

A STUDY OF KOREAN WAVE :
THE SABAHAN CONTEXT FOR COUNTRY IMAGE DEVELOPMENT

KLAIRE FRANCIS

Submitted In Partial Fulfillment of the Requirement for the
Bachelor of Technopreneurship With Honour

Faculty of Technology Management and Technopreneurship (FPTT)
Universiti Teknikal Malaysia Melaka

JUNE 2019

SUPERVISOR VERIFICATION

I / We* hereby declare that have read this work and in
My / our* view this work is sufficient in terms of scope and quality for the award of
Bachelor of Technopreneurship With Honour

Signature :
Supervisor Name : Prof. Dr. Ahmad Rozelan Yunus
Date :

*Delete/ cancel whichever is inapplicable

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DECLARATION

“I admit that this report is the result of my own work except summary and each of them that I have explained the sources”

Signature :
Name : KLAIRE FRANCIS
Date :

“I/We hereby declare that I/We have read this thesis research and in my opinion this thesis is sufficient in terms of scope and quality for the award of Bachelor of Technopreneurship With Honour”

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Signature :
Panel Name : En. Hasan bin Saleh
Date :

DEDICATION

I humbly dedicate this piece of work to my loving parents for their endless guidance and support, to my brothers for their financial support, and to my friends for their inspiring pieces of advice. I also dedicate this to my final year project's supervisor for the encouragement and determination. Above all, to Almighty God who always give me strength, knowledge, and wisdom in everything I do.

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ABSTRACT

The aim of this study is to identify the relation between perception of Korean wave and country images for Sabahan development. Korean wave is widely used to refer to the popularity of Korean entertainment and culture across Asia and other parts of the world. In this, the perception of Korean wave or the independent variables consists of popular culture, information and communication technologies (ICTs), and government intervention. Firstly the researcher will identify whether perception of Korean wave partially in relation with country images. Second, the study will identify whether Korean wave in simultaneously in relation with country images. Thirdly, the scope is to recognize either Sabah development in relation with Korean wave and country images. The research method used to conduct the study is by quantitative approach where sample of 100 questionnaires was distributed to staffs of Pejabat KPLB (P) Negeri Sabah.

Keywords : Korean wave, Country images

ABSTRAK

Tujuan kajian ini adalah untuk mengenal pasti hubungan antara persepsi gelombang dan negara imej Korea untuk pembangunan Sabah. gelombang Korea digunakan secara meluas untuk merujuk kepada populariti hiburan Korea dan budaya di seluruh Asia dan bahagian-bahagian lain di dunia. Dalam hal ini, persepsi gelombang Korea atau pemboleh ubah bebas terdiri daripada budaya popular, teknologi maklumat dan komunikasi (ICT), dan campur tangan kerajaan. Pengkaji akan mengenal pasti sama ada persepsi Korea gelombang sebahagiannya berhubung dengan imej negara. Kedua, kajian ini akan mengenal pasti sama ada gelombang Korea pada masa yang sama berhubung dengan imej negara. Ketiga, skop adalah untuk mengiktiraf sama ada pembangunan Sabah berhubung dengan gelombang dan negara imej Korea. Kaedah kajian yang digunakan untuk menjalankan kajian ini ialah melalui pendekatan kuantitatif di mana sampel 100 soal selidik telah diedarkan kepada kakitangan Pejabat KPLB (P) Negeri Sabah.

Kata kunci: Gelombang Korea, Imej Negara

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CHAPTER 1

INTRODUCTION

The first chapter describes the background of the study on what the research is all about, the research questions and research objective. Besides that, it also addresses the scope and limitation of the study as well as the significant of the study for everyone. The topic of the research is about a study of the Korean wave in order to be a lesson to Sabah for developing a country images of Sabahan. This paper is also an analysis of the Korean Wave and scholarly reaction to it. Specifically, the work asks “which domestic factors account for the popularity of Korean pop culture internationally, and why are these methods successful”? Basically “*Hallyu*” or the term of “*Korean wave*” is used for describing the popularity of Korean popular culture (K-popped, 2007).

