

Master Thesis

EFO705



**A study of the Korean wave in order to be a lesson to Thailand
for establishing a Thai Wave**

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Abstract

<i>Title</i>	A study of the Korean wave in order to be a lesson to Thailand for establishing a Thai wave
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<i>Key words</i>	Korean wave, culture, Hallyu, entertainment
<i>Background</i>	After having faced the economic collapse in 1998, South Korea government initiated “Hallyu” as a soft power to improve the economic status, export its cultural products and even build the country an image. Hallyu or the Korean wave represented the popularity of Korean popular culture which had spread across Asia. Asian people widely consumed Korean cultural goods by watching Korean dramas, listening to Korean pop music or even doing plastic surgery to look like Korean actors as well as imitating their fashion style. The success of the Korean wave also expanded to other Korean industries such as tourism, food, electronics and so on.
<i>Purpose</i>	The purpose of the research is to figure out the possibility for Thailand to adopt the strategy of the Korean wave in the interest of creating a Thai wave. The authors will investigate the factors behind the Korean wave success and compare it to Thailand’s potential that might affect to the creation of a Thai wave.
<i>Method</i>	The research was conducted with a qualitative approach. Data collection applied both primary and secondary data. Focus groups from three Asian nationalities were used as primary data. The secondary data as a main resource collected from many websites, books, and online articles.
<i>Conclusion</i>	The factor behind the success of the Korean wave is the government which plays a significant role in creating the Korean wave and expanding it to other countries across Asia. Korean brands like Samsung and LG are also play major roles upon the success of the Korean wave as well. The lack of these factors might be the big obstacle for Thailand to build a Thai wave.

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1 Introduction

This chapter aims to present the background of the Korean Wave in terms of its origin and its success. Moreover, the current status of the Thailand profile along with the potentials of the country is also presented.

The authors will be discussing the main Objective and Strategic. Research questions are also included and lastly, the scopes of the research and target audience are presented in the interest of being guidance for the reader to scope and perceive the idea behind this thesis paper.

1.1 Background

During the economic crisis of 1998 due to the financial collapse, South Korea was one of the countries that faced this terrible crisis. However, South Korea turned this crisis into an opportunity for them by initiating “*Hallyu, Korean word for the Korean Cultural Wave* (Kim, 2008) as a tool of the soft power to pass through this crisis and actually even improve their economic status. (The Economist, 2010)

“*Hallyu*” or the term of “*Korean wave*” is used for describing the popularity of Korean popular culture (K-popped, 2007). People are influenced by the Korean pop culture which became a phenomenon that spread out in other Asian countries such as China, Hong Kong, Taiwan, Singapore, Japan, the Philippines and Thailand. They widely watch Korean TV Dramas, movies and listen to their pop music. As a matters of fact, these media factors are the beginning of an overwhelming so-called Korean Wave and the consequences of these factors have turned out to be superb as people who perceive these media products are also willing to spend their money for buying products that are used in the TV dramas or presented by their favorite actors or singers, for instance, cosmetics, mobile phones, attires, etc in pursuance of getting close or even being able to look like their favorite actors or actresses. Moreover, people are taking further steps by being interested to eat Korean cuisine and traveling to South Korea especially visiting the places where the famous Korean TV dramas or movies shooting and this later became the norm for a Korean fanatic. (Huang, 2009)

Apparently, South Korea has applied the Korean wave as a strategy for the sake of expanding its culture and improving their country profile as well as develops its appreciation to generate revenue to the national income (Asian Social Science, 2009). The success of South Korea in expanding their pop culture to other countries have also had a significant positive impact on the country as it showed an increase in its GDP (Gross Domestic Product) of tourism and culture industries (Dator & Seo, 2004).

Apart from the popularity of Korean pop culture, the South Korean Government has put even more effort promoting their country by launching a nation branding project in January 2009, which the government aims to use as a tool to lift Korea’s ranking in the Anholt’s Nation Brands Index (NBI) and to make their brand value match the reality. (Nation-Branding, 2009)

According to the above information, studying on how Korean Wave has succeeded expanding to other countries might help Thailand, the authors' country of origin, to promote its country to the outsiders and reduce the negative images of the country as well as raise their economic status as the consequence.

For Thailand, the country is now facing many difficulties especially from the ongoing political crisis which creates a very negative reputation on both insiders and outsiders (Thailand Tourism Organization, n.d.). This factor also slows the growth of Thailand's economics as well along with an impact of the financial crisis from the United States, the so-called Hamburger crisis (Kongprasert, n.d.).

The resolution of this study might be useful for Thai government to imply for the country and this will benefit their citizens in the future.

1.2 Objective

As mentioned in the background part, learning how South Korea created the "Korean Wave" and how it was made successful might help Thailand to improve its economic status as well as removing the negative image of the outsiders' perception. Apart from that this study would help Thailand to find their existing potential or make the new ones that can be used as tools to create a "Thai Wave", the authors would investigate that if there is possible for Thailand to create such a wave in order to expand its culture to other countries such as South Korea and in order to answer that question, the authors also needed to find the methods that South Korea used to conduct the "Korean Wave" and what was the factors behind this achievement and then compare it to Thailand 's hidden potentials and other factors to find the necessary possibilities. To help figure out the solution, the authors needed to investigate many factors in order to answer these questions.

1.3 Strategic question

Would it be possible for Thailand to adopt the strategy of the Korean Wave in the interest of creating a Thai Wave?

1.4 Research question

- How successful is the Korean Wave in other countries?
- Which factors contribute to the success of the Korean wave?
- Which factors that might affect to the creation of Thai wave?

1.5 Scope of the research

This research will mainly focus on studying the impact of the blooming of South Korean entertainment industries upon other countries. Since they are the main key components that show the success of the Korean Wave while the consequences of this success such as the popularity of Korean fashion, Korean food, tourism, etc, will be given information as the supporting data on how successful the Korean Wave is.

1.6 Target audience

The study aims to find the most successful factors behind the Korean wave. The outcome of the research can be beneficial to the public sector which is a significant factor as it plays an important role in setting up the country strategy, building up the nation's image or even correcting the negative image of the country. Moreover, the government unit as a policy maker can see the overall picture to collaborate with the related parties such as *Tourism Authority of Thailand* and *Office of the National Economic and Social Development Board* in order to establish a Thai wave to export cultural goods and set a new positive profile of Thailand. In addition, since the tenth national economic and social development plan (2007 - 2011) which is created by the Office of the National Economic and Social Development Board so that it can be used as a national policy for developing the country is going to finish next year (NESDB, n.d.). This case study might be used for designing and supporting the eleventh plan in order to develop the country's image.

2 The conceptual Framework

This part presents the model of conceptual framework which is used for presenting various concepts that the authors have inserted together and show how they fit and relate to one another (Fisher, 2007, p.126) in favor of issuing an idea to the readers on how the authors will analyze this research. The chosen theories that are used to analyze this research are also presented.

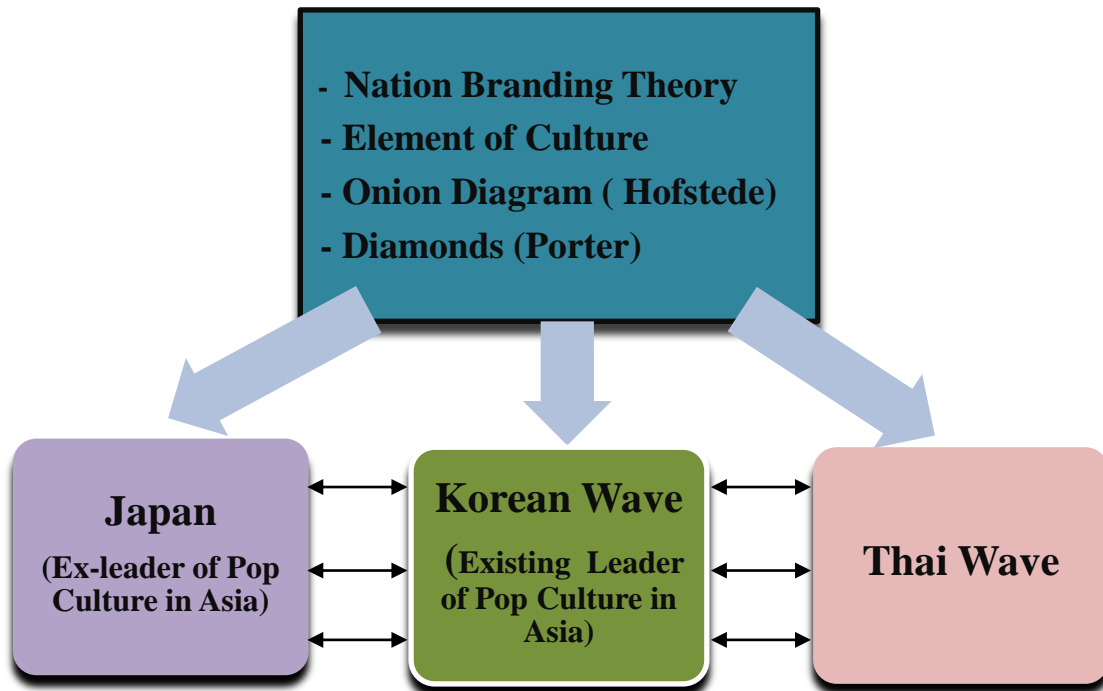


Figure 1: The Conceptual Framework model
(Source: created by Authors)

Figure 1 represents the conceptual framework model that is used for this thesis. The first box illustrates the selected theories that are used to analyze the various factors in order to answer the purpose of this thesis. The green box in the middle presents the “Korean Wave” which is the role model that the authors would like to adopt for creating a “Thai Wave”. The purple box is the ex-leader of pop culture in Asia which is Japan and lastly, the pink box represents the Thai wave that the authors would like find the methods to build it by adapting Korean Wave.

To be more clarifying, to find the possibility to build Thai 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 comparing the factors contributes to this success with the ex-leader of Pop culture like Japan and discussed why Japan Wave who used to dominate the Asian market in terms of Pop cultural goods were replaced by Korean Wave instead (Yasumoto, 2006). After that the result would be used to compare with Thailand in terms of their potential and other significant factors to see the possibility whether Thai Wave can be built or not.

In addition, all above factors were discussed and analyzed with four chosen theories as mentioned and how the authors selected those theories can be seen farther in Methodology part.

2.1 The concepts of nation branding and culture

As mentioned in the introduction part, South Korea used a strategy on nation branding and culture as main tools to promote their country and change their country's image, so in this chapter, the concepts of nation branding and culture are clarified with regard to let the readers understand more in-depth on how South Korea managed their nation branding and promoted their culture.

- **Nation Branding**

There are many scholars that have defined the concept of Nation Branding. In general, its definition is close to the place branding or it can be defined as a special area of place branding. (Szondi, 2008)

To straighten out, the similarity is Nation branding, place branding and city branding are sharing the simple meaning that the way of employing corporate branding techniques to countries (Lee, 2007)

Moreover, Nation branding can be referred to mere application of branding strategies and also can be used as a tool for nation states. It also focuses on using marketing communication techniques and applying it with branding in order to promote the nation image to other countries. (Szondi, 2008)

The other concept of Nation branding Dinnie has given is the blend of multi-dimensions of the elements that help the nations offer their target audiences with cultural grounded the differentiation and relevance (Dinnie 2008, p.15).

- **Culture**

Culture is the significant factor in the international management area especially in the geopolitical boundaries aspect which is a study of relationship among politics, geography, demography, and economics resulted from the foreign policy. But this approach can be a problem when applied in a country that has high political turmoil, geographic dispersion and so on (Erez & Earley, 1993, p. 38).

➤ **Definition**

There are many definitions about 'culture'. One of them comes from Raymond Williams, who described culture in three broad definitions. Firstly, culture is a general process of intellectual, spiritual and aesthetic development such as great artists, great poets. Secondly, culture is a particular way of life which relates to development of literacy, holidays, sports

and religious festivals such as the celebration of Christmas. Thirdly, culture can be the works and practices of intellect especially in artistic activity such as novels, operas and fine art. In the third term, it can be called as lived culture or cultural practices, for example, soap opera or pop music and so on. (Storey, 2006, p.1-2) Other interesting definition of culture is the set of idea, reaction and expectation that is changing by group or people's changes, according to Watson ((Kongprasert, n.d.).

➤ **Pop culture**

Another dimension of culture that the authors also mention is popular culture, it can be called in short 'pop culture'. It is a combination of popular and culture. Raymond Williams also suggests the meaning of popular, for instance, well-liked by many people, work deliberately setting out to win favor with the people and culture actually made by the people for them. (Storey, 2006, p.5)

Simply definition of pop culture is the culture that is widely accepted and favored by many people. On the other hand, it can be called 'mass culture' as well and surely related to quantitative dimension which is the indicator of the popularity. This culture can be evaluated by the sales of book, sales of CDs, attendance at concert and so on. (Storey, 2006, p.6)

2.2 Nation branding theory

In this part, the authors decided to use a theory from Anholt who conducted "*The eight principles of place branding*" (Clifton et al., 2004) to analyze the method of nation branding that South Korea used to conduct the "Korean Wave".

The eight principles of place branding

1. Purpose and potential

To create value for a city, region or state in three main ways as follows:

- Enhancing the messages which the place that already sent out by using a powerful and distinctive strategic vision.
- Unlocking the talent of people in the place in order to reinforce and fulfill this vision.
- Creating new, powerful and effective ways to give the place a potential voice and increase its international reputation.

2. Truth

Places sometimes have a problem with an unfair, out-of-date or a cliché image. Place branding has a duty to make sure that the true and contemporary image will reach to others in an effective and focused way.

3. Aspiration and Betterment

The place brand needs to present the credible and sustainable vision for its future benefits to the overall goal that provide the real increase in its economics, political, cultural and social being of people who live there

4. Inclusiveness and common good

Place branding should be used for achieving societal, political and economic objectives. In addition, a workable strategy will favor certain groups or individuals over others and this led the responsibilities to support those less favored in other ways.

5. Creativity and innovation

Place branding also release and help the talents and the skill of the population directly and also promote the creativity use of these in terms of completing an innovation in education, business, government, environment and arts.

6. Complexity and simplicity

The reality of places is normally complicated and conflicted. Moreover, it is also hard for the place branding to do justice to the richness and the diversity of the place and their people as well as communicate this to the world in simple, true and appealing ways.

7. Connectivity

Place branding connects people and organizations from both inside and outside the country. The clear and shared sense of purpose which good brand strategy can help unite governments, the private sectors and non-government organizations and also enhance the involvement of the population as well.

8. Things take time

Place branding is not a short-term strategy. It takes time, effort and also patience and wisdom. Successful plan branding will have an advantage in the long-term.

2.3 Element of culture

Culture can be divided into several elements such as, material culture, social institution, aesthetic, and belief system; these elements help marketer use as a framework in evaluating society or country and studying the potential market (Ghauri & Cateora, 2006, p. 83).

- Material culture

Material culture can be divided into two parts such as technology and economics. Technology relates to the creation of products. The level of technology has to be considered in country level as it is important for people in technological understanding which affect to learn and adapt process. Economics relates to the production of products and services, distribution and consumption. Material culture can be affect to level of demand and quality or type of product.

- Social Institution

The relationship between people related to others or it can be the position of men and women in that society, for example, family social classes, and group behavior. Social institution has an impact on the marketing in term of the way they interpret message that marketer advertised.

- Aesthetic

It can be the arts, music, drama, dance and folklore, these have an influence on the way people in each culture translate the symbolic meaning of artistic expression, standards of beauty or even color.

- Belief system

It can be religion, superstitions, value system which affect to people in society in terms of behavior and the way of thought. Belief system is an important and quite sensitive factor since it makes people refuse or accept marketing that promoted in that society.

- Education

Education in terms of the level of education and literacy rate can be resulted in communication and marketing strategies marketer used in.

