

**THE INFLUENCE OF KOREAN POPULAR CULTURE TOWARDS THE
INTENTION TO VISIT SOUTH KOREA (SURVEY ON STUDENT'S IN SAM
RATULANGI UNIVERSITY MANADO)**

*PENGARUH BUDAYA POPULAR KOREA TERHADAP MINAT UNTUK MENGUNJUNGI
KOREA SELATAN (SURVEY TERHADAP MAHASISWA UNIVERSITAS SAM RATULANGI
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Abstract: The popularity of Korean culture around the world has made people affected by this culture. This Korean culture well known as Korean Wave or Hallyu phenomena cover various aspects such as drama, music, fashion, make-up and etc. Korean Wave or Hallyu is a term to describe South Korean pop culture that has been successfully exported across the globe, including Indonesia specifically in Manado City. The objectives of this study are to determine the students in Sam Ratulangi University Manado perceive South Korean images as a Potential tourist destination that is seen in Korean Pop, Korean dramas, and Korean Food could lead to the intention to visit South Korea in the future. The research respondents were 108 respondents. Questionnaire distribution is carried out online using Google Form. The method that researchers use in this study is a quantitative method. The data analysis method used was multiple linear regression analysis using SPSS as a data processing tool. The results from research data on the influence of the Korean Wave on the South Korean tourism sector, researchers found that Korean wave (K-Pop, K-Drama, K-Food) influence the students intention to make South Korea as a Potential Tourist Destination. In other words Korean Wave can affect the South Korea tourism sector.

Keywords: korean pop, korean drama, korean food, south korea, intention to visit

Abstrak: Popularitas budaya Korea di seluruh dunia telah membuat orang terpengaruh oleh budaya ini. Budaya Korea yang dikenal sebagai fenomena Korean Wave atau Hallyu ini mencakup berbagai aspek seperti drama, musik, fashion, make-up dan lain-lain. Korean Wave atau Hallyu adalah istilah untuk menggambarkan budaya pop Korea Selatan yang telah berhasil diekspor ke seluruh dunia, termasuk di Negara Indonesia khususnya di Kota Manado. Tujuan dari penelitian ini adalah untuk melihat hasil dari mahasiswa Universitas Sam Ratulangi Manado yang menjadikan Negara Korea Selatan sebagai tujuan wisata potensial dari pengaruh fenomena budaya Korea Selatan yaitu, Pop Korea, drama Korea, dan Makanan Korea dan dapat mengarah pada niat untuk mengunjungi Korea Selatan di masa yang akan datang. Responden penelitian sebanyak 108 responden. Penyaluran kuesioner dilakukan secara online menggunakan Google Form. Metode yang digunakan peneliti dalam penelitian ini adalah metode kuantitatif. Metode analisis data yang digunakan adalah analisis regresi linear berganda menggunakan SPSS sebagai alat pengolah data. Hasil dari data penelitian tentang pengaruh fenomena Korean wave terhadap sektor pariwisata Korea Selatan, para peneliti menemukan bahwa Korean Wave (K-Pop, K-Drama, K-Food) mempengaruhi niat mahasiswa untuk menjadikan Korea Selatan sebagai Tujuan Wisata Potensial. Dengan kata lain Korean Wave dapat mempengaruhi sektor pariwisata Korea Selatan.

Kata Kunci: Pop Korea, Drama Korea, Makanan Korea, Minat untuk mengunjungi

INTRODUCTION

Research Background

Tourism is an activity that liked by people. Tourism sector which has been developed greatly lately is

being more and more important as time goes by. The market shares of the countries over the world are changing according to the transformation and improving the conditions devoted to different demands and expectations of the tourists. According to UNWTO, tourism is the activity of visiting a place outside in daily environment and staying there for less than a year for the purpose of leisure, business and other interests. Tourists are related to tourist destinations. Destinations with strong infrastructures, sufficient investments, positive images and different products gain much more shares from the market. Tourism is one of the most important indicators of economic vitality with a lot of sectors it has effect on directly or indirectly. Therefore, the countries' attention, support on tourism and their expectations from it have been increased lately. Every countries has their own techniques in promoting their tourism. Marketing in the tourism industry is defined as the policy promoted by a tourism enterprise which, by constantly exploring the conditions of the tourism market, both present and future, aims to determine the continuous adaptation of its own offer to these conditions in order to optimally satisfy requirements and the realization, on this basis, of a cost-effective economic activity.

