

# Greeting

Hello, Now we are in Cebu, Philippines, the Island of Dream and Dreamer!

It is the great pleasure of "Korean Advertising/Public Relations Practitioners Society" to have wonderful chance to visit "University of Cebu, Banilad."

We, Korean Ad/PR Practitioners Society, have tried to developed international academic relationships studying and researching Ad/PR in Republic of Korea.



Today, we are going to discuss how Korean Ad/PR Practitioners Society and University of Cebu have more occasion for academic relationships with popular global contents(ex: K-Pop/K-Drama/K-Movie etc.) to exchange cultural exchange.

First, we are observing and introducing "glocal contents strategy for the growth of Hallyu (global K-trends)."

Next, In "The future of Hallyu and Ad/PR strategy" presentation, we are studying how we make good and desirable relationships between K-trends and global society including philippines based on Ad/PR contents.

Finally, all members joining in "Glocal Contents Strategy Seminar and MOU Ceremony" will have more opportunity to discuss and debate the future of global and cultural exchange of media contents in advertisement and Public Relations such as K-trends (Hallyu)

Thank you very much all the staffs and professors of University of Cebu, and I really appreciate all warm hospitalities and cooperation, especially Dr. Rene D. Osorno, Dean of Hospitality Management and Tourism Management.

I hope this seminar will give precious experience to all the members of "Korean Advertising/Public Relations Practitioners Society" and "University of Cebu, Banilad" expecting academic and amicable relationships.

Many Thanks to all.

**Korea Advertising PR Practitioners Society**  
**Chairman Moonki Hong**

# Korea Advertising PR Practitioners Society & Philippines University of Cebu Global Contents Strategy Seminar and MOU Ceremony

한국광고PR실학회 & 필리핀 세부대학 양해각서(MOU) 체결 기념 세미나

Date : 10. 8. 2022 (Sat)

Place : University of Cebu, Banilad / UC Banilad Beehive Laboratory 7th Floor

## | Seminar Program

Time	Chairperson	Program
<b>MC : Honglim Choi (Sunmoon University)</b>		
10:00~10:10	Cunhyeong Ci (Kookmin University)	<b>Welcome Greeting</b> Management Dean : Dr. Rene D. Osorno
10:10~10:25		<b>Memorandum of understanding (MOU)</b> Korea APRPS & Philippines at University of Cebu
10:25~10:30		<b>Gift Ceremony</b> Chairman Moonki Hong (Hansei University), Dr. Rene D. Osorno (University of Cebu)
10:30~10:40		<b>Greeting</b> (Korea Advertising PR Practitioners Society Chairman Moonki Hong)
10:40~11:40		<p><b>1. Global Contents Strategy for the Growth of Hallyu</b> Presentation : Namhyun Um (Hongik University) Debaters : Sooyoung Cho(Kyunghee University), Youngik Kong (Busan University of Foreign Studies)</p> <p><b>2. The Future of Hallyu and AD/PR Strategy</b> Presentation : Heebok Lee (Sangji University) Debaters : Hyogyoo Kim (Dongguk University), Koeun Nam (Keimyung University)</p>
11:40~11:50		Break Time
11:50~12:30		<p><b>Round Table</b></p> <p><b>Korea APRPS</b> Hyeonju Jeong (Gatholic Kwandong University), Hyunsook Chun(Semyung University) Woonhan Kim (Sunmoon University), Jeiyoung Lee (Gatholic Kwandong University), Jinwoo Lee (Namseoul University), Hyeyoung Kim (Tongmyong University), Jungmi Ma (Hannam University)</p> <p><b>Philippines at University of Cebu</b> Hospitality Management Professors : Van Mari Buslon-Sia, Irene Marie Osorno, Maria Isabel Guillen Tourism Management Professors : Edilyn Lopez, Philip Roble</p>

## Preparatory Committee Member

Koeun Nam (Keimyung University), Jiyeon Chang (Sungkyunkwan University)

# Contents

## 1. Global Contents Strategy for the Growth of Hallyu

Presentation : Namhyun Um (Hongik University)

debaters : Sooyoung Cho(Kyunghee University)

Youngik Kong (Busan University of Foreign Studies)

## 2. The Future of Hallyu and AD/PR Strategy

Presentation : Heebok Lee (Sangji University)

debaters : Hyogyoo Kim (Dongguk University)

Koeun Nam (Keimyung University)





# 1

## **Glocal Contents Strategy for the Growth of Hallyu**

Presentation : Namhyun Um (Hongik University)



## Glocal Contents Strategy for the Growth of Hallyu



## Glocal Contents Strategy for the Growth of Hallyu

**Before & After Hallyu?**

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## Glocal Contents Strategy for the Growth of Hallyu

**Where is Korea located on this map?**



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## Glocal Contents Strategy for the Growth of Hallyu

### What is Hallyu Wave (Korean Wave)?

Hallyu is considered to be one of the largest Korean exports as this also means exporting South Korea's popular culture, which makes South Korea unique. No other country in the world is as dedicated to making their pop culture one of their leading exports as Korea is, making Hallyu its "soft power." They want Hallyu to be the leading popular culture export globally.

