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South Korea in the Perspective of Millennial Generation: Survey Evidence in Jakarta

The Habibie Center

South Korea in the Perspective of Millennial Generation: Survey Evidence in Jakarta

The Habibie Center

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About The Habibie Center

The Habibie Center was founded by Bacharuddin Jusuf Habibie and family as an independent, non-governmental and non-profit organization on November 10, 1999. Our vision is to promote the modernization and democratization of Indonesia society based on the morality and integrity of sound cultural and religious values. The missions are:

First, to establish a structurally and culturally democratic society that acknowledges, honors and promotes human rights.

Second, to promote and advance effective human resources management and the socialization of technology.

The greatest asset and strength of The Habibie Center is in the people that are involved in the Center and their network. The prestigious names listed on our Board fully serve to assist in paving the way to ensure that the research and analyses conducted by the researchers are heard by the right individuals, institutions, and policy makers in Indonesia. The network that has existed since The Habibie Center was established has grown and broadened in the past years giving The Habibie Center an edge in disseminating the research. This has helped The Habibie Center carry out its mission and commit to work in concert with the relevant stakeholders.

The Habibie Center has also made its mark regionally as well as internationally, having several times been given the trust to manage grants and collaborations from and with national and international institutions, such as: the Hanns Seidel Foundation, International IDEA, National Democratic Institute (NDI), the Asia Europe Foundation, The World Bank, Center for Asian Strategic Studies-India, the National Bureau of Asian Research, Taipei Economic & Trade Office, European Union, Yayasan TIFA, USAID-SERASI, USAID-Chemonics, Sasakawa Peace Foundation (SPF), Coordinating Ministry of Law and Human Rights of the Republic of Indonesia, Tides Foundation, Mission of the Republic of Korea to ASEAN, and Korean Foundation.

Foreword

Indonesia and South Korea have long enjoyed warm and cordial ties ever since bilateral relations were first established in 1973. Recognizing the progress that has been achieved over the decades and considering the potential for ever-deepening and more mutually beneficial ties in the future, Indonesia and South Korea have elevated their relationship to a Special Strategic Partnership in 2017.

Demonstrating that this elevated partnership was more than just words and symbolism but also had tangible impacts, the two governments officially signed the Indonesia-Korea Comprehensive Economic Partnership Agreement (IK-CEPA) on December 18th, 2020. The journey towards the signing of the IK-CEPA was not without obstacles, but the fact that Jakarta and Seoul were able to finalize the deal is a testament to how truly special and strategic this partnership is.

Despite these many milestones, I would argue that there is a more important aspect of the Indonesia-South Korea relationship, going beyond the special and strategic bilateral relationship, that is in our people-to-people connection. Where there are genuine friendship, deep understanding, and positive appreciation at a people-to-people level, we can be sure that the wider bilateral relationship will remain strong and resilient.

“Where there are genuine friendship, deep understanding, and positive appreciation at a people-to-people level, we can be sure that the wider bilateral relationship will remain strong and resilient.”

In this regard, this *South Korea in the Perspective of Millennial Generation: Survey Evidence in Jakarta* is a timely publication on the current state of people-to-people ties between Indonesia and South Korea. The public opinion survey takes DKI Jakarta as the case study at this stage and will be further followed by similar surveys in other cities, and for 2021, Surabaya has been selected as the next case study.

Produced by The Habibie Center with the generous support of the Korean Foundation, the Report highlights a number of findings surrounding Indonesians Millennial' experience of interacting with South Korea, their perceptions of the country and its people, and their views of South Korean culture, products, and the wider bilateral relationship, as well as how such views are formed. I hope the findings and recommendations of the Report shall prove useful for interested stakeholders and guide policymakers in both countries, in designing policies and making decisions to continue the depth and breadth of the bilateral relationship.

Jakarta, 31 December 2020



Hadi Kuntjara, Ph.D.
Executive Director, The Habibie Center

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Executive Summary

This survey aims to capture a comprehensive range of perceptions and attitudes of Indonesia's millennial generation towards South Korea. It is expected that this could be an initial description of the knowledge and perceptions of the Indonesian public towards South Korea from various aspects so that it could enhance cooperation between the two countries in the future.

The sample of the survey represented residents of DKI Jakarta province from five administrative cities (East Jakarta, West Jakarta, Central Jakarta, South Jakarta, North Jakarta) aged 20-39 years old when the survey was conducted. Researchers used stratified random sampling technique and determination of the village to the selected household was carried out in stages using a random number table, so that 42 villages were selected in 42 sub-districts in five administrative cities. The number of samples of 400 respondents was determined by the Slovin formula at a 95% level of confidence. By selecting 400 respondents, the survey has a margin of error of +/- 4.9%. The unit of analysis is an individual based on predetermined criteria. The 20-39 years old group was chosen as respondents because they are in the productive age and have an important role in bilateral relations between the two countries in the future.

Data collection was carried out from 9 September 2020 to 3 October 2020 through face-to-face interviews using a questionnaire by the interviewers (enumerators) who had attended training first. Under the condition of Large-Scale Social Restrictions (PSBB) due to the COVID-19 pandemic, the survey was conducted by prioritizing health protocols where enumerators wore masks when doing interviews with respondents in the field.

Findings

- 1 Despite most respondents having very limited experience in interacting directly with South Koreans or in terms of their experience of visiting South Korea, in general the Indonesian millennial generation have a positive perception of South Korea.

- 2** In obtaining information about South Korea, Indonesian millennial have a greater tendency to access online platforms or digital media (online media, YouTube, and Instagram) rather than conventional information sources.
- 3** Indonesian millennial generation assessed that bilateral relations between Indonesia and South Korea have been going well and have brought positive benefits to the Indonesian society.
- 4** Three areas of potential cooperation to be increased between Indonesia and South Korea in the future are economy/trade/industry, education, and technology sectors.

Recommendations

- 1** In the context of people-to-people contact, Indonesia and South Korea could develop more youth exchange programs either in terms of the number of participants or the type of programs.
- 2** As one of the most potential sectors in economic ties, the Indonesian government should create and maintain a consistent and predictable regulatory environment for foreign direct investments.
- 3** For further research, conducting a similar survey with South Koreans as target respondents can be considered to gauge perceptions of the South Korean public towards Indonesia in order to obtain views from both sides.

INTRODUCTION

Background

Official relations between Indonesia and the Republic of Korea were established in September 1973 and will mark 50 years of official ties in 2023. Over the almost five decades of relations, ties between Jakarta and Seoul have improved significantly, with the two countries sharing similar traits and experiences. Both are regarded as 'middle powers' and together with Australia, Mexico, and Turkey are part of the MIKTA grouping. Both are regarded as Asian democracies and economic powerhouses, and are thus looked on as important actors in the stability and prosperity of the Indo-Pacific region. Moreover, over the years the peoples of Indonesia and Korea have generally held positive perceptions of one another. For example, Indonesia has been highly receptive to the so-called Korean Wave with some 249,000 Indonesians visiting South Korea in 2018 alone. Korean beauty products are popular in Indonesia with one survey showing that 57.6% of Indonesian women preferred South Korean products compared to other countries, whilst Korean pop bands regularly include Indonesia during their overseas tours.

