

ABSTRAK

Skripsi ini membahas mengenai Peran KBRI Seoul dalam promosi budaya dan pariwisata Indonesia di Korea Selatan pada kurun waktu 2015-2017. Promosi budaya dan pariwisata Indonesia oleh KBRI Seoul di Korea Selatan ini didasarkan pada *2nd Joint Commission Meeting* di tahun 2015. Melalui pertemuan tersebut Menteri Luar Negeri kedua negara sepakat meningkatkan kerjasama di beberapa bidang tertentu termasuk di dalamnya bidang sosial-budaya dan pariwisata. Peran KBRI Seoul dalam promosi budaya dan pariwisata Indonesia di Korea Selatan ini dilakukan dengan melaksanakan kegiatan-kegiatan promosi terhadap sektor-sektor tertentu. Dalam promosi budaya, KBRI Seoul menggunakan kesenian Indonesia sebagai sarana promosi. Sedangkan dalam promosi pariwisata, sektor kuliner (*food tourism*), olah raga (*sport tourism*), dan wisata alam menjadi sarana promosi oleh KBRI Seoul.

Skripsi ini bertujuan untuk mengetahui peran yang dilakukan oleh KBRI Seoul dalam promosi budaya dan pariwisata Indonesia di Korea Selatan pada tahun 2015-2017. Metode penelitian yang digunakan adalah metode penelitian deskriptif. Hasil penelitian ini menunjukkan bahwa peran yang dilakukan oleh KBRI Seoul dalam promosi budaya dan pariwisata Indonesia di Korea Selatan berhasil dilakukan. Keberhasilan peran KBRI Seoul dalam promosi budaya dan pariwisata Indonesia ini dilihat melalui antusiasme masyarakat Korea Selatan dalam setiap kegiatan kebudayaan KBRI Seoul, peningkatan jumlah wisatawan Korea Selatan dan peningkatan frekuensi penerbangan kedua negara.

Kata Kunci: KBRI, Promosi, Budaya, Pariwisata, Indonesia, Korea Selatan.

**THE ROLE OF THE INDONESIA EMBASSY IN SEOUL TO PROMOTE
INDONESIAN CULTURE AND TOURISM IN SOUTH KOREA
ON 2015-2017**

ABSTRACT

This thesis discusses the roles of the Indonesian Embassy in Seoul to promote Indonesian culture and tourism in South Korea on 2015-2017. Promoting Indonesian culture and tourism done by the Indonesian Embassy in Seoul are based on the 2nd Joint Commission Meeting held by Ministry of Foreign Affairs between the two countries in 2015. Through the meeting, both parties agreed to upgrade their bilateral cooperation in various fields including social-cultural field and tourism field. The role of the Indonesian Embassy in Seoul to promote Indonesian culture and tourism were done by doing several promotion events towards the particular sector. In cultural promotion, the Indonesian Embassy in Seoul used Indonesian arts as the means of the promotion. Meanwhile, in tourism promotion, Embassy of Indonesia in Seoul promote three particular sectors in tourism which are culinary tourism, sports tourism, and nature tourism as the means of promotion.

This thesis aims to determine the roles of Indonesian Embassy in Seoul to promote Indonesian culture and tourism in South Korea on 2015-2017. The method used in this research is descriptive research method. The results of this research indicate that the roles of the Indonesian Embassy in Seoul to promote Indonesian culture and tourism in South Korea are successful. The success done by the Indonesian Embassy are seen through the enthusiasm of the South Korean society in every cultural event held by the Indonesian Embassy, the increasing number of South Korean tourists, and the increasing frequency of flights between the two countries.

Keywords: Indonesian Embassy, Promotion, Culture, Tourism, Indonesia, South Korea.