## Glocal Contents Strategy for the Growth of Hallyu

### Hallyu meaning

The term "**Hallyu**" (한류) originated in the Chinese language that translates as "Korean Wave." It pertains to the popularity Korea's cultural economy has gained around the world, specifically in terms of K-pop, K-dramas, movies, and other Korean entertainment cultures.

## Glocal Contents Strategy for the Growth of Hallyu

### Why is Hallyu Wave popular?

Initially, Hallyu reached Japan and mainland China, and after that, it spread to other countries in East Asia and Southeast Asia. These days, especially after K-pop, BTS, Parasite, and Squid Game, Hallyu is beginning to gain popularity worldwide. It is one of Asia's most significant cultural sensations today and has boosted South Korea's economy by millions of dollars.



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## Glocal Contents Strategy for the Growth of Hallyu

### History of the Hallyu Wave

Hallyu didn't just happen overnight and certainly didn't occur recently. Here are some facts about the history of Hallyu.

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## Glocal Contents Strategy for the Growth of Hallyu

### When did Hallyu start?

Hallyu was deemed to have started in 1999 when journalists from China first coined the term Hallyu Wave or Korean Wave. With the release of a few TV dramas and movies that gained popularity in Asian countries outside of South Korea. Among these were the famous dramas *Autumn in My Heart*, *Winter Sonata*, and *My Sassy Girl*.

The first movie released under the concept of Hallyu was the 1999 movie called *Swiri*. The term Hallyu was coined after the successful broadcasting of the 1997 Korean drama *What is Love* in China.



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## Glocal Contents Strategy for the Growth of Hallyu

### The popularity of Korean brands

There have also been a few other reasons that have resulted in Hallyu growing how it has. For one, the exponential growth in popularity of Korean brands such as Samsung and LG, and Hyundai drew attention toward South Korean products, which opened doors for Hallyu. For another, Korea has put a lot of focused effort into shaping their popular culture into a formidable export.



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## Glocal Contents Strategy for the Growth of Hallyu

### Continuance of Hallyu

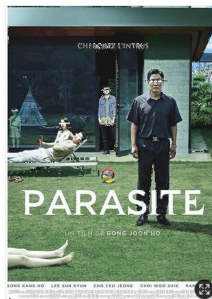
Hallyu has continued to grow and become known globally. Today, Hallyu is not only popular in Asian countries, but it has also invaded the majority of the countries in the world. Here are the major reasons why Hallyu continues to gain global recognition and popularity.

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## Glocal Contents Strategy for the Growth of Hallyu

### Korean Movies

Korean moviemakers especially have drawn together financial resources from outside of Korea to make the movies. This, in turn, helps enhance the quality of the movies Korea puts out to the market, which then helps them gain recognition around the world. *Parasite* by Korean director Bong Joon Ho is one excellent example of a Korean movie that has become a worldwide phenomenon.



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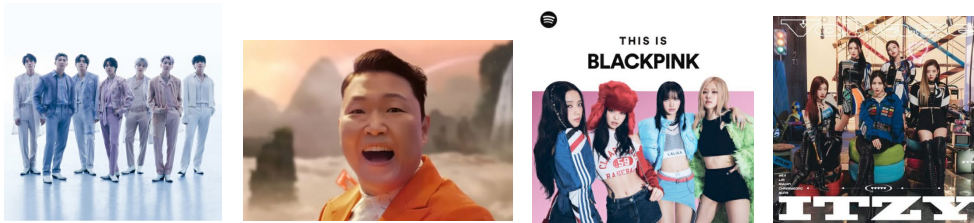


## Glocal Contents Strategy for the Growth of Hallyu

### Korean Pop Music

Of course, K-pop music bands have also become a huge thing outside of Korea, gaining millions of K-pop fans in various countries. K-pop is typically seen as the front and center of the Hallyu movement actually. While BTS is undoubtedly the most famous and successful K-Pop idol group performing on the global stage, it is not the first one to succeed.

PSY's Gangnam Style song was a major hit everywhere in the world and remained one of the most-watched K-Pop songs on YouTube.