It was perhaps in recognition of these facts that on November 9, 2017 President Moon Jae-In officially declared the Republic of Korea's 'New Southern Policy', significantly making that announcement during a state visit to Indonesia where he brought a delegation of 200 business leaders to meet his counterpart President Joko Widodo. The choice of location was not made absent-mindedly. There is also recognition from Seoul's side that closer ties with Indonesia, must go beyond enhancing economic relations. As such, President Moon Jae-In has put forward the '3Ps' – people, prosperity and peace – that lies at the heart of the Republic of Korea's 'New Southern Policy' with Southeast Asian countries including

Indonesia and differentiate it from previous efforts. The placing of 'people' as the first of the '3Ps' serves to answer those who may assume the Republic of Korea's outreach to Southeast Asia is merely driven by transactional objectives.

However, almost two years since the launch of the 'New Southern Policy', it could be argued that many in Indonesia remain unaware of Seoul's initiative to achieve these aims. These include not only government officials but also business communities and the wider public who will be hard-pressed to identify any initiative under the 'New Southern Policy.' In terms of recognition, it could be said that the Republic of Korea's 'New Southern Policy' pales in comparison to similar attempts by other major powers to engage with the Southeast Asian region. These include the U.S 'Free and Open Indo-Pacific Strategy' and China's 'Belt and Road Initiative.' The above suggests that the closeness of Indonesia-Republic of Korea ties has not yet been effectively translated into the 'New Southern Policy.' Indeed, it calls for a closer examination of the state of Indonesia-Republic of Korea relations that have until now been assumed to be strong, but which limited empirical evidence exists. Such data would help officials and policy makers from both Indonesia and Republic of Korea to help formulate better strategies in strengthening Indonesia-Republic of Korea relations and to better realize the effective implementation of the 'New Southern Policy'.

In this regard, The Habibie Center considers that further research is needed to gauge the perceptions of Indonesian public, especially the millennial generation, of their understanding of South Korea. Through a survey of public opinion on the millennial generation in DKI Jakarta, it is expected that this could be an initial description on the knowledge and perceptions of the Indonesian public towards South Korea from various aspects

so that it could enhance cooperation between the two countries in the future. The age range group of 20-39 years was chosen as respondents to this public opinion survey research as they are assumed to be of productive age and have a very important role in the future.

Survey Methodology

The sample of the survey was residents of DKI Jakarta province from five administrative cities (East Jakarta, West Jakarta, Central Jakarta, South Jakarta, North Jakarta) aged 20-39 years old when the survey was conducted. Researchers used stratified random sampling technique. Determination of the village to the selected household was carried out in stages using a random number table, so that 42 villages were selected in 42 sub-districts in five administrative cities. The number of samples of 400 respondents was determined by the Slovin formula at a 95% level of confidence. By selecting 400 respondents, the survey has a margin of error of $\pm 4.9\%$. The unit of analysis is an individual based on predetermined criteria. The 20-39 years old group was chosen as respondents because they are in the productive age and have an important role in bilateral relations between the two countries in the future.

Data collection was carried out on 9 September 2020 to 3 October 2020 through face-to-face interviews using a questionnaire by the interviewers (enumerators) who had attended training first. Under the condition of Large-Scale Social Restrictions (PSBB) due to the COVID-19 pandemic, the survey was conducted by prioritizing health protocols where enumerators wore masks when doing interviews with respondents in the field.

Demographic Profile of Respondents

Respondents of the survey had various backgrounds in gender, age, ethnicity, occupation, level of expenditure, and domicile of residence. In terms of gender, respondents consisted of 54.0% female and 46.0% male. For the age range, 21.8% were aged 20 years, 48.8% were aged 21-30 years, and 29.5% were aged 31-39 years. Regarding the marital status, 54% of respondents were single, 45.7% were married, and 0.2% were widowed. From the ethnic background, 41.8% described themselves as Javanese, 35.0% Betawi, 10.0% Sundanese, 2.3% Minangkabau, 1.5% Malay, 1.2% Bugis, 1.2% Chinese, and others 4.2%.

Further, for the occupation, 30% of respondents claimed to have a permanent job, 21.5% were housewives, 17.0% were students, 16.0% were part timers, and 15.5% were unemployed. From those who stated that they have a permanent job or were part timers, 45.7% worked as employees in private sector, 26.7% were self-employed or entrepreneurs, 8.1% worked as online taxi drivers, 4.3% were civil servants, 4.3% were teachers, 2.8% were employees in state-owned enterprises, and 8.1% others.

Monthly expenditure was also one of the demographic profile variables that respondents were asked in the survey. As many as 48.5% of respondents spent IDR 1,000,001 – IDR 3,000,000 per month, 24.8% had monthly expenses below IDR 1,000,000, 21.2% of respondents expended IDR 3,000,001 – IDR 5,000,000 in a month, and 5.5% had monthly expenses of more than IDR 5,000,000.

Lastly, for the residential domicile of respondents, most of them (28.3%) lived in East Jakarta, 24.5% in South Jakarta, 19.5% in West Jakarta, 17.0% in North Jakarta, and 10.8% in Central Jakarta.

RESULTS AND FINDINGS

Experience of Interacting and Visiting South Korea

Before asking respondents about their perceptions towards South Korea, it is important to identify beforehand whether they have personal experiences related to South Korea, such as interacting with South Koreans or visiting South Korea. In fact, the majority of respondents (93.8%) admitted that they have never had firsthand experience interacting with South Koreans in the past three years. From the 6.2% of respondents who had experience interacting with South Koreans, 32.0% of those respondents stated that they interacted with South Koreans as colleagues.

