto, D. (2014). SPSS 22 pengolahan data terpraktis. Yogyakarta: Andi Offset. (In Indonesian).
  57. Puspita, R. E., Ayuningrum, A. N. P. D., Zulaikha, Y., & Thaker, M. A. bin M. T. (2022). Look-ahead behavior in food culture: The case of Korean food buying. *JSW (Jurnal Sosiologi Walisongo)*, 6(1), 59-72. <https://doi.org/10.21580/jsw.2022.6.1.10713>
  58. Putri, V. K., & Reese, M. (2018). The impact of 'Korean Wave' on young Indonesian females and Indonesian culture in Jabodetabek Area. *Emerging Markets: Business and Management Studies Journal*, 4(1), 35-53. <http://dx.doi.org/10.33555/ijembm.v4i1.60>
  59. Ramadhani, K., & Linadi, E. K. (2012). Korean Wave and potential impacts on Indonesian adolescents and other ASEAN countries. *Business and Management Studies Journal*. Retrieved from <https://core.ac.uk/download/pdf/276620243.pdf>
  60. Ravina, M. (2009). Introduction: Conceptualizing the Korean Wave. *Southeast Review of Asian Studies*, 31, 3-9. Retrieved from [https://www.academia.edu/24308710/Introduction\\_Conceptualizing\\_the\\_Korean\\_Wave](https://www.academia.edu/24308710/Introduction_Conceptualizing_the_Korean_Wave)
  61. Saltik, A. I., Cosar, Y., & Kozak, M. (2011). Film-induced tour-



- ism: Benefits and challenges for destination marketing. *European Journal of Tourism Research*, 4(1), 44-54. <https://doi.org/10.54055/ejtr.v4i1.61>
62. Seetanah, B., & Sannasee, V. R. (2015). Marketing promotion financing and tourism development: The case of Mauritius. *Journal of Hospitality Marketing & Management*, 24(2), 202-215. <https://doi.org/10.1080/19368623.2014.914359>
63. Siregar, S. W., Lubis, S. S., Pasaribu, M. H., Syahputra, A., & Suhairi. (2021). Strategi pemasaran ekspor dalam memasuki pasar global. *Jurnal Ekonomi Manajemen*, 15(2). Retrieved from <https://oaj.stieci-rebon.ac.id/index.php/jem/article/view/113>
64. Sopiah, & Syihabudhin. (2008). *Manajemen bisnis ritel*. Yogyakarta: Andi. (In Indonesian).
65. Sudwintari, S., & Perangin-angin, A. B. (2022). Teenager's perception of Kpop cultural adaptation in Indonesia. *Journal of Linguistics and Literary Research*, 3(1), 40-51. <https://doi.org/10.32734/lingpoet.v3i1.6319>
66. Taber, K. S. (2018). The use of Cronbach's alpha when developing and reporting research instruments in science education. *Research in Science Education*, 48(6), 1273-1296. <https://doi.org/10.1007/s11165-016-9602-2>
67. Triana, D. D., Yudha, R. P., Hidayati, P. P., & Tafarannisa, M. A. (2021). Instrument validation: Self-efficacy in K-pop dance cover. *Turkish Journal of Computer and Mathematics Education*, 12(7), 2936-2943. Retrieved from <https://www.proquest.com/openview/78b981ada20d8ba37e9fb9ff3b5e5e4a/1?pq-origsite=gscholar&cbl=2045096>
68. Trolan, J. (2017). A look into Korean popular culture and its tourism benefits. *International Journal of Educational Policy Research and Review*, 4(9), 203-209. <https://doi.org/10.15739/IJEPRR.17.022>
69. Tsiotsou, H. R., & Goldsmith, E. R. (2012). *Strategic marketing in tourism services*. United Kingdom: Emerald Group Publishing Limited.
70. Țuclea, C.-E., & Nistoreanu, P. (2011). How film and television programs can promote tourism and increase the competitiveness of tourist destinations. *Cactus Tourism Journal*, 2(2), 25-30. Retrieved from [https://www.academia.edu/1471593/How\\_film\\_and\\_television\\_programs\\_can\\_promote\\_tourism\\_and\\_increase\\_the\\_competitiveness\\_of\\_tourist\\_destinations](https://www.academia.edu/1471593/How_film_and_television_programs_can_promote_tourism_and_increase_the_competitiveness_of_tourist_destinations)
71. Vagionis, N., & Loumioti, M. (2011). Movies as a tool of modern tourist marketing. *Tourismos: An International Multidisciplinary Journal of Tourism*, 6(2), 353-362. Retrieved from [https://www.researchgate.net/publication/228834983\\_Movies\\_as\\_a\\_tool\\_of\\_modern\\_tourist\\_marketing](https://www.researchgate.net/publication/228834983_Movies_as_a_tool_of_modern_tourist_marketing)
72. Vijay, D., & Ravichandran, K. (2019). Consumer behaviour in tourism. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 5(12). Retrieved from <https://eprajournals.com/IJMR/article/1874>
73. Wild, J., & Wild, K. (2021). *International business: The challenges of globalization (What's new in management)*. Singapore: Pearson.
74. Yang, J. (2014). The Korean Wave (Hallyu) in East Asia: A comparison of Chinese, Japanese, and Taiwanese audiences who watch Korean TV dramas. *Development and Society*, 41(1), 103-147. Retrieved from <https://hdl.handle.net/10371/86762>
75. Yoo, K. H., Yuk, H., Han, H.-J., & Kim, Y. (2015). A study on extension of culture contents service based on linked open data: Focused on the K-food contents. *Journal of Information Management*, 32(1), 109-134. <https://doi.org/10.3743/KO-SIM.2015.32.1.109>
76. Yook, L. E., Yum, Y.-o., & Kim, J. S. (2014). The effect of Hallyu (Korean Wave) on Korean transnationals in the US. *Asian Communication Research*, 11(12), 5-21. Retrieved from <https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArticleView.kci?sereArticleSearchBean.artId=ART002013791>
77. Yuliawan, A. B., & Subakti, E. G. (2022). Pengaruh fenomena Korean Wave (K-Pop dan K-Drama) terhadap perilaku konsumtif penggemarnya perspektif Islam. *Jurnal Penelitian Keislaman*, 18(1), 35-48. Retrieved from <https://journal.uinmataram.ac.id/index.php/jpk/article/view/5195>