1.1 BACKGROUND OF THE STUDY

Malaysia is also taking part in this Korean craze since the year of 2002 (Cho, 2010: 13). The Korean wave trend in Malaysia has led Malaysian to take a greater interest in Korean, society and culture and therefore motivate them to learn Korean language. Educational institutions in Malaysia such as University of Malaya (UM), Universiti Teknologi MARA (UITM) and our University, Universiti Teknikal Malaysia, Melaka (UTeM) are among university that offer Korean language courses or third language as a first step to enhance the effects of education and training in national universities.

According to an avid K-pop follower and former entertainment writer, Faie Kimi, who speaking to Free Malaysia Today News,

“For me, I was attracted to the K-pop culture because of the positive vibes they portray and the constant cheerful tone they set. This got me interested to learn a new language. It even got me interested in their economic growth, how they excel in work and how they were once far behind Malaysia and today they are one of the leading countries in technology,” she said.

Apparently, this phenomenon proved the booming of Korean fever international business environment including in Malaysia. Another boost is in trade between South Korea and Malaysia. According to the World’s Top Export’s author, Daniel, South Korea is one of Malaysia’s top trading partners, countries that imported the most Malaysian shipments by dollar value during 2017. Also shown is each purchasing country’s percentage of total Malaysian exports which is accounting for \$6.7 billion (3.1%). The spread of Korean products and businesses to Malaysia can be seen in some ways in the growth of Korea town in Kuala Lumpur. In Ampang Jaya, Selangor, you can find many restaurants offering authentic Korean fare, grocery stores and mini marts selling all manner of South Korean delights and necessities, as well as tuition centers and Internet cafes bedecked with signage and advertisements in the Korean language. These places are seeing customers not only among Korean expatriates, whose number has been increasing over the years, but also Malaysians who are interested in all things Korean (Hariati, 2012). From this, the author can see

that Korean wave give a big influenced to the other countries and Malaysian itself.

Country image is an overall image that is constituted by variables like peculiar products, economic and political development, historical events and relationships, traditions, level of industrialization and of technological development. (Bannister and Saunders, 1978). Also, Country image is the sum of people's beliefs, ideas and impressions about a certain country (Kotler, 1993). The four-dimensional model that will be use in this paper can be empirically applied using survey instruments. Based on respective data, statistical analyses (using Structural Equation Modeling) can show how functional, normative, and aesthetic beliefs about a country affect the formation of the emotional country image dimension—showing the country's "ability to attract".

In this study, the perception of Korean wave indicates few elements partially such as popular culture, information and communication technologies and government intervention. The study of this research is to know the whether the success of Korean wave elements are partially in relation with country images. As an overall the study identify Korean wave will give a big opportunities for Sabahan to establish their very own country images that become trend domestically and globally. Based from the findings, the researcher will give suggestion on how the organization can measure and improve country images.

1.2 PROBLEM STATEMENT

Currently in Malaysia, there are huge numbers of local industries that following South Korean which is fashion, food and cosmetic. Korean entertainment, music and culture are building a stronghold in the country with the younger generation becoming more interested towards Korean wave cultural images. Trends that related with Korean wave are growing quickly such PSY's Oppa Gangnam Style dance and music and, dominating more consumption of Korean goods rather than local products. Ideally, this creates numerous business opportunities as entrepreneurs taken advantage of K-Wave to increase consumerism. The founding of Malaysian branch of the World Federation of Overseas Korean Trades' Association (World OKTA)

enhances business information exchange between Malaysian and Korean entrepreneurs has enabled Korean beauty craze to flourish efficiently in this country (Cho, 2010: 5). Acceptance of *Hallyu* in Malaysia can be extracted from Ha's study (2010: 5) in which 3.15% of Malaysians living in Kuala Lumpur finds Korean culture to be impressive whereas another 3.15 % express interest in experiencing more of the culture itself.

In reality, the reception of Korean wave is still a wayward in Malaysia as Korean frenzy also brought with it negative potential towards the country. Issues such as competitions between local products and Korean products and harmful obsession especially in getting flawless fair skin ensues, warning Malaysians of Korean ethnocentrism that originated from different ethnicities that had already embraced the diverse looks they inherited from their ancestors. South Korea benefited from Korean Wave economically and Malaysians gain advantages from Koreans' quality products. The good relationship between Malaysia and South Korea is improved culturally, adding another aspect in bilateral relations between both countries other than the emphasis on technology transfer from the 'Look East Policy' (Cho, 2010: 4). However, negative embodiment of Korean culture such as the trend of wearing skimpy clothes, dyeing hair with synthetic colours and the way of posing cutely when taking pictures signifies transformation of self-identity as these enthusiasts imitate the Koreans' lifestyle.