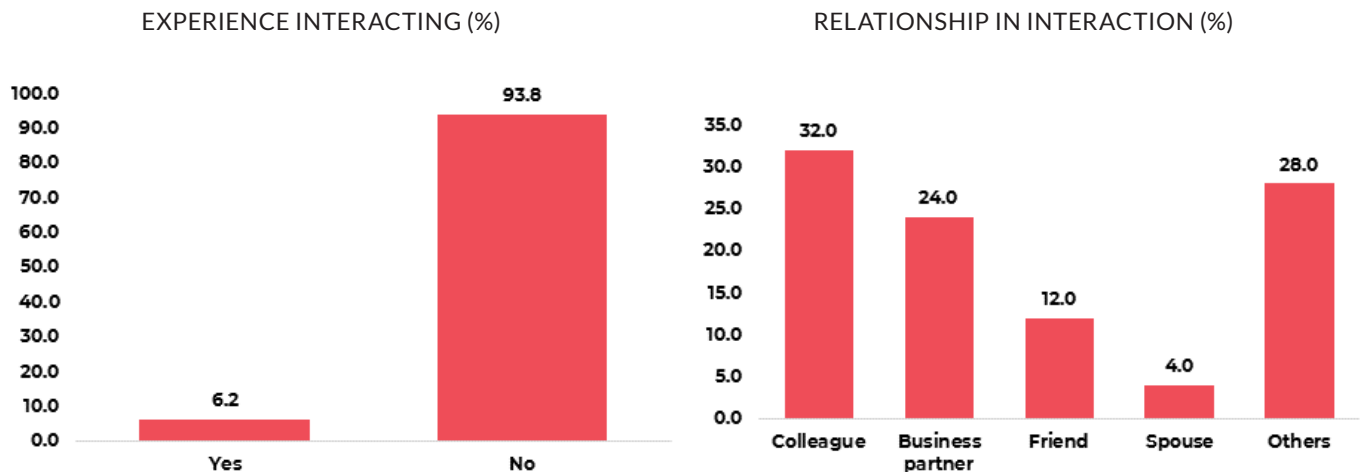


Chart 1. Experience Interacting with South Koreans

In terms of visiting South Korea, 98.8% of respondents have never had experience visiting South Korea. Only 1.2% of respondents have visited South Korea in the past three years for the main purpose of traveling. These findings denote that the majority of respondents have not had any recent experiences directly related to South Korea. Thus, perceptions of respondents towards South Korea were constructed by information obtained indirectly, instead of their personal experiences.

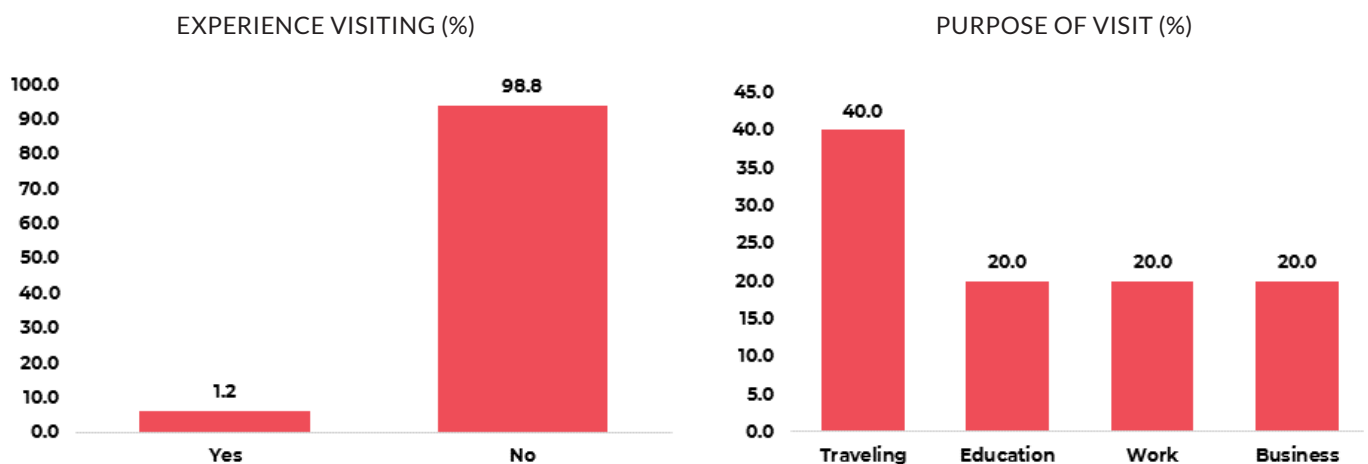


Chart 2. Experience Visiting South Korea

Perceptions on South Korea as a Country

In general, the respondents reaching just over 70% agreed with the assessment that South Korea's economy is advanced (79.5%), the social and political life of South Korea is democratic (72.3%), science in South Korea is advanced (75.3%), and tourist attractions in South Korea are diverse (73.3%). Moreover, 68.8% of respondents also agreed that South Korea excels in sports.