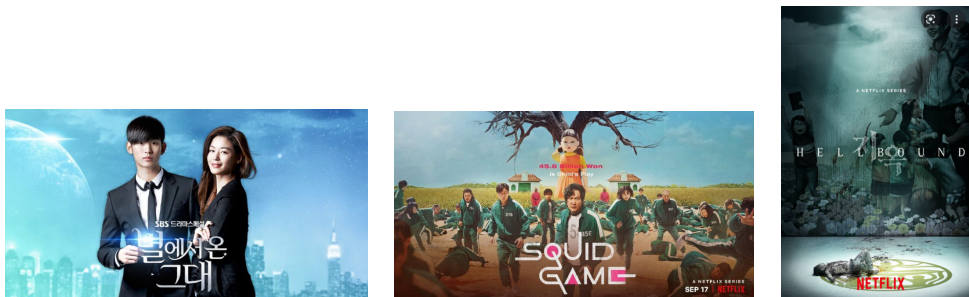


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## Glocal Contents Strategy for the Growth of Hallyu

### Korean Dramas

The third major section of Hallyu is Korean dramas. While they were one of the first aspects of Korean culture that became widely popular in some countries at the start of Hallyu, overall, they have been slower to reach recognition worldwide. The K-drama Winter Sonata starring Choi Ji Woo and Bae Yong Joon was one of the first dramas that became hugely popular in Asian countries.



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## Glocal Contents Strategy for the Growth of Hallyu

### Korean Government on Hallyu

K-pop culture and the Korean Wave have flourished largely, thanks to the Korean government for allocating resources to these cultural industries. Even events like the 2018 PyeongChang Winter Olympics helped push the Korean Wave forward



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## Glocal Contents Strategy for the Growth of Hallyu

### How does the Korean Government support Hallyu?

Since the beginning, Hallyu has been managed in a detailed and structured fashion by the people involved in the entertainment industry. The government's Ministry of Culture focuses on allocating resources to pop culture, tourism, and sports, among other cultural aspects, and this allows for the entertainment industry to grow.

After all, the Hallyu phenomenon isn't something that happened by chance. Instead, a lot of focus, planning, and strategy has gone into turning it into a great Korean force.

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## Glocal Contents Strategy for the Growth of Hallyu

### What's the future of Hallyu like?

Well, for starters, it mostly looks like it will be bright, and the Hallyu Wave will keep on expanding around the world. However, there will also be challenges present for Hallyu to continue as a profitable export.

There needs to be continuous innovation in music, movies, and dramas to keep audiences excited. Also, the leaders behind Korean Wave need to remain careful that they do not overexpose the K-Pop stars and film celebrities so that audiences, Korean and otherwise, don't get tired of them.

And of course, ultimately, the Korean government will also have to keep supporting K-Pop and other parts of the wave for innovation and projects to keep going.

## Glocal Contents Strategy for the Growth of Hallyu

### The Hallyu effect in South Korea today

Just ten years ago, many people, especially in the Western countries, seemed to know little about South Korea besides Korean War. Furthermore, they may not even have been able to differentiate which country is which!

## Glocal Contents Strategy for the Growth of Hallyu

### ① A positive impression of Korea

But today, if you ask someone what comes to mind when you mention South Korea, you're more likely to hear answers like BTS, Parasite, Squid Game, or popular South Korean restaurants and Korean food, among other options.

So not only has Hallyu put South Korea on the world map, so to speak, but it has also turned its image from something negative and war-ridden to something positive and modern.

## Glocal Contents Strategy for the Growth of Hallyu

### ② A growing interest in anything Korean

Hallyu has launched South Korea into stardom of sorts, with tourists flooding in to visit South Korea as of late. And it is quite impressive what measures the country has gone into to make themselves such a force to be reckoned with their pop culture.

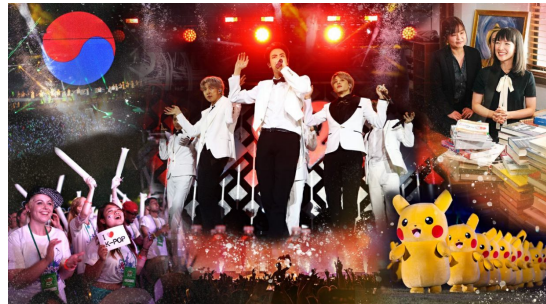
**Today, even the Korean language, Korean skincare products, and cosmetics, online gaming, all sorts of Korean entertainment, and Korean cuisine are considered part of the Korean Wave.** The rise of the Korean Wave has even spilled over to the fashion world. Some female celebrities are becoming fashion icons, not to mention getting invited to the world's leading fashion events.