- Language

Language is used to promote products. It is important for marketer not only in the way that people in each society interprets marketing messages and advertising statements but the way for it to be used properly, especially in different countries

2.4 Onion Diagram

Hofstede has presented the diagram called the “Cultural Onion” in his book named Cultures and Organizations – Software of The mind (Hofstede, 1997). The onion diagram represents how cultural differences manifest themselves in several ways which are symbols, heroes, rituals and values as you can see from Figure 1

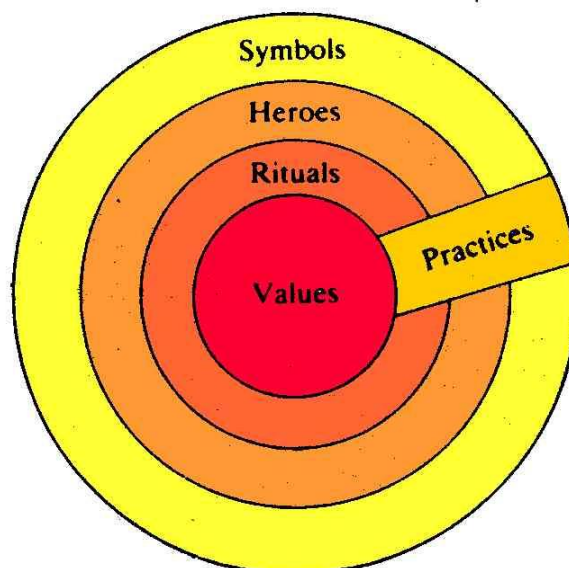


Figure 2: The onion diagram: Manifestation of culture at different levels of depth
Source: (laofutze.wordpress, 2009)

- **Symbols** represent words, gestures and object that people from similar cultures or those that share the same culture will understand the particular meaning of Symbols can be developed easily and the previous ones are also easy to eliminate. They have a least important among the others when comparing the culture as symbols are not always need to be unique to any particular culture, for example, hairstyles, Coca-Cola, etc.
 - **Heroes** are individuals who can be dead or alive, real or fiction. People who are heroes need to have had an influence on the Culture, for example, Snoopy in USA and Asterix in France.
 - **Rituals** can be defined as collective activities, excessive on reaching desired ends within a culture. They can be considered as social essential such as ways of greeting and pay respect to each others.
- Symbols, heroes and rituals are subsumed of **practices** which these three can be trained and learned through practice.
- **Values** are the core culture. Values represent the feelings of certain states that people shows to each other.

They deal with:

Evil vs. good

Dirty vs. clean

Ugly vs. beautiful

Unnatural vs. natural

Abnormal vs. normal

Paradoxical vs. logical

Irrational vs. rational

2.5 The Diamond of National Advantage

This theory was created by Porter (Porter, 2008).The diamond model is the concept used for analyzing the competitiveness of the enterprises by considering and evaluating the current situation of environment factors that affect the ability to increase productivity. In order to understand how countries can create high competitive advantage than others or why they became a success in their businesses. To determine the National Competitive Advantage, it should focus on these four factors.

- Factor Conditions

A country can create opportunities and develop the factor endowment with regard to get the competitive advantage by using basic factor conditions such as skill of labor, material source, location, geographic size, knowledge, capital and infrastructure. All factors are involved in the production of domestic industries that can affect to advantage and disadvantage of the competition. Accessing them through technology and supporting them with knowledge in

order to have them high specialized which can lead the country to get competitive advantage.

➤ Demand Conditions

Home demand is most important since local customers can create the country to gain competitive advantage, for example, the Japanese market, the local buyers forced companies to have highly innovative products and make the product more adaptive as well as internationally accepted. Moreover, similarity between global demand and home demand help countries to develop high quantity and quality of product.

➤ Related and Supporting Industries

The country that desire to have a high competitive advantage should have more industries that are related and supporting them. The cooperation between locally based suppliers and supporting industries can create the high technology to reinforce the innovation and effectiveness.

➤ Firm Strategy, Structure and Rivalry

Characteristic of each country on how companies are organized and managed can result in creating its strategies and competitive advantage in the industry. Local rivals compete by lowering cost, improving quality and service as well as creating new products and processes. The existing domestic competitions in a country pushes companies under heavy pressure to create and upgrade itself to survive in the industry and also encourage the company to find a new market at global marketplace where there are economies of scale; local competitors are forced to earn greater efficiency and higher profitability.

3 Methodology

This chapter presents how the authors developed and conducted this research. This part consists of choice of topic, data collection and limitation.

3.1 Choice of topic

At the beginning stage in selecting the research topic, the authors tried to find the research topic that matches with our interest and knowledge in the international marketing area. The country named South Korea popped up with our minds since the authors are interested in Korean pop culture and the authors would be very grateful if the outcome of this research can be used to apply with the author's country of origin. As mentioned in the introduction part, in the past South Korea has suffered from the economic crisis but nowadays the country became talk of the town all over the Asian region about the success in exporting its culture. Korean culture became one of the exported products from South Korea that spread to other countries throughout Asia as cultural goods which generates revenue to the country tremendously. In 2005 alone, Korea earned a total revenue from exporting "cultural goods" with the amount of more than U.S \$1 billion that had doubled from U.S \$500 million in 2002 (Ramesh, n.d). The success of the Korean Wave has had a significant impact on various sectors in its country such as a rise in tourism and cuisine, country's image in other countries perception. It generated a strong curiosity in our minds about how this could happen.

Then turn back to Thailand, the authors' home country, has an aesthetic culture, famous tourism destination, long historical value (Tourism Authority of Thailand, n.d.) as well as a bad image from the ongoing political conflict as mentioned earlier. After comparing the country's profile of both South Korea and Thailand, the authors have the strong curiosity that if there are any possibilities for Thailand to accomplish the same successes and apply a Korean Wave to be a role model for Thailand in creating a Thai Wave as to generate revenue to spur its economy and correct the negative image of its country.

3.2 Choice of Theories

Choosing the right theories was one of the toughest duties when conducting the thesis. No matter what the initiative theory that the authors picked was "Place branding" from Anholt (2004) as it is the strategy might explain that create the value to city or nation. As mentioned earlier, South Korean used "Korean wave" as one of its nation branding strategy. To prove how success it is and the factors behinds it using "Place branding theory" would help the authors analyzed South Korea's nation branding whether its success or not. The authors also investigated whether Japan and Thailand had the nation branding or it has potential as much as the South Korea.

The elements of culture were chosen in consideration of evaluating whether the culture such as symbol, belief have an impact on the possibility to build "Thai Wave" or not as every countries might share the similar culture or different from each other.

Besides element of culture, the authors used every element except education and languages in this thesis as those three countries have different languages which this different did not affect on expanding its pop culture and education system is not relevant to entertainment products as everyone perceive them.

Moreover, to be more specific on the culture elements, the authors has chosen the Cultural onion from Hofstede to observe the culture of these countries in-depth in order to support the fact that how important of the culture can be affect on building the nation strategy like Korean Wave. As this theory is more specific on the topic such heroes or symbols which easy to see in Entertainment industry goods.

However, in this thesis the authors only used the value in terms of evil and good, ugly and beautiful, irrational and rational since the others are not really demonstrate or represent in Korean entertainment industry goods.

Lastly, the diamond of nation advantage were being used as it helped analysis on how South Korea could expanded it entertainment industry goods to other countries and see the chance that Thailand could do the same or not.

3.3 Data collection

To collect the useful information for conducting this research, the authors decided to collect information from both primary data and secondary data as following.

3.3.1 Primary data

The authors decided to use primary data as a minority data under the authority of supporting the information from secondary data. Moreover, to guidance the readers to picture relatively to the impact of the Korean Wave upon people from Asian countries and prove how successful it is. Moreover, primary data was also collected to support the information of the factors that affect the possibilities in creating a Thai wave. A focus group was used as the method to collect the supporting information.

Focus group is a form of qualitative research which has a loose structure and aims to obtain opinions that is related to the specific topics (Edmunds, 2001).

In order to make the readers understand and get the picture more clearly about the impact and the success of the Korean wave as well as the strength and the weakness of Thailand that might affect on the possibility to build a Thai wave, the authors have conducted the focus group with consist of people from Asian countries who are either interested and not interested in Korean pop culture to discuss and give opinions about the impact of Korean wave towards them and also the capability for Thailand to build Thai wave. The focus groups were divided into three sub-groups. One group was from Vietnam, one was from China and the last one was from Thailand. Groups from China and Vietnam consisted of four people and Thailand group consisted of five people. According to Fisher who stated about conducting a panel or focus group (Fisher, 2001, p. 159-160), the chosen people for the focus group should be from a peer group. So the chosen participants had slight differences in age and the knowledge background as they all were the student of Mälardalen University. For the demography, their ages were between 22 to 28 which the age gap has no big different while the sex were mixed in Vietnam and Thai groups but unfortunately not in Chinese group since we could not find the Chinese males to join the focus group .There are many reasons behinds the choice of these three countries for the focus group's participants.

The authors selected people from Vietnam since it is close to the authors' country of origin which made there are some similarities in culture of both countries and might explained why both Thailand and Vietnam are influenced by Korean pop culture. Moreover, Vietnam is one of the countries where are dramatically influenced by Korean pop culture as the authors explained in the finding part. China was selected as it is the first country that accepted the popularity of Korean culture to their country and started the "Korean Wave" as it can be seen in finding part. Thailand was selected as it is the authors' country origin and also known as the country that significantly influenced by Korean culture as mentioned earlier. Most of the participants were studied with the authors or knew the authors before, so it was easy for the authors to contact and ask them to participate in this focus group. The rest of the participants were friends with the authors' classmates who recommended them to the authors. The focus group was provided fourteen open-questions that encourage them to give opinions related to the topics. The focus group spent approximately one hour for each group and the permits were different between each group. The permission for recording and using the information were asked to the participants. The result are collected and presented in the finding. The whole conversation of the focus group can be seen in Appendix part. The questions were designed for learning the participants' attitude toward Korean wave or the blooming of Korean pop culture in their countries and also studying the factors behind the success of Korean wave, for example the first question "*When hearing or talking about "South Korea" what comes to your mind? What are the reasons behind your answer?*", the reason to open asking the participants with this question was this question would let the authors as well as the readers learn about how much the participants know about South Korea and it also helped the authors learn their attitude towards South Korean in general as well. While questions four to seven, for example "*What do you think spurs people to watch **Korean TV dramas/movies?***", would let the authors knew the factors behind the success of Korean Wave when compare with the participants' countries.

3.3.2 Secondary data

Secondary data are the main resource since there is a rich amount of researches and studies related to the success of Korean Wave that the authors could collect for this research. This resource was collected from many websites and online articles and furtherance of answering the research question on the factors behind the success of Korean Wave and the proof of its success.

In addition, the authors have also collected information about Thailand in terms of strength and weakness, factors and conditions that might help or be of a struggle for Thailand building the Wave.

Besides that, information about Japan who used to be a leader of expanding pop culture to other countries was also collected in order to support the success of the Korean Wave"

Lastly, the theories that are used for this report were collected from books from university library and some theories were collected from the websites that provide online books for us.

3.4 Limitation

Due to the limitation of time and distance, the authors decided to use secondary data from articles in newspapers and the internet as our main data collection method. The authors realized that it would be good if we could have primary data from the government of Republic of Korea towards the country's strategy and the factors which contribute to the success of Korean wave as well as from the public sector of Thailand about the current status and country policy. Moreover, the authors wish we could invite more people to participate the focus group and also Chinese males for the Chinese group but unfortunately the authors could not manage that deal to the lack of time and the acknowledgement of people from other countries.

Moreover, the resources that the authors used are from varying places such as search engines like "Google scholar" and University database which the authors used "Korean Wave" and "Hallyu" as main keywords to find information needed.

However, "Korean Wave" is considerably a new topic; the authors cannot find books that study about the Korean wave in our university library. Nevertheless, we have found many interesting and useful articles from Google without too many problems.

3.5 Validity and Reliability

This thesis mainly relied on secondary data which collected information from various kinds of resources such as books, the world-wide-web, online articles and so on. Online article the authors collected from Time Asia, The economist, Korea Economic Institute, and university journals which are the reliable sources even they are online unlike the information from "Wikipedia". Moreover, the authors also collected primary data by doing focus group. The groups that the authors discussed come from three nationalities in Asia which were influenced by Korean wave so as to make secondary data reliability and support information that the authors had. From the above, the authors draw conclusion that collection data are also validity.

4 Finding

This chapter illustrates information that the authors collected from many sources for analysis with the chosen theories in order to answer the research and strategic questions.

4.1 The definition of Korean Wave

“Korean Wave” is used to refer the significant growth of popularity of the South Korean culture around the world ((K-popped, 2007). While “Hallyu” which is a Korean pronunciation of the Korean Wave (Kim, 2008) is also widely used to represent the love of Korean pop culture as well as the appreciation of all things from South Korea (Seoulstyle, n.d.).

What is the Korean wave? In fact, the Korean wave is American pop culture in Korean style which is combination of local and global culture (Miller, 2008). It may not be truly Korean or traditional Korean culture but it is cultural products for mass market as popular mass culture (Cho, 2005).

Why is there a Korean Wave?

There is a question that the United State and Japan have dominated the pop culture in Asia before, why now it has changed to the Korean Wave?

Many people said that it is because South Korea had a stronger economic and political democracy than the past which means their living standard are higher and they now have thought to enrich their life, culture and spiritual. Since their democracy became stronger, so movies and music have more freedom to show the expression. Moreover, Korean culture assumed that there is nature in entertaining and admire the quality of production. (Dator& Seo, 2004)

4.2 The beginning of Korean Wave

The term known as the Korean Wave or Hallyu was born after the world economy collapsed during 1998. Many countries around the globe especially Asian countries have faced the economic recession which has slowed the growth of their economy and also reduced their GDP and of course South Korea which also had to face this crisis cruelly as it was shown in their GDP that dropped by seven percents. (The Economist, 2010)

Therefore, South Korean administrations decided to use the “Korean Wave” or “Hallyu” as an opponent to expand their rich culture through their entertainment industries which include soap operas, movies and music as well as eliminating the negative profile that was influenced by the image of North Korea. In addition, this could also created a demand of its cultural exports and tourism as it showed in 2008 that the total number of cultural products exported had risen to \$1.8 billion. (The Economist, 2010)

4.3 Success of the Korean wave

This part is presented to answer the question on how much success of the Korean Wave towards many countries as well as the factors behind that which later the authors would use for analysis with the onion diagram and the element of culture.

Since the Korean wave became the cultural phenomenon across Asia, the success had a great impact toward South Korea's economic status. The Hallyu had contributed to 0.2% of its GDP with amount of \$USD two billion in 2004. The popularity of Korean fever has benefit for the growth of many Korean brands in various kinds of products such as cosmetics, automobile, and so on. (Roll, 2006) The number of tourists travelled to the country particular in location that the films shooting estimate 500,000 people in 2005. Rising continuously in revenue of Korean films from overseas box office had earned \$USD 75 million in 2005 from \$USD 31 million in 2004 and \$USD15 million in 2002. (Ramesh, n.d.) The Korean wave has an effect upon its economic status by increasing sales volume of Korean companies and applying the stars to be in ads for promoting their products from computer to mobile phones. South Korea considers the popularity as a large potential market taking benefits from it. According to the Samsung Economic Research Institute, the classification of import Korean pop culture to country divided into four stages as following. (Cho, 2005)

- **The first stage;** only watch TV dramas/movie and listen to music, for instance, Egypt, Mexico and Russia.
- **The second stage;** buying products relate to Korean pop culture such as poster, tours, DVDs. This stage can be Taiwan and Hong Kong. Or being an active fan particular in Bae Yong Joon fans.
- **The third stage;** buying Korean products in terms of country of origin, for example, China, Vietnam.
- **The last stage;** developing preference towards Korean culture

4.4 Korean Media Industry and its Cultural Marketing strategy of K-pop

The locations where used for shooting famous Korean TV dramas became significantly popular these days. It was not a coincident success but it was an intention from the cooperation between the public and private sectors in selecting Korean provinces as locations of shooting climax scenes. Each province needed to compete with each other in order to get elected. The government tried to apply media to convey Korean culture towards other countries as it was said that "The best marketing media is drama series." (Tada-amnuaychai, 2006)

One of the most successful Korean TV dramas was "Jewel in the Palace", this drama portrayed Korean traditional food knowledge, way of life and nationalism. It became successful across Asia countries. Un Mun Kee, chief of the Global Strategy department of KBS, stated that the producers intended to export its drama to other countries and targeted viewers from both local and foreign market. They had studied audiences in each market in furtherance of meeting the market needs and produced it through Korean taste. Moreover, the factors behind achievement also resulted from the various reasons, such as, high investment in production quality, good actors and attractive storyline. After the drama ended, the

shooting studio turned into a famous tourist destination providing the important scenes such as the Royal kitchen, or even the costumes and accessories of the actors. The achievement was not only in creating a new tourist destination for the country but also promoting Korean traditional food in every country that the drama broadcasted also. A good music score is also one of the important elements behind the successful dramas, since it can make reviewers more impressed with the drama such as the drama called “Full house” and the soundtrack “I think I”. Both dramas and songs were very popular across Asia. (Tada-amnuaychai, 2006)