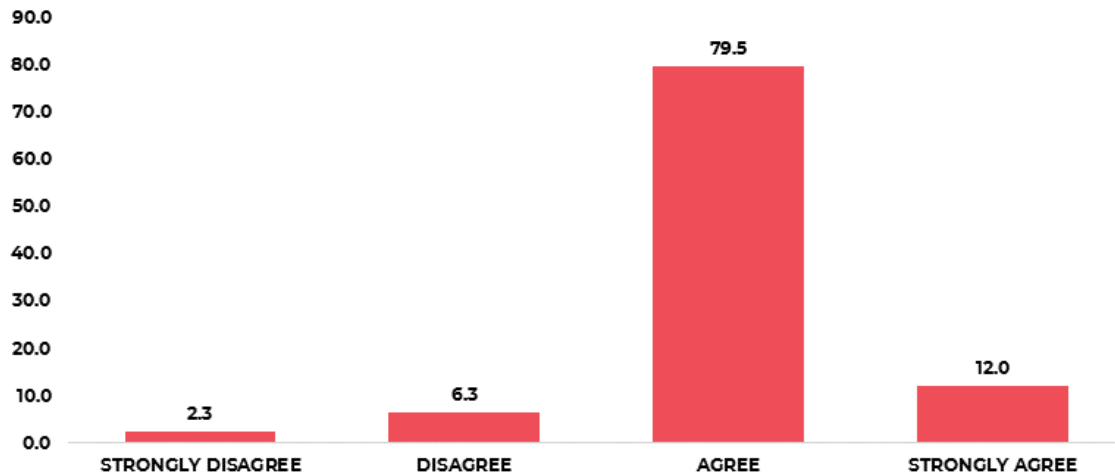


Chart 3. Economic Condition of South Korea

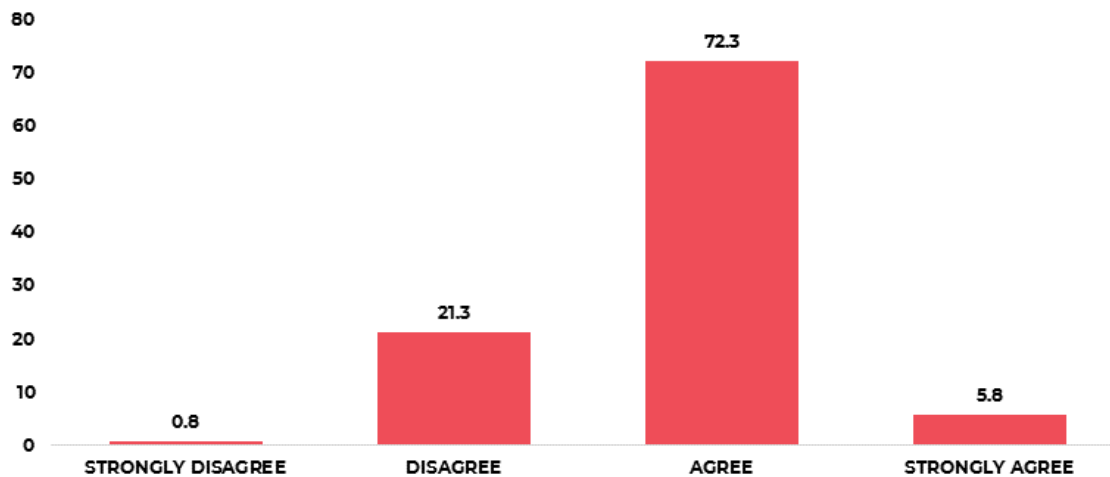


Chart 4. Political Life of South Korea

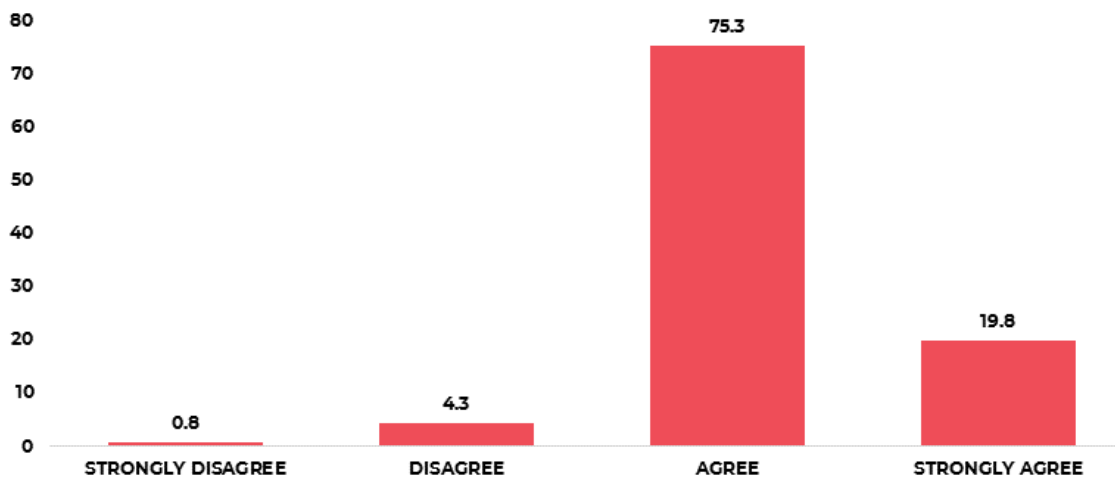


Chart 5. Science in South Korea

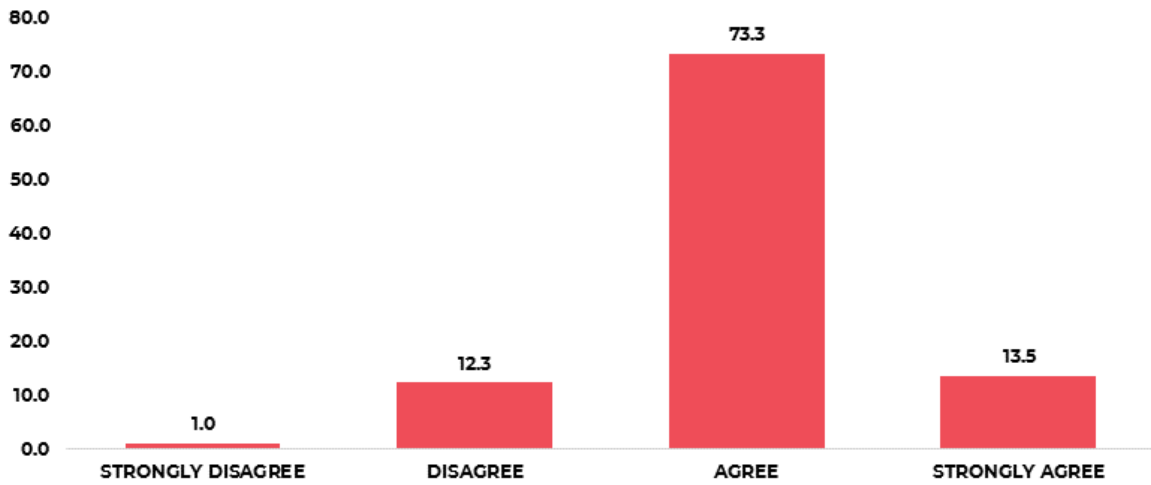


Chart 6. Tourist Attraction in South Korea

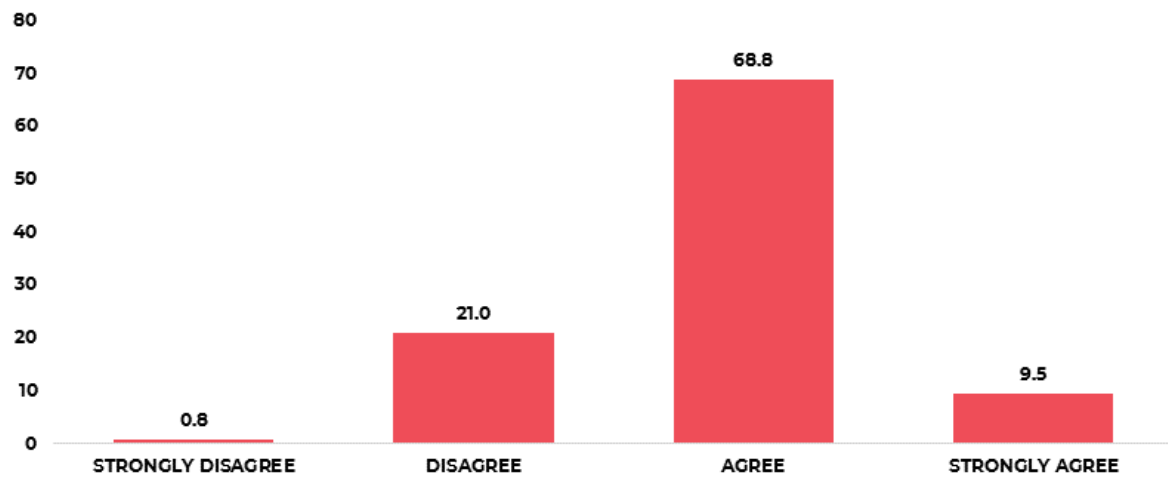


Chart 7. Sports in South Korea



Photos: Tteokbokki and Kimchi

Interest in Social Culture of South Korea

The socio-cultural aspects of South Korea has been explored to capture Indonesian millennial' interest in it. However, it turns out that respondents tended to not be interested in the history of South Korea (46.3%), Korean language (47.8%), and Korean food (47.5%). The percentage of respondents who were not interested and who were interested instead in the history of Korea, Korean language, Korean food are almost at the same number with slight differences, approximately 1% to 7%.

