



SOUTH KOREA'S PUBLIC DIPLOMACY TOWARDS INDONESIA IN DEVELOPING THE HALAL INDUSTRY

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Abstrak

Saat ini, industri halal berkembang pesat. Banyaknya populasi muslim di dunia mendorong beberapa negara termasuk negara non-muslim untuk ikut mengembangkan industri halal. Korea Selatan adalah negara non-Muslim yang memperhatikan industri halal. Indonesia merupakan salah satu target pasar terbesar Korea Selatan dalam mengembangkan industri halalnya, mengingat Indonesia memiliki penduduk muslim terbesar di dunia. Budaya dan sistem nilai yang berbeda antara masyarakat Korea dan Islam menyebabkan munculnya hambatan dalam pengembangan industri halal ini. Penelitian ini bertujuan untuk menjelaskan bagaimana diplomasi publik yang dilakukan Korea Selatan terhadap Indonesia dalam mengembangkan industri halal. Penelitian ini menggunakan metode kualitatif; dan data diperoleh melalui wawancara dan studi pustaka. Hasil penelitian menunjukkan bahwa diplomasi publik yang diterapkan Korea Selatan terhadap Indonesia dilakukan dalam tiga dimensi, yaitu komunikasi harian, komunikasi strategis, dan komunikasi jangka panjang. Tiga dimensi diplomasi publik dilakukan Korea Selatan untuk mendapatkan dukungan dari masyarakat Indonesia, khususnya dalam mengembangkan industri halal.

Kata Kunci: diplomasi publik; halal industri; Korea Selatan;

Abstract

Nowadays, the halal industry is growing rapidly. The number of Muslim populations in the world encourages some countries including non-Muslim countries to participate in developing the halal industry. South Korea is a non-Muslim country that pays attention to the halal industry. Indonesia is one of the biggest target markets for South Korea in developing its halal industry, considering that Indonesia has the largest Muslim population in the world. Different culture and value systems between Korean and Islamic people cause the emergence of obstacles in the development of this halal industry. This study aims to explain the public diplomacy which South Korea carried towards Indonesia in developing the halal industry. This study used a qualitative method, and data were obtained through interviews and literature studies. The results showed that public diplomacy applied in South Korea towards Indonesia was carried out in three dimensions, namely daily communication, strategic communication, and long-term communication. Three dimensions of public diplomacy were carried out by South Korea to acquire support from the Indonesian people, especially in developing the halal industry.

Keywords: halal industry; public diplomacy; South Korea

Introduction

The halal industry that is growing significantly could establish a promising market segmentation for producers. Therefore, there are many companies interested in using halal standards for their products in order to attract Muslim consumers to purchase their products.

As described in the State of the Global Islamic Economy Report 2020/21, the spending value on halal products was projected to increase continuously until US\$ 2.4 trillion in 2024 or grew 3.1 percent Cumulative Annual Growth Rate (CAGR) in 5 years (Silaban, 2021). The segmentation of Halal industry is also developed in other sectors such as cosmetics and halal fashion.

Data from the National Sharia Finance Committee (KNKS) proved that the requirements from Muslim community continue to rise along with the increased number of Muslim middle class, which certainly has higher purchasing power. This is due to the largest portion of Muslim populations being in productive age (Nursanti, 2019). This population has high mobility so that halal products are needed to be present strategically. The existence of productive age Muslims raises the characteristics of a more advanced modern lifestyle, so the need for halal products will never stop. This is also triggering the development of halal products (Annisa et al., 2022).

The number of Muslim populations in the world also encourages several countries, even those which have Muslim minorities, to take part in exploring opportunities from this large Muslim market. The halal industry is becoming a trend in various regions of the world, including the East Asia region. In South Korea, for example, popular culture is the reason for South Korea to have connections with Muslim people around the world. Through popular culture, South Korea had attracted many foreign tourists, including citizens from Muslim countries (Deniar & Effendi, 2019)

Muslim population in South Korea is a minority, 20% of the country's population identifies as Protestant, 15% as Buddhist and 8% as Catholic. In addition, some were affiliated with Confucianism, Islam, Shamanism, and other indigenous religions (Kjølstad, 2020). Currently, the number of Muslims in South Korea is under 200,000, or only 0.38% of the population, according to estimates by the Korean Muslim Federation (KMF). Majority are workers and students from other countries such as Turkey,

Pakistan and Uzbekistan. About 10,000 of them have acquired Korean citizenship. Islam was banned in Korea for centuries during the Joseon dynasty (1392-1910) as part of its isolationist policy (Choon, 2021). In the last two decades, the government effort to enter Muslim market has been stopped due to opposition from main religious groups. The government of Lee Myung-bak (2008-2013) tried to implement an Islamic financial system in 2012 to bring in money from rich oil-producing countries, but it failed due to opposition from Christian parliamentarians (Choon, 2021). Meanwhile, the increasing popularity of Korean dramas and pop music are able to attract the interest from citizens all over the world, including Muslims from various countries, one of which was Indonesia. Thoroughly, the interest from the Korean government in attracting Muslim tourists to South Korea is one of the ways to fill the void left by the decline in Chinese visitors. After the Chinese government prohibited its travel agency from arranging tours of Chinese citizens to Korea in March 2017. It is believed that this is a disapproval expression from Beijing's decision from Seoul to deploy a US missile shield which according to China could threaten its security (Kim & Song, 2017).

