ABSTRACT

This research discusses the influence of Korean Wave against the public interest in Indonesia to travel to South Korea. Tourism is now a requirement in various communities. Korean Wave is the term spreading the South Korean pop culture in various parts of the world. Korean Wave consisting of drama, music, and film managed to have an impact on the increase in the South Korea tourism. The emergence of Korean Wave has become the main attraction for tourists to travel to South Korea.

This research was developed using the theory of globalization that is supported the international community level analysis, where Korean Wave emerged as phenomenon that affects the world community en masse.

The focus of this study is to see the influence of Korean Wave that is also growing rapidly in Indonesia. Korean Wave becoming known in Indonesia since the 2000s and increasingly popular with the public in 2009. Along with the growing popularity of Korean dramas and music, turned out to have an impact on the public interest in Indonesia to travel to South Korea.

**Keywords:** Korean Wave, South Korea, Tourism.