All above reasons, it was proof that the success of Korean dramas derived from planning very well, applying marketing strategy in targeting audiences and the coordination between public and private sector in building and supporting the Korean wave. (Tada-amnuaychai, 2006)

4.5 Consequence of Korean wave

There are many Korean stars who acted on the successful dramas that later turned out to be popular stars in the international market, such as Bae Yong Joon who starred in Winter Sonata or Lee Yong Ae who starred in Jewel in the Palace as well. Korean brands and products grabbed this opportunity to the extent of promoting its brand by tie-in its products with dramas, such as mobile, car. It was found that the perceptions of the reviewers who love watching Korean TV dramas towards Korea and its product are impressive as their products are tie-in with the Korean TV Dramas, so in general most of them will consume these products and think all of the products that made in South Korea are good. (Tada-amnuaychai, 2006)

The example of Korean wave impact by country

The popularity of The Korean culture abroad has taken throughout Asia which were countries not only with similar culture like China, Japan and Thailand but even different cultures like Brunei also. In World War II during 1910-1945, Japan made an invasion to China and Korea and did brutalities towards the people in both countries. (Zissis, 2006) South Korea became one of the colonies of Japan (CIA factbook, 2001). These countries have been in historically political conflict and broke the relationship since then (Yasumoto, 2006). But now Japan and China have adopted Korean culture as follows;

- **Japan**

In 2003, Winter Sonata, the Korean TV series was first broadcasted in Japan starring by Bae Yong Joon as the main actor. This drama became a big hit by getting at least 20% of prime time viewers in Japan and aired it again in 2004 with 24% of the viewing rate. The DVD series was sold out within four hours when it released. (Yasumoto, 2006) This series had played an important part in expanding the Korean wave in Japan and other Asia countries (Kocca, 2010). According to the New York Times, Bae Yong Joon was called the \$2.3 Billion Man since the drama can sell and generate revenue to the country from a wide range of products related to the series and the actors such as mobile phone strap, teddy bear, box lunch, coffee mug enclosed with the Bae’s face. The effect also speeded out tourism which had increased in 40% from 2003 to 2004. The biggest fans of the series were the middle-aged female who was attracted by the character of actor in the drama was sincere, passionate, and gentle those are

lack in Japanese men. Another big hit of Korean drama was Jewel in the Palace which was the historical story about the first woman imperial physician in Korean history. The series was overwhelming from Japanese viewers as the story depicted Chinese medical theory, Confucian norms, combination with various emotions such as romantic and historical drama, as well as struggle to be success. These factors were familiar with and can reach to Japanese audiences. (Miller, 2008) Moreover, attitude of Japanese towards South Korea in terms of the friendly feeling had increased to 63.1 percent which rose 6 percent from last year and was the highest score since the survey was conducted in 1978, according to the Japanese Cabinet Office. (Kang & Lee, 2010)

- **China**

China is the biggest country that has contributed around 70% of total revenues (Ramesh, n.d.). According to a survey of the Chicago Council on Global Affairs in 2008, stated almost 80% of people who love Korean culture based on the largest market such as China, Japan and South-east Asia have a positive attitude and high respect towards the Korean culture even still not having obvious evidence that it affects to increase in trade and tourism. In the case of China, Korea gained trade surplus from China especially in cultural products which had a ten times bigger than industrial goods so then China had limit a number of Korean drama and concert tour came to the country since 2006. Moreover, export in cultural goods such as television dramas and popular music (K-pop) has increased from twice in 1999 to threefold with total amount of \$1.8 billion in 2008. (The Economist, 2010)

The Korean fever has strongly impacted on Chinese youth because they tried to imitate Korean hairstyle, fashion and lifestyle. Besides that, the number of Chinese tourists traveling to South Korea had risen after TV dramas aired in China particular in location of shooting film. (Daejang geum, 2005)

There are many Korean dramas broadcasted on both large and small TV station throughout country. Some cannot wait for watching the favorite series through public channel they go out and look for buying DVD instead. (Jiagr, 2009) Hundreds of millions Chinese watched the series even it was aired in the night late (Dahnyogakoreaclub, 2008).

- **Vietnam**

In the past, Chinese culture had influenced Vietnam for a long time as they are neighboring countries and have a close relationship. But now the Chinese series and movies has faded and replaced by Korean soap opera since the Korean TV dramas boomed in Vietnam after Winter Sonata series aired nationwide. (KBS world, 2009)

The Korean TV dramas became popular in Vietnam especially in young Vietnamese and influenced on their ways of living. They tried to imitate Korean style by buying shoes, hats, clothes, hairstyle and cosmetics to look like their favorite stars. Rising in Korean fever makes many girls, even married women, do plastic surgery to have Korean beauty, according to director of an aesthetic surgery clinic in Ho Chi Minh City. There are many foreign cosmetics companies that built their plants in Vietnam in order to take profits from the Korean wave.

Even Korean style photo sticker service also became a big hit in Vietnam. There are several Korean stars who were acting as a presenter of Korean brands to promote their products and customers in Vietnam. (Nguyen, 2005)

- **Brunei**

Surprisingly, the Korean Wave also expanded to Brunei. It has had significant impact on Bruneians due to Korean TV dramas, music and clothing, until recently Brunei had hosted the ninth Korea Forum in the Sultanate at the University Brunei Darussalam to study about the impact of Korean culture. (Noor, 2010)

- **Thailand**

The first move of the Korean wave in Thailand came through media industry such as nation TV broadcaster and a company who imported Korean movie and aired in local theater. Initially, local TV channel has imported the Korean and Japanese TV dramas and aired them via its channel conducive to attract viewers by differentiating itself from other channels. Then its strategy became a big hit which lead to the occurring of the Korean wave in Thailand after broadcasting Korean soap opera called “Winter Love Song or Winter Sonata”, followed by “Autumn in my heart” from the same director with the concept of four seasons dramas. There are many factors that Thailand can be accessibly accepted Korean culture, for example, theme itself that impresses Thai people and similarity of both countries in the way of living that highlight the family value and portray the middle class’s living. Thai local channels took a benefit from Korean wave by broadcasting Korean TV dramas in many channels and various times airing. These made Korean wave more successful in Thailand and accessible to Thai people in every level. One of the Korean products that became popular in Thailand is cosmetics as now there are many Korean cosmetics brands such as Missa, Laneige and Etude which those have Korean stars are hosting as a presenter. (Tada-amnuaychai, 2006)

4.6 Country's profile

	South Korea	Japan	Thailand
General information	Korea became a colony of Japan in 1910 but the country retrieved independence from Japan after the latter surrendered in World War II in 1945. After that, Korea divided into two countries to be South Korea and North Korea.	Even surrendered in World War II, Japan can become one of leading economic country.	Thailand never been colonized; traditional founding date is 1238. (U.S. Department of State, 2010) and the country is also known as the land of smile (Amazing Thailand n.d.).
Nationality	Korean	Japanese	Thai
Population (people)	48,636,068	126,804,433	66,404,688
Population annual growth rate	0.258%	0.191%	0.5%
Ethnic groups	Korean; slight of Chinese ethnic as minority	Japanese, Korean (0.5%), Chinese (0.4%)	Thai 75%, Chinese 14%, other 11%
Religions	Christianity, Buddhism, Shamanism, Confucianism, Chondogyo.	Shintoism 83.9%, Buddhism 71.4%, Christianity 2%, other 7.8%	Buddhist 94.6%, Muslim 4.6%, Christian 0.7%, other 0.1%
Language	Korean	Japanese	Thai, and some Malay and regional dialects.
Literacy rate	98%	99%	92.6%
Work force (2009 est.)	24.37 million	65.93 million	38.24 million
Real growth rate (2009 est.)	0.2%	-5.3%	-2.8%
Per capita GDP (2009 est. PPP)	\$28,000	\$32,600	\$8,100
Natural resources	Fish and few mineral resources.	Minor mineral resources, fish	tin, rubber, natural gas, tungsten, tantalum, timber, lead, fish, gypsum, lignite, arable land
Industry:	A machinery and equipment, metals and metal products, textiles, autos, chemicals, electrical and electronic equipment, textiles, processed foods.	among world's largest and technologically advanced producers of motor vehicles, electronic equipment, machine tools, steel and nonferrous metals, ships, chemicals, textiles, processed foods	tourism, textiles and garments, agricultural processing, beverages, tobacco, cement, jewelry and electric appliances, computers and parts, integrated circuits, furniture, plastics, automobiles and automotive parts; world's second-largest tungsten producer and third-largest tin producer
Government type	republic	a parliamentary government with a constitutional monarchy	constitutional monarchy

Table 1: Country's profile

Source: created by the authors from the data from CIA Factbook and U.S. Department of State

4.7 Country Background

This section will be used to analyze the possibilities to build Thai Wave by using the diamond of national advantage

Korean's demand

The three big major broadcasting companies in Korea are Korean Broadcasting System (KBS), Munhwa Broadcasting Corp. (MBC) and Seoul Broadcasting System (SBS). Each of them airs Korean drama average around 15 hours per week. Koreans love to watch local dramas the most, along with variety shows, sitcoms, kids programs, as well as Hollywood movies and series such as CSI and Prison Break, according to Peter Kim, Producer in Global Strategy Team at KBS. Meanwhile, music shows on free TV are not popular since development in technology and Internet make people accessible through music websites download and MP3 players. Top rating programs of KBS and MBC broadcaster in 2007 were all Korean dramas which earned highest rating than any other genres, for example, drama called Coffee prince from MBC broadcaster received rating up to 26%, and for KBS broadcaster drama named A Happy Woman earned rating at 31.5%. Apart from three big local broadcasters, Korean has Arriang TV which broadcasts in 188 countries with 57.5 million viewers worldwide. Slogan of Arirang TV is Korea for the World, the World for Korea. Arirang TV provides various kinds of program airing in English language by targeting foreigners who are either residents or travelers in Korea. (Groves, 2007)

Thailand's economic background

For Thailand, the country originated financial crisis in 1997 so-called "Tom Yam Kung crisis" and then spread throughout Asia such as Malaysia, South Korea and so on. With a hand helping from IMF, Thailand had recovered from its economy collapsed in late of 1999. (RAND, n.d.) Nowadays, Thailand has faced ongoing political conflict since the country was staged a coup d'état towards the elected government of Thaksin in 2006 (Thailand Tourism Organization, n.d.). In April 2009, the government announced a state of emergency during the meeting of the 14th ASEAN Summit and Related Summits in the city of Pattaya and Chonburi province and also in Bangkok after the cancellation of the summits. This affected to the Thailand Tourism as tourists visiting the country had been limited to the certain area in Bangkok. But the popular destination such as the North and South of Thailand had no impact on tourists. (MFA, n.d.) The political crisis affected to the economy. Firstly, the impact on the country's image especially in the tourist-related sectors as this is one of major sector which generate revenue to the country. Tourists had dropped their plan to come to Thailand because they viewed Thailand as a risk place. Secondly, effect on economic system, this impacted on both in investment growth and foreigner as well as investor's confidence in investing in Thailand. Standard & Poor decreased rating Thailand to BBB-plus from A-plus with a negative outlook. (Hill & Knowlton, 2009)

4.8 The entertainment goods

This part presents how Korean Wave has been being successful in many areas like TV dramas, movies and music. This part was not only shown for supporting the success of Korean wave but also demonstrating the factors behind this success. The information about

Japan entertainment goods were presented to compare the similarities and differences behind the factors of the fall of Japanese pop culture and the rising of Korean Wave. Lastly, information about Thailand's entertainment goods was shown for comparing with the factors behind the success of Korea Wave in order to find the possibility to build Thai Wave by analysis with the Onion diagram and the element of culture.

4.8.1 South Korea

- *TV dramas & Movies*

Many fans are impressed by Korean TV dramas due to the good appearance of the stars that appear in public, modern dressing, Korean make-up and hairstyle. Besides that, Korean soap operas also are famous for their high production values, beautiful scenery, and impressive story. Due to the advanced technology, the language barrier is reduced with providing various subtitles not only in English but also in Thai, Indonesian, Turkish and Spanish. (Jung, 2009)

Basically, Korean soap operas are about romantic love story like "Cinderella model", the story about a man who is rich and in love with a woman. They have to struggle to be together at the end. Another model that is prevalent on Korean dramas is the tragic love, the story about a beautiful woman and man; they are deeply in love but one of them passed away at the end. These themes are criticized that it is boring, same plot and lack of freshness which can be affected on the decrease in the popularity of Korean dramas. (Jiakr, 2009) Korean TV dramas can touch and reach the viewers as most of them present shared cultural value as "a common Asian culture" through the story such as family value, respectful for the elders and Confucian value (Jung, 2009). Korea is called a land of family and the storylines mainly most OECD (Organization for Economic Co-operation and Development) nations in 2005. As compared to the Western's dramas like American pop culture or even Japanese pop culture which usually present more violent, so Korean pop culture is more suitable and easy to adopt for Asian people. At the beginning stage of the mid-1990s, the factor behind the widely expanding of Korean pop culture is the big Korean companies like Samsung, LG who are the sponsors of TV dramas. They have distributed copies of Korean dramas to Asian countries for free in order to promote its products. Besides that, the price of the Korean TV dramas are cheaper than Japanese TV dramas and the increasing in the number of cable television channels, for instance, Taiwan has nearly 120 channels, as well as, the audience behavior that want to see more various foreign TV programs. (Cho, 2005) Moreover, most of the famous Korean TV dramas have imitated storylines from the American and Japanese series and then combining Korean values into their soap operas, for example, the drama called *Jealousy* in 1992 which got dramatically negative feedback among Korean audiences that it copied the Japanese series called "Tokyo Love Story" in 1991. Another example of Korean drama called "My name is Kim Sam-sun" had similar plot with American series, *Sex and the City*. (Cho, 2005)

According to the Journal of East Asian studies from Thammasat University, Thailand, states that there are many factors behind the scene of successful Korean TV dramas. Firstly, Right Place and Right Time, due to political conflict between Japan and China in the mid of 1990s, Japan was restrained in expanding its culture to China. Japanese pop culture became more

western style that Asian people cannot adopt it easily. Then the Korean culture emerged at the right place and right time, Asian audiences feel more comfortable since the Korean pop culture differs from western and Japanese style. Secondly, balance between Modernism and Traditionalism, the Korean TV dramas copied storyline from Japanese series called “trendy drama” but Korean producer tried to put more Korean value and build relationship between man and woman before the marriage in the story. Moreover, the Korean dramas added more relationship in terms of mother and son which is rarely in the Japanese drama. Thirdly, Cinderella story, simply described about the Korean drama is an attractive story combined with tragic love or romantic comedy, for example a girl who look for the real love, have to struggle in order to be with the man that she loved. Fourthly, Good looking stars with good expression, the leading stars in the Korean dramas convey beauty in Korean style which attracts people at first sight along with the good performance in expressing feeling in line with melodrama theme but some criticized that it is over-acting performance. Fifthly, High production quality, Korean drama producers invested much more money on high technological equipment since the late of 1990s along with highly budget in its production. This can create high competition among production companies. Sixthly, Low cost, price of Korean dramas are low than Japanese dramas, average cost approximately from \$ US1, 000 to \$ US 20,000 per episode depending on imported country. In some case, prices of imported Korean dramas might be cheaper its domestic drama produced. (Metaveeviniij, n.d.)

Country	Price (per 1 episode)
Japan	20,000 –100,000 USD
Taiwan	20,000 USD
Thailand and Malaysia	4,000-8,000 USD
Vietnam	1,000 USD

Table 2: Standard prices of MBC TV station in global market

Source: (Metaveeviniij, n.d.)

South Korea International Film Festival

South Korea has many kinds of international film festivals. One of them is well-known in the worldwide market called Busan International Film Festival (BIFF). The festival had established since 1996 and has held annually in Busan province. The festival aims at introducing latest films in various kinds such as gay or lesbian films and newcomer directors from the developing countries. This festival has films to be presented more than 200 films from around the world in each year and affect to the country as one of the best shooting location of filmmaker. (Asia rooms, 2010) Another international film festival in South Korea is Jeonju International film festival, which is widely accepted as hosting an independent film festival. The festival had set up since 11 years ago with cooperation between the government

and local community in creating a small and unknown city to be known in international level particular in film industry. This festival is well-known as an opportunity for independent movies with over 200 films to be presented and more than 50,000 participants in each year. Apart from films showcase, the festival also provides with outdoor music, a second hand market and activities related to cinema. This festival can spur local filmmaker student to take part in the festival. South Korea is claimed that a land of many film festivals such as family films, children's films, sci-fi films. (Rithdee, 2010)

- *Music*

Korean music is better known in the pop genre. Most of people know or refer to it as “K-Pop”. K-pop is an abbreviation for South Korean popular music (Asia finest, n.d.). K-Pop is not only popular in South Korea itself, it has also become very popular in many other countries in Asia and different parts of the globe. K-pop artists are well known since they are unique and their style is considered hip. Additionally, Korean pop culture has been influenced by the western style and added its own twist to create its very own music style. (K-pop, n.d.) Korean pop music is popular in teenagers as a target group and is dominated by several boy bands and girl groups (Miller, 2008).