Glocal Contents Strategy for the Growth of Hallyu

Global Pop Culture Movement



U.S.A.



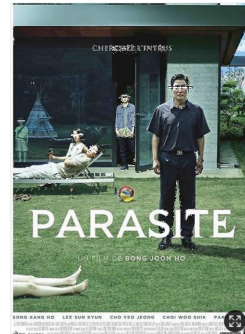
Asia

Digital Era & Digital Contents Platforms

Glocal Contents Strategy for the Growth of Hallyu



NANA  
AWARDS



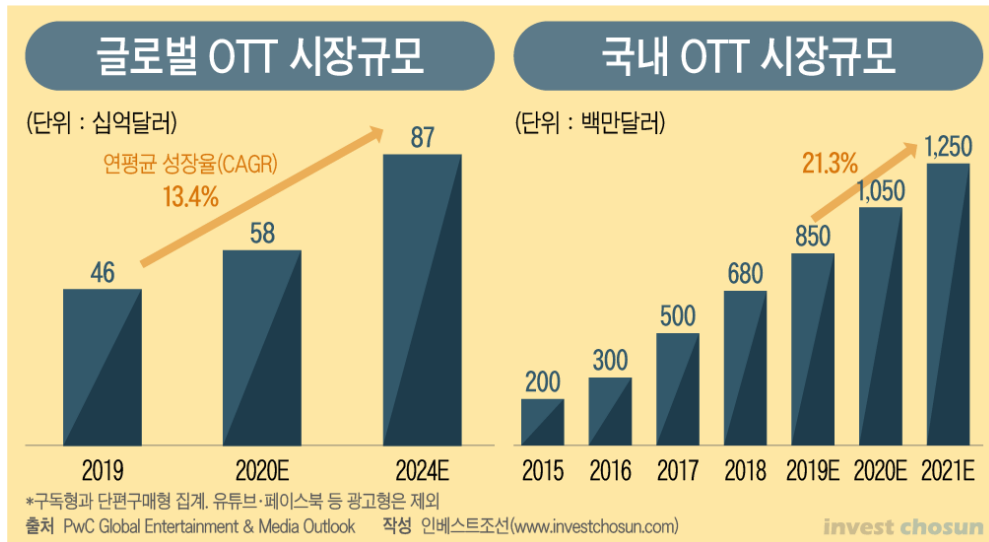
## Digital Platform Business & Pop Culture Creation

**TVING**



**Globalization vs. Glocalization (Think Global, Act Local!)**

## Glocal Contents Strategy for the Growth of Hallyu



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## Glocal Contents Strategy for the Growth of Hallyu

### Glocal Contents Strategy & Case Study

Importance of **consilience (통섭)**, **convergence (융합)**, **combination (복합)** in the cultural content industry

Integration between global and local / local & local

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## Glocal Contents Strategy for the Growth of Hallyu



Japan's Toy Company Takara's Diakron



## Glocal Contents Strategy for the Growth of Hallyu

### CJ E&M's Glocal Strategy for the Growth of Hallyu



CJ E&M의 글로벌 제작의 기본 방향



## Glocal Contents Strategy for the Growth of Hallyu



장 마르크 로셰트와 자크 로브의 동명의 프랑스 만화 《설국열차》(Le Transperceneige)를 원작 그대로 영화화

각본: 봉준호와 켈리 마스터슨

음악: 마르코 벨트라미

배우: 크리스 에번스, 송강호, 고아성, 제이미 벨, 존 허트, 틸다 스윈턴, 옥타비아 스펜서, 유언 브렘너 등

《설국열차》의 크랭크인은 2012년 4월 16일 체코 프라하 바란도프 스튜디오

## Glocal Contents Strategy for the Growth of Hallyu



언어별 제목	[ 쥘치기 · 접기 ]
장르	데스 게임, 서바이벌, 스릴러, 액션, 드라마, 피카레스크
공개일	2021년 9월 17일
공개 회차	9부작
상영 길이	476분 31초 (7시간 56분 31초)
제작사	넷플릭스 픽처스
제작비	253억 원
제작진	[ 쥘치기 · 접기 ]
출연	이정재, 박해수, 위하준, 오영수, 정호연, 허성태, 김주령, 아누람 트리파티, 유성주, 이유미 외
독점 스트리밍	<b>NETFLIX</b>
링크	<b>N</b>
시청 등급	<b>18</b> 청소년 관람불가

## Glocal Contents Strategy for the Growth of Hallyu

블랙핑크 네 명의 멤버 이름을 아시나요?