Muslims have been considered as an attractive alternative to manage the declining income through the tourism sector. The number of Muslims visiting Korea had increased over the years, from 202,000 in 2001 to 980,000 last year, according to data from the Korea Tourism Organization. Many of them came from Muslim-majority Southeast Asian countries such as Indonesia and Malaysia and from the Middle East (KTO, Korean Tourism Organization, 2022).

The subsequent government from Park Geun-hye (2013-2017) attempted to change South Korea into a halal centre in order to attract Muslim tourists considering that the halal food market is estimated at around 20 percent of the total global food market. Therefore, Korea desires to multiply its halal food exports. However, they encountered strong objections from Christian and Buddhist groups (Choon, 2021).

The halal industry is becoming increasingly interesting to discuss in various disciplinary approaches, including in International Relations Studies. Halal issues are becoming increasingly prominent because the growth of halal market and products triggers a world-scale halal lifestyle or global halal lifestyle, including the South Korean halal industry. In previous studies (Putri et al., 2021; Deniar & Effendi, 2019; Samori et al., 2016) they mentioned that the development of the halal industry was also carried out

in East Asia, the majority of which were non-Muslim countries such as Japan, South Korea and China. Aside from Muslim citizens who came as tourists and Muslim citizens who were residents of these countries, but non-Muslim consumers were also the targets of halal industry because, on the other hand, using Halal products provided health benefits and this was purely an individual decision not because they comply with religious requirements. The halal food industry in Asia is growing because the number of the Muslim population is increasing, which shows from the trend of demand of halal products and halal tourism in these East Asian countries. Thus, it creates potential and opportunities.

In other studies, it was stated that the development of halal industrial policies in South Korea, especially in tourism, was based on various factors so that non-Muslim countries such as South Korea paid attention to the halal industry, especially in halal tourism policies (Marlinda et al., 2021; May et al., 2020; Syaza Nabilah Binti Fauzihana & Ayob, 2020), including: First, the number of Muslim tourists who came to South Korea was quite large but difficult in finding halal food, places of worship and Muslim-friendly destinations. Second, increasing the existence of South Korea through the tourism sector to compete with other countries in the global arena. The third factor is changes in domestic demographics which indicated the increase of Muslim people in South Korea. And the last one is China's economic pressure, which restricted its population from visiting South Korea due to the implementation of the THAAD policy by the Korean government (May et al., 2020; Syaza Nabilah Binti Fauzihana & Ayob, 2020)

Another research explained about the obstacles encountered in the development of the South Korean halal industry. The halal market was growing rapidly, and the Korean industry was focusing on its market capacity. However, due to the different culture and value systems between Korean and Islamic society, this created obstacles in the development of this halal industry (Park & Jamaludin, 2018). In addition, the South Korean halal industry encounters considerable difficulties because they have less knowledge about Islam. Moreover, there is only one South Korean Halal certification agency that is recognized globally, so obtaining Halal certification is often difficult (Masood & Abdul Rahim, 2020).

Studies on the South Korean halal industry, comprising various issues in halal industry segment until challenges in developing the South Korean halal industry. However, research on the efforts of the South Korean government in developing its halal industry through public diplomacy, towards Indonesia in particular, has not yet been discussed.

From 2016, one year after South Korea declared its seriousness to build halal industry, Indonesia has become one of the important target markets for South Korea's halal industry. The representative of the central directorate of Korea Agro Fisheries and Food Trade Corporation Roh Tae Hak said that the South Korean government was aware that more than 85 percent of Indonesia's population was Muslim, so the market approach taken in Indonesia is about halal (Purnamawati, 2016). The Director of the Korean Tourism Organization Jakarta, Yang Su Bae, said that the Muslim Friendly Korea campaign in Indonesia was very significant because the majority of Indonesia's population was Muslim. Therefore, Indonesia became the target of the largest Muslim tourism market for Korea (Susanti, 2021).

It is interesting that South Korea is not a country with a majority Muslim population, but it is one of the non-Muslim countries that has concerns in developing the halal industry and the South Korean government also pays attention and is serious in continuing to develop the halal industry with all the limitations.