One of the marketing tourism that attracts attention is from South Korea. During the economic crisis in South Korea in the year 1998 President Kim Dae-Jung pushed for information technology and popular culture as two factors for the future of South Korea. Technology would create new industries above the traditional manufacturing Korea has depended on since it rose out of poverty and industrialized. Popular culture could become an important export product worth billions of dollars – while it would help rebrand South Korea. The acceleration of the democratization process, especially in industrial relations, is one of the factors in the rapid recovery of the South Korean economy.

Based as Korea's export industry, Korean Wave was developed into a tool of Korean public diplomacy through policies issued by the Korean government. The term Hallyu (Korean Wave) was coined by the Chinese press decades ago, which refers to the popularity of Korean pop culture in China. The spread began with the export of Korean television dramas (miniseries) to China in the late 1990s. Since then, South Korea has emerged as a new center for the global production of pop culture, exporting various cultural products to neighboring Asian countries. This started with the Korean government's policy of encouraging the country to export Korean culture to other countries. The government's decision to establish the Department of Cultural Industry in 1994 and pass the motion picture promotion law in 1995 has been the main and first driver in exporting film and music equipped with the cultural values contained therein to other countries. The culture is still continues with an increase in the allocation of funds in developing cinema and music, as was done during the reign of Kim Dae Jung who did call himself the "President of Culture". Since Kim Dae Jung's reign that began in 1998, Korea has allocated \$148.5 million and validate the basic law for the Cultural Industry Promotion. Bae et al. (2017) stated that the increase in Korean wave content exports as a benchmark for Hallyu development could be interpreted as an increase in foreign tourists to Korea. This makes the South Korean government successful in turning cultural content into a commodity to support the country's economy. This continues to grow with the spending of Korean government policies directly explaining the Korean Wave as a tool of its diplomacy.

This culture has a great influence on society, Through a wide variety of commercial media, such as television, news, radio, and the internet, people can see things that are popular today and try to keep up with them. Now, the popularity of the Korean Wave expanded to other fields such as cuisine, tourism, Food, cosmetics, clothing, language, and even surgery. The people, especially fans of South Korean popular culture want to be inside the scenes of the dramas they have watched, meet their favorite actors, actresses, and idols, and even want to try the food contained in the movies and dramas that are shown. The types of tourism associated with the Korean Wave, such as tours to the set of dramas, kpop music concerts, and attending meet and greets with Korean Wave idols, are essential factors for a person to go to visit South Korea.

Therefore, the number of tourists coming to South Korea is increasing rapidly. Many travel agencies open tour packages with a hallyu theme that offer interesting destinations such as watching television shows where popular boy band groups or girl band groups in South Korea perform, setting scenes of famous dramas such as N Seoul Tower and Han River, visiting famous k-pop agencies and shopping tours for merchandise from popular artists there. Also, One example is that the number of tourists from Japan who visited South Korea in 2004, after the airing of the Korean Drama titled "Winter Sonata," increased by 35.5% compared to 2003 (Bae et al., 2017: 8). The popular culture that spread by South Korea is the Ganggam Style Syndrome, the Popularity of this performer had already exceeded normal fame and can be estimated as a syndrome. The Korean wave forced to dance the whole world.

Data on demand for South Korean tourism said the increase in exports of Korean Wave content was directly proportional to the increase in the number of foreign tourists entering South Korea. From the Korea International Trade Association (KITA), in 2004, there was an increase of USD 1.87 million or 2.14 trillion won

in the Korean tourism realm caused by the Korean Wave. Oh (2005) investigated the influence of the Korean Wave on the reasons for visiting Korea. As a result, it was found that Korean Wave, such as Korean T.V. dramas, songs, movies, and performances, greatly influenced the decision to travel to South Korea.