	지수	제니	리사	로제
생년월일	1995.01.03	1996.01.16	1997.03.27	1997.02.11
키	162cm	163cm	167cm	168cm
연습 기간	5년 (2011년 7월-)	5년11개월 (2010년 8월-)	5년3개월 (2011년 4월-)	4년2개월 (2012년 5월-)
국적	한국	한국	태국	한국, 뉴질랜드
외국어	중국어·일본어	일본어·영어	한국어·영어·일본어	영어·일본어
주요 이력	에픽하이 '해픈 연담' MV(2014)	지드래곤 '그xx' MV(2012)	노나곤 2015 S/S, F/W 시즌 콘서트 영상	지드래곤 '걸국' 피쳐링(2012)
	웹소나이트 레드·니콘·엔젤스톤 광고모델(2015)	지드래곤 '블랙' 컴퍼지팅·무대(2013)	노나곤2016 F/W 시즌 콘서트 영상	기타연주 농축 호주 오디션에 합격 후
	드라마 '프로듀사' 출연(2015)	이하이 '스태셜' 피쳐링(2013)	we zaa coo이라는 댄스 크루 활동	2012년부터 한국 거주
	LG스마트폰 X 광고(2016)	승리 '지지 맥' 피쳐링(2013)		
	스마트 학생복 광고(2015-16)	뉴질랜드 유학		

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## Glocal Contents Strategy for the Growth of Hallyu

방송사	포맷 제목	수출 국가
KBS	슈퍼맨이 돌아왔다	미국·태국
	굿닥터	미국·태국
MBC	복면가왕	중국·태국·캄보디아
	마이리틀 텔레비전	태국
SBS	런닝맨	중국(공동제작)
	판타스틱 듀오	스페인
JTBC	히든싱어	태국·베트남·중국·이탈리아
	비정상회담	중국·터키
CJ E&M	꽃보다 할배	미국·이탈리아·터키·우크라이나
	너의 목소리가 보여	불가리아·중국·태국 등 8개국

Glocal Contents Strategy for the Growth of Hallyu

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**E.O.D.**

# 2

## **The Future of Hallyu and AD/PR Strategy**

Presentation : Heebok Lee (Sangji University)





# Background of discussion



**Hallyu**(aka. **Korean Wave**), is the word depicting the popularity of the culture of the Republic of Korea, including K-pop and K-dramas. The term Hallyu was first used in the early 90's after South Korea entered into diplomatic relations with China, in 1992. From that point on, Korean entertainment culture gained great popularity in Asia from then until now.

## Characteristics of the Korean Wave by Period

Classification	Korean Wave 1.0	Korean Wave 2.0	Korean Wave 3.0
Duration	From 1997 to the mid-2000s	From the mid-2000s to the early 2010s	Since the early 2010s
Characteristics	Advent of the Korean Wave Focused on visual contents	Diffusion of the Korean Wave Focused on idols	Diversity of the Korean Wave
Main Genre	Drama	K-pop	K-Culture
Genres	Drama, movie, Korean pop song	Public culture, some parts of art and culture	Traditional culture, art and culture, popular culture
Countries	Asia	Asia, some parts of Europe, Africa, Middle East, Middle and South America and the US	Whole world
Major Consumers	Manias	Teens and twenties	World citizens
Major Media	Cable TV, satellite TV, internet	Popular video website, social networking services	All media types

Ministry of Culture, Sport and Tourism (MCST) (2013)

**Shin Hallyu, as a K-culture, which has been rapidly evolving since 2020.**

**Mainly through the converging lens of political economy and hybridization and non-face-to-face pandemic period.**

**Admitting that Korea's global cultural influence has continuously grown since from Hallyu 1.0 (late '90s) to Shin Hallyu.**



# Background of discussion

In 2020, **K-content exports** amounted to US\$11.92 billion, **surpassing establishing itself as Korea's flagship export item.**

According to analysis by the Export-Import Bank of Korea, an increase in K-content exports by \$100 million has an economic effect of increasing exports of related consumer goods by \$180 million.

**According to a country image survey** conducted by the Ministry of Culture, Sports and Tourism in 2021, **80.5% of foreigners evaluated the image of Korea positively**, and Korean modern **K-culture (22.9%) had the greatest influence** (Byeong-geuk Jeon, 2022. 7.17). This shows the positive effect of Hallyu.

# Background of discussion

Top 9 contents by K-culture genre that foreigners are interested in

Field	Pop	Movie	Dram	Traditi onal Music	Fashio n/Beau ty	Food	Game	Animati on	Sports
Prefer ence	36	20.6	16.4	5.2	4.6	3.8	2.2	1.6	1.4(%)

It is found that the field that foreigners **preferred the most is k-pop (36%)**. Next show that the order of **movies and dramas** is next.