The emergence of the group Seo Taiji and Boys in 1992 are known as the turning point for Korean popular music, Their groups had the music that mixed the style of American music which are rap, rock and techno. Their significant success is the experimental example for the present generation of K- pop bands and artists to follow the trend and their music style. (Asia finest, n.d.).

Following Seo Taiji and Boys, in 1990, dance-oriented acts were dominant in the Korean popular music industry. After that, rock music style were also main their way into the mainstream which proved by Yoon Do-hyun Band who gained national recognition. (Asia finest, n.d.).

Moreover, there were famous popular artists who different from the traditional K-pop sound which are Lee Jung Hyun, a female techno artist and equivalent of America's Moby; 1TYM, a four-member rap troupe; and Wax (Korean band), a female alternative rock group (Asia finest, n.d.).

In 2001, Korea's S.M Entertainment Company (SM Town) is one of the biggest entertainment companies in South Korea. The company had launched a teenage-girl named BoA and she became successful across Asia particular in Japan. BoA's appearance as a contemporary pop star portrayed mixture of Eastern and Western style through process called “process of repackaging and “de-Koreanizing” which is the key success of her career in Japan. Song titles and lyrics are all in English along with her dance and fashion style were influenced by American pop idol like Britney Spears. Another famous Korean singer throughout Asia named Rain, he has a typical Asian face with small eyes that once in earlier stages was a barrier for his career, but now he is a Korean symbol along with an ideal physical body which is 6 feet tall and has six-pack abs. Even though, he was criticized that his appearance looks like Justin Timberlake. (Miller, 2008)

In 2004, the Korean music industry was ranked as the third-largest music market in Asia. There are many companies that started online music services, such as leading mobile-phone service operator, SK Telecom, who launched online music service called MelOn and made it easy for the audiences to access their favorite songs. (Russell, 2004)

Recently, The Korean pop music artist had made a tremendous success in their history by ranking number one on America’s billboard chart. Wonder Girls, the famous Korean girl group brand in Asia with five members, who earlier was in the Billboard Top 100, ranking at 76th, later in 2009 ranked number one on Billboard.biz (branch of Billboard.com) with the song called “Nobody”. Their song ranked number on the Year End Charts Hot Singles Sales section, beating out big U.S. artists like Lady Gaga, Beyonce, Black Eyed Peas and more. (Chock impulse, 2010)

The image shows a screenshot of the Billboard.biz website. At the top, there is a navigation bar with links for HOME, INDUSTRY NEWS, GENRE NEWS, CHARTS, THE MAGAZINE, and BILLBOARD. Below this, the page is titled 'Charts' and 'YEAR END CHARTS'. The specific chart shown is 'Hot Singles Sales' with an issue date of 2009. A table lists the top 10 songs with their respective artists and labels.

#	Title	Artist	Label
1	NOBODY	Wonder Girls	JYP
2	PRETTY WINGS	Maxwell	Columbia
3	OBSESSED	Mariah Carey	Island/IDJMG
4	BIGCITYDREAMS	Never Shout Never	NeverShoutNever!
5	STANKY LEGG	GS Boyz	Swagg Team/Jive/Battery
6	RUN THIS TOWN	Jay-Z, Rihanna & Kanye West	Roc Nation
7	WE FLY	AG Featuring Bizzy Bone & Alex Duncan	Wreckless Entertainment
8	JUST DANCE	Lady Gaga Featuring Colby O'Donis	Streamline/KonLive /Cherrytree/Interscope
9	SHE WOLF	Shakira	Sony Music Latin/Epic
10	HALO	Beyonce	Music World/Columbia

Figure 3: Billboard Year End chart 2009

Source: (billboard, 2009)

Nevertheless, being a successful Korean pop music artist is not easy. Nichkhun Horvejkul, the first Thai national to feature in a Korean music group “2PM”, has mentioned the following about his company that “.*They recruit every year on a very small scale in small numbers. It doesn't automatically mean everyone will get to release an album. Trainees are trained and segmented into what they want to do in the coming year. They have tests and processes. They put you through training in singing, dancing, acting and rapping. They also teach you how to conduct yourself too,*” said Nichkhun. “The two-year training period wasn't so hard. I wasn't so busy. Just training, practicing and learning Korean and Chinese,” He had been trained for several years before he debuted with his first album along with his band mates. He also added that there are many talented Thai singers and bands in Thailand but they usually spend only three months before releasing their work. (Pravattiyagul, 2009)

4.8.2 Japan

Japan is known the second world leading economic country. Its economy is significantly strong and competitive when come up with an international trade. (U.S. Department of State, 2010)The popularity of Japanese pop culture once had been raised in Asia before the Korean wave emerged. Success of the Japanese pop culture was mainly derived from similar culture and shared cultural value of Japan and other Asian countries. Now the Japanese pop culture was faded away in Asia because some dramas appear to be severely violent and sexual which led to resist or even banned officially in some countries as well as anti-Japanese attitude from ex-Japanese colonies. (Miller, 2008)

- *TV dramas & movies*

Japanese dramas have a wide range of genres ranging from romantic comedy to horror and mysteries broadcasting on all major TV network in Japan. Normally, Japanese series aired its dramas on daily basis but it will air an episode several times before opening a new a series. Original Sound Track is also important for Japanese dramas, most of them are written especially for the dramas both the opening and ending theme songs. The network television works closely music Companies in order to produce and promote the song when the drama broadcasted in public. Japanese dramas are also popular as they were sold and broadcasted in many countries and has own fan-based even in the United State. Language does not barrier for fans as local network that aired Japanese TV series provided subtitled. Sometimes, the dramas are not available in English, fans will make subtitle by themselves and shared among them. (Williams, 2009) Moreover, Japan also known as a country of animation as well. The Japanese animation or so-called “anime” was first introduced to the world on the beginning of 20th century and mostly inspired by animation from the west.

The first popular anime series called “Osamu Tezuka's Astro Boy” was popular worldwide during 1963. After that Japanese anime tended to changed their style from the west root and find their own identity and had a new genre of anime such as mecha (The animes that presented the huge robot that controlled by human inside). (Japanese lifestyle, 2010) There are many famous Japanese animes that are famous among many countries. One of them is “Doraemon”. According to the article “The Cuddliest Hero in Asia” on Time Asia, Doraemon is the bubble-headed robot with a big smile that comes from the future. His character can make you happy and eliminate your sadness which is not only famous in Japan, their home country but also famous among many countries such Vietnam, Hong Kong and USA. There is no boundary with Doraemon as the message that transfers from this anime can be transmitted to every language. It can make you are happy even you are feeling blue. Even there many Japanese animes and mangas that consumed globally but none of them are really representing the Japanese culture like Doraemon. Doraemon is a cat robot that came from the future (22nd century) with many cool gadgets such dimension pocket where he kept many cool types of equipment in it and the door that can take people to everywhere they want. His aim for coming to the recent world is to help young clumsy boy names “Nobita” who was always bullied by other friends and always has problems with his teacher and his mother. He always stays by Nobita’s side and helps him to pass through the entire problem he had. Similar to Snoopy, he has a personality and history that just like humans and lives in an actual place in

Japan. He never gives up when helping Nobita as well as dealing with his own problems. This character is distinctive between other Japanese anime characters like “Hello Kitty” who has no actual reason to exist besides being cute. While Godzilla and Gamera were nuclear age mutants which show the negative impact of science that could harm us, Doraemon has shown another side of version of technology by helping and caring for a human. He is a perfect combination between innocence and imagination and made all the kid’s dreams come true. People from elderly level to teenager can watch Doraemon together. According to the above, Doraemon can be defined as the hero as he lives where he belongs and helps people by giving them happiness and reduces the sadness from them. (Iyer, n.d).

- *Music*

Japanese pop music is also widely known in Asian countries as “J-pop”. J-pop is an abbreviation of Japanese popular music. Their music styles are mostly influenced by western countries. The term J-pop was emerged by J-Wave, a FM radio station, to promote the music trend called “New music” This term is widely used in Japan and other countries in Asia in order to define the different types of music including pop, rock, dance, rap, and soul. (Japanese lifestyle, 2010)

Country	Singles (millions)	CDs (millions)	Music Videos		Retail Value		Annual Growth		Value of Purchase per Person (US\$)	Population (millions)
			DVDs (millions)	VHS Cassettes (millions)	US\$ (millions)	Local Currency (millions)	Units	Local Currency		
U.S.A.	1.2	384.7	12.3	0.5	5,977.4	5,977.4	-26.0%	-29.4%	19.7	303.8
Japan	48.3	165.4	17.1	0.04	5,171.1	535,056.4	-7.0%	-2.7%	40.6	127.3
Germany	7.5	107.1	7.4	-	2,370.0	1,611.6	-7.9%	-6.5%	28.8	82.4
U.K	6.6	131.2	4.5	-	2,274.9	1,251.2	-6.8%	-11.2%	37.4	60.9
France	4.7	53.8	3.2	-	1,342.5	912.9	-16.5%	-21.6%	20.9	64.1
Australia	1.4	30.2	3.9	0.04	555.3	666.3	-11.6%	-12.7%	26.4	21.0
Canada	0.09	35	3.1	-	530.0	567.1	-13.6%	-14.7%	16.0	33.2
Italy	0.3	20.6	0.6	0.07	427.0	290.4	-19.6%	-23.5%	7.3	58.1
Russia	-	70.1	-	-	395.2	9,828.7	-10.8%	-9.3%	2.8	140.7
Spain	0.07	19.8	1.3	0.09	374.3	254.5	-8.9%	-14.8%	8.3	45.2
Netherlands	0.4	18.4	1.2	-	365.5	248.6	-10.7%	-24.3%	22.0	16.6
Brazil	0.003	25.4	5.8	0.004	349.0	642.1	-3.3%	1.5%	1.8	196.0
Belgium	0.7	11.6	0.9	0.08	249.3	169.5	-13.7%	-6.2%	24.0	10.4
Switzerland	0.4	11.4	0.2	0.03	230.6	249.0	-3.2%	-7.8%	30.3	7.6
Mexico	0.03	22.4	1.4	-	217.1	2,424.6	-26.5%	-25.2%	2.0	110.0
Sweden	0.9	11.6	0.4	0.001	205.1	1,351.4	-11.9%	-7.6%	22.8	9.0
Norway	0.07	8.2	0.3	-	203.0	1,146.8	-12.0%	-16.1%	44.1	4.6
South Africa	0.5	18.7	2.3	-	195.7	1,620.0	-6.2%	-3.1%	4.0	48.8
Poland	0.03	9.9	0.8	-	172.4	415.4	5.9%	8.0%	4.5	38.5
Denmark	0.02	7.4	0.1	0.003	150.9	769.7	-15.1%	-19.1%	27.4	5.5
Ireland	0.5	7.2	0.3	-	142.8	97.1	-13.7%	-20.6%	-	-
Finland	0.1	6.5	0.4	-	139.3	94.7	0.4%	-3.0%	26.8	5.2
Greece	0.1	5.6	0.2	0.002	134.0	91.1	-26.6%	-27.8%	12.5	10.7
Argentina	0.01	12.6	1.4	-	130.1	412.3	-13.8%	-1.9%	3.2	40.5
India	-	36	0.2	-	126.2	5,527.4	-11.1%	-8.0%	0.1	1,148.0
South Korea	0.1	9.6	0.2	-	118.4	130,553.8	-	-	2.4	48.4
Turkey	-	10.7	-	-	103.2	135.2	-29.7%	-13.1%	1.4	71.9
Portugal	0.1	6.7	0.8	-	98.1	66.7	33.0%	-14.4%	9.2	10.7
Thailand	-	6.1	7.2	-	92.7	3,083.2	-14.2%	-8.3%	1.4	66.0
New Zealand	0.03	4.9	0.0	-	89.7	121.6	1.0%	0.0%	22.1	4.3

Figure 4: Gross sales of recorded music by country in 2008

Source: (Recording Industry Association of Japan, 2010)

According to the figure 3, the first music industry in the world is the United State market followed by Japanese and German which ranked the second and the third respectively (Recording Industry Association of Japan, 2010). In the late 1980s, rock music became popular in Japan. One of the most famous Japanese rock bands is “Chage & Aska”. In 1990s, they have established themselves as Asia's most popular rock group. Their concert tours were

the largest concert tour for a Japanese group as their tickets for all concerts in many countries such as Hong Kong and Taiwan were already sold out during the first day on the market. However, later in 1990s, the Japanese music market was dominated by the Japanese dance-pop music artists such as Namie Amuro and Tetsuya Komuro and the popularity of rock groups as Chage & Aska has since then decreased. (Japanese lifestyle, 2010)

After that, R&B music became popular during the late 90's. One of the most famous singers of this style was the singer-songwriter Utada Hikaru who debuted with her first album with the impressive sales volume at 7 500 000 copies. This is the best selling album of all time in Japan. However, pop music was still popular in Japan and there were many famous singers of this criterion such as Hamasaki Ayumi, Kuraki Mai and Ami Suzuki, and female pop groups like SPEED and Morning Musume. (Japanese lifestyle, 2010)

For the beginning of 2000s, R&B and Hip Hop dominated the most of Japanese music market. J-Hiphop/rock bands such as ORANGE RANGE and Ketsumeishi were at the top of the Oricon charts (Japanese music chart), in this period, female pop singers and bands had their popularity drop, which led the Japanese music market to be ruled by male singers and bands. There were only pop singers like Hamasaki Ayumi and Otsuka Ai who still got number one hits with most of their releases. (Japanese lifestyle, 2010)

Nowadays, there are several Japanese brands become popular in Western countries, for example, for Visual-kei band Dir En Grey opens tour concert in UK (Robson, 2009).

However, generally their music is only famous in domestic and some other since most Japanese record companies are satisfied with the sale in domestic area. Besides that language is the significant problem; most of Japanese are uncomfortable when speaking English. Moreover, there is no actual market plan for promoting Japanese pop music outside of Asia. Many countries in Asia usually like all things from Japan including the music. (Japan Zone, n.d.)

4.8.3 Thailand

- *TV dramas & movies*

In the past, Hollywood was the only one who dominates market all around the world particular in Asia but now Korean pop culture has been expanding and replacing it in this region (Walls, 2009). For Thailand, the developing country, Thais has increased more middle class and disposable income looking for things that are new and worth their consumed. Thai film industry, it was developed and invested in advanced film technology which made the industry development and also available for foreign filmmaker who get interested in shooting in Thailand. According to Board of Investment research, stated Thai entertainment industry has valued nearly THB 5 billion out of THB 300 billion with all industries. The entertainment industry value derived from the film sector with total amount of THB 3 billion, IT and hardware with total amount of THB 1.68 billion, and the rest generated from the music sector. (Board of Investment, 2008)

Thailand is a famous country and a good choice for film production both pre-and-post production as the country provide various offers and resources, for example, shooting locations, recording studio and etc. For pre-production, the country has beautiful and diverse locations along with low costs, government promotion such as, duty-free machinery import and corporate income tax exemption, as well as strong infrastructure and logistical network as a central location for international filmmakers. Besides that, Thailand is the destination for post-production since the country provides advanced film technology facilities such as Technicolor like major studios, Fox and Paramount, which many foreign companies come to do editing in Bangkok. Apart from the available advanced film technology, the country has also low price. Revenue from using Thailand as a base for shooting foreign films including music videos, TV series and documentaries contributed to the country nearly THB 1.61 billion (US\$ 47.3 million) from January to June 2008. Nowadays, Thailand is capable of producing quality Thai movies and plan to be “hub of entertainment” as a venue for producing, filming, even buying and selling film product across the world. (Board of Investment, 2008) Moreover, the government has established an industrial zone where is a center of film companies, producers, material suppliers with providing entertainment facilities under BOI’s Movie Town plan (Board of investment, 2010).

To guarantee the success, Thailand is awarded for the one of the top film production center in Asia and one of the top international filming destinations by P3 Update magazine (Gray, n.d.).