In a survey issued by the Korean Tourism Organization regarding the satisfaction of Muslim tourists in South Korea to access halal food in 2016 only reached 46.3% and satisfaction with worship had a low value of 16.2% (Kim & Song, 2017). The limited places of worship for Muslims and limited places to eat halal food were considered as obstacles for Muslims who came to Korea. Muslim tourists also still had relatively low satisfaction with Korean food, according to a survey released in March 2017 by the Korea Tourism Organization (Kim & Song, 2017). The price was also higher compared to other dishes. As a result, nearly 21 percent of Muslim tourists chose to bring food from their own country or cook when traveling in Korea, according to the survey (Kim & Song, 2017). Different culture and value systems between Korean society and Islamic society create obstacles in the development of this halal industry, such as when the Muslim community as a minority in South Korea recently received hate speech from residents. The rejection of Islamic teachings and culture made local people block the

existence of Muslims in South Korea. One of them occurred when there was a rejection by South Koreans against the construction of a mosque in the Daegu area, South Korea (Putri et al., 2022). This has led to a lack of synergy between the efforts of the South Korean government to develop the halal industry. One of government actions was facilitating mosques for Muslim tourists in South Korea as a form of implementing Muslim friendly tourism.

In addition, South Korean halal industry players encountered considerable difficulties because they had poor knowledge of Islam, which was also a challenge in developing South Korea's halal industry. In this case, the South Korean government needed to ensure that these problems would not be a barrier for South Korea to carry out its policies related to halal in the target market, one of which is Indonesia. Indonesia is a promising market for South Korea's Halal industry because it is a large market for Muslim products, with a Muslim population of 229 million or equivalent to 87.2% of Indonesia's population of 229 million and at the same time 12.7% of the world's Muslim population (Kominfo, 2021).

The target market of the Korean halal industry was not only limited to Muslim tourists, but also Muslims who living in Korea, Muslim exchange students, and Muslim citizens (Koreans) who were looking for Halal products and were targeted consumers (Ovut, 2022). This causes the halal industry developed by South Korea to have a broad target market. In addition, through export data for the last 20-21 years, it shows that the average export growth rate of ASEAN countries was 21.5%, and the growth rate of Middle Eastern countries was 16.7%, and some goods exported were Halal certified goods. Based on this information, Korean halal industry players believed that Halal certified products were effective in improving the Korean economy (Ovut, 2022).

One of the efforts to develop South Korea's halal industry was through public diplomacy. Public diplomacy mentioned by Joseph Nye refers to the efforts from the government of a country to communicate and attract the interest of people from other countries, or in other words provide understanding through communication to the people from other countries to achieve certain interests. To further understand public diplomacy, Joseph Nye classified public diplomacy into three main dimensions including (Nye, 2008) first, daily communication, in this dimension, the mass media plays the most important role, usually the government uses media to explain its

domestic and foreign policies to the public. Second, Strategic Communication, this dimension relates to campaigns and advertising promotions as an imaging tool of a country. Such as campaigns aimed at advancing certain government policies. Communication in this dimension is also carried out with the establishment of cultural bodies of a country. The third dimension is the Development of Long-Term Relationships. This dimension refers to the stability of the relationship between communities and individuals. On various occasions such as youth exchanges, scholarships, training, seminars, conferences, and activities that bring the values adopted by the country as an individual identity such as a culture that involves interests between individuals from various countries.

In developing the halal industry, South Korea has many challenges and obstacles. As previously explained, to gain success in acceptance in the target market countries, including Indonesia, certain efforts needed to be carried out. One of them was through public diplomacy. This study aims to explain how the public diplomacy carried out by South Korea towards Indonesia in developing the halal industry.

Method

This study used a qualitative method which aims to explain the public diplomacy carried out by South Korea towards Indonesia in developing the halal industry.

This study collected primary and secondary data in order to assess the focus and locus of research. Primary data was collected through the interview method. In determining the informants in this study, the researcher chose a purposive sampling technique. Certain considerations in determining the informants in this study were carried out with the assumption that the informants were considered as those who mastered and experienced in the development of the South Korea Halal industry. Based on this description, the research subject for primary data will be Syaifullah Jo as CEO of the Korea Halal Association which is one of the pioneers of the halal industry in South Korea. The informants were determined based on their mastery in the halal industry in South Korea.

The next informant determined by the researcher was Elif Ovut as assistant manager of the Korea Muslim Federation Halal Committee which is one of the oldest Islamic religious organizations in South Korea, has an affiliated Halal Committee, and

has carried out Halal certification since 1994. The informant is determined based on the knowledge and experience in the halal industry in South Korea. The secondary data sources obtained from literature studies including books, journals, documents and written annual reports, official South Korean government reports that can be accessed through the South Korean government's official website, as well as websites related to this research.

The research instrument involved in this study was the researcher herself with the help of an interview guide and other technical equipment such as a recording device, camera, and notes. Interview guides in this research context can help researchers to collect data effectively and obtain relevant information from respondents. The interview guide includes questions related to halal developments in South Korea. Meanwhile, secondary data was collected through the process of studying literature on journals, documents, archives, and policies related to the halal industry. This study's literature offers vital insights into various facets of the halal sector in South Korea, encompassing the latest scientific research and findings. The journal serves as an explanation into industry developments and trends, enabling researchers to track the development of halal practices and regulations globally, including in South Korea. Policies are crucial in shaping the framework and governance of the halal industry in South Korea, providing insights into the legal landscape. Exploring these sources allows researchers and practitioners to construct a comprehensive narrative, capturing current South Korea's halal industry and placing its growth and challenges within a broader historical and regulatory context.