The increase in exports of Korean Wave content can then be interpreted as an increase in the number of foreign tourists entering South Korea. In other words, the more person's interest in the Korean Wave, the more the person are interested of South Korea. The spread of Korean Wave has helps south Korea through the crisis and has a positive impact on the South Korean economy, also this can be an example for other Countries to be able to innovate and develop their Country. But this popular culture also could be negative impact to the other country. Mikanowski (2018) stated that this could be "Erosion of Local Cultures". For instance, the widespread use of the Korean language is good for creating economic opportunities for people in the Third World. But, it also threatens their indigenous languages. The teaching of Korean is fast replacing local languages as the medium of instruction, thereby hampering the development of local languages. So this Korean Wave phenomenon could be negative impact to the other countries, because people only absorb the results of this popular culture, but didn't see how South Korea makes this popular culture phenomenon, and this phenomenon could eliminate the culture from other countries. The formulation of the problem in this study is the occurrence of interest in visiting South Korea by the spread of the Korean Wave phenomenon. Based from this formulation, the purpose of this study was to identify critical factors in the intention to visit South Korea.

Research Objectives

The research objectives is to:

1. To determine the influence of Korean Pop toward Students intention to visit South Korea.
2. To determine the influence of Korean Drama toward Students intention to visit South Korea.
3. To determine the influence of Korean Food toward Students intention to visit South Korea.
4. To determine the influence of Korean Pop, Korean Drama, and Korean Food toward Students intention to visit South Korea.

THEORETICAL FRAMEWORK

Tourism Marketing

According to Krippendorf (1987), marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return.

Intention to Visit

According to Kotler (2006), purchase intention could be equated as intention to visit of tourists. This things could be seen as the same behavior. There is no related theory of interest and decision to visit, but it is in accordance with the concept of Kotler et al., that interest in visiting is equated with purchase interest measured by the same indicators. The notion of interest, according to Kotler and Susanto (2000:165), as an impulse, that is, a strong internal stimulus that motivates action, where in this impulse is influenced by a stimulus and a positive feeling of the product.

Popular Culture

Storey (1996) state that popular culture is the culture that is left over, after we have decided what high culture is. After the world war, growing social changes and evolving media and technology associated it with that of media culture, image culture, consumer culture, music culture and so on. Pop culture is a universal language that manages in all of its seemingly trivial glory to make us dream and smile to connect us across racial, political, and social divides. It is part of our fabric as human beings.

Korean Wave (Hallyu)

The term 'Korean Wave', also known as Hallyu, refers to the popularity of South Korean popular culture in other Asian countries. Korean popular culture such as movies, TV dramas, and pop music is overwhelmingly powerful and TV dramas are one of the most remarkable popular cultures of these. According to Yecies (2008), Hallyu is an intensive and extensive wave of popular Korean culture. The definition of Han and Lee (2010) ,

Originally, the Korean Wave, or Hallyu, is referred as the phenomenon of Korean pop culture, such as TV dramas, films, pop music, fashion, and online games being widely embraced and shared among the people of Japan, China, Hong Kong, Taiwan, and other Asian countries.

Korean Popular Music

K-pop music” (Korean popular music) is a musical genre that arose in Korea, combining dances, electronic music, the electro-pop, hip-hop and R&B. In general, the Korean pop music market was not vibrant before the 1990s (Shim, 2006). Recently, Lee, Scott, and Kim (2008) studied the influence of mass media in a modern society and the increased interests in pop-stars of pop-culture. And they indicated that the role of celebrities in shaping tourism demand has been rarely examined.

Korean Drama

Korean drama or K-drama refers to a television drama in Korea in a miniseries format produced in Korean. Many of these dramas have become popular throughout Asia and have contributed to the general phenomenon of the Korean Wave in some countries such as in Latin American, Middle Eastern, and Asian countries. Korean TV dramas have become more than just TV shows. They have become examples of cultural hybridization and globalization. Meanwhile, Korean dramas are fictional stories that depict the lives of Korean people produced by South Korean people that are aired on South Korean television.

Culinary Tourism

According to Ignatov and Smith (2006), culinary tourism is a tourist trip that involves the purchase, consumption of local food in tourist destinations and focuses on the desire to start a tourist experience through culinary. Many studies show tourist interest and food preferences in a destination can play an important role in the selection of destinations to visit (Bessiere, 1998). Culture plays an important role in this. Cultural influences are recognized as dominating determinants in food preference (Longue, 1991).