According to the South Korean Wave which is widely spread out over the world especially in Asia, many Asian countries are affected by Korean culture export which invades to peoples' perceptions. Consequently, it created the large profits to South Korean from promoting its country to expand of its culture and business whether in fashion, life styles, Korean products, and so on. To create a better and improving country images globally, Sabah or any parties can take a lesson from Korean wave and adopt them into Sabah where Sabah itself can have their own images domestically and globally.

1.3 RESEARCH QUESTION

The questions of this research are as follows:

- i. Which factors contribute to the success of the country images?
- ii. Which factors that might affect to the creation of country images?

1.4 RESEARCH OBJECTIVES

The objectives of this research are as follows:

- i. To investigate the perception of Korean wave in shaping country images.
- ii. To investigate the dominant factor that contributes to create country images.

1.5 SIGNIFICANT OF STUDY

The purposed of the research is to figure out the possibility for Sabah to adopt the strategy of the Korean wave in the interest of creating a Sabahan wave. The authors will investigate the factors behind the Korean wave success and compare it to Sabah's potential that might affect to the creation of a Sabahan wave. The study aims to find the most successful factors behind the Korean wave. The outcome of the research can be beneficial to the creation of Malaysian wave which is focus in element of culture, Information and communication technologies and government intervention that can be implement into Sabah friendly culture where can be accept by all citizens from Malaysia and introduce to the other countries about Sabah culture and become trend. The faculty also could evaluate the researcher's ability in conducting the research and their awareness in the field of study. Other than that, This paper also can help country strategy, building up the nation's image or even correcting the negative image of the country. This case study might be used for designing and supporting to develop the country's image. As this topic of study is quite new, there are not many studies have been done yet.

1.6 SCOPE OF STUDY

This research is about a study of the Korean wave in order to be a lesson to Sabah for developing a country images such as Sabahan wave. To be more clarifying, to find the possibility to build Malaysia wave, studying on how successful of the Korean wave and the factors behind it would be discussed. To support finding the potential factors or the strategy that South Korean used to create Korean Wave could be found by studying the factors which is the culture, information and communication technologies, and government intervention contributes to this success. After that the result would be used to compare with Sabah in terms of their potential and other significant factors to see the possibility whether trend for Sabah can be built or not.

1.7 LIMITATION OF STUDY

There are major limitations were observed during the process of writing this paper which is lack of time where it affected the inferences drawn in the study. Next, some of respondents were reluctant to share the information with the researcher. As only a few cities were surveyed, it does not represent the overall view of the Sabahan. Korean wave is an interesting topic especially for those who love Korean culture, but it is lack of enough research paper on this topic because it is quite new and not everyone having positive or open minded about this topic. Also, the limitation of this study is that the study and data collection are focused only in Sabahan perception so it cannot be applied to other states due to different factors and constraints. Lastly, the primary data we have obtained is not covered overall perception in Sabah.

1.8 SUMMARY

This chapter is consist of the fundamental of the research and objective of this study is to determine the factors of Korean wave in order to be a lesson to Sabah for developing and improving country images. This chapter also explain the research question as well as research objective.

CHAPTER 2

LITERATURE REVIEW

This chapter discusses the perception and findings of the topic from previous researchers and authors. The variables also was explained and discussed. In this, researcher have stated the overall view of Korean wave also the component that bring impacts to the success of Korean wave especially in culture, information and communication technologies (ICTs), and government intervention. The literature review is also will be helpful for researcher in constructing the questionnaire related to the topic. Moreover, the prediction of research which is the hypothesis also presented in this chapter. The theoretical framework was also attached in this chapter. what factors that reflect a Korean wave in order to establish Sabahan wave? The country images of Sabah can be measured and identify by a survey that asks about things like The 4D Model of the country image.