Discussion

Korean Public Diplomacy

Korean public diplomacy began to proceed actively in 2010 when it was established by the Korean government as one of the three pillars that govern diplomatic relations, in addition to state diplomacy and economic diplomacy. Since then, the Korean government has made through efforts to maintain public diplomacy and strengthen inter-ministerial relations, by enacting the Public Diplomacy Act in August 2017 (MOFAROK, 2013).

Korean public diplomacy aims to promote diplomatic relations with various countries by bringing history, traditions, culture, arts, values, policies, and visions through direct communication with foreigners. Thus, South Korea can improve diplomatic relations and national image by gaining the trust of the international community and increasing global influence (MOFAROK, 2013). South Korea is a country that is concerned with public diplomacy as its country's strategy to gain the trust of other countries so that it can increase its influence globally.

South Korea's Public Diplomacy Towards Indonesia

In the post-cold war era, the perceptions of individuals and interest groups, including NGOs, regarding foreign policy have become a key element in a country's foreign policy decision-making process. The power of diplomacy can be generated not only through persuasion or enforcement based on traditional methods but also through information sharing, thereby demonstrating the need for public diplomacy. In particular, the paradigm shift in diplomacy, in which a nation can influence other nations by creating public opinion. Currently, the dominating foreign policy is a proactive style of public diplomacy that seeks to achieve national interests by exerting influence not only on its own citizens but also on other citizens (Cho, 2012). South Korea is one of the non-Muslim countries that choose to enter the global halal industry competition, Indonesia as the country with the largest Muslim population in the world is the main target market for South Korea's halal industry. Based on a report from The Royal Islamic Strategic Studies Center (RISSC), there was 86.7% of Indonesia's population or the equivalent of 231.05 million Indonesians who adhered to Islam (Karnadi, 2022).

However, it was not easy for South Korea to develop its halal industry. Different culture and value systems between Korean and Islamic society, created obstacles in the development of this halal industry. Along with the growing Muslim population in various countries including South Korea, the deployment of Islamophobia also broadens in South Korea (Jo, 2022). This caused a lack of synergy between the efforts of the South Korean government to develop the halal industry, especially in tourism. Although Islamophobia was not comprehensively distributed in society, of course there were doubts from Muslim consumers about the attention from South Korea in developing the halal industry.

Based on this, the understanding and common perception that South Korea had carried out through sustainable public diplomacy activities towards Indonesia was important to establish good and stable economic relations with the pillars of the Indonesian people.

In this case, South Korea was able to form positive public opinion from the Indonesian people. Therefore, Indonesia is in a position as a profitable target market and supports South Korea's halal industry. Finally, South Korea can be trusted as a non-Muslim country that is able to compete in the global halal industry.

The Dimensions of Daily Communication

Considering that all communities all over the world are entering the era of information technology, nowadays most countries in the world use technology as a way to strengthen the function of diplomacy and foreign relations. Using technology that is cross-border, space and time interactions can be more easily carried out. In order to strengthen its public diplomacy function with Indonesia in today's technological era, South Korea took several actions, one of which is in the first dimension of public diplomacy proposed by Joseph Nye, using mass media as an arena by the government to explain its domestic and foreign policies to the public.

In implementing its public diplomacy related to the development of the Halal industry, South Korea has owned several tools that fulfill the dimensions of daily communication, including television broadcasts and online media. KBS television broadcast media or Korean Broadcast System is a South Korean public broadcasting company, which can now be accessed in other countries through the KBS World Cable TV network.

KBS World Radio is the largest radio station in South Korea that broadcasts in various languages, including Korean, Indonesian, English, Japanese, Russian, Spanish, French, Chinese, Arabic, German and Vietnamese. Meanwhile, KBS world radio has an assignment to inform all aspects of South Korea, including politics, economy, social, culture and traditions. Until now, 18 domestic branches spread in 11 countries covering Asia, Middle East, America, Europe, and Africa have been owned by KBS. There are several Muslim countries, including Indonesia. This is one method for South Korea to provide understanding and equalize perceptions about several aspects that they want to

do, including the South Korean halal industry. For example, a program that was broadcasted in March 2015, about the signing of the MoU between South Korean President Park Geun Hye and the UAE which concerns in halal food and can be consumed by various countries including Indonesia aired on the KBS World channel.

Daily communication in the dimensions of public diplomacy mentioned by Joseph Nye, KBS has various shows that can bridge perceptions and information about the Korean halal industry. For example, a TV program entitled “My Neighbor Charles” which showed non-Korean people living in South Korea. One of the episodes was “Find Halal (Episode7)” which aired in 2015. Jang Han Seol or DJ Han Seol, a YouTuber who can fluently speak Indonesian, was asked by KBS for a travel program that broadcasted halal food centers and mosques in South Korea. My Neighbor Charles TV program showed the daily life of Muslim community. There were more than 10 episodes in the program with Muslim themes in South Korea. The Episodes involves exploring the experiences of individuals/families who follow Islamic halal laws and customs in a predominantly non-Muslim country like South Korea, in the August 2021 episode for example, it tells about one family from Iraq named Adnan’s family. It tells the audience about being a parent and a Muslim in a foreign country takes a lot of commitment and patience.