Number of Foreign Film Products and Income in Thailand 2000-2008

Year	Docu-mentary	Com-mercial	Feature Film	TV Series	Music Video	Total	Income (Million Baht)
2000	199	162	26	8	7	402	450
2001	195	186	26	19	15	441	1,277
2002	228	201	23	11	18	481	1,401
2003	185	162	18	7	16	388	1,224
2004	207	173	28	11	22	441	1,128.44
2005	245	183	21	16	27	492	1,138.36
2006	188	201	26	37	39	491	1,926.83
2007	229	198	22	32	42	523	1,072.62
2008	197	184	28	48	69	526	2,023.24

Source: Thailand Film Office

Table 3: Number of Foreign Film Products and Income

Source: (BOI, 2010)

Thai dramas, or “Lakorn” in Thai, broadcast every night during primetime. Normally, they air two hours long in each episode and two-three episodes per week. Most of primetime dramas are broadcasted again during afternoon after they were published a few years ago. Each broadcaster tries to use the popular stars to attract audiences the most. Thailand has strictly rule about censorship on film or TV dramas that showing smoking, nakedness, sexual intercourse and even violence scene or any scenes that might offend religious sensibilities. (Board of investment, 2010)

Style and characters

Thai dramas based on melodramatic theme with a simply dimension in order to expand target audiences and get commercial sponsorship. Basically, Thai TV series have love storyline as a basis and mix with other genres like comedy, Horror. Thai dramas based on novels and are often remade again and again with new actors and changing some scenes. Besides that, Thai soap opera is a finished story and quite differentiates from western series style as Thai drama viewers can predict its story on how the story ends up. Most of them use the same storyline which has a couple plots as following. (Board of investment, 2010)

- Most of Thai dramas, a hero comes from the upper class in society such as royal family, richer or business man. For a heroine, she comes from common family and is an ordinary woman. They fall in love each other.
- The story ends up with both leading roles living together happily ever after along with all problems in the story can be solved. A good person earns reward meanwhile a bad person receives punishment from what he/she has done.
- In each story, there is a bad female character that is the person loves with the male lead actor. She often screams or yells at others and can do everything to stop the lover loving each other. Most of them come from good background and are rich family.
- Besides that, each Thai soap opera has bad character, producers also use “Katoei” that is a man who dressed like a woman who acts as funny character.
- Other roles in Thai dramas are the mother character, the friend of main actor and actress, the servant character. (Board of investment, 2010)

International broadcasts

Thai drama series are also popular in other countries such as Cambodia, Laos, Singapore and Malaysia and so on. Cambodian TV channels air many Thai dramas and replace its local dramas. (Absolute astronomy, n.d)

- *Music*

The largest entertainment company in Thailand is GMM Grammy Public Company Limited. The company is also the number one in its industry and gets 70% of market share. Most of famous Thai artists and bands are in GMM Grammy Company. Apart from music business, the company has various kinds business and related activities under GMM label such as concert production, artist management, film and television production, radio station, publishing included the paper and magazine. (Absolute astronomy, n.d)

The biggest music market in Thailand is pop music and it started to become popular in Thailand in the mid of 19 century. Thai pop music is mainly influenced by western music. Later on, Thai pop music also attains the trend of pop music style from Japan and South Korean, respectively. The biggest Thai singer at all time is “Bird, Thongchai McIntyre”. His songs are usually rank at the top of the charts since the mid-nineties and still now. He is mixed between Scottish and Thai, which explains why he got the light skin and western nose look that Thai people consider as an attractive look. (Knowphuket, 2009)

For the most famous girl pop singer is Tata young. She first has known when won the nation singing contest at 11. She later became one of the most famous singers in Thailand when she debuted with her first album at the age of 15. In 2004, she released her first English language album 'I Believe' which was very popular in Thailand. In 2006, she released a second English language album and still working on the next album. She was very famous and very successful in Asia. (Knowphuket, 2009)

4.9 Nation branding

This part presents the information about nation branding from three nations in order to be analyzed with Nation branding theory with regard to find the similarities and the differences that might effect upon the possibilities to build Thai Wave.

4.9.1 Korean nation branding

The Presidential Council on South Korea's nation branding program was officially launched in February 22, 2009. Euh Yoon-dae, a Former Korea University President, is promoted as a chairman. This also created by the cooperation between the Korean Culture Minister and the Seoul Tourism Organization president since the Korean government discussing whether they should create the presidential committee for Korea's country branding or not. This council will play a central role in reorganizing Korea's branding activities and creating positive images to other countries. South Korea is planning to spend 100 billion won (\$74 million) to erase the negative image overseas and build a brand as a "respected and beloved" member of the global community. (Nation branding, 2009)

The chairman of the council mentioned that Samsung, LG and Hyundai have got a better global reputation than the country itself. For the nation branding on global stage, South Korea have lower reputation than these companies," he said. So the objective of launching the presidential council is trying to decrease the gap and preventing the bad attitude of the products that are from South Korea. South Korean will spend an annual budget of eight billion won (\$5.8 million) to make this plan come true. The council consists of five teams dealing with international cooperation, corporate and information technology, culture and tourism, the global community and overall coordination. (Nation branding, 2009)

Repositioning the Korea Brand to a Global Audience

Nowadays, most countries have widely accepted the brand management as a tool of Nation branding to raise country's profile or correct the nation's image in the world affair. In case of South Korea, it applied this strategy from many reasons as follow; (Dinnie, 2009)

- To create its own nation branding, repositioning Korea brand and differentiate itself from North Korea
- The weakness of Korea brand which showed that South Korea was standing low rank as compared to the size of its economy according to the Anholt/GfK Roper Nation Brands Index.

In order to solve the problems, South Korea has promoted its country as dynamic democracy, creative and opens to the world and established the organization names Presidential Council on Nation Branding in order to be responsible for nation brand management and convey concrete consequences. The big question which came up is to what can Korean policymakers achieve by embracing the techniques of nation branding? (Dinnie, 2009)

Challenges

One of major challenges is to the so-called Korea discount that reflects to “Made in Korea” represent its products with low status as compared to other countries of origin such as “Made in Japan” and so on. In order to reduce the Korea discount, South Korea needs to set the high price and change the frame of reference by transforming into “Korea premium”.

In order to specify target market and establish its brand in different market, it needs to survey outsider’s perception towards brand association of Korea image. It was found that there are different perceptions between Asia and Europe. Below are brand associations of Korea image when asking Japanese. (Dinnie, 2009)

- Spicy food. Not so far from Japan, kimchi.
- Korean actors.
- Movie industry on the rise. Electronics, plastic surgery.
- People get mad easily.
- Politicians fight with their fists.
- Technologically strong. Friendly people. Tied to their roots.
- Samsung, Hyundai, LG. 2002 World Cup.
- Very Asian but different from Japan or China. Interesting culture. North Korea is bad: South Korea is good.

The biggest challenge for Korean brands is that Korean national brands such as Samsung, Hyundai and LG were perceived as global brands. But in some ways, it was confusing for the consumer perception of country of origin in foreign markets especially in the electronics sector. (Dinnie, 2009)

Pitfalls

Even though advertising plays an important role in nation branding strategy as a whole but it is still not sufficient. To be effective, the strategies must get along with the consistency of its strategies, address fundamental issues and the coordination of both private and public sector. One of the important tools is the slogan that represents countries’ branding, for example, South Korean slogans such as “Dynamic Korea” and “Korea Sparkling” have been used. This tool can face the problem in term of consistency when there is a change of government which canceled the previous slogan or campaign and replaced with the new one. Country image is commonly used and should be produced in different images accord with various target markets in different levels such as peninsular, regional and global. Each campaign should be developed in line with each country and also applied in standardization as well as adaptation

to its nation branding. (Dinnie, 2009)

Current Strategy

South Korea still continue to develop its country strategies by setting up a nation-branding committee in August 2008 and launching Korea's current nation-branding program in January 2009. The committee is responsible for not only various kind of activities such as conference in Seoul but also published many nation branding articles in Korea media. The council also consists of numerous experts from both government and private sector and the structure of the council is divided into five teams, working on each part such as international cooperation, corporate & information technology, culture & tourism, the globe community & overall coordination. Moreover, the important roles of the council are to prevent miscommunication between domestic and outside organization in foreign countries and to be sure that the all strategies can be implemented in reality. (Dinnie, 2009)

The plans of Korea's nation branding strategy are as follows;

- Promote tae kwon do;
- Dispatch 3,000 volunteers abroad each year;
- Adopt a "Korean wave" program;
- Introduce the Global Korea scholarship;
- Adopt the Campus Asia program;
- Increase external aid;
- Develop state-of-the-art technologies;
- Nurture the culture and tourism industries;
- Treat foreigners and multicultural families better; and
- Help Koreans become "global citizens."

As mentioned above, the plans focus on a wide range of activities and emphasize on concrete way with active campaign rather than traditional activities such as marketing and advertisement. Besides that, South Korea also spread out "the Korean culture" as the soft power to represent important country dimension. This power makes more benefit to the country in term of economic, for example, increasing dramatically in Japanese tourists after Korean drama broadcasting in Japan Television. (Dinnie, 2009)

4.9.2 Japanese nation branding

Japan has a problem with creating the nation branding with caused by the historical issue. According to Japan's colonial during the World War II, some countries such as China and Korea have a negative attitude toward Japan. This is not only has a diplomatic cost as it hurts relations between those countries but they are also cause the problem in Japanese economic since there the lack of the cooperation between Japan and neighbors countries. The solution for this problem might be the officially apologize from the Japanese government. Moreover, the Japanese government is going to start a nation-branding campaign aimed at East Asia soon. (Nation branding, 2008)

Nevertheless, apart from China and Korea issue, Japan can be the role model of building the nation brand since after 30 years, Japan could improved their image from negative image to the most admired countries in the world. In the 2008 Anholt-GfK Roper Nation Brands Index which reported in September 2008, Japan has ranked fifth out of 50 countries, followed by Germany, France, Britain and Canada. (Nation branding, 2008)

4.9.3 Thai nation branding

Keith Dinnie, a professor of the Japan campus at Temple University, has mentioned during his seminar at Yonsei University in Seoul to promote the Korean translation of his book "*Nation Branding: Concepts, Issues, Practice (2008)*" that Thailand is one of the examples of countries that have used its cuisine to boost the awareness of their country's image and their national brand. The Thai government has tried to promote its nation's cuisine by announcing its involvement in an effort to ensure that Thai food will be sold around the world is genuine. (Nation Branding, 2009)

Moreover, Temporal, an author and adviser for many governments and corporations, including Coca-Cola, Microsoft, Intel and Marks and Spencer, said in a seminar in Bangkok recently that Thailand needed to "brand" its country. He said that the outsiders are talking about Thailand while Thai people are not really talk about themselves. There is no real strategy for nation branding and how to deal with the perception of the outsiders. Amazing Thailand is the only well known nation campaign that was launched for promoting the Thai tourism but the country need more than just to promote the tourism. Thailand should also promote its other nation brands in order to attract the investors from the outside. Thailand should have a national branding council in order to create and manage the nation brand strategy. (Changsorn, 2010)

4.10 Confucian value

This source was used for analysis with the element of culture in order to find the reason to answer why people easily accepted the Korean wave pop culture to their countries.

Confucian originated from China in the Lu province since 551 BC (Before Christ) (Ackerson, n.d.) It had influenced in different ways throughout many countries and culture particularly in East Asia like China, Taiwan and Korea (Oriental Style).

Confucian value has core three values which are filial piety, humaneness, and ritual. Firstly, Filial piety, it is the fundamental and the beginning of Confucian value. This value is most important and quite familiar with people across Asia. Secondly, humaneness, it is about the thought of Confucian value that emphasizes on caring to other human beings. Lastly, Ritual, it is the respect for ceremony related to all aspects of life from birth until death. Besides that, human relationship in society is also mentioned in Confucianism, for example, the five relationships among people which are about relationship between husband and wife, father and son, elder and younger, king and citizen and friend to friend (Oxnam & Bloom, n.d.).

4.11 The government role

The government role will help the authors find out the factors behind the success of Korean by analysis with the diamond of national advantage.

The South Korea government plays a significant role in various ways in helping its cultural industry to promote their culture and export its cultural goods in other countries by increasing in national culture industry budget, establishing “a hall of the Korean wave” in big cities across Asia particular in China and setting up an export-oriented policy to take the maximum economic profit from the Korean fever (Cho, 2005). In order to prevent pirate, the government plans to launch copyright measure for protecting its cultural products particular in aboard and getting more return. In 2001, the government had established the organization called The Korea Culture & Contents Agency (KOCCA) under the Ministry of Culture, Sports and Tourism. The KOCCA is responsible for Korean cultural business content such as music, animation, TV series, movies, comics, and Internet contents both in domestic and oversea market. The KOCCA had set up four offices in overseas such as Beijing, Tokyo, London, and Los Angles along with the Korean Cultural center and the Korea Tourism. Moreover, the government collaborated with the private sector in sharing the idea and collecting information about market trends since 2008. (Miller, 2008) The big three broadcasting stations; KBS, MBC, and SBS in Korea received the state’s protection by the government in order to protect from foreign media and develop high quality of TV dramas (Cho, 2005).

The Thai government has supported Thai entertainment industry by offering incentive for foreign actors in tax decreased and promoting Thailand as a destination for shooting to international market and offering incentive for foreign actors in tax decreased. In 2007, “One Stop Service Center for Filming” had launched by the government to provide convenience for foreign filmmakers in contacting with government agencies such as shooting permission, working permission. Several organizations under the government as Tourism Authority of Thailand (TAT) and The Federation of National Film Associations of Thailand (FNFAT) had joined hands to set up “Bangkok International Film Festival 2008” at the same time Ministry of Commerce also had set up “Thailand Entertainment Expo 2008”. The main purpose of all affairs is to present the potential of Thai entertainment industry to worldwide market ranged film, television shows, animation and related business as well as and attract foreign filming investor and spur foreign investment between Thailand and other countries. Apparently, the government tried to lift standard of the industry to international level and integrated with domestic entertainment companies to be “The Market Place for Entertainment” in Asia. Now, nearly 200 Thai companies can provide a full range of film production service both pre and post production, all types of audio and visual technology. Moreover, the government by Ministry of culture had revised the Film Act and established an independent public organization under the government funding to support and subsidize Thai filmmakers along with developing the film sector (Board of investment, 2008).

The Japanese government had launched the second five year agenda which was a plan in promoting Japanese culture in other countries under slogan called “Japan Cool” since 2007. The plan was focusing on exporting its cultural products and Japanese pop culture particular in Japanese music, Anime and Manga. (Anime news network, 2007)

Details of the plan consist of three points as followings;

1. To promote Japanese culture in other countries by coordinating with foreign universities and museums having good reputations in the arts.
2. To support in training human resources in Arts and Entertainment industry.
3. To improve training program and film development of Tokyo National Modern Art Museum’s Film Center.

4.12 Focus group result

As mentioned in the findings part which the authors collected from secondary data, the result of focus group also proved that the Korean cultural products are well-known in China, Vietnam and Thailand.

Participants agreed the Korean wave has influenced their countries even they all are not fans or some of them personally do not like Korean entertainment products such as the Chinese group. The influence of Korean culture towards the Asian society, can be obviously seen in case of Vietnam. Vietnamese imitate the characters of Korean people such as yelling at others which normally they did not do it or saying a word to express love’s feeling in Korean word like Sa Rang Hae Yo which it mean I love you in English.

The distinctive of Korean TV drama from other countries, the plots or scripts are always mentioned the places such as Cheju Island and Everland which make the audience want to travel to these places and this creates brand awareness. Besides that, the producers have put a lot of effort on every detail as they intended to present their culture or lifestyle in the movies and TV dramas; for example, women need to eat seaweed soup on their birthday. Moreover, mostly the characters of Korean TV drama and movie are very kind and gentle or have a very good characteristic which easily attracts the audience especially girls. The Korean producers invest a lot of money and effort on costume and styling in order to make Korean artists have a good image on dressing beautifully as the leader of fashion which made their fans want to follow the trend, for example, guys like to watch Korean girl groups since they have sexy or cute looks.

Reasons that they all adopted the Korean cultural goods like TV dramas, movie and music are as follows;

- Korean entertainment products have better quality than their home country products such as production and insert its culture into drama and movie such as theme and plot.
- Media the Korean pop culture accessible, especially Thailand. Thai people are easy to accept and perceive the Media and consume things that are not Thai as it can be as-

sumed that they have a low level of nationalism when compared to other Asian countries.

- Marketing and how they promote its entertainment products to other countries and became well-known in international level.
- Similarity in culture and tradition among Asian countries.

