

DAFTAR PUSTAKA

Literatur

- Bouros, Miruna, *The Pull of Korean Cool: Analyzing the Practice of Korean Cultural Diplomacy in Europe Through a Study of Policies and Perception*, 2015
- Creswell, John W. *Reasearch Design: Qualitative, Quantitative, and Mixed Method Approaches.4th Edition.* California: SAGE Publications, 2013.
- Dwirezanti, Adina, *Budaya Populer Sebagai Alat Diplomasi Publik: Analisa Peran Korea Wave dalam Diplomasi Publik Korea Periode 2005-2010*, Universitas Indonesia, 2012.
- Hjalmarsson, David Alexandre, *South Korea's Public Diplomacy: a Cultural Approach*, Södertörn University, 2013.
- Kalshoven, Yurena, *Hallyu Power: A Focus on Soft Power in Lee Myung Bak's Cultural Policy*, 2014.
- Marinescu, Valentina, "The Global Impact of South Korean Popular Culture: Hallyu Unbound", *Lexington Books*, 2014
- Mas'oed, Mohtar, *Ilmu Hubungan Internasional Disiplin dan Metodologi*, LP3S, Jakarta, 1990.
- Potipan,Pavinee dan Nantaphorn Worrawutteerakul, *A Study of the Korean Wave in order to be a Lesson to Thailand for Establishing a Thai Wave*, Malardalen University, 2010.
- Potter, Evan H Ph.D, *Discussion Papers in Diplomacy: Canada and the New Public Diplomacy*", 2002.
- Rahman, Bajora, *Diplomasi Hip Hop sebagai Diplomasi Budaya Amerika Serikat*, Universitas Indonesia, 2012.
- Texania, Sally, *Pengaruh Diplomasi Publik Pemerintah Amerika Serikat di Era Perang Dingin pada Nilai Ekonomi Seni Amerika Serikat di Eropa*, Universitas Indonesia, 2012.
- Tuk, William, *The Korean Wave: Who are behind the success of Korea popular culture?*, Leiden University, 2012.

Jurnal dan Artikel

Anholt, Simon, “Competitive Identity: The New Brand Management for Nations, Cities and Regions”, *Brand Management Vol.14 No. 6*, 2007.

Cho, Yun Young, “Public Diplomacy and South Korea’s Strategies”, *The Korean Journal of International Studies Vol.10 No.2*, 2012

Dinnie, Keith, “Repositioning the Korea Brand to a Global Audience: Challenges, Pitfalls, and Current Strategy”, *KEI’s Academic Paper Series Vol.4 No.9*, 2009.

Hubinette, Tobias, “The Reception and Consumption of Hallyu in Sweden: Preliminary Findings and Reflection”, *Korea Observer Vol. 43 No. 3*, 2012.

Hwajung Kim, “The Importance of Nation Brand”

Jin, Shin Seung, “Strategic Directions for the Activation of Cultural Diplomacy to Enhance the Country Image of the Republic of Korea (ROK)”, *Harvard University*, 2008.

John, Jojin V, “Globalization, National Identity and Foreign Policy: Understanding ‘Global Korea’”, *The Copenhagen Journal of Asian Studies 33(2)*, 2015

Jong, Cho Hae, “Reading the ‘Korean Wave’ as a Sign of Global Shift”, *Korea Journal Vol.45. No.4 Winter*, 2005.

Kang, Gil Seong, “The Korea-Africa Partnership: Beyond Trade and Investment ”, *Africa Economic Brief, Vol 2 Issue 9*, 2011.

Kaurow, Maretta Chairani “Strategi Korea Selatan dalam Eksport Produk Korean Wave ke Jepang”, *eJournal Ilmu Hubungan Internasional,Vol 1*, 2013

Kim, Tae-Hyung, “South Korea’s Strategic Relationships with Sub-Saharan Africa: Energy Security and Beyond”, *The Korean Journal of International Studies*, 2012

Kinsey, Dennis .F Ph.D dan Myojung Chung, “National Image of South Korea: Implications for Public Diplomacy”, *Exchange: The Journal of Public Diplomacy, Vol. 4*, 2013.

