

ABSTRACT

Penelitian ini membahas bagaimana peran Diplomasi Korporat SM Entertainment dalam mendorong kolaborasi ekonomi kreatif antara Korea Selatan dan Indonesia. Di era globalisasi, perusahaan multinasional hadir sebagai salah satu aktor non-negara dalam diplomasi yang memainkan peran penting dalam dinamika hubungan internasional. Dalam fenomena Korean Wave (hallyu), SM Entertainment menempati posisi strategis tidak hanya sebagai perusahaan hiburan, tetapi juga sebagai agen diplomasi budaya dan ekonomi. Melalui strategi korporat yang terstruktur, SM Entertainment berkontribusi dalam memperluas pengaruh industri kreatif Korea Selatan ke Indonesia sekaligus membuka ruang kolaborasi lintas negara. Penelitian ini menggunakan pendekatan kualitatif dengan konsep diplomasi korporat serta ekonomi kreatif untuk menganalisis praktik yang dilakukan SM Entertainment. Data dikumpulkan melalui studi literatur, analisis dokumen, dan pengamatan terhadap kolaborasi konkret antara SM Entertainment dan mitra di Indonesia. Hasil penelitian menunjukkan bahwa diplomasi korporat SM Entertainment terwujud melalui beberapa praktik utama, seperti produksi konten hiburan kolaboratif, rekrutmen serta promosi artis Indonesia dalam sistem K-Pop, hingga penyelenggaraan acara budaya bersama. Strategi ini tidak hanya memperkuat citra Korea Selatan di ranah internasional, tetapi juga mendorong pertumbuhan sektor kreatif di Indonesia melalui transfer pengetahuan, penciptaan pasar baru, dan kerja sama industri.

Keywords: Diplomasi Korporat, SM Entertainment, Korean Wave, Ekonomi Kreatif.

ABSTRACT

This research discusses the role of SM Entertainment's corporate diplomacy in supporting creative economy collaboration between South Korea and Indonesia. In the era of globalization, multinational corporations emerge as non-state actors in diplomacy, playing an important role in the dynamics of international relations. Within the phenomenon of the Korean Wave (hallyu), SM Entertainment occupies a strategic position not only as an entertainment company but also as an agent of cultural and economic diplomacy. Through well-structured corporate strategies, SM Entertainment contributes to expanding the influence of South Korea's creative industry in Indonesia while at the same time opening spaces for cross-border collaboration. This study employs a qualitative approach using the concepts of corporate diplomacy and the creative economy to analyze the practices carried out by SM Entertainment. Data were collected through literature review, document analysis, and observation of concrete collaborations between SM Entertainment and its Indonesian partners. The findings show that SM Entertainment's corporate diplomacy is manifested through several main practices, such as the collaborative production of entertainment content, the recruitment and promotion of Indonesian artists within the K-Pop system, and the organization of joint cultural events. These strategies not only strengthen South Korea's image in the international sphere but also encourage the growth of Indonesia's creative sector through knowledge transfer, the creation of new markets, and industry collaboration.

Keywords: Corporate Diplomacy, SM Entertainment, Korean Wave, Creative Economy