5 Analysis

5.1 Nation branding theory

The eight principles of place branding

Purpose and potential

Referring to the finding part, South Korean recently has enhanced their national branding by launching the Presidential Council in order to reorganizing South Korea's brand activities as well as creating the positive image of their country to the outsiders and also distinctive them apart from the negative image of the North Korea. This might explain why Korea wave is still strong as their government will never stop their action on developing the strategy to maintaining its positive image and erasing the negative image. The reader might doubt that the goal behind the mention branding is focusing on nation brand products such as Samsung and LG which had nothing to do with Korean entertainment industry. However, the nation brands such those companies are the main sponsorship on producing Korean cultural goods. Therefore, if the status of those products becomes better, the outcome if this will also benefit the Korean entertainment segment as well. In other hand, Korean cultural goods are also used as one of the tools to erase the negative image of these products as well.

For the Japan, It was a role model when learning about nation branding as they have changed their image from negative image to the most admired countries in the world. However, there is no source showing that Japan now has any strategy related to improving their country image. The authors speculated that Japan might have a thought that their country's image is good enough and there is no need in changing even they still have negative image upon the neighbors countries such as China and South Korea but overall they have a positive reputation among countries all over the world. Moreover, there is no need to imply the Japanese entertainment industry to promote their country and people already perceive the positive image from Japan and the sale volume of its entertainment industry are higher enough until they are not interest to promote them to other countries.

For Thailand, They have no real nation branding strategy that used for promoting the country's image as well as correcting the negative country's reputation. The only nation campaign that we used for promoting our country is "Amazing Thailand" with main focus on the tourism.

Truth

In the past, Korean products were perceived as discount products as their products are cheaper when compare with Products from Japan and this made the consumers believed that the quality of the products are low as well. To overcome this problem, South Korea has set their products' price status to be higher and also changed their product's preference to be "Korea premium". Now Korean brand such as Samsung and LG are perceived as the global brand but it shown that they have got better image than the country itself. So now the Presidential Council are working on decrease the gap of these and also prevent the negative image of Korean brand products as well as the country's profile.

Nowadays, South Korea and Japan have similarity that the products that are created from their countries are not perceived as low quality products anymore and this shows that the strong strategy can enhance the nation branding effectively. Whereas Thailand which used to be called “The land of smiles” is now suffering from the negative image that occurs from the domestic politics issue and people might not believe that Thailand is the land of smiles anymore. For the sake of correcting this negative image and make people believe that Thailand is still the land of smiles, the government needs to set the plan that support the nation branding strategy and put a lot of afford on this plan for the best outcome. Using cultural goods as a keep opponent as Korea might be a good strategy as well.

Aspiration and Betterment

As mentioned in the purpose part, South Korea’s nation branding has a vision to erase the negative image of its nation brands as well as its country’s image. The future of this plan will be beneficial to many nation brands in South Korea which it might affect in the sale volume as their products can be sold at the higher price. Therefore, this will lead to better status of its economic and people who live in the country as well. While Japan and Thailand have no actual nation branding plan that might benefit to the economic segment, government and people who live in the countries. For Japan, The authors can understand that They have strong positive profile already and they do not need to improve or change their country’s profile now, but Thailand are now deeply need to have a big change on their country’s reputation as we mentioned earlier and nation branding campaign might help Thailand pass through this problem.

Inclusiveness and common good

Although, South Korea nation branding strategy are aimed to decrease the negative image of its nation products in terms of economic objective only, the consequence of this achievement will also affect toward people who from other group as well. As if the status of its economic are become stronger, the people who live in the country will also have a better living standard as well.

One of the examples of how well-strategy nation branding plan can lift people’s living standard can be seen from Japan. They can change their imaged from the country that lost in the war and become the second world leading economic later shortly. If Thailand creates a well-planned nation branding strategy as South Korean and Japan, it might help them to pass through this conflict effectively.

Creativity and innovation

In order to accomplish this campaign, South Korea has set the plans of Korea’s nation branding strategy. This plan is including promoting Tae kwon do which is the nation sport, adopting the Korean Wave, developing state-of-the-art technologies, helping Koreans become “global citizens and so on. Under the authority of achieving this strategy, South Korea needs to use the talented people and the creativity to make this successfully.

Thailand also has much potential that can be used to promote the country as well such as tourists, attractions, food, Muay Thai, etc. Apart from these, the country needs to have the effective strategy that is well designed in order to promote this potentially.

Complexity and simplicity

The Presidential Council who has responsibility on nation branding is not only concern on the activities such as conference related to the nation branding project. It is also working on publishing nation branding articles in Korean Medias. The members of this committee are from both public and private sectors and work in team in order to avoid miscommunication between the inside and outside organizations in foreign countries and to be sure that the all strategies can be implemented in the reality.

This strategy might be hard to apply for Thailand, as Thailand still had problem with the differences of the politics' view. According to the focus group, Thailand people usually are not good on cooperating with different companies and sectors. They have more competitiveness more than the ideal of working together.

Connectivity

As mentioned that, only advertisement their country is not enough. South Korea needs to be consistency with this strategy and in order to be consistency, both Korean private and public sectors need to work together tightly but as it mentioned the South Korea's politic status are now stable and they have strong sense of the democracy and this might make they have the consistency on working with the nation plan.

On the other hand, Thailand politics' status is unstable which make them have a chance to change the government frequently.

Things take time

For Korea, the nation branding is not just start to use but it was developed continuously since 2008 to present and it still keep developing. Moreover, government sector and private sectors are cooperate together on improving their nation branding for increasing its country brand's reputation as well as its nation profile. The government is also planning to spend 100 billion won (\$74 million) to this plan come true.

Beside the time consuming that the government needs to face as they be changed and cannot continue the same campaign, Thailand still had the problem with the budget as they might need to spend the money on fixing the problem that occur from the politics conflicts.

5.2 Element of culture

Social Institution

Asian people have shared cultural value through family value which is fundamental value in Asia. Family value and relationship among family persons are obviously portrayed in Korean dramas until Korea is called "a land of family". Even common theme like love story and relationship between man and woman which often use in Korean TV series in terms of tragic

love and Cinderella model. Love is a universal thing that audiences in different countries can interpret and understand. Korean drama called “winter sonata” which became a big hit and created the Korean wave throughout Asia. Reasons behind its success was not only because the plot that talked about true love story but the character of main male in the drama that impressed women across Asia particular in Japan. Those characters like sincere and gentle were touching Japanese women’s feeling as Japanese men are different from its character in Korean drama.

Aesthetic

Korean dramas and movies are widely accepted as its themes that touching viewer’s feeling and conforming to way of life of Asian people. Location in shooting a films or dramas turned to be favorite tourist destinations for both domestic and foreign audiences even the drama was ended such as Winter Sonata, Jewel in the Palace. Another popular Korean entertainment is music. Korean music attracts audiences with fast tempo, joyful music background. Not only fast beat but choreography also is an important thing in Korean music. Artists were trained strictly for many years before debuting in public. Even though, their styles and music were criticized that imitated from American but Korea adapted and created it in their own style. Korean artists also are presented with good looks and good physical appearance. Even those artists did plastic surgery in many part of their body but “Korean beauty” still impresses Asian people making them wish to look like Korean stars. In many countries, Korean beauty through doing plastic surgery became popular such as in Vietnam and China. Exceptional cases like Rain, his face presents a typical Asian face with small eyes without doing plastic surgery but he also presents an ideal physical body. Moreover, hairstyles and fashions from Korean stars also were accepted by Asian people.

Belief system

This element has significant and quite sensitive factors as it affects people in that society rejects or accepts easily products that come from other countries. Referring to findings part, mostly, Japanese are Shintonist and Buddhist. 94 percent of Thais are Buddhist meanwhile Korean people respect religion divided into Christianity, Buddhism and Confucianism. These three countries have similar religion, fundamental values and are located in Asia continent that make each country can accept other culture easily especially cultural products. Even Asian countries emphasize on family value but it is mostly presented through Korean series rather Thai and Japanese dramas. Korean drama series are mainly based on family value and are about relationships between parent and children, relationships between sister and brother or even respect for elders. These values are common in Asia society as it is shared cultural value in Asia. Then these similarities make Korean cultural products can be admitted and adopted by Asian people.

Material culture

Now, most of Asian people have perceived South Korea with a modern image through TV drama series which portray the Korean lifestyle, way of their living, or even Korean fashion. High technology products like cars and mobile phones also are presented in the dramas with

Korean global brands such as Samsung, LG, KIA or Hyundai.

These products are well-known for Asian people and they have good perception towards these products particularly in China and Vietnam. For Thailand, Thai people also have a positive attitude towards Korean product such as Korean cosmetics.

Korean pop culture is a combination between traditional and global culture like American culture. Korea has been influenced by the American culture but still maintains its own identity. For Japan, the country has also been influenced by the American culture quite greatly. Accordingly these countries has shown with their culture that portraying through the entertainment goods is a modern approach and share the same style with western countries such as America who is defined as the major trend setter. However, Korea are more distinctive by only getting the inspiration but not completely imitating the American way, they add their own style and unique touches which has later become the new trend among many countries around Asia. This unique night explains why it is popular among Asian people as it is as new and modern as the American style but it still conservative enough that makes the audience feel familiar with this trend and accept it more easily.

On the other hand, Thailand is quite similar to South Korea and Japan as well according to the focus groups, Thai people like to follow the trend, and they copy the style of the trend setter such as America, Japan and South Korea. Of course, they are modern and follow the trend but lacking when it comes to adding their own style and flavor to it all which makes it hard for Thailand to compete other countries when exporting its cultural goods. As mentioned earlier that the Thai entertainment industry still hold lesser quality when compared with others which is the result by a smaller budget that is invested in to the production, so representing our so called uniqueness may be the only way that can attract the audience to consume our products.

The government role

The government is one of factors that can create good environment or even support its industry. The South Korean government plays a significant role in various ways by initiating the exportation of its cultural products as one of economic industry which helps to generate revenue for the country after it had faced an economic crisis in 1998. At the beginning stage, the government had launched a basic law of cultural industry promotion as a frame including provided financial support the project. The South Korean government encourages its entertainment industry not only financial support but cooperation with private sector in finding the best location for shooting of climax scenes such as Winter Sonata that now it turned out to be one of the most attractive tourist destinations. The government creates good environment for film industry by establishing an international film festival in various provinces. By doing this, the Korean film industry is promoted to a worldwide market and lifted up its standard to international level. Moreover, the government had joined hands with the private sector to share ideas, analyze markets and set up new a trend for the Korean wave or even establish a hall of Korean wave to transmit its culture and to find new market opportunity. The government also revised the law of copyright to protect Korean producers

and get more benefit return and set up KOCCA organization which is responsible for all business content entertainment and be a center of information both in domestic and foreign market. All above, it is shown that the South Korean government is a main actor and helping hand for pre and post production in the overall entertainment industry. In the case of Thailand, the government also takes part in supporting its entertainment industry particularly in the film industry. The government aims at setting up Thailand to be hub of entertainment and market place of entertainment in Asia as Thailand has a lot of potential and capacity for pre and post film production. It makes the country become a favorite destination for filmmakers and revenue from foreign films use Thailand as a base of production has continuously increased from amount of THB 200 million in 2000 to amount of THB 2,000 million in 2008. Moreover, the government had established Bangkok international film festival, but the festival still in the beginning stage as compared to South Korea international film festival. For other sector of entertainment industry like dramas and music, there is information about government supporting in those sector. For Japan, the government had launched the project to support Japanese Anime in other countries even though Japanese Anime is well-known but still lack of government supporting.

5.3 Onion Diagram

Symbols

Symbols might have the less significant when compare with the others but they do have many potential that might affect the people's behavior who mostly share the same sense of the culture. For South Korea, There are many proofs that South Korea are success to influences other countries with their symbols. There are many examples for that such as many South Korea TV dramas' audiences bought the objects that were used or shown in the TV dramas they loved. This can be implied that during they were watching have good quality as their favorite heroes and heroine used them too. Other example referring to the focus group and founded articles, there are many Korean TV dramas that presented the locations where the heroes and heroines have some particular moment together such as the Everland (Theme park) and Cheju Island. These places became a symbol of South Korea and later on became the tourism attractions for South Korea. Moreover, their hair style and fashion are widely adopted by many countries in Asia such as China, Vietnam and even Brunei. According to the focus group, people in Vietnam even imitated the character or the gestures from the Korean TV dramas or movies by yelling other which they usually did not do it before. In addition, there are more Korean restaurants open in other countries and people like in Vietnam are showing their expression with the Korean words like Sa Rang Hae Yo (I Love You), etc. These show that many South Korea's symbols were interpret effectively to other countries and people in those countries have perceive them very well too and apply them with lifestyle.

On the other hand, The way that apply these symbols are also one of the factors behinds the success of Korean Wave as well, for example, South Korea intentionally enhanced their tourism status by promoting the locations where used for shooting the famous TV dramas or movie and turned them to be the landmark of South Korea. It is not a coincident but South Korean government and related private sector have put a lot of investment on their production and building up the setting of particular TV dramas to be the tourism attraction afterward. To

sum up, they had strong purpose to use these locations as symbols of those TV dramas and attract the tourists to their country. Furthermore, the outcome of investment on the production including costume had made it became a trend among the teenagers in Asian like hairstyle and fashion since these represent the cool and chic style as the focus group's participants mentioned about the impact of it in their country.

For Japan, who shares close culture with South Korea and was the one who dominated its culture to other countries in Asia before. However, the authors cannot see any evident that Japan had tried to use strategy through the symbols of their culture. In fact, the Japanese government and private sectors who work with Japanese entertainment industries are more concerned to promote their pop culture goods in their own country more than outside the country. The authors conceive that the reason that might make other countries in Asia and other continents become influenced by Japanese culture was because Japan is one of the world leading economics countries. Therefore, countries where dominated by Japanese economy were easily following the trend of world economy leaders like Japan. Nevertheless, the popularity if its pop culture is faded away which can be determined the reason as the occurring of the new trend of South Korean and the lack of its own strategy to promote their symbols and unique to other countries.

Considering Thailand, They also have many good locations that might be used for shooting the TV dramas and movies but there is no information that show how Thailand entertainment industries producers has applied this with their products. Thailand is known as the country that rich of beautiful attractions and there are many tourists visiting the country each year as referred in the finding part but recently Thailand is facing the political crisis that ruin all the positive image and decrease the number of tourists dramatically. In order to improve the country's image profile, Thai entertainment industry producers as well as government sectors should promote those beautiful locations along with the TV dramas and movie by implying those attractions as the symbols of Thailand. Both of TV dramas and movie producers and Tourism of Thailand Authority will be beneficial by beautiful attraction will attract the audience to watch TV dramas and movies and vice versa. Apart from this, Thailand is also known as the land of smile and to be extended this idea and interpret the right message of Thailand's lifestyle to the outsider. Thai entertainment industry should use this as the theme to promote Thailand's culture and stop producing the TV dramas that already represent the bad side of the society of Thailand.

Heroes

According to the finding part, one example that can be defined as "Heroes" who South Korea uses to promote their country is a famous actor names "Bae Young Joon". As mentioned earlier, he is very famous in Asia especially in Japan among middle-aged women since his character from his famous TV Drama were gentle and kind which are different from Japanese men's character in general. The authors inspected the reason that make he became so popular in Japan is because his distinctive character of his drama fulfill the middle-aged women who long for the nice man which they could not find in reality. According to the focus group and the authors' self experience, Korean men are not as nice as what showing in the TV dramas, in fact, there are pretty aggressive and not gentle to women like in the TV Dramas. However,

the outcome of Korean TV dramas that represents the men in a good way is effectively, the perception of Japanese people towards Korean people are improved as it shown in the finding part. To what extent, the authors assumed that Korean movie producers are very keen as they tried to create character that unrealistic or heroes that could help the audiences escape from the reality. The heroes and heroines also need to be well-trained, so that they can convey the message and express the feeling on an effective way and this can erase the negative image of Korean people effectively.

For Japan, there is none of the information supporting that Japanese heroes and heroines as human beings can be the heroes who present its culture are as popular as “Bae yong Joon” ,who more like a Korean representative of the country. However, the popularity of Japanese animation is significant high across nation to other countries. One of its famous Japanese anime’s characters is Doraemon. According to the time Asia’s article, Doraemon is a hero that can fulfill the kid to adult’s dream. Moreover, he also represents the character of caring and supporting friends and beloved one by never giving up which is likely to be a role model for the audiences who watched it. However, as it is an anime and not real human being, it might make the audiences feel that it is not reality, so it has slight effect upon the culture as the real human being does. Even Doraemon can be expanded to other countries more than Bae yong Joon but the ideal of being Japanese are further than Bae yong Joon being Korean as he is a human being and tangible unlike Doraemon. To be concluded, the messages that represent the culture are more accessible when come up with the real human characters and people perceive it easier.

