

ABSTRAK

Penelitian ini menganalisis kebijakan *re-nation branding* Korea Selatan 2019-2023 atas respon terhadap krisis reputasi yang dipicu skandal *Burning Sun*. Skandal telah merusak citra Korea Selatan yang disokong *Korean Wave* dengan mengungkap korupsi sistemik, kolusi aparat, dan budaya misoginis. Menggunakan kerangka *place branding* dan *competitive identity*, penelitian menemukan bahwa pemerintah menerapkan strategi ganda yang berfokus pada reformasi kebijakan dan pemanfaatan aset budaya sebagai pelindung citra. Hasilnya dualitas, satu sisi pemerintah berhasil merespon tekanan publik dengan reformasi hukum pada pilar masyarakat dan mengalihkan narasi negatif melalui kampanye pariwisata *Feel the Rhythm of Korea*. Sisi lain, tindakan pada pilar kebijakan dengan pendirian CIO dan budaya dengan perlindungan idola cenderung simbolis dan gagal menyentuh permasalahan struktural. Akibatnya, meskipun citra eksternal menunjukkan resiliensi, kegagalan internal dalam mewujudkan tata kelola baik dan keadilan sosial menciptakan kesenjangan. Temuan ini membuktikan bahwa *re-nation branding* yang berfokus pada perbaikan eksternal akan tetap rentan tanpa disertai perubahan sistemik.

Kata kunci: *re-nation branding*, skandal *burning sun*, *competitive identity*, *korean wave*, kebijakan

ABSTRACT

This study analyzes South Korea's re-nation branding policy for 2019-2023 in response to the reputation crisis triggered by the Burning Sun scandal. The scandal has damaged South Korea's image, which was supported by the Korean Wave, by exposing systemic corruption, collusion among officials, and a misogynistic culture. Using the frameworks of place branding and competitive identity, the study finds that the government implemented a dual strategy focused on policy reform and the utilization of cultural assets to protect its image. The result was duality: on the one hand, the government successfully responded to public pressure with legal reforms in the social pillar and shifted the negative narrative through the Feel the Rhythm of Korea tourism campaign. On the other hand, actions on the policy pillar with the establishment of the CIO and on the cultural pillar with the protection of idols tend to be symbolic and fail to address structural problems. As a result, although the external image shows resilience, internal failures in realizing good governance and social justice create a gap. These findings prove that re-nation branding focused on external improvements will remain vulnerable without systemic change.

Keywords: *re-nation branding, burning sun scandal, competitive identity, korean wave, policy*