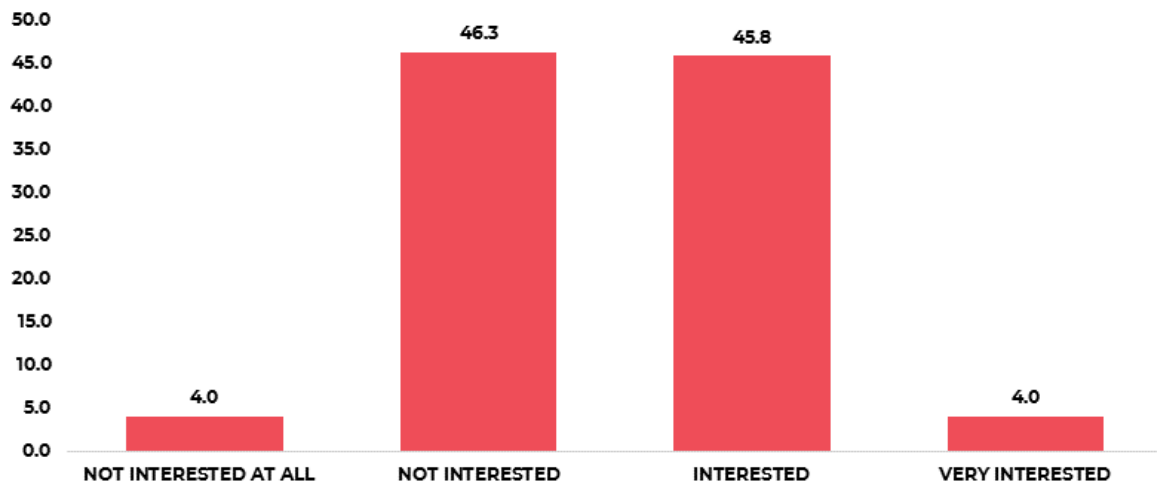


Chart 8. Interest in the History of South Korea

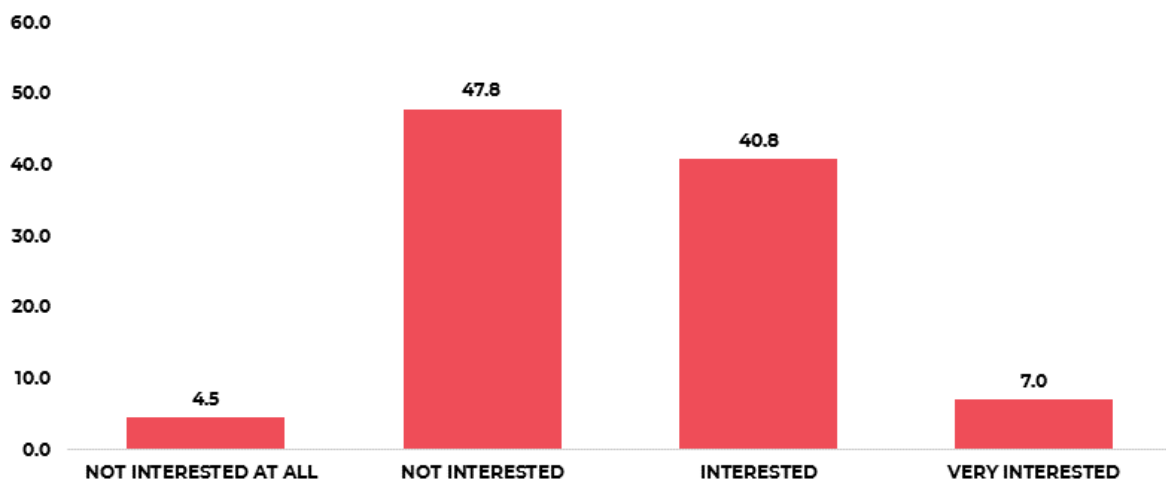


Chart 9. Interest in the Korean Language

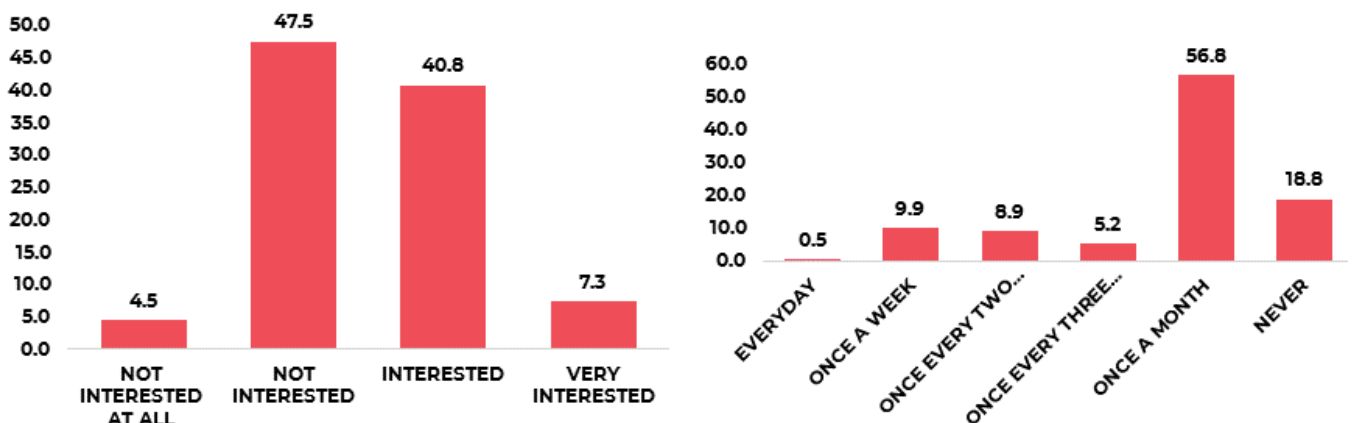


Chart 10. Interested in Korean Food

While, when posed with a question of their interest in Korean dramas or movies, 40% of respondents were interested and most of them watched Korean movies or dramas once a week in the past month. A cross tabulation table between gender and interest in Korean drama or movie variables illustrates those who were interested and who were very interested were female.

