

ABSTRAK

DIPLOMASI PUBLIK KOREA SELATAN MELLAUI KING SEJONG INSTITUTE FOUNDATION (KSIF)

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Penelitian ini membahas diplomasi publik Korea Selatan sebagai instrumen penyebaran bahasa dan budaya Korea di tingkat global. Penelitian ini dilatarbelakangi oleh meningkatnya fenomena *Hallyu* yang mendorong minat masyarakat internasional terhadap bahasa Korea. KSIF sebagai lembaga resmi di bawah pemerintah Korea Selatan berperan dalam mengelola jaringan King Sejong Institute di berbagai negara sebagai bagian dari strategi *soft power*. Penelitian ini bertujuan menjelaskan diplomasi publik Korea Selatan melalui KSIF dengan menggunakan konsep diplomasi publik Nicholas J. Cull, yaitu *listening*, *advocacy*, *cultural diplomacy*, *exchange diplomacy*, dan *international broadcasting*. Penelitian menggunakan metode kualitatif deskriptif dengan data sekunder berupa dokumen resmi, jurnal, laporan, dan media daring.

Hasil penelitian menunjukkan bahwa KSIF tidak hanya menjadi lembaga pendidikan bahasa, tetapi juga sarana diplomasi budaya yang memperkuat citra positif Korea Selatan di dunia. KSIF menjalankan diplomasi publik melalui program kursus bahasa Korea, kegiatan budaya, pertukaran pelajar, pelatihan pengajar, serta pembelajaran digital. Program-program tersebut memperkuat hubungan *people-to-people* dan meningkatkan pemahaman budaya masyarakat internasional terhadap Korea Selatan. Selain itu, KSIF juga memanfaatkan popularitas *Hallyu* untuk menarik minat global terhadap bahasa dan budaya Korea.

Keberadaan jaringan King Sejong Institute di berbagai negara menunjukkan keberhasilan Korea Selatan dalam memperluas pengaruh budaya secara berkelanjutan. Meskipun menghadapi berbagai tantangan dalam implementasinya, KSIF tetap mampu beradaptasi melalui kerja sama internasional dan digitalisasi pembelajaran.

Kata Kunci: Diplomasi Publik, Diplomasi Budaya, Hallyu, Korea Selatan, Soft Power.

ABSTRACT

DIPLOMASI PUBLIK KOREA SELATAN MELLAUI KING SEJONG INSTITUTE FOUNDATION (KSIF)

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This study examines South Korea's public diplomacy as an instrument for promoting the Korean language and culture on a global scale. The study is motivated by the growing phenomenon of the Korean Wave (Hallyu), which has increased international interest in learning the Korean language. As an official institution under the South Korean government, the King Sejong Institute Foundation (KSIF) plays a key role in managing the global network of King Sejong Institutes as part of the country's soft power strategy. This research aims to explain South Korea's public diplomacy through KSIF by applying Nicholas J. Cull's public diplomacy framework, which consists of listening, advocacy, cultural diplomacy, exchange diplomacy, and international broadcasting. The study employs a descriptive qualitative method using secondary data collected from official documents, academic journals, reports, and online media sources. The findings reveal that KSIF functions not only as a language education institution but also as a cultural diplomacy platform that contributes to strengthening South Korea's positive image worldwide. KSIF implements public diplomacy through Korean language courses, cultural programs, student exchange activities, teacher training, and digital learning initiatives. These programs foster people-to-people connections and enhance international understanding of Korean culture. In addition, KSIF effectively utilizes the popularity of Hallyu to attract global interest in the Korean language and culture. The expansion of the King Sejong Institute network across various countries demonstrates South Korea's success in extending its cultural influence in a sustainable manner. Despite facing several challenges in its implementation, KSIF has continued to adapt through international cooperation and the digitalization of learning programs.

Keywords: *Cultural Diplomacy, Hallyu, Public Diplomacy, Soft Power, South Korea.*