Reviewing trends in information communications technology (ICT), all elements of society are using technology to strengthen the function of diplomacy and foreign relations. No less important than other media, in daily communication, social media is one of the communication media which is interesting to many people. Likewise, action from the South Korean government through its representatives in Indonesia, they utilised social media Facebook and Instagram to become one of the most popular communication media. The official Facebook from the Embassy of the Republic of Korea in Indonesia <https://www.facebook.com/koremb.idn/> was attended by at least 10 thousand users. On its page, the official Facebook account conveyed various activities from the Korean Embassy in Indonesia. As a medium in providing information related to the halal industry to Indonesian people, on its website there were various activities from the Korean government related to halal, especially those directly related to Indonesia. For example, on October 16, 2019 there was information regarding a meeting between the Korean Ambassador for Indonesia, Kim Chang Beom, and the Head of the

Halal Product Assurance Organizing Agency (BPJPH). Ambassador Kim Chang-beom discussed issues with related parties regarding the preparation of halal certification from Korean companies.

Likewise, the official Instagram from the Embassy of the Republic of Korea for Indonesia, named with @koremb.idn, this account was followed by 51600 Indonesians who were interested in information about South Korea. All social media belonging to the representatives of South Korea in Indonesia was typed in Bahasa so that the Indonesian people can easily understand the information, there was two-way communication in the comment's column. As for the official Facebook page of the Embassy of the Republic of Korea in Indonesia and its Instagram, in addition to informing about the development of relations between Indonesia and Korea, there was also information about the development of the Korean halal industry as well as the Facebook account of the Korean Embassy in Indonesia. Usually, posts from the Korean Embassy's Instagram in Indonesia get at least 1000 likes, maybe even more. Then, in the comments column, followers, mostly Indonesians, can write comments or questions that the South Korean embassy in Indonesia will later answer. The existence of two-way communication in the Korean embassy's social media activities in Indonesia shows that there is a response from the Indonesian people which shows interest in the information presented by the Korean side to the Indonesian public.

One of the efforts from the Korean government was to build strategic communication with the Indonesian people through the Indonesian Korean Cultural Center (KCCI). KCCI was established on July 18, 2011 in Jakarta, while KCCI in Indonesia was founded because Indonesia has a very high interest in Korean culture. The purpose of establishing KCCI was to determine KCCI as a cultural center that can be accessed by all Indonesian people so that they can experience Korean culture easily, both online and offline. KCCI is a cultural bridge between Korea and Indonesia, in order to bring closer relations between the two countries. KCCI organizes various programs to spread Korean culture and support the exchange of Korean and Indonesian cultures (Woon, 2018).

The Korean Culture Center which was created as a bridge between Korea and Indonesia is a strategic instrument of public diplomacy, with the main objective is to provide understanding to the Indonesian people about various Korean information,

including the halal industry that has been developed by Korea. For example, in order to promote Korean food made from gochujang to the Indonesian Muslim community, KCC Indonesia created a web series titled 'Let's Cook!' by presenting Korean cultural trends influencers. This web series was starting from October 1, 2021, new episodes were broadcasted one by one every week on Fridays with a total of 5 videos. To promote this web series, KCC Indonesia also held a press conference on September 30 at one of the cinemas in Jakarta inviting around 30 local media and star players. Web series Let's Cook! It was not only expected as a forum to introduce Gochujang to Muslim friends in Indonesia. However, at the same time it was expected that it can become a forum for conveying information related to Korean food, and can increase local people's knowledge about Korean food (KCCI, 'Masak Yuk!', Promosikan Gochujang Halal, 2021).

In Ramadan 2021, KCCI in collaboration with the Korea Tourism Organization (KTO) Jakarta held an online talk show 'K-Halal Tour', with a theme of "Halal Culture and Tourism in Korea". In this event, KCCI conveyed information to the Indonesian people regarding facilities for Muslim tourists and the situation during Ramadan in Korea. In this program, a representative from KTO explained about the locations of several large mosques in South Korea, including in Seoul, Paju, Jeonju, Daejeon, Busan, and Jeju. It was also stated that as time goes by, the prayer rooms can be easily found in popular tourist spots. In addition, more and more restaurants include the statement 'Halal' so that Muslim visitors can eat food comfortably. Meanwhile, during the event, the number of viewers reached 350 people and hundreds of comments in the event link. These comments include the desire of the audience to immediately be able to travel to Korea (KCCI, *Budaya dan Wisata Halal di Korea*, 2021). It shows that Indonesian people are interested with the information about 'Muslim friendly' offered by the Korean government through the event.