Lestari, Retno Budi dan Rini Aprilia, “Membangun Nation Branding dalam Upaya Meningkatkan Daya Saing Sektor Pariwisata Indonesia”, *Proceeding PESAT Vol. 5*, 2013

Nicholas J. Cull.CP, “Perspective on Public Diplomacy: Lessons From The Past”,
Los Angeles: Figueroa Press, 2013.

Rahayu, Sri dan Reni Kristina Arianti, “Persepsi National Branding sebagai Upaya Meningkatkan Kinerja Ekspor ke Jepang dan Australia”, *Buletin Ilmiah Litbang Perdagangan, Vol. 8 No. 2, 2014.*

So, Jiyeon.”Pop Culture as an Instrument for Global Public Diplomacy” *Paper presented at the annual meeting of the International Communication Association, Marriott, Chicago, IL*, May 20, 2009.

Somantri, Gumilar Rusliwa, “Memahami Metode Kualitatif”, *Makara, Sosial Humaniora Vol 9 No 2, 2005.*

Um, Haekyung , Sang-Yeon Sung and Michael Fuhr, “K-pop on the Global Platform: European Audience Reception and Contexts”, 2014.

Yim, Haksoon, “Cultural Identity and Cultural policy in South Korea”, *the International Journal of Culture policy, Vol 8(1), 2002*

Zidehsarael,Maryam dan Minoo Zidehsarael, “Analysis of the Factors Attracting Foreign Tourist to South Korea, with Emphasis on the Visual Media and Mass Communication”, *Science Journal Vol.36, Cumhuriyet University Faculty of Science, 2015.*

Laporan

Diplomatic White Paper 2013, “Enhancing Korea’s Role and Prestige in the International Community”, 2013

Sourd, Marie Le, Elena Di Federico, dan Sung-Won Yoon, “EU-South Korea: Currentt Trends of Cultural Exchange and Future Perspectives”, *EENC (European Expert Network on Culture) Report, November 2012.*

Fisher, Rod, “Preparatory Action Culture in EU External Relations”, *South Korea Country Report, 2014.*

Website

Korean Cultural Center Opens in Budapest,
http://www.xpatloop.com/news/korean_cultural_center_opens_in_budapest,
(diakses pada 1 September 2016)

Korea Public Diplomacy Forum,
https://en.kf.or.kr/?menuno=3726&type=view&archv_no=855&pageIndex=1&path=0/537/540/554/605&tab=1&kflnbindex=0&lang=1, (diakses pada 5 Agustus 2016).

Korean Film Festival Capture Europe's Imagination,
<http://www.koreanfilm.or.kr/jsp/news/news.jsp?blbdComCd=601006&seq=2044&mode=VIEW>, (diakses pada 19 Agustus 2016)

Localizing Hallyu Promotion Strategies,
<http://www.koreatimes.co.kr/www/common/printpreview.asp?categoryCode=516&newsIdx=175295>, (diakses pada 13 September 2016)

Neil, Drewitt, "1% of Europeans Know Anything About Korea",
http://www.koreatimes.co.kr/www/news/nation/2008/10/117_32482.html,
(diakses pada 4 Juni 2016).

Perjanjian Perdagangan Bebas –FTA antara Korea Selatan dan Uni Eropa akan diterapkan Juli tahun depan,
http://world.kbs.co.kr/indonesian/archive/program/news_issue.htm?no=19794, (diakses pada 27 Juli 2016)

TUT signed an agreement with King Sejong Institute Foundation,
<http://www.ttu.ee/tut-and-king-sejong-institute-foundation-signed-an-agreement>, (diakses pada 28 Agustus 2016)

Vision of Ministry of Culture, Sports, and Tourism,
<http://www.mcst.go.kr/english/ministry/vision/vision.jsp>, (diakses pada 26 Juli 2016)

Welcome to the KCC, <http://london.korean-culture.org/en/7/contents/107>, (diakses pada 1 September 2016)

What is IETM, <https://www.ietm.org/en/about>, (diakses pada 3 Agustus 2016)