Korean Food

Korean food is a unique cuisine that grows from the culture, environment, geography, and climate of the Korean country itself. Most Korean foods are fermented and most of them are already world-renowned for their recognized health benefits, such as the example of kimchi. Besides being healthy and good for the balance of body and mind, Korean food also has its own history and uniqueness compared to other typical state foods, where the unique taste has captivated and attracted the attention of many people (Masbudi, Yuwono, dan Kurniawan, 2017). The Students in Australia know Korean Food as colorful and attractive and worth the price (Park et al., 2009). From his study, the image of Korean Food was tested to see its effect on consumers' purchasing attitudes in building buying interest because, and so far, Korean Food has a good image.

Previous Research

Bae et al. (2017) estimate inbound tourism demand and to analyze the effect of the Korean Wave and Economic indicators on it. For these purposes, we examined the influence of Korean Wave, GDP, CPI and exchange rate on inbound tourism demand for foreign tourists from the USA, China, Japan and Hong Kong to Korea. In order to measure the Korean wave, the export amount of Hallyu related contents exported to each of the four countries is used. GDP means the GDP of each of the four countries. However, the CPI and the exchange rate are relative to Korea. Panel data on tourism demand, Korean Wave, and Economic indicators from 1997 to 2014 are collected for analysis. Through the various tests for panel analysis model selection, the best fit model proved to be a random effect model. As a result, Korean Wave, GDP, and exchange rate have a statistically significant impact on tourism demand. Therefore, it can be seen that the Korean Wave is one of the important factors for attracting foreign tourists to Korea in four countries. Also, the results show that overseas tourism increases when the economic income of the country is high and the exchange rate is favorable. However, CPI does not appear to have a statistically significant impact on tourism demand. This indicates that tourists are not overly concerned about the cost of the travel country when planning a trip.

Chen (2020) proved the positive effect of Korea Wave on inbound tourism in Korea, especially the effect brought by the TV drama, and to estimate the inbound tourism demand by analyzing the effect of Korea Wave and other economic indicators, such as GDP and exchange rate. For these purposes, he examined the Korea Wave effect on tourism demand by using film-induced theory, which measures the change number of visitors visiting the film shooting scene. He choose Winter Sonata and Jewel in the Palace, two famous Korea TV drama, and

collected the data about the number of people visiting the shooting place before and after the drama spread. Also, he examined the economic factors, GDP and exchange rate, and found out the relationship between these factors and inbound tourism demand. He choose China, Japan, Hong Kong (China) and the USA as the sample areas, and all the panel data on tourism demand, economic factors from 2005 to 2017 are collected to analysis. As a result, the number of people visiting the film shooting scene increases after the TV drama becomes famous, which shows the positive effect of Korea Wave on inbound tourism. Also, with the increasing export of Korea Culture, inbound tourism demand increases simultaneously. Moreover, not only Korea Wave but economic factors such as GDP and exchange rate also affect inbound tourism demand in Korea

Chan, Su, and Lee (2018) assessed the influence of Korean TV dramas on Chinese millennial' perceived images of Korea as a potential tourist destination. Applying a qualitative methodology, this study conducted in-depth interviews with 30 Chinese millennial. The data were analysed using grounded theory. The study examined how Chinese millennial perceive Korea as a tourist destination, explored the effects of Korean TV drama series, identified Korean TV dramas that affected the choice of a potential tourist destination, and provided suggestions for marketers to develop strategies in promoting film tourism in Korea.

Conceptual Framework

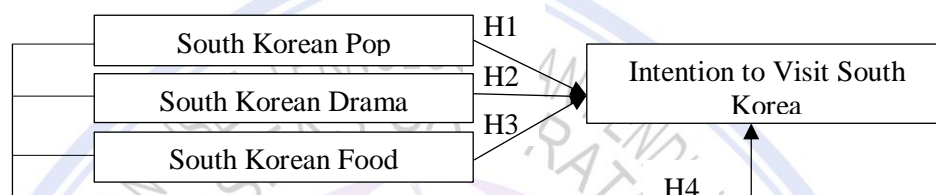


Figure 1. Conceptual Framework

Source: Data Processed (2022)

Research Hypothesis

H1: Korean Pop influence Intention to Visit partially

H2: Korean Drama influence Intention to Visit partially

H3: Korean Food influence Intention to Visit partially

H4: Korean Pop, Korean Drama, and Korean Food influence Intention to Visit simultaneously

RESEARCH METHOD

Research Approach

The research method used in this research is the quantitative data analysis method. According to Aliaga and Gunderson (2002:81), Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). In another definition, Muijs (2004:2) define quantitative research is essentially about collecting numerical data to explain a particular phenomenon.

