

ABSTRAK

RIVALITAS DIPLOMASI BUDAYA DIGITAL KOREA SELATAN DAN JEPANG MELALUI *WEBTOON* DAN *MANGA* DIGITAL DALAM MENARGETKAN PASAR INDONESIA (2020–2025)

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Webtoon dan *Manga* Digital merupakan produk budaya digital yang kini menjadi instrumen utama diplomasi budaya Korea Selatan dan Jepang dalam memperluas pengaruhnya di pasar global. Keduanya telah menjangkau jutaan pembaca di berbagai negara melalui platform daring, termasuk Indonesia sebagai pasar digital terbesar di Asia Tenggara. Namun, diplomasi budaya digital yang seharusnya menjadi mekanisme kerja sama kreatif antarnegara justru berkembang menjadi arena kompetisi yang semakin intens. Oleh karena itu, penelitian ini bertujuan untuk menganalisis rivalitas diplomasi budaya digital Korea Selatan dan Jepang dalam menargetkan pasar Indonesia pada periode 2020–2025, serta dampaknya terhadap industri kreatif digital nasional.

Penelitian ini menggunakan konsep *Soft Power* oleh Joseph Nye dan Diplomasi Budaya Digital sebagai alat analisis. Metode yang digunakan adalah pendekatan kualitatif deskriptif-komparatif dengan teknik analisis data sekunder yang berasal dari jurnal, buku, laporan resmi lembaga seperti MCST dan METI, serta media-media daring, menggunakan model analisis data Miles, Huberman, dan Saldana. Rivalitas kedua negara pada penelitian ini dianalisis melalui tiga dimensi, yakni strategi distribusi dan inovasi digital, dukungan kelembagaan dan kebijakan negara, serta adaptasi lintas media dan strategi transmedia.

Hasil penelitian menunjukkan Korea Selatan menerapkan strategi *Platformized Soft Power* melalui *Webtoon* dengan model bisnis inklusif, lokalisasi konten, dan integrasi transmedia, sementara Jepang menerapkan strategi *IP-Centric* melalui *Manga Plus* dengan menonjolkan kualitas konten dan pengakuan budaya yang sudah lama kuat. Rivalitas ini di satu sisi membuka peluang bagi kreator lokal dan mendorong konsumsi ke kanal legal, namun di sisi lain menimbulkan tantangan berupa ketergantungan pada platform asing dan pengaliran data pengguna ke luar negeri, sehingga Indonesia perlu merespons dengan kesadaran strategis melalui kebijakan yang mendukung kedaulatan industri kreatif digital nasional.

Kata Kunci: *Webtoon*, Diplomasi Budaya Digital, *Soft Power*, *Manga*, Korea Selatan, Jepang.

ABSTRACT

THE RIVALRY OF DIGITAL CULTURAL DIPLOMACY BETWEEN SOUTH KOREA AND JAPAN THROUGH WEBTOON AND DIGITAL MANGA IN TARGETING THE INDONESIAN MARKET (2020–2025)

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Webtoon and Digital Manga are digital cultural products that have now become the primary instruments of cultural diplomacy for South Korea and Japan in expanding their influence in the global market. Both have reached millions of readers across various countries through online platforms, including Indonesia as the largest digital market in Southeast Asia. However, digital cultural diplomacy, which should serve as a mechanism for creative cross-national cooperation, has instead evolved into an increasingly intense arena of competition. Therefore, this study aims to analyze the rivalry of digital cultural diplomacy between South Korea and Japan in targeting the Indonesian market during the period 2020–2025, as well as its impact on the national digital creative industry. This study employs the concept of Soft Power by Joseph Nye and Digital Cultural Diplomacy as analytical tools. The method used is a descriptive-comparative qualitative approach with secondary data analysis techniques drawn from journals, books, official institutional reports such as MCST and METI, as well as online media, using the Miles, Huberman, and Saldana data analysis model. The rivalry between the two countries in this study is analyzed through three dimensions: digital distribution and innovation strategies, institutional support and state policy, and cross-media adaptation and transmedia strategies. The research results that South Korea applies a Platformized Soft Power strategy through Webtoon with an inclusive business model, content localization, and transmedia integration, while Japan applies an IP-Centric strategy through Manga Plus by emphasizing content quality and long-established cultural recognition. On one hand, this rivalry opens opportunities for local creators and encourages consumption through legal channels; on the other hand, it poses challenges in the form of dependency on foreign platforms and the outflow of user data abroad, making it necessary for Indonesia to respond with strategic awareness through policies that support the sovereignty of the national digital creative industry.

Key Words : Webtoon, Digital Cultural Diplomacy, Soft Power, Manga, South Korea, Japan.