# Background of discussion

Hallyu is a field that not only creates economic added value in terms of understanding our culture and forming the cultural code of other countries, but also has a great impact on national brands.

In addition, it has the value of advertising PR in that it forms a friendly image based on cultural contents and raises the Korean premium.

However, as the research and policies so far have been discussed focusing on the status quo and performance, there is a lack of discussion on future strategies for evaluation and utilization in the sophisticated advertising PR aspect.

Through this presentation, present implications for improving mutual understanding using Hallyu content and developing it into an advertising PR campaign in the future by raising interest in it and discussing improvement measures.

## Changes in the Korean Wave Paradigm



Conversion to the enjoyment and consumption of Hallyu contents in the daily life of people around the world, which is encouraged in a way that contributes to the socialization and cultural development of Hallyu consuming countries.

Source : KOFICE (2022).

## Hallyu association image

차수	사례수	1위	2위	3위	4위	5위
1차 (2012년 2월)	(5,600)	드라마 18.3	K-Pop 14.9	한국음식 14.5	전자제품 14.0	한국전쟁 6.7
2차 (2012년 12월)	(5,600)	한국음식 15.8	드라마 12.9	전자제품 12.3	K-Pop 12.3	한국전쟁 7.9
3차 (2014년 2월)	(5,600)	IT산업 14.5	K-Pop 12.0	한국음식 10.7	드라마 8.4	한국전쟁 6.0
4차 (2014년 11월)	(5,600)	K-Pop 17.2	한국음식 10.5	IT산업 10.4	드라마 9.9	미용 7.9
5차 (2015년 11월)	(6,500)	K-Pop 20.1	한국음식 12.1	IT산업 9.7	드라마 9.5	미용 9.2
6차 (2016년 11월)	(7,800)	한국음식 15.5	K-Pop 12.1	IT산업 10.2	드라마 9.9	북한/분단 7.8
7차 (2017년 11월)	(7,800)	K-Pop 16.5	북한/북핵 8.5	IT산업 7.7	드라마 7.6	한국음식 7.5
8차 (2018년 11월)	(7,500)	K-Pop 17.3	한국음식 9.9	IT산업 6.9	드라마 6.8	뷰티 5.6
9차 (2019년 11월)	(8,000)	K-Pop 18.5	한국음식 12.2	드라마 7.8	IT산업 7.3	한류스타 5.8
10차 (2020년 10월)	(8,500)	K-Pop 16.2	한국음식 12.0	IT제품/ 브랜드 6.9	한류스타 6.6	드라마 6.4
11차 (2021년 11월)	(8,500)	K-Pop 17.0	한국음식 11.5	드라마 7.5	한류스타 7.0	IT제품/ 브랜드 6.8

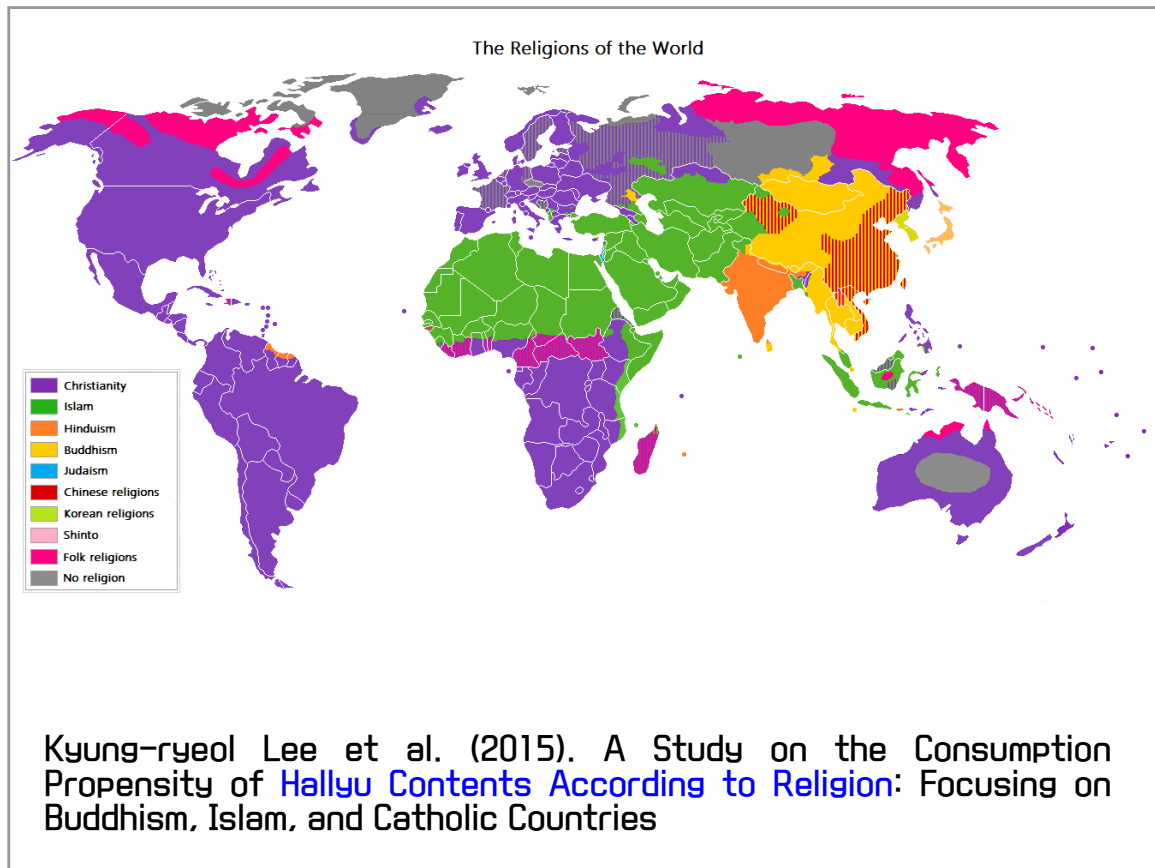
Q. 귀국해서 한국에 대해 생각하면 가장 먼저 떠오르는 것은 무엇입니까? 그 다음은요?