Population, Sample and Sampling Technique

The population is the group of people, events, or things of interest for sample statistics, which the researcher wants to make inferences about (Sekaran and Bougie, 2016). Populations are individuals with the same traits even if the percentage of similarities is small or, in other words, all individuals who will make as research subjects. The population in this research is all the students in Sam Ratulangi University Manado who are interested in Korean Wave. The sample size of this research is 108 respondents that are interest of Korean Wave that fill the questionnaire. In this research, purposive sampling method is used.

Data Collection Method

The data collected in this study used two types of data sources, namely primary data and secondary data. The primary data used is collected by distributing questionnaires to the students of Sam Ratulangi University. The secondary data collected the data obtained from the company and already processed and obtained through documents or can obtained from books, journals, articles, and relevant literature from library and internet.

Operational Definition of Research Variables**Tabel 1. Operational Definition and Indicator of Research Variables**

Variable	Definition	Indicators
Korean Pop	Korean Pop is a type of genre or type of music originating from South Korea, Korean pop with a characteristic of cheerful songs with a fast tempo and Korean lyrics mixed with a little English language accompanied by modern dance.	<ol style="list-style-type: none"> 1. Interest and like K – Pop 2. Consumption the K – Pop goods. 3. Behavior that identifies with K – Pop.
Korean Drama	Korean drama is a fictional story that depicts the lives of Korean people produced by South Korean people and is shown on South Korean television	<ol style="list-style-type: none"> 1. As a recreation 2. Increasing knowledge of culture and learning Korean language 3. Adding insight of knowing Korean Culture 4. Have a moral message
Korean Food	Korean cuisine has its own uniqueness, ranging from palace cuisine to regional specialties and a combination of modern cuisine, the ingredients used and the way it is prepared are also very different.	<ol style="list-style-type: none"> 1. Have intention to try K - Food 2. Have interest in K – Food 3. The display as a factor in considering to try K – Food 4. Taste as a factor to considering trying K – Food 5. Unique and Aunthencity of K-Food
Intention to visit South Korea	Intention is, a strong internal stimulus that motivates action, where this impulse is influenced by a stimulus and a positive feeling of the product.	<ol style="list-style-type: none"> 1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Exploratory Interest

Source: Data Processed (2022)

Validity and Reliability

The validity test aims to determine the extent to which the measuring device correctly measures what should be measured (Santoso, 2017). The purpose of this test is to find out how far the respondent understands the statement of the proposed variable, therefore the answer is expected to be able to describe the actual conditions. Validity testing can be done with the help of a computer using the SPSS version 22 program. The reliability test will measure whether the measuring instrument used in this study has met the consistency and accuracy. This test can assess how consistent and stable respondents are in answering the statements in the questionnaire so that it can indicate that the measurement is free from error (Sekaran, 2017).

Multiple Linear Regression Analysis

The data analysis technique used in this research is the multiple linear regression analysis methods. Multiple linear regression analysis measures the effect of the independent and dependent variables (Sugiyono, 2017: 277). The multiple linear regression analysis in this study was used to forecast if the dependent variables (Intention to visit South Korea), and the independent variable (K–Pop, K – Drama, and K – Food). The equation model of multiple regression analysis used in this research can be formulated as shown below.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:

Y : Intention to visit South Korea

X1 : Korean Pop

X2 : Korean Drama

X3 : Korean Food

α : constant

e : error term

b1,b2,b3 : Regression Coefficient

RESULT AND DISCUSSION

Result

Validity and Reliability

The validity test results of 16 questions on dependent variable Y, namely Intention to visit South Korea, are seen in the corrected column item total correlation (R calculate) the correlation value is above 0.189 so that it is concluded that all questions are valid. The reliability value of X1 is 0.764, X2 is 0.903, X3 is 0.876, and Y is 0,869. Based on the value of the reliability coefficient, it can be concluded that all the reliable number in this study are reliable or consistent.