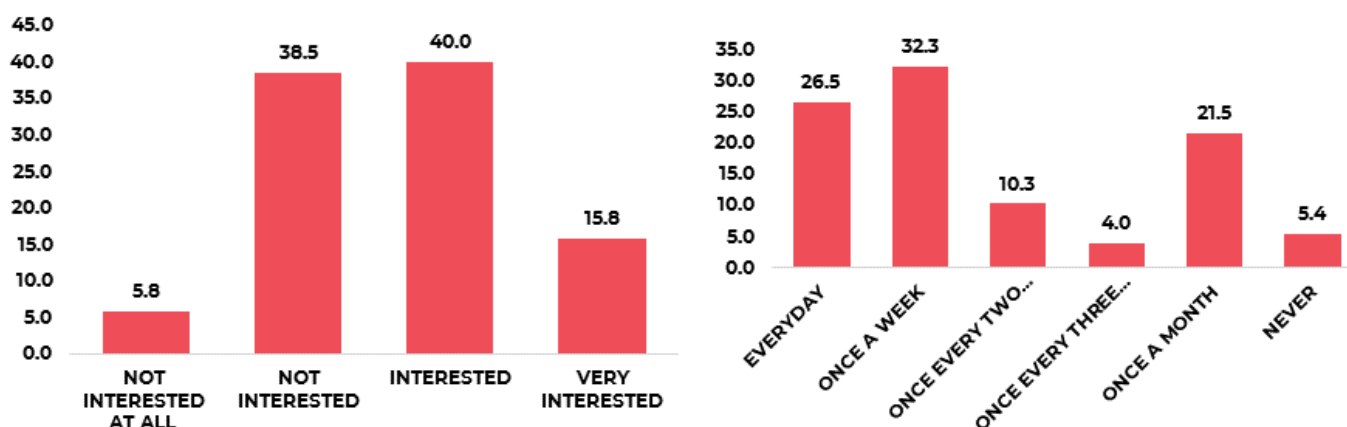


Chart 11. Interest in Korean Drama/Movie

	BASIS OF SAMPLE	NOT INTERESTED AT ALL	NOT INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
GENDER						
MALE	46.0	10.9	53.3	30.4	5.4	100.0
FEMALE	54.0	1.4	25.9	48.1	24.5	100.0

Chart 12. Interest in Korean Drama/Movie Based on Gender

In contrast, more than half of the respondents were not interested in K-Pop music (53.3%), with only less than 30% interested. For those who were interested, they said that they listened to K-pop songs every day in the past month. Cross tabulation between gender and interest in K-Pop music variables also depicts that the respondents who were interested and who were very interested were female.

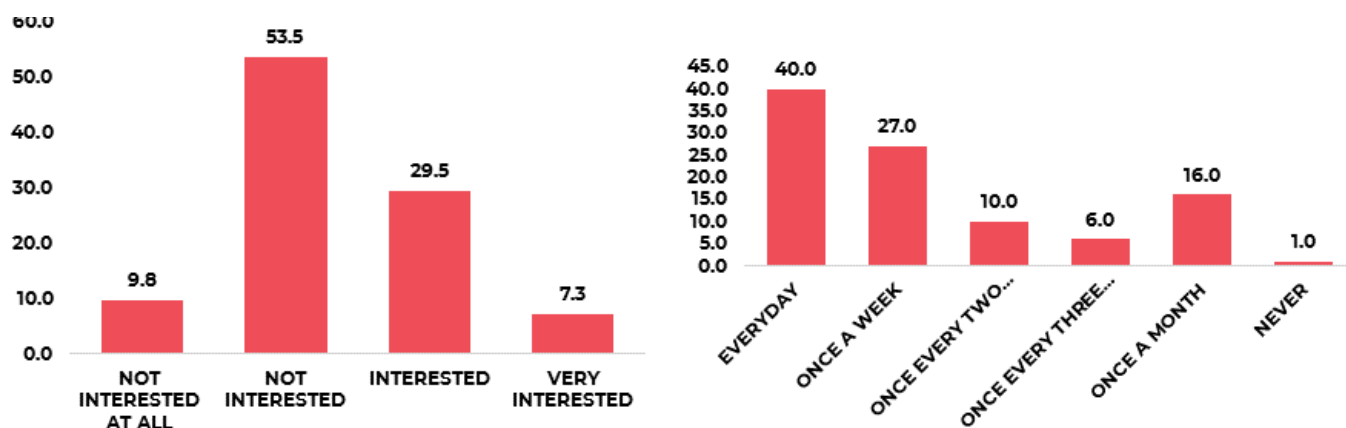


Chart 13. Interested in K-Pop Music

	BASIS OF SAMPLE	NOT INTERESTED AT ALL	NOT INTERESTED	INTERESTED	VERY INTERESTED	TOTAL
GENDER						
MALE	46.0	13.6	65.8	17.9	2.7	100.0
FEMALE	54.0	6.5	43.1	39.4	11.1	100.0

Chart 14. Interested in K-Pop Music Based on Gender

In terms of electronic and fashion products, the difference in millennial who were not interested and who were interested was almost double. 31.5% of respondents were not interested and 59.8% of respondents were interested in South Korean electronic and fashion products. From those who were interested and very interested, most of them stated that they bought South Korean electronic and fashion products once a month.

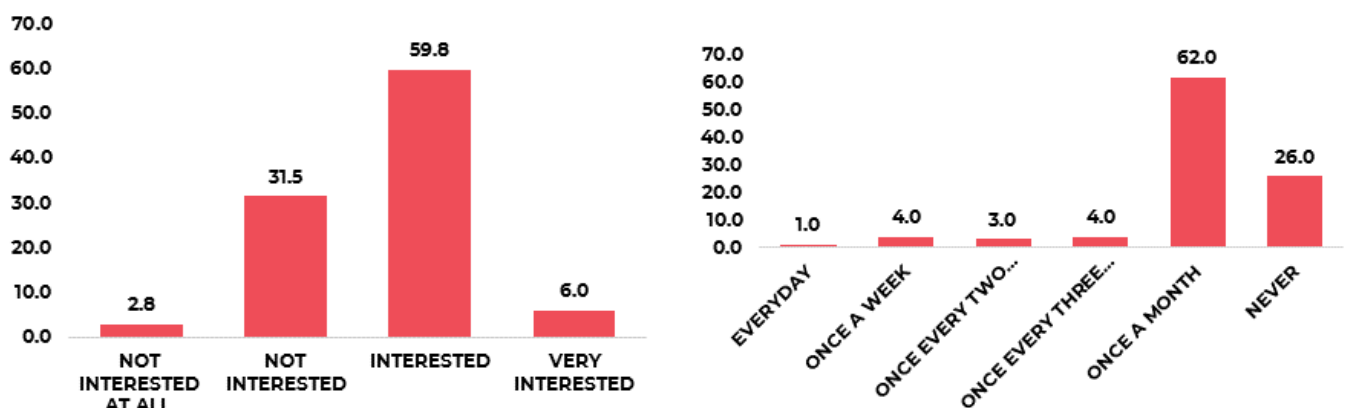


Chart 15. Interested in Electronic and Fashion Products of South Korea

Preferences on Dramas/Movies, Language, Products of South Korea



With the Korean Wave gaining popularity globally, including in Indonesia, one of the questions on our survey sought to explore respondents' interest in a number of items, including Korean dramas/movies, language and other products.

Photo: Parasite Movie Poster

When asked whether respondents preferred watching Korean dramas/movies compared to those from other countries, our findings highlighted that a large number of respondents did not prefer Korean dramas/movies to those from other countries. 49.5% disagreed with the statement and 8% strongly disagreed, while a smaller amount, 35.5% of respondents agreed and 7.3% strongly agreed that they have a preference for Korean dramas/movies over other countries’.