Similarly, KCCI in Ramadan 2022 also raised the issue of halal food to attract attention from the Indonesian Muslim community. KCCI held an event with creation competition in combining iftar with halal kimchi, which aimed to convey the message that Korean food can be eaten and accepted by the Muslim community (KCCI, *Antusiasme Membuat Menu Kreasi Berbuka Puasa dengan Kimchi*, 2022). Based on this, it can be seen that the Korean government has a high concern about the perception

and the assessment from Indonesian people towards South Korea. The Korean government strives for the Indonesian people, most of whom are Muslims, to have a common perception and positive assessment for Korea. The Korean government through its representatives in Indonesia continues to obtain support from the Indonesian people.

In the first dimension of public diplomacy which conveyed by Joseph Nye, the mass media was used as an arena by the government to explain its domestic and foreign policies to public, it was reflected through daily communication activities which were used as media by the Korean government to convey about their readiness and seriousness to enter the halal industry and deserve to be trusted by the Indonesian people as the largest Muslim target market for Korea. In addition, through daily communication carried out by the South Korean government, it can generate other interests besides accessing information about Korean halal issues. Considering that it is easy to access information from mass media by people all over the world, including the Indonesian people, it means that increasing public impression in daily communication has a good opportunity because the intensity of delivering information is a routine activity, even without time limits and it can be accessed anytime and anywhere.

Dimensions of Strategic Communication

Strategic communication is used to develop a simple set of themes such as a campaign or advertisement, to plan a specific policy. It is classified as a pattern of public diplomacy that aims to build a national image. Strategic communication that refers to campaigns and promotional advertisements as a tool to achieve an understanding of the people in other countries towards certain country government policies has been carried out by the Korean government towards Indonesia in order to develop its halal industry. The South Korean government is aggressively promoting the Korean halal industry, one of which is through tourism.

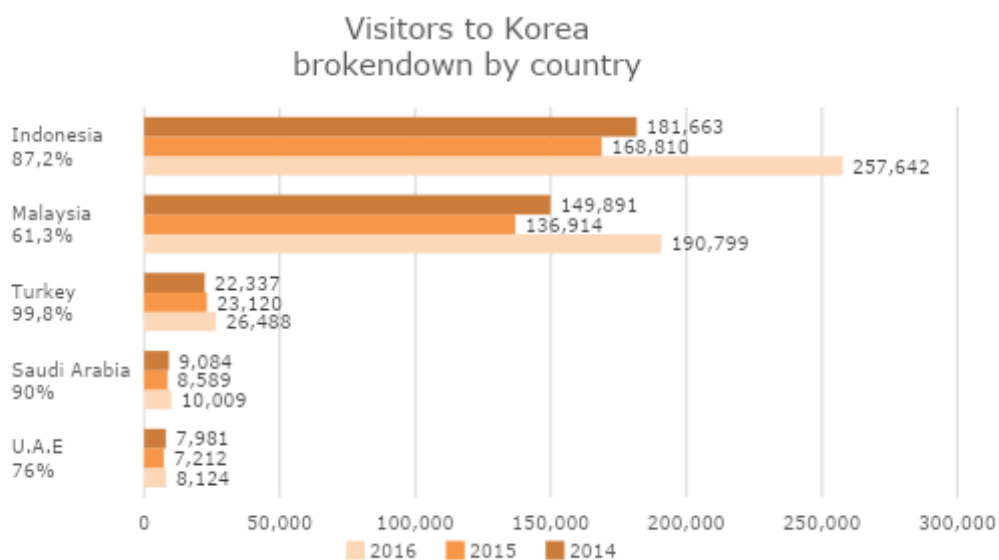
Although the Korean halal industry is prioritized on exports for Muslim markets outside of Korea, Korean tourism is still one of the pillars for the Korean economy. Certainly, the Korean government is trying conscientiously to attract the interest of the Indonesian people who are dominated by Muslims, through the "Muslim friendly tourism" campaign.

The South Korean government through KTO (Korean Tourism Organization) which is located in Muslim-majority countries including Indonesia carried out promotions related to 'Muslim friendly tourism'. KTO or Korean Tourism Organization is an institution under the Ministry of Tourism of Korea established in certain countries to promote South Korean culture and tourism such as by holding exchange programs, cultural cooperation events, including in Indonesia. KTO, which was established in Jakarta, aims to improve international business relations between Indonesian business people and consumers and South Korea (KTO, About Us, 2020).

Based on the following graph, the trend of tourists from Indonesia who came to South Korea from 2012 to 2016 had increased, although there was a decline in 2015. 257,000 Indonesian tourists are not a small number. Moreover, it can be seen from the graph that Indonesia holds the highest position as a Muslim country who visits South Korea. This is the reason that Korea chose Indonesia as a target market for its halal industry.

Based on data in diagram 1, it is not surprising that the South Korean government through the Indonesian KTO has carried out strategic communication by promoting “Muslim friendly tourism” in order to gain the trust from the Indonesian people, to show the seriousness of the Korean Government in developing its global halal industry.