Lastly for Thailand, right now Thailand has none of the celebrities who either real or fiction can be represented the country’s culture potentially. Even there is Tata young, a global singer, who is very famous in Thailand and other Asian countries, but the fame came with the individual form as she sang in English. This does not make people know her as culture representative but know her from her own songs and the personality more.

Initially, to achieve the Korean level, Thailand has to build our own heroes who can present our value of culture conclusively.

Rituals

The ritual sometimes is might unnecessary to make the country achieve the goal on promoting their culture but there is something with that culture that can be essential toward the social. South Korea has displayed their rituals in most of their TV dramas and movies as mentioned in finding part, for example, Korean women will celebrate their birthday with seaweed soup and they always add the family value or seniority that related to the Confucian such as younger people need pay respect to the older people. These rituals might not affect others in terms of conveying them to imitate these rituals but they were presented in most of TV dramas and movies as they portraying the realistic lifestyle that most of Asian countries are sharing the same or similar activities to each other. Since this portrait is not so distinctive from their everyday life style, it is easy for them to perceive and access easier to something that are too different from their culture. To specify, most of Asian countries have share an idea of showing the respect to elderly people and even not all the countries will celebrate

their birthday in the same way as South Korean but most we do concern about our date of birth. These can illustrate one of the factors that make Korean wave is successful in many Asian country as it is accessible and similar to the audience lifestyle.

On the other hand, most Japanese movies and TV dramas are playing with the idea of pursuit the dream and ignore to portraying the rituals and the actual activities through their products. Moreover, they are inspired the western TV dramas and movies which sometime too violent for majority people will easily perceive them. These might explain the reason behind the fall of Japanese entertainment industry and while it could not expand to more countries as it should.

While Thailand mostly is only portraying one dimension, the heroes are from wealthy background and the heroines are from lower level background and they have struggle before being together. Most of them are ending happily ever after and the bad people are end up tragically. This is far from the reality and they are more focus on materialism rather than showing their rich of rituals and actual lifestyle in the TV dramas. Following above reason, this is might explain why Thailand is not success in expanding its TV dramas to other culture as it is boring and does not add value to the society. Moreover it is not logical and seems unrealistic for the audiences.

Values

Evil vs. good

In Korean TV dramas and most of movies, there are separates the characters between bad and good people quite distinctive but the ending of the dramas does not finish with the good people will living happily later or the bad people will receive the negative consequences from what they have done as always. The good people might end up tragically as well. These factors might be the reason whiles the Korean TV dramas are successful since this kind of ending are playing with the audiences' feeling. People usually expected that people should be affected by their own behavior and the consequence of what they have done and this twist ending is quite surprise and also attract the audiences to watch them effectively. Whereas Japanese TV dramas are not distinctive the good and bad people obviously as they mostly are more concern on the story of particular people who want to persuade their dream. This might have an impact that answer why Korean TV dramas and Movies are more accessible to the large number of people than Japan as Their TV dramas can portray the value of good and bad people clearly and in the interesting way.

On the other hand, Thai TV dramas and movies have only one dimension as it was mentioned earlier. Bad people will end up tragically and good people will end up happily. This plot is cliché and too boring as well as too broad for attracting the majority of the audience and people from the outside countries.

Ugly vs. beautiful

Korean entertainment industries are quite concern with the good looking people as same as in Thailand but perception of their beauty are different. Korea mainly represents its own unique of beauty. They are success to promote their idealist of Korean beauty until many people

from Asian want to do the plastic surgery in order to be beautiful in the Korean style. While South Korea are appreciated with the unique of their beauty but Thai people are more impress when see the actors or singer with the foreign looks, for example Bird “Thongchai” and Tata young, they both are mixed with western ethnic. The authors assumed that Thai people might prefer the beauty in exotic way than their own skin. However, to expand Thai cultural goods to other countries, presenting the heroes and heroines with Thai tradition beauty might be better and more effective than the western looks as if they want to see the actors with western looks, it is better for them to watch the western TV dramas instead.

Irrational vs. rational

Korean TV dramas usually have more various plots than Thai TV dramas as mention in the finding part. However, they are both similar in the sense of Cinderella model, which usually portraying the poor girl end up marrying with the rich guy at the finish scenes. This is quite irrational as it is not always be an actual in the reality. The authors evaluated that this plot are frequency used as it can make people dream and escape from the reality. People can dream that one day they can have a better life after they watch these movie or dramas. In contrast, South Korea has more plots in order to reach the larger number of the audiences as the ending might not always happy ending as always and this is the fact of human life which is more rational and people can perceive it is easier as they can feel and touch in reality.

5.4 Diamond Model

Factor condition

Japan and South Korea are highly developed countries and placed in top of the world's twenty largest economies. The both countries are located in a small island with limited natural resources such as raw material, land. Disadvantage in natural resources does not have a big impact to them as the countries can turn disadvantage into an opportunity in developing its technology and finding new innovation. Now, Japan and South Korea become one of the world leaders of goods exporters. Their countries have global brands such as Sony, Samsung and LG and so on. While, South Korea and Thailand had faced economic crisis in 1998, South Korea has recovered from its crisis and initiated using culture as a tool in order to export its cultural products and generate revenue to the country effectively but Thailand still struggle with this problem and now also facing the problem the politics crisis. Thailand is the country that has full of natural resources. But there is no global brand that will promote the Thailand's country profile as it should. Following above reason, the authors assumed that the limited of the natural resources might be an effective opponent that drives both Korea and Japan to be success in their economic as they need to develop other factors in order to reduce the lack of the natural resources. Thailand where full of recourses and never been colonized by other countries before had made the country are not working on developing its countries as much as other countries in order to fulfill other the lacking.

Local Demand condition

Demand condition in home country is one of factors in Diamond model to help firm or industry from low quality product or imitation to be competitive and even differentiate from

others. Japan has population over 120 million people who placed in the tenth of the world. It makes Japanese market has purchasing power and its own local demand. Moreover, Japanese music industry ranked the second place from U.S market meanwhile South Korea and Thailand music market were ranked thirty-sixth and thirty-ninth respectively in terms of gross sale of recorded music in 2008, according to Recording Industry Association of Japan. Japanese music market itself can generate tremendous revenue with billions dollar per year from domestics' sales. A figure of value of purchase per person, Japanese bought music products almost highest ranked with amount of US\$ 40.6 as compared to other countries. Meanwhile, South Korea and Thailand, people from these two countries bought music goods just US\$ 2.4 and 1.4 per person respectively. It was shown that Japanese have high demands towards music industry and are sophisticated buyers. These factors make Japanese music is well-known for one of the country that has high standard quality and diverse music genres. Besides that, one genre of Japanese music like visual kei rock which originates from Japan can be accepted in foreign market outside Japan, for example, Dir en grey can attack U.S market by opening tour concerts in many big cities across the United States and United Kingdom.

Another entertainment like drama and movie, demand of Korean towards local TV drama is quite high as top rating TV programs during primetime from three big broadcasters are all Korean dramas reached at 30% that was highest rating. Even through the big three broadcasters received the state protection, the market can create high competitiveness and production quality. It was shown that the famous Korean dramas in the Korean wave came from the big three broadcasters. The successful Korean series in local market also can export and expand the Korean wave to other countries. Moreover, the drama named Jewel in the Palace can export Korean value and taste through traditional food that was widely accepted by Asian people. For Thailand, there is a quite high demand for TV dramas as Thais also love watching TV dramas, every TV station has airs Thai dramas everyday with two hours long per each episode. The dramas re-run again after broadcasted few years ago and famous dramas were remake within the decade by changing slightly from the previous one. Most of TV dramas often use the same theme. It was shown that Thai TV dramas is lack of innovation and creativity even the market has demand.

Firm and Rivalry

Thailand music industry has dominated by the biggest company named GMM Grammy which earn market share nearly 70% of overall market. It was shown that Thailand music market was lack of competitive from domestic rivalry but it still has international competitors such as American and Korean music which influenced Thai people in consuming its products. For Thai TV drama series, most of local nation channel has imported Korean drama series to broadcast in their channel, then imported TV series from Korean can also be competitors for Thai dramas producers apart from other local national channels. Meanwhile, Korean and Japanese entertainment industry also have entertainment products from the United State being as competitors apart from its local producers.

Related and support industries

The biggest entertainment music company in Thailand like GMM Grammy PCL has several businesses which related to music business under the brand “GMM” ranging from concert production, artist management, radio station, publishing and including film and television production. These related and supporting entertainment industries create advantages for the company in many ways, for example, reducing cost, increasing flow of communication, innovation and exchange of ideas and innovation. For South Korea, the related and supporting entertainment industry that can obviously be seen is the government. The government helps its entertainment ranging from pre-production in selecting the location shooting climax scene to post-production in setting up an organization named KOCCA as being a center of Korean cultural business for protecting its benefits in both local and foreign market. Besides that, global brands which have South Korea as a country of origin like Samsung and LG also have supportive to the industry by subsidizing production process and promoting the Korean dramas in other countries.

6 Conclusion

The eight principles of place branding

As we mentioned earlier, it is hard for Thailand to create the Thai wave as now they do not have the nation branding strategy to correct the negative feedback and promote the country especially during the situation in Thailand at the moment, promoting tourism in Thailand might be not enough. Thailand now needs an actual nation strategy that can be useful both promoting the strength as well as deleting the negative images that occur continuously from the politic crisis.

Moreover, while South Korea and Japan had succeed to raise their nation brands' status as well as their countries' image to be more acceptable and good quality upon the foreigners' eyes, Thailand still have negative image regarding to the politics issue. Therefore, Thai government might need to learn from them in order to fix this bad reputation and promote the country widely by conducting the nation branding strategy. However, this is not going to be easy for Thai government as Thailand still lack of the budget and other facilities to support this idea.

Element of culture

Even these three countries have similar culture, for example, the also social institution which they all value the family. However, South Korea is the only country that actually presented the story about family in the TV dramas while others especially Thailand presented only about the lovers and this make it is touching the Asian audiences as it portraying something close to their real life. Furthermore, South Korea's government is fully support the Korean entertainment industry which explains why South Korea successfully built the Korean wave. Thailand still also lack of this factor and this might struggle Thailand to build Thai wave.

Onion diagram

As discussed in the analysis part, most of Asian countries share the similar culture, the factor that distributed to the success of building Korean Wave is they always present this similar culture such as its ritual, symbol, heroes, etc in their TV dramas and movies which it easier for the audiences to understand and interpret the message from TV dramas and movies. Besides they chose to present their own identity or adapt others with their own style while Thailand still purely copy or imitate without the adaptation such as the appearance of the singers or actors, Thai's artists mostly have the western look and Japanese or Korean looks to be success in the entertainment industry.

Diamond Model

South Korea and Japan already have the strong economic system while Thailand still has weak economic status. As mentioned before, South Korea overcame the economic crisis by using the Korean Wave and its nation branding. Whether Thailand will be able to adopt the way of Korean wave, the government needs to work hard on building strong country plan.

Moreover, there is high cooperation between the related units in South Korean industries while Thailand entertainment industries mainly work individually. This will struggle Thailand to build the Thai wave as well.

According to the research question which questioning that *“How successful is the Korean Wave in other countries?”* after the study the authors have found that their success are significant and the impact of it also has a big impact upon the people in the countries that influenced by The Korean Wave. For instance, Korean TV dramas, movies and music are not only successfully export through many countries like China, Japan and many countries in Southeast Asia, but the consequence of this exportation are greater. People in those countries are also perceives the culture of South Korea and the Korean products that intentionally binding with the TV dramas, movies and music effectively. As mentioned in the finding and the analysis part, those people who consume Korean entertainment goods are also trying to imitate the Korean lifestyles and trend such as hairstyle, fashion, etc.

Beside the success in exporting its culture to other countries, South Korea also received a pleasing outcome that could enhance the economic status to become stronger, their GDP rate is higher and their country’s as well as their nation brands’ image are improved to the better profile. In addition, their success doesn’t stop only in Asian countries but it is also successful in other countries such as America as well. All of these have proved that the Korean Wave is surprisingly successful across countries to many countries extensively.

For the second research question *“Which factors contribute to the success of the Korean wave?”* The authors found that there are many factors behind this success. One of the most important factors is how they portraying their culture by adding in their TV dramas and movies effectively. As many countries are sharing the same or similar culture, so people from these countries are tend to perceive the idea and plot that usually playing with Asian lifestyles and rituals easily as the feel that the storyline are not something that distinctive from their real life. Beside the plots that playing with the culture, South Korea also has freedom to produces the dramas and movies without restriction as their politic status are strong and their democracy are stable. Moreover, their government is also fully supported South Korean entertainment industry producers to produce the high quality of TV dramas, movies and music to the market. The government also supports those units by giving the budget in order to make sure that they will produce the good cultural products and the government even set up the unit that responsible for South Korea entertainment industry. One of the reason that South Korea’s government are fully supporting it as it can be one of the tool that use in the nation branding strategy as well. Apart from the supporting of the government, there is one factor that the authors want to mention is the cooperation between the related united in order to produce a good standard of cultural goods. Most of the Korean companies who work on the same area are not seeing each other as the competitors but they can work together and support each other in order to produce to good products. The big nation brand such as Samsung and LG are also supporting the Korean entertainment industry in exporting its goods to other as well as their products can be presented and promoted via those TV dramas, movies and songs. According to above factors, these can support that why the Korea wave can be successful among many countries.

For the last research question which is “Which factors might affect to the creation of Thai wave?” after the study the authors have found that Thailand has much potential and ability to expand its cultural goods to other countries as well. Thailand has many beautiful attractions where can be used as the location for shooting the TV dramas and movies. Moreover, Thailand also has similar culture like South Korea that can also be present or portrayed through the TV dramas and movies as well. However, there are many difficulties that will struggle this idea as well. For example, Thailand is still lacking in the stability of its political status and its democracy. The result is the government tends to be changed more frequency and this make the government cannot support the entrainment unit as much as they could. Without the support from the government, it is hard for the entertainment segment to compete with other countries when concerning the quality as we lack of the useful budget.

Furthermore, Thailand’s entertainment units do not really work together and they are more like competitors and this makes each company individually work by themselves.

7 Recommendation

According to the study, the authors found that right now there is no possibility that Thailand can create its own wave by adopting the strategy of Korean wave. Initially, even Thailand has similar culture that can be used or expanded via the entertainment goods and moreover, exporting its cultural goods might be the way that help Thailand promoting their country, but the politics' background are too different from South Korea. As mentioned earlier, the obstacle from the politic conflict and the lack of supporting from the government along with other related sectors are greater than the entertainment unit itself will come up and improve their quality in order to expand to other countries.

However, if Thailand can pass through this conflict and politic status became stable in the future, Thailand will has many opportunities to build its own wave as Korean has done since we have many potential such as beautiful place, nice food, muay Thai, etc that can be used to attract people from outside to consume. Improving the quality of entertainment goods in terms of production might be a good start to export its cultural goods. If entertainment units receive the support from the government consistency and the government stays put long enough to conduct and apply the nation branding strategy to correct the negative image of Thailand through the cultural goods, Thailand might be the next country who introduce its culture via the pop culture goods as well. The question is when this will happen? The authors cannot answer the readers yet whether Thailand's politic will be stable sooner or later but hopefully all the negative conflict related to the Thailand government will find their way out soon.

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9 Appendix

9.1 Focus group conversation

Korea session

1. When hearing or talking about “South Korea” what comes to your mind? What are the reasons behind your answer?

Thai	1. TVXQ or Dong Bang shin ki (one of the most famous Korean pop bands in Asia) since the participant personally likes this band. 2. Korean Entertainment industry is significantly outstanding. 3. Soap-opera or Korean TV dramas which extremely expanded all over Thailand. 4. National flag since the participant like a Korean football player which is now playing for Manchester United (famous football team in UK). 5. Fashions since the Korean fashion style is outstanding and they are also a leader of beauty trends such as big eyes contact lens (Contact lens that makes your eyes look bigger than reality).
China	1. Food such as Ginseng since it is a kind of herb that her family uses. 2. Plastic surgery, as Korean people are usually not good-looking, so they need to have plastic surgery in order to have a better look, especially the celebrities. 3. TV series that is very popular among Chinese housewives and teenagers. 4. Korean costumes. 5. Taekwondo is a famous martial art in China. 6. The electronics stuffs from Samsung and LG are also widely used in China.
Vietnam	1, Movies and TV dramas, since when she was young there were many Korean movies and TV dramas that aired on the TV channel and people love them and want to imitate their famous actors. 2. Korean Romantic TV dramas and movies which is the biggest theme of Korean TV dramas. 3. Korean food, since it looks delicious when they saw it on Korean movies and TV dramas. Korean music since it mixed the Asian and American styles and created their own style with amazing choreography. 4. The Korean War

2. Do you know about “Korean Wave”?

If yes, can you explain the definition or the meaning of the Korean Wave?