2.1 COUNTRY IMAGES

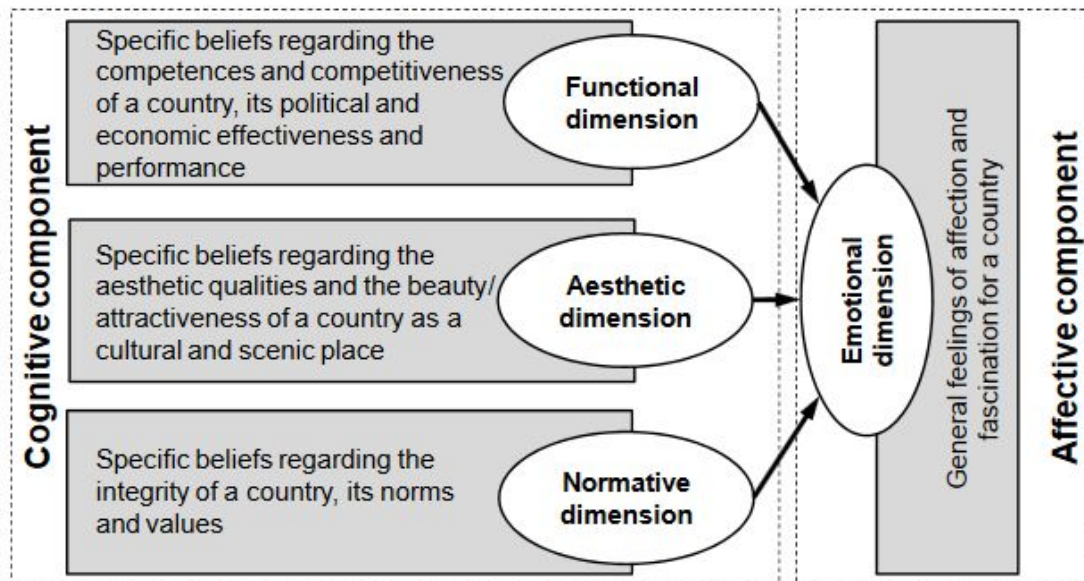
Country image, just like any other image, is not one-dimensional. Researchers have found and investigated several, often overlapping dimensions, although far less attention was given to measuring factors towards countries and their inhabitants than towards country of origin image.

According to Ingrid M. Martin and Servin Eroglu (1993) based on their research “Measuring a Multi-Dimensional Construct: Country Image”; The objective of the authors research is to describe the development and evaluation of a multiple-item country image scale to help fill the need for better measures in this area. The authors stated that there are two distinct reasons for examining and developing a measure for country image. First, this effort is likely to explicate many aspects of how product attributes and evaluations are affected by the images that consumers have about their country of origin. This should have an impact on both the managerial and theoretical issues discussed previously. Second, a valid operational measure may help resolve some of the methodological and conceptual issues raised in the area of country image research. One's country image can develop as a result of a direct experience with the country, such as traveling to the country. The authors also explained that country images can be influenced by outside sources of information, such as advertising or word of mouth communications. Last, it could be affected by inferences (correct or incorrect) based on past experience such as opinions gained from using products originating in that particular country.

According to Alexander Buhmann (2016) based on his research about “Measuring country images”; the author stated that People base their decisions and actions towards social entities on their cognitive representations (images) of these entities. The way individuals, organizations and countries can function in their respective social environments is strongly determined by their image among the people and groups that constitute these environments. For countries this is the image among foreign publics.

Figure 2.0 : The 4D Model of the country image

(Source : Buhmann, 2016)



Buhmann (2016) explained that the three concepts of national identity, image as attitude, and three-dimensional reputation, they defined the country image as a subjective stakeholder attitude towards a nation and its state, comprising specific beliefs and general feelings in a functional, a normative, an aesthetic and a emotional dimension. With this conceptual model, The functional country image dimension, which covers beliefs regarding the competences and competitiveness of a country, is specified with reference to the two country attributes of national economy and political organization. This dimension consists of specific judgments regarding the state of the economy and national businesses, the competitiveness of a country's products and services, its labor markets and educational system, the competences and effectiveness of the political system as well as the country's performance in research and technology. The normative country image dimension, which covers beliefs regarding the integrity of a country, is specified in relation to the country attribute of norms and values. According to a common differentiation, this dimension consists of specific judgments regarding both the social and the ecological responsibility of a country. The aesthetic country image dimension, which covers beliefs regarding the aesthetic qualities and the attractiveness of a country as a cultural and scenic place, is specified by drawing on the country attributes of public culture, traditions, and territory. It comprises specific judgments regarding the attractiveness of a country's