Figure 1



Source: (Kim & Song, 2017)

The target market of the Korean halal industry was not only limited to Muslim tourists, but also Muslims living in Korea, Muslim exchange students, and Muslim citizens (Koreans) who were looking for Halal products and as consumer targets. Based on export data during these 20-21 years, it shows that the average export growth rate of ASEAN countries was 21.5%, and the growth rate of Middle Eastern countries was 16.7%, and some of the goods exported were Halal certified goods. Based on this information, Korean halal industry players believe that Halal-certified products were effective in improving the Korean economy.

KTO Indonesia published an e-book entitled #LiburanKeKoreaAjaYuk in 2020. The e-book which contains 452 pages discussed in depth about the promotion of halal tourism, halal restaurants and various information about Muslim-friendly tourism in Korea which certainly facilitates Indonesian Muslims who visit South Korea. This action shows the seriousness of the South Korean Government in resolving problems regarding the limitations of Muslim facilities in South Korea in the last five years. The South Korean government has proved that Korea is capable and worthy of being trusted to enter the global halal industry and Indonesia as a target market no longer needs to worry and doubt about their thoughtfulness.

The Korea Tourism Organization is one of the agents from strategic communication which is determined by the Korean government to promote Korea in other countries that they consider as an important target to maintain good relations. In September 2019 before the pandemic, KTO Jakarta specifically held the Korea Travel Fair event, and the Korean government carried the theme of Muslim Friendly Korea Festival which aims to promote Muslim-friendly tourism in Korea to the Indonesian people as its audience and support the event as a positive media for Indonesian people to know more about Muslim-friendly Korea. Clearly, this event can be a good action from the Korean government in developing Muslim-friendly tourism, particularly in Indonesia. According to the director of KTO Jakarta, Andrew Jonghoon Kim, this Korea Travel Fair is important to be held in Jakarta because Indonesia is the largest Muslim country in the world and an important market for Korea (KTO, About Us, 2020).

When all countries were hit by a pandemic, however, Korea consistently through KTO Jakarta continued the Korean friendly season campaign by developing the event,

which was previously titled as the Korea Travel Fair, into a Muslim Friendly Korea Festival, even though this event was conducted online. The purpose of holding MFKF in 2020 and 2021 during the pandemic is to convey the message that Korea remains committed to the development of its Muslim-friendly tourism and always waits for Indonesian Muslim tourists to visit, of course after the this pandemic is over (Aria & Rachmawati, 2021) . This effort was done to show the importance of building relationships with Indonesian people.

Korean Cultural Center Indonesia together with the Korea Tourism Organization for the first time in April 2022 held a live broadcast with a KCT.ID account on the TikTok platform. This first live broadcast brought up the theme of Muslim Friendly Tourism in Korea. In this live broadcast, KCCI and KTO introduced Muslim-friendly tourist destinations in Korea, such as on Nami Island. The live broadcast was watched by 200 people and got 1,200 likes. There are many comments about the enthusiasm of the Indonesian people who watch this live broadcast. This shows that there is a two-way communication, as explained by Nye that effective public diplomacy is two-way public diplomacy that not only provides information but also listens and monitors the response of the intended party.

Considering the efforts from the Korean government to consistently promote and campaign Muslim-friendly tourism in Indonesia, public diplomacy is a form of strategic communication. Conducting promotions and campaigns to attract the interest from the Indonesian Muslim community is considered as an effort to encourage better mutual understanding in perceiving Korea and showing it as a Muslim-friendly country that is able to compete in the global halal industry.

Dimensions of Long-Term Relationship Development

Generally, this dimension involves community exchange programs which include, firstly, established policies that offer scholarships and enable the talented students to attend academic training through student exchange programmes, and secondly, conducting seminars, exhibitions and conferences aimed at facilitating exchanges between political leaders or specialists. This dimension includes not only the unilateral dissemination of information using various media channels but also the pursuit of interactive communication and broadening the channels of communication between

actors and recipients of public diplomacy messages. This activity belongs to the type of public diplomacy that consolidates long-term alliances between countries. The South Korean government also found out all kinds of information regarding the development of the halal industry through embassies and institutions or institutions spread across Indonesia. The Korean government's focused on gaining acceptance in Indonesia as the largest Muslim country in terms of the halal industry was not surprising, considering that Korea's Muslim population only reaches 150,000, including citizens and foreigners, which was clearly not enough to make it a commercially viable target (Jo, 2022). Thus, establishing good relations with Indonesia as the largest Muslim country as a strategic action to support the development of Korea's global halal industry.

In public diplomacy, to achieve the objective of a country, every dimension of public diplomacy needs to be carried out seriously, including the dimension of building long-term relations. According to Nye, building long-term relationships can be applied to various forms of community exchange/intellectual exchange to gain mutual understanding of each other. Specifically, community exchange as a form of dimension of South Korea's long-term relationship development with Indonesia in developing its halal industry, including education.

Another important thing, South Korea has KOICA (Korea International Cooperation Agency) as one of the dimensions of public diplomacy in building long-term relations. In particular, KOICA has carried out a projected map of its long-term relationship development in Indonesia through KOICA Indonesia.