Tests of Classical Assumption

Normality Test

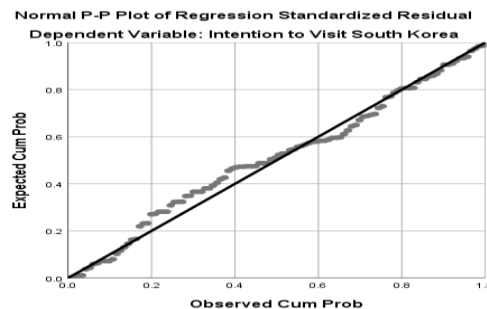


Figure 1. Normality Test

Source: Data Processed (2022)

The diagonal line in the figure above describes the ideal state of the data that follows the normal distribution because the points are aligned following the diagonal line, so it can be concluded that the data follows the normal distribution.

Heteroscedascity Test

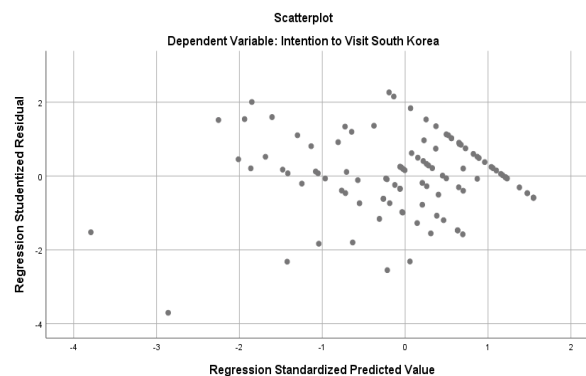


Figure 2. Heteroscedascity Test

Source: Data Processed (2022)

Multicollinearity Test

Based from the coefficients table, the value of Variance Inflation Factor (VIF) of each independent variable has no value more than 10, so it can be concluded that the regression model in this study does not contain Multicollinearity.

Table 2. Multicollinearity Test

Model	Coefficients ^a					Colinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	-1.024	1.094		-.936	.352		
K - Pop	.463	.070	.379	6.648	.000	.806	1.240
K - Drama	.498	.076	.444	6.517	.000	.565	1.769
K - Food	.204	.061	.231	3.339	.001	.547	1.829

a. Dependent Variable: Intention to Visit South Korea

Source: SPSS Data Processed (2022)

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	-1.024	1.094			
Kpop	.463	.070	.379		
Kdrama	.498	.076	.444		
Kfood	.204	.061	.231		

a. Dependent Variable: Intention to Visit South Korea

Source: SPSS Data Processed (2022)

Based on the table above, it can be concluded that among the independent variables in this research have dominant influence is K - Drama with the value 0.498 or equal to 49.8%.

Correlation and Determination (R²)

Table 4. Coefficient of Correlation and Determination (R²) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.727	.720	1.697

a. Predictors: (Constant), Kfood, Kpop, Kdrama

Source: SPSS Output Data (2022)

Based on the table above, the Summary Model produces an Adjusted R Square value of 0.720, meaning that K – Pop (X1), K – Drama (X2), and K – Food (X3) have an influence of 72% Intention to visit South Korea (Y) whereas the rest 28% influential with other factors not examined by the authors in this study.

Hypothesis Testing

Simultaneous Test (F – Test)

Table 5. F – Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	798.925	3	266.308	92.529	.000 ^b
	Residual	299.325	104	2.878		
	Total	1098.250	107			

a. Predictors: (Constant), Kpop, Kdrama, Kfood

b. Dependent Variable: Intention to Visit South Korea

Source: SPSS Output Data (2022)

Table 5 shows that the result of F-test in ANOVA output uses the level of significance of 5% ($\alpha=0.05$). The result shows that $72.455 > 3.11$, $F_{count} > F_{table}$. Based on the result, it shows that Kpop, Kdrama, and Kfood have significant influence on intention to visit South Korea simultaneously.

Partial Test (t – Test)**Table 6. t – Test**

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	-1.024	1.094		-.936	.0352
	K – Pop	.463	.070	.379	6.648	.000
	K - Drama	.498	.076	.444	6.517	.000
	K - Food	.202	.061	.231	3.339	.001

a. Dependent Variable: Intention to Visit South Korea

Source: SPSS Data Processed (2022)

Based on t-test results table above to determine the influence of each independent variable partial (individual) on the dependent variable is as follows:

- Korean Pop (X₁) Intention to visit South Korea (Y) showed a significant value $0.000 > 0.05$, and the T count value is $6.648 > T$ table 1.983. The variable Korean Pop (X₁) has a positive and significant effect in intention to visit South Korea (Y).
- Korean Drama (X₂) Intention to visit South Korea (Y) showed a significant value $0.000 > 0.05$, and the T count value is $6.517 > T$ table 1.983. The results shows the variable Korean Drama (X₂) has a positive and significant effect in intention to visit South Korea (Y).
- Korean Food (X₃) Intention to visit South Korea (Y) showed a significant value $0.001 > 0.05$, and the T count value is $3.339 > T$ table 1.983. The results shows the variable Korean Food (X₃) has a positive and significant effect in intention to visit South Korea (Y).