Since 2017, K-pop has consistently ranked first in the image associated with Hallyu.

## Hallyu Contents Diffusion

Path	Contents
Popular contents	Expansion of exports of Korean pop culture products through Korean dramas, music, movies, games, etc.
Derivatives sales	Sales of products related to Korean pop culture and Korean stars, such as tourism to Korean drama/movie locations, celebrity fashion/cosmetics, etc.
Korean product sales	Improvement of foreigner preference for Korean products based on Korean Wave
Korea preferred	Korean culture/lifestyle/Korean preference/longing

Hallyu is a key axis of future strategy that can enhance Korea's international competitiveness at the socio-cultural, industrial, and national level.



## Research Objectives

A study on the **relationships between the Korean Wave and the Characteristics of Korean Cultural Contents (ex: Drama)** in the Hallyu diffused area

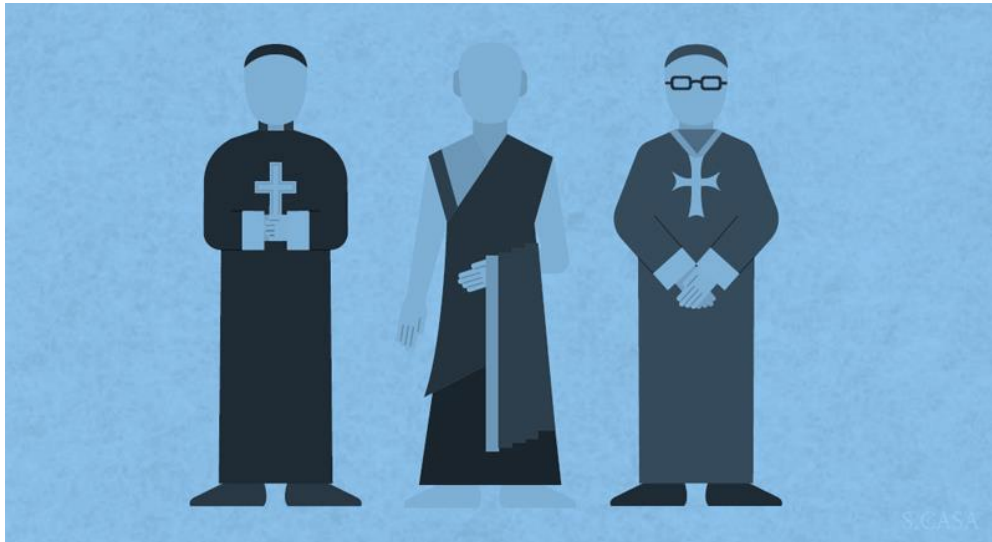
A Study on **the types and Characteristics of the Hallyu based on the religions**

A Study on **relationships between the emotional elements in religious area and Hallyu diffusion**

The **suggestions for strategic way to diffuse Hallyu based on the religious characteristics**

However, studies that approached the Korean Wave from a **religious point of view were rare.**

## 3 Religion : Buddhism, Islamic, Catholic



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## Research Questions

- RQ1
  - What are the [characteristics of Hallyu contents access process](#) in [each religious area](#)?
- RQ2
  - What are the [main reasons that people like Hallyu contents](#) in [each religious area](#)?
- RQ3
  - According to the characteristics of Hallyu contents, what are the [effective ways to diffuse Hallyu in each religious area](#)?