Thai	It represents the Korean fever which show the crazily increase of popularity of Korean pop culture in many countries in Asia or a Big hit in Asia.
China	One of them knows the word as “Hallyu” but does not really know the meaning.
Vietnam	One of them knew that Korean wave in words of “Hallyu” and it means the popularity of Korean movie/TV dramas and music as well as the fashion of Korean actors and singers.

If no, do you think what the Korean wave is?

Thai	They assumed that it might be a trend which will popular for a while and then disappear.
China	They guessed it is about the trend of Korean fashion and hair style and one of them thought it might be the popularity of Korean food. One of them mentioned that she does not know this word but she assumed that it is the blooming of

	Korean popular culture in many countries in Asia which also relate to the popularities of Korean language and fashion.
Vietnam	1. The popularity of Korean culture such as their language and the acting of the actors and the style of Korean pop music. 2. People from the other countries imitate the characters of Korean people such as yelling at others. 3. The Korean culture that influences teenagers in Asia via movies, TV dramas and music, people even use the Korean language to express the feeling instead of their own language such as the word “ Sa Rang Hae Yo” which means I love you.

3. Do you like “Korean goods” in terms of the entertainment industry such as pop music, movie and TV dramas?

If yes, why?

Thai	1. They all like them but they do not like all the music, movies and TV dramas that are from South Korean due to personal taste and the actual quality of the shows. 2. People who are really crazy for the Korean fever are passive types which always follow the trend by checking the box office and get recommendations from their friends.
China	One of them said they like the Korean celebrities since they have a good appearance.
Vietnam	1. Most of them like Korean music because the music and the performances are good. Their choreography is the best in Asia and they are very strict when it comes to appearance and the production process and it’s quite professionally made and similar to how it is done in America when compared to other countries in Asia. 2. One said that she loves the Korean TV dramas since they are so romantic and let her escape reality and moreover, the Korean TV dramas emphasize on the role of family which similar to the Vietnamese culture.

If no, why?

Thai	N/A
China	Some of them said they do not like the TV dramas and movies since the story seem a bit boring but one of them do admired the artists as they have well training before the debut. They do not really listen to the music since they could not understand and it is not their style.
Vietnam	1. One doesn’t like the music since she said she could not understand the lyrics. 2. One said he does not really like Korean TV dramas since is too romantic which is not really his style.

4. What do you think spurs people to watch **Korean TV dramas/movies**? Please describe the following topics.

Production

Thai	The production has a slight impact since the budget that invested in the producing doesn't always guarantee high quality. However, they assumed that South Korea should have more room for investment in their entertainment industry when compared to Thailand. Moreover, they think the investment in the production could vary depending on the theme of the movie, if it is an action movie, the capital amount spent on those movies must be higher than other kinds of movies.
China	The standard of Korean TV dramas and Movie are even, They might not extremely as good as Chinese ones with big budget but in general, they works are quite good.
Vietnam	South Korea is a wealthy country, so they do not have the financial problem on the production process. The quality of the directors is quite important.

Setting

Thai	The setting makes the scene looks more impressive and they select the location carefully for promoting the shooting location as tourist attractions. The setting together the ways they film make the picture look nice, better than in the reality.
China	N/A
Vietnam	N/A

Theme &Plot

Thai	1. This is one of the factors that attract the audiences to watch and Koreans are famous for their romantic comedies and tragic love story themes which quite entertain the audiences with fun and sad feelings, respectively..2 The plots or scripts are always mention the places such as Cheju Island and Everland which make the audience want to travel to these places and this creates brand awareness. 3. The stories are quite slow but the producers have put a lot of effort on every detail and they intend to show their culture or their lifestyle in the movies and TV dramas such as women need to eat seaweed soup on their birthday. 4.The plot mostly always makes the characters like most of the main heroes to be very kind and gentle and have a very good characteristic while most of main heroines need to fight for a better life and sometimes these characters are attached to the actors more than the movies or TV dramas themselves.
China	Most of the themes play with sympathy, which easily attracts the audience, especially girls. One explained that her aunt likes Korean TV dramas because it helps her learn how to cook Korean food.
Vietnam	The story is funny like the comics and it is suitable for teenagers.

Casting & Acting

Thai	The actors have lots of impact on selecting the movies and TV dramas to watch as sometimes the audiences don't really care about the movie or TV dramas themselves at all.
China	The actors are very attractive. The acting skill is not as good as Hollywood actors.
Vietnam	Actors and Actresses have good looks. Their acting skills might be not always be good, but since there are subtitles it might make the audience think the actors have good acting skills

Costume design

Thai	1. This factor doesn't really have an impact on attracting the audiences especially when it comes to watching Korean TV dramas and movies. However, the effect is after they watched the movies and TV dramas, they will try to imitate the style of their favorite characters. 2. Most of Thai hair salons promote that they will cut your hair by Korean hair artists and showing the magazine with Korean hair styles. The clothes are also need to be Korean style.
China	N/A
Vietnam	The costumes look interesting. The fashions in Korean TV dramas and movies have a big impact for many countries in Asia.

Scenery

Thai	Scenery can be counted as the best thing of Korean movies and TV dramas. The prominent points are how they manage the lighting, editing and overall cinematography. The Korean entertainment industry put lots of their budget on the equipment especially the cameras which produce the good quality of film.
China	N/A
Vietnam	N/A

5. According to the previous questions, what are the differences and similarities between Korean TV dramas/movies and those from your own home country?

Differences

Thai	1. There are many differences such as Units or segment that related to the Korean entertainment industry and government units are working together (synergy) and contribute all for producing their Korean entertainment goods. 2. The casting has the better standard, the role for their actors seem more suitable for the movie or TV dramas than Thailand.
China	Most of the Korean TV dramas and movies have a romantic theme while Chinese have more variety but the reason might be the agreement of the importation that might only select this theme to air in China.
Vietnam	1. Korea is better in acting and production, so the movies and TV dramas are more realistic and touch the feeling of the audience. 2. Korea has more money to

	invest on producing the movies and TV dramas while Vietnam is still new about this and do not have much money compared to South Korea.
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Similarities

Thai	Not sure about the similarities.
China	N/A
Vietnam	They are similar since Vietnamese movies and TV dramas producers imitate the theme and plot of Korean TV dramas and movies.

6. What do you think spurs people to get interested in **Korean music**? Please describe the following topics.

Artist

Thai	1. The producing Korean artists' processes are very strict and take a long time before launching their artists to the market. 2. Their artists have their own unique identity. 3. The artists themselves make the audiences want to follow other works of them.
China	N/A
Vietnam	All of them have a well training for the long time before releasing their singles. The Korean music industry is also focus on the marketing; they promote their singers with the story of how they became an artist even before their debut. Basically the audiences know the artists before they debut as actual artists.

Choreography

Thai	Their dancing style is unique and most of the singers must can both sing and dance to be successful.
China	The style is similar to American and the way they dance is wild and looks interesting.
Vietnam	The performance is so good and they have well-trained on that. Some performances of them are even equal to American artist.

Costume design & styling

Thai	1.They have a lots of impact on singers since Korean singers have a good image on dressing beautifully , the leader of the fashion trend which made it their fans want to follow the trend for example guys like to watch Korean girl groups since they have sexy or cute looks. 2. Korea puts a lot of afford and money on the costume and styling. The image of the singers are changed every singles as their clothes, hairstyle and make up also need to be changed, so the audiences will not feel bore of the cliché looks.
China	N/A
Vietnam	Their appearances are very attractive.

Rhythm & vocals

Thai	1. The rhythms of Korean songs are pretty quick which sounds fun and interesting even if the audiences could not understand. 2. Korean singers usually lip sync except in the big concerts since they need to perform extreme dancing at the same time. 3. The beat of Korean songs are similar to American songs since Korean music is influenced by American music until some of their songs are like copying the American songs but most of the audiences can accept that. When Korean people speak Korean, the voice comes out from their stomach which helps them when singing but when Thai people speak, the voice comes out from their throat.
China	The tempo is very quick.
Vietnam	Rhythm is so good.

7. According to the previous question, what are the differences and similarities between Korean music and the music from your own home country?

Differences

Thai	1. Differences are Thai still follow the global trend and copy or imitate the famous foreign singers or bands rather than create Thai singers with our own identity or our uniqueness. 2. There is high synergy between the units that related the Korean entertainment industry in order to develop their music industry while in Thailand, the different companies will work separately and are more like competitors and it's hard for them to work together.
China	1. Korean music videos have the better quality but this might be because the only famous ones are promoted in China. 2. Korean singers usually come with a group of males or females who also need to be good at dancing. They are monotonous and boring.
Vietnam	The Korean music is much better than Vietnamese music.

Similarities

Thai	There are some similarities since we tend to copy the style from Korean singers.
China	They both have got influenced from American music.
Vietnam	They are similar since most Vietnamese singers nowadays copied every detail from Korean music while before their music have a big different. One said one thing that similar is they cannot understand both of their lyrics since there are full of no meaning words.

8. How often do you consume Korean cultural products?

Thai	All of them said that they do not usually consume them often. Mostly they will follow the trend by watching the famous ones. Not necessary liking everything that is Korean and mostly we will watch Korean TV dramas or movies or listen to music during the spare time.
China	None of them consume these goods.

Vietnam	They consume very often, one said he consumes 24/7.
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9. Do you have family members or your friends are the fans of “Korean wave”?

Thai	Everyone said “yes” but the level of their appreciation are different and it depends on how they access the products for example one said her mother is a fan of Korean period TV dramas which are easy to access since they airs on many free TV channels and the younger generation will consume the Korean entertainment goods via internet or purchase CDs or DVDs of Korean movies, TV dramas and music.
China	Some of them have cousins or friends who crazy for Korean singers but one participant do not have one.
Vietnam	One said when she was a tutor; her students were really crazy for the Korean wave and her mother as well. One participant said her grandmother and her mother liked them so much which later made her like them too. Most of his friends of both sexes like Korean stuff.

10. Could you please explain the impact of Korean wave on your lifestyle and your society/country?

Thai	1.The overall image of the country and the goods that make in Korea have better image for the eyes of Thai people for example cars and mobile phones when compare with these kinds of goods that make in Japan. 2. People from the next generation will have the better perception for South Korea and it will keep getting better and better.
China	1. Korean fashion is very popular. To promote fashion online in China, the sellers need to emphasize that they provide the dresses with Korean style. 2. Plastic surgery. Chinese people like to do plastic surgery more in order to look like Korean actors. 3. There are many Korean restaurants and hair salons with Korean style open in China.
Vietnam	Fashion and styling are popular in Vietnam since it is not too sexy like American style.

11. Which factors made the Korean wave expand in such a successful way in your country?

Thai	The Media since they have the biggest influence upon people in Thailand and it makes Korean cultural goods accessible for Thai people to consume easily. Moreover, Thai people are easy to accept and perceive the Media and Thai people prefers something that is not Thai which can be assumed that we have a low level of nationalism when compare with other countries in Asia.
China	1. The advance of plastic surgery process made people is easy to improve their appearance to be the celebrities. 2. Korea is very good at making romantic movies and TV dramas.
Vietnam	1. The beautiful appearances of Korean artists and how they combine the style and fashion in the Korean TV dramas and movies. 2. The marketing and how they promote the Korean industry cultural goods to the other countries. 3.

	Culture and the tradition are similar to their country.
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Thailand session

1. When hearing or talking about “Thailand” what comes to your mind? What are the reasons behind your answer?

Thai	Thai tourism, beautiful beaches, Thai foods such as Tom yum Kung, Thai boxing and Thai girls
China	1. Tourism since everyone knows about the beautiful beaches. 2. Lady boys are also popular. 3. Thai food since they many Thai restaurant in Sweden. 4. Politics from the news 5.The Thai horror films are quite popular in China.
Vietnam	1. Tata young (Thai singer who is quite famous globally) since she is very sexy and famous.2.Tae (Thai singer and actor who is quite famous in Asia) since he is handsome.3.Sex zone and Beauty girls since she used to work for Tourist Company and she has heard about that.

2. Have you ever consumed Thai entertainment industry goods (movie, music, TV drama) and do you or anyone you know have an idea about the expanding of Thai entertainment industries to other countries?

Thai	1. Everyone consumes Thai entertainment industry goods. 2. The reason that made some Thai movies had a successful showing outside the country is that those movies maintained a good quality such Ong Bak which was very good at the action scenes; however there were only few Thai movies that were successful showing abroad. 3.Thai entertainment industry goods especially movies and TV dramas also have a chance to on air abroad such as in Taiwan which have Thai horror movies airing on public TV channels every week and in China they also air Thai TV dramas there.
China	One participant has watched Thai movies on the theatre in China where have Thai movies showing every week.
Vietnam	1. One participant listens to Thai singer names Tata Young. 2. Vietnamese singer has copied Thai singer which it became a scandal and the all Vietnamese know about that. 3. There were Thai movies and TV dramas that were aired in Vietnam several years ago but not anymore since the Korean movies and TV dramas are so popular.

3. Do you think which factors that affects upon Thai entertainment industry that made it not successful in other countries as it should be?

Thai	1. Lack of the capital which includes the budget for promoting. 2. Lack of the co-operation between the government departments as well the private units that related to the Thai entertainment industry. 3.Thai entertainment industry has a problem with improving the standard and also maintaining the standard, for example after the first Ong Bak had successful in many countries, the director of this movie has terribly made the sequence of this movie by only focusing on the action scene and ignoring the storyline and editing.
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China	1. Language is so different from china. 2. The lack of the accessibility of Thai entertainment goods in other countries. 3. The lack of marketing. 4. The quality is not as good as other countries.
Vietnam	1. The language, Thai language is so different from other like Chinese. 2. The marketing, South Korea plan to promote their artists not only in their country but also outside, they are trained to speak many languages.

9.2 The list of the participants' name and personal detail

Thai group

Conducted in Thai and translated into English by the Authors.

1. The participants

- **Name:** Paisan Vikoontapan **Sex:** Male **Age:** 25 **Occupation:** Student

Hobbies: Reading and Football.

- **Name:** Wissawa Aunyawong **Sex:** Male **Age:** 24 **Occupation:** Student

Hobbies: Watching Football, TV and fashion

- **Name:** Wisan Piriyaakitpaiboon **Sex:** Male **Age:** 24 **Occupation:** Student

Hobbies: football and travelling

- **Name:** Nadrasee Eamsanudom **Sex:** Female **Age:** 25 **Occupation:** Student

Hobbies: watching TV and shopping

- **Name:** Sarintorn Phurinruk **Sex:** Female **Age:** 25 **Occupation:** Student

Hobbies: watching TV and shopping

2. Time and premise

- Folkets hus apartment between 11.30am to 01.00 pm.

Chinese group

1. The participants

- **Name:** Pan Rong **Sex:** Female **Age:** 23 **Occupation:** Student

Hobbies: watching movies, sport and travelling

- **Name:** Sijing Lim **Sex:** Female **Age:** 27 **Occupation:** Student

Hobbies: reading, music, travelling and sport.

- *Name:* Juni Wen *Sex:* female *Age:* 22 *Occupation:* Student

Hobbies: fashion, hiking and gardening

- *Name:* Sisi Jin *Sex:* Female *Age:* 20 *Occupation:* Student

Hobbies: Travelling, reading and shopping

2. Time and premise

- Meeting room at Mälardalen University between 2.15 to 3.05 pm.

Vietnam group

1. The participants

- *Name:* Minh Nguyen *Sex:* Female *Age:* 28 *Occupation:* Student

Hobbies: Reading

- *Name:* Pham Thi Ngoc Trang *Sex:* Female *Age:* 22 *Occupation:* Student

Hobbies: music and movies

- *Name:* Le dang Vinh *Sex:* Male *Age:* 22 *Occupation:* Student

Hobbies: football and music

- *Name:* Nguyen Hong Thuy *Sex:* Female *Age:* 23 *Occupation:* Student

Hobbies: Dancing and cooking

2. Time and premise

- Sodra apartment between 6:34 to 19:30 pm.