Discussion

The popularity of Korean culture around the world has made people, including the students in Sam Ratulangi University, affected by this culture. This Korean culture well known as Korean Wave or Hallyu. Korean Wave or Hallyu is a term to describe South Korean pop culture that has been successfully exported across the globe. Korean Wave or Hallyu products were introduced through the Drama, music, fashion, make up, Food, etc. This is certainly have great influence for the South Korean state both in terms of diplomacy between countries and the increase in tourists and the economy. The existence of the Korean Wave itself has received special attention from the South Korean government because it has a very big impact on South Korea. One of the most impactful is from economic factors.

This can be seen when the number of South Korean products that increase in existence with product promotion is associated with the Korean Wave. The Korean Wave trend may bring changes to people way of thinking and mode of living by allowing them to have access to the Korean way of thinking and living. The example demonstrated that TV shows could be used as tools to spread cultural value, which in this case would be relationships, fashions, money and fame. Therefore, audience with unstable values can easily be influenced by those values portrayed in media. This result is in line with the previous study of Kim et al. (2008), K–Pop has a positive impact in Intention to visit South Korea. This shows that South Korea has succeeded in introducing their country's culture through K–Pop.

Based on the results of the questionnaire distributed to the students of Sam Ratulangi University, most of the respondents answered that they agreed that Korean Wave (K–Pop, K–Drama, and K–Food) influence their intention to visit South Korea through the promotion of Korean Wave. This indicates that the promotion of the Korean Wave from South Korea has a positive influence and it affects people's interest in making South Korea as a potential destination for tourism. Previous research by Bae et al. (2017) stated that as the interest of visiting Korea increases due to the influence of the Korean Wave, the number of foreigners visiting Korea is increasing. Also, according to Khalifah, Widhiyoga, dan Haqqi (2020), this phenomom is an example of cultural commodification because the Korean Wave is used by South Korea as a tools that has economic value and can generate material benefits for the country, besides that the author also sees the influence of the Korean Wave on the tourism sector in South Korea.

The existence of the Korean Wave can be a good thing. It brings some new knowledge and information such as Korean language and culture. The Korean people's sense of community, diligence and good manners as seen in South Korean TV dramas and movies also can give positive influence. On the other hand, it can also have

a negative impact on the existing culture. It can be seen the bad impact of the Korean wave in the way that people leave their traditional cultures and move to learn Korean culture. If they prefer Korean culture rather than their own they may forget their heritage. Lastly, the people of imperialized country should make up their minds and realize that loving things Korean is their right but loving their own culture is an obligation. Therefore they should take action to keep their cultures alive in this era of globalization. In this case, education has an important role in saving our cultures. Educating the younger generation and society to love their cultures early on can aid people to build their nationalism and be proud of their cultures.

CONCLUSION AND RECOMMENDATION

Conclusions

The results of the research and discussion from the sample, namely students of Sam Ratulangi University, can be concluded and suggested as follows:

1. Korean Pop has a positive effect on the students intention to visit South Korea
2. Korean Drama has a positive effect on the student's intention to visit South Korea.
3. Korean Food has a positive effect on the student's intention to visit South Korea.
4. Korean Pop, Korean Drama, and Korean Food has a Positive and significant effect on Students Intentions to visit South Korea.

Recommendations

1. South Korea, agencies, the film makers, Korean drama directors, and Korean Food sellers, as well as promotions from Korean product sellers to try to further develop, strengthen and expand interesting things in order to attract attention and interest on tourists to visit South Korea. In addition, South Korea could give special attention for South Korean tourism through the promotion of the Korean Wave. Also, this research could be as references to the other countries, especially in Indonesia to make South Korea as an example to equalize the industries world, and this research could be used as a theoretical study in business.
2. The results of this study can be used as a bridge to conduct further research, especially in the same field of study, preferably expanding the research variables used so as to produce more accurate research.

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