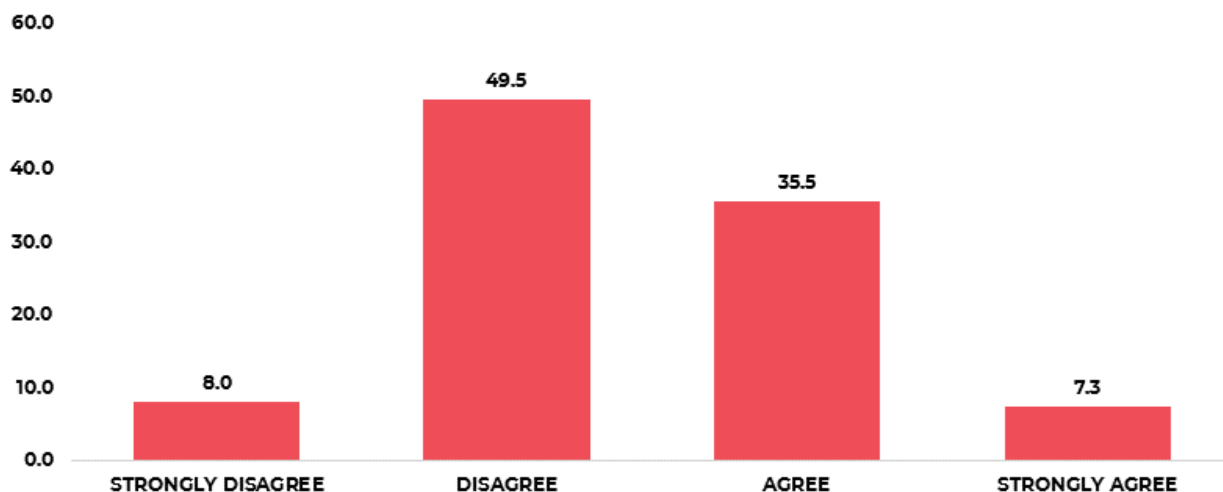


Chart 16. Preference on Korean Drama/Movie Compared to Drama/Movie from Other Countries

In terms of language, we asked respondents whether they preferred learning the Korean language over other foreign languages. The research also revealed that only a small number of respondents identified with this statement - 24.8% who agreed and 1.5% who strongly agreed. A larger number of respondents did not identify with the statement, with 65% who disagreed and 8.8% who strongly disagreed that they prefer learning the Korean language over other foreign languages.

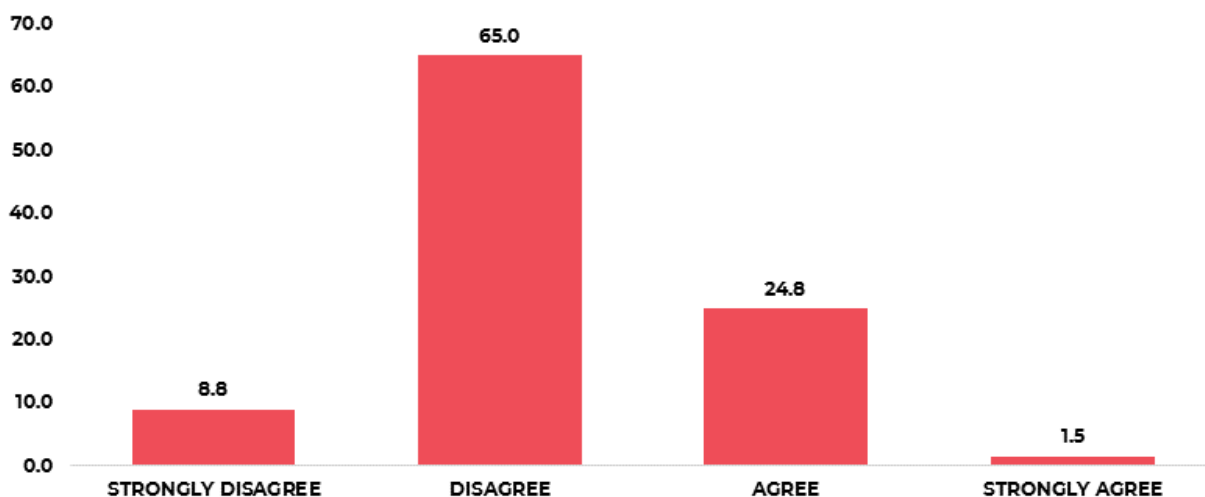


Chart 17. Preference on Korean Language Compared to Other Foreign Languages

We also wanted to explore respondents’ preference for South Korean products, mainly fashion and electronic products as popular exports of Korean culture. In both products, our research found that more respondents did not prefer South Korean products over those from other countries. For fashion products, 62.3% disagreed and 6.3% strongly disagreed that they preferred South Korean products

over other countries' products, while only 30.3% agreed and 1.3% strongly agreed.

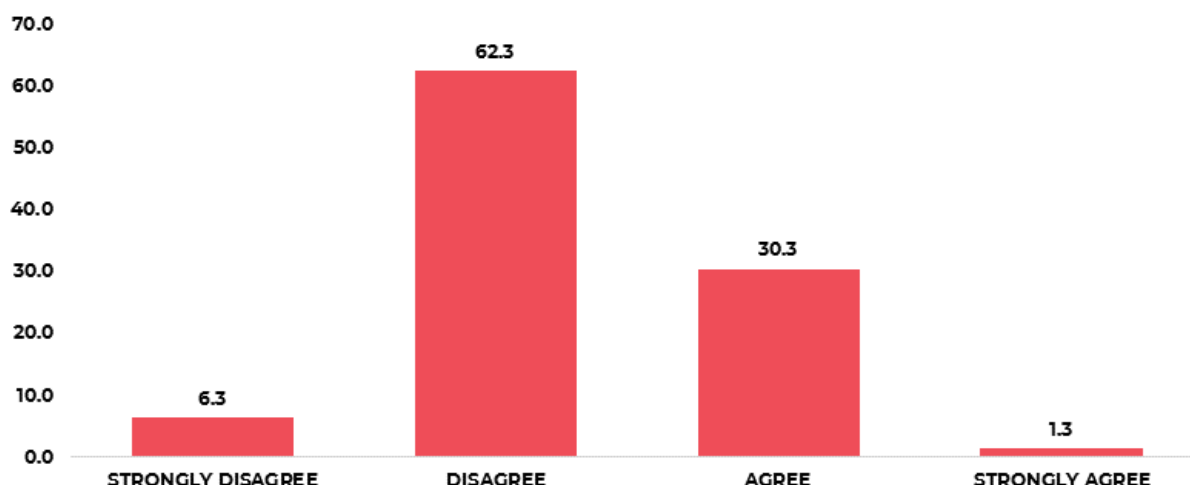


Chart 18. Preference on Fashion Products from South Korea Compared to Fashion from Other Countries

A similar case was found for electronic products, whereby more respondents disagreed (58%) and strongly disagreed (3.8%) with the preference to use South Korean products over other countries' products, while only 35.8% agreed and 2.5% strongly agreed.