KOICA was established in 1991 as a government organization for Official Development Assistance (ODA) in relation to increasing the effectiveness of South Korea's grant aid program for developing countries. As the first branch, KOICA Indonesia tried to realize universal values such as poverty alleviation and was also involved in implementing the Sustainable Development Goals (SDGs) (KOICA, 2022).

Generally, South Korea through KOICA Indonesia has strategic programs in building long-term relationships, including Development Projects, WFK Volunteer Programs, Training Programs, and Global Partnership Programs.

The value of the Development Cooperation Program between South Korea and Indonesia reached a total budget of \$247 million from 1991 to 2021. South Korea was

ranked 6th as the largest provider of grants and loans to Indonesia in 2019 (KOICA, 2022).

Development projects between South Korea and Indonesia have been started since 1991. Meanwhile, from 1991 to 2021, 89 Development Projects have been completed between South Korea and Indonesia. There are 13 development projects which are still ongoing (KOICA, 2022). In achieving these development goals, KOICA aligns with the strategy of the Indonesian government and the ASEAN partnership strategy with the Korean government, KOICA has carried out integrative development projects systematically.

In the WFK Volunteer Program, there were a total of 4290 South Korean volunteers sent to Indonesia from 1991 to 2021, and a total of 30 volunteers in 2021. World Friends Korea (WFK) has sent volunteers in various fields such as education, vocational training, agriculture and fisheries, health, sanitation, and rural development. This program was carried out in order to promote friendly relations and cooperation as well as reciprocal exchanges between Korea and Indonesia as well as to support economic and social growth. So far, more than 4,290 WFK volunteers have been dispatched to all regions in Indonesia (KOICA, 2022).

Through the KOICA CIAT (Capacity Improvement & Advancement for Tomorrow Program) global scholarship program, from 1991 to 2021, 4152 Indonesians have graduated. Meanwhile, in 2021, there was an average of 300 participants for short-term courses and 25 students graduated from master programs per year. In addition, the top leading human resource development (HRD) training in Korea through KOICA invited civil officials, engineers, researchers, and policy makers in Indonesia to attend capacity building training that focuses on sharing Korean experiences and technology in order to support development in Indonesia (KOICA, 2022). Essentially, Korea's ODA or the South Korean government's development program is based on the objective to build trust. The main objective of South Korea's public diplomacy to Indonesia in general is to build trust in many ways for the purpose that Indonesia can support South Korean policies in various fields including developing the halal industry.

If we consider the first and second dimension of public diplomacy above, both of them tend to be short-term and strategic. Produces an effect that is immediately accepted by the public because this type of diplomacy is listened to by the people in the

target country of diplomacy. While in the third dimension or long-term relationship building, the results must take time. Through the above long-term development programs, the aim is to maintain good relations, as well as to gain support from the Indonesian people for South Korean policies, including policies to develop its halal industry. The values conveyed by South Korea are to enhance mutual understanding, and friendship will continuously create goodwill among the people who get the direct impact of the above long-term programs carried out by South Korea towards Indonesia.

Conclusion

The requirement of Muslim community for halal consumption continues to rise along with the increasing number of Muslim middle class who have higher purchasing power, which could attract interest from other countries to participate in developing the halal industry, including South Korea which is a non-Muslim country that has special attention for the halal industry. Indonesia is one of the biggest target markets for South Korea in developing its halal industry, considering that Indonesia is a country with the largest Muslim population in the world. However, the different culture and value systems between Korean and Islamic society, create obstacles in the development of this halal industry. Therefore, South Korea carried out public diplomacy against Indonesia to gain support and acceptance in developing its halal industry.

South Korea's public diplomacy towards Indonesia includes three dimensions, namely, the dimension of daily communication, in this dimension, various South Korean mass media such as KBS (Korean Broadcast System) World, Social Media of the Embassy of the Republic of South Korea in Indonesia, Website The Korean Culture Center for Indonesia (Ministry of Culture, Sports and Tourism/Korean Culture and Information Service) and the Korean Culture Center Website for Indonesia (Ministry of Culture, Sports and Tourism/Korean Culture and Information Service) were used by the South Korean government to explain policies regarding the halal industry to the Indonesian people. For the second dimension, namely strategic communication, referring to promotional campaigns and advertisements, it was used as a tool to increase the understanding from Indonesian people towards South Korean government policies, through the Korea Muslim Friendly campaign. The last dimension, namely the development of long-term relations, was applied to various forms of community

exchange/intellectual exchange to gain mutual understanding of each other, including those carried out by South Korea through KOICA Indonesia (Korea International Cooperation Agency) and has been taking place since the 1990s. It is expected that by long-term development program, South Korea is able to maintain good relations, as well as to gain support from the Indonesian people for South Korean policies, including policies to develop its halal industry. understanding and trust from the Indonesian people to show that South Korea takes this as an important aspect to be developed. These three dimensions were carried out synergistically to achieve the objectives of public diplomacy and create understanding and trust from the Indonesian people regarding the sincerity from the South Korea government in developing the halal industry.

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