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# Methods

Religious Area	Nations	Responses (347)	Research Methods (Online Survey)
Buddhism	Vietnam Thailand	120	Step 1 : Discovering and <b>creating a questionnaire</b> of each language version
Islamic	Malaysia Indonesia	100	Step 2 : <b>Sampling</b> the respondents who have experienced Hallyu contents within 1 year (the ages of 15 and 59)
Catholic	Costa Rica Peru Chile	127	Step 3 : <b>Send an e-mail</b> and confirm SMS Step 4: <b>Online survey</b>



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# Religious and Hallyu Contents

**[Buddhism]** Vietnam, Thailand

- **Family tradition** 家和萬事成(gahwa-mansaseong)
- The younger should give precedence to the elder. or Elders first(Age) 長幼有序 (jangyu-yuseo)
- **Family relationships** 修身齊家治國平天下(susinjega-chigugpyeongcheonha)

**[Islamic]** Malaysia, Indonesia

- Distinction between men and women(**gender classification**) 夫婦有別 (bubu-yubyeol)
- **Social hierarchy(respect for adults)** 長幼有序(jangyu-yuseo)

- Focus on trust/belief
- Harmonious family 家和萬事成(gahwa-mansaseong)
- Brotherly affection
- Loyalty

**[Catholic]** Costa Rica, Peru, Chile

- God's mercy on **human sin**
- Solution of a **romantic love** affair

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## Conclusions and Implications(1)

In **Buddhist and Islamic** countries, the highest response was that they had experienced '**drama**' among Hallyu contents. On the other hand, in South American countries, which are **Catholic** countries, the overwhelmingly high response that they have experienced **K-pop**.

As a result of examining the **channels of contact** with Hallyu content, the most likely response was that they access Hallyu content through free internet services such as **YouTube and P2P**, regardless of religious sphere.

In particular, it appears that Korean Wave content is frequently accessed through PCs in Buddhist and Islamic countries and through **smartphone terminals** in **Catholic** South American countries.

## Conclusions and Implications(2)

Favorite Korean drama genre is '**Melodrama**' regardless of religion.

Favorite K-pop genre is '**band**' and '**ballad**' in **Buddhist** countries, while it appears as '**dance**' in **Islamic and Catholic** countries.

As a result of examining the inconvenience of using Hallyu contents, Buddhist and Islamic countries showed the highest response 'because there are few contents', while 'The content delivery process was inconvenient' was the highest in **Catholic** South American countries.

## Conclusions and Implications(3)

Characteristics of Religion

=> **Hallyu Contents Recognition**

Light, simple, trendy, soft and lovely story

Family, empathy, but cultural difference

Separating contents production from distribution

Internal rating competition

=>Not suitable for Hallyu diffusion

=> Multiple interesting elements (X)

System Development of **Hallyu Contents** Production Based on **Religion/Social Emotion in Hallyu Diffused Area**

Considering Emotional Elements Based on Religious and social Background

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## Conclusions and Implications(4)

Investment in Contents Production and Distribution System Development

**Hallyu Platform Development**

Who earn money? Producer or Distributor

No Relationships between Hallyu and Religion

Free from religious issues with Hallyu contents

No religious message

**But...Emotional empathy** (Family, Social Hierarchy, Age...etc.)

The discovery of **similarities in Confucian cultures**. Need for a plan to spread the Hallyu.

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# Suggestion

In this study, based on an **understanding of religion and customs, a plan to expand the use of Hallyu contents** considering religious characteristics and methods to increase the ripple effect were derived.

In this study, as a consumer of Hallyu, by reflecting and analyzing the religious characteristics of the target market.

It is possible to increase the value of Hallyu in **cultural and industrial aspects, and to draw implications for the front and rear effects** by using this research.

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# Round Table

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Hyeonju Jeong (Gatholic Kwandong University), Hyunsook Chun(Semyung University)  
Woonhan Kim (Sunmoon University), Jeiyong Lee (Gatholic Kwandong University),  
Jinwoo Lee (Namseoul University), Hyeyoung Kim (Tongmyong University),  
Jungmi Ma (Hannam University)

## Philippines at University of Cebu

Hospitality Management Professors : Van Mari Buslon-Sia, Irene Marie Osorno,  
Maria Isabel Guillen

Tourism Management Professors : Edilyn Lopez, Philip Roble