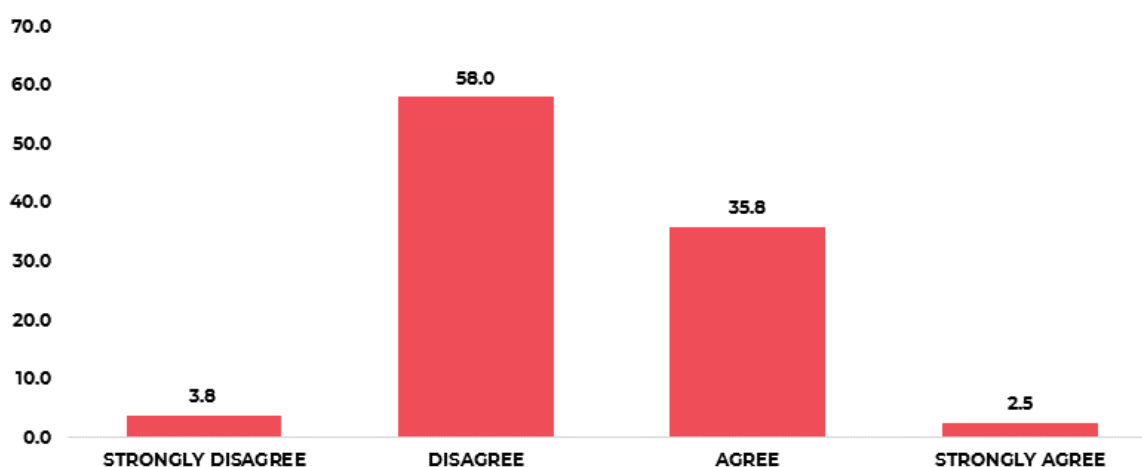


Chart 19. Preference on Electronic Products from South Korea Compared to Electronic Products from Other Countries

Perceptions of Indonesia–South Korea Bilateral Relations

Aside from socio-cultural aspects, we also wanted to gauge respondents' thoughts on the overall Indonesia-South Korea bilateral relationship. In general, respondents viewed the Indonesia-South Korea bilateral relationship positively, with 85% noting it as good and 11.3% as very good. A very small minority of respondents viewed the bilateral relationship negatively, as either not good (2.8%) or not very good (1%).

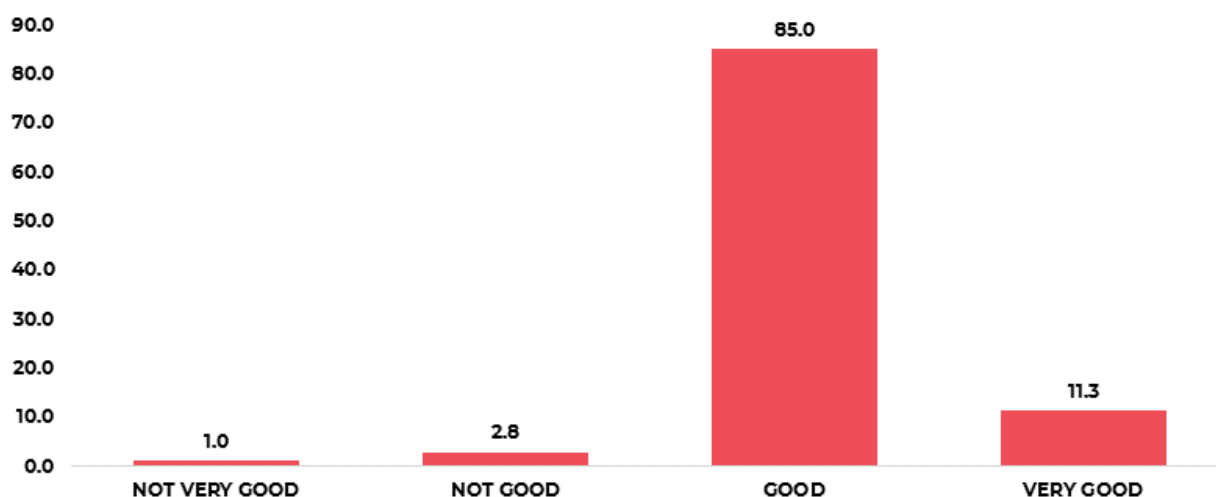


Chart 20. Assessment of Bilateral Relations between Indonesia and South Korea

In addition, a majority of the respondents believed that the bilateral cooperation between Indonesia-South Korea brings positive benefits for Indonesia, with 82.8% who agreed and 7.3% who strongly agreed. Only a small number of respondents disagreed (9.5%) and strongly disagreed (0.5%) with the statement.

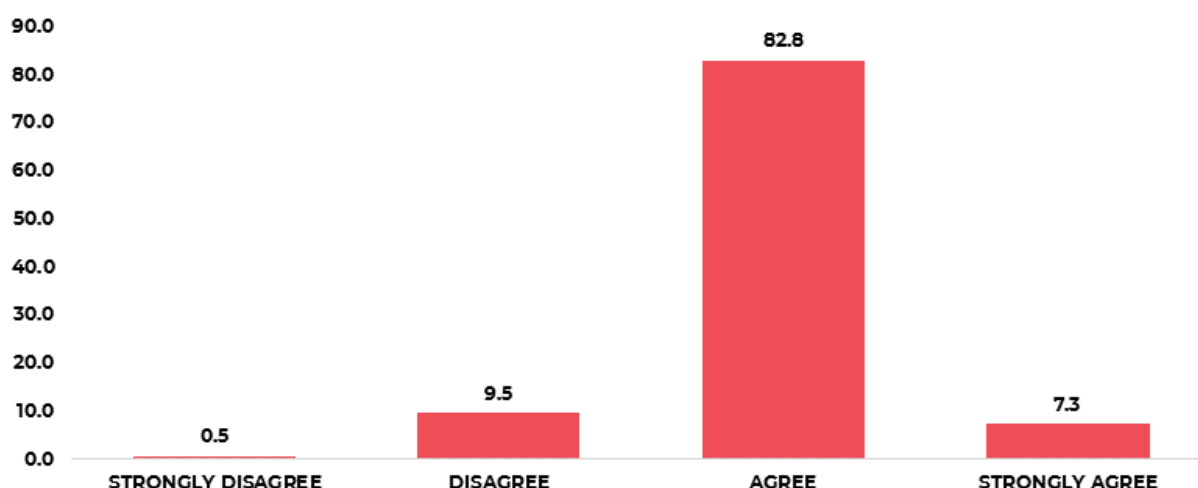


Chart 21. Assessment of the Benefits of Bilateral Relations between Indonesia and South Korea

We also asked respondents more specific opinions of several aspects of the Indonesia-South Korea bilateral relationship.

As a partner in the Indo-Pacific, a high number of respondents strongly agreed (82.5%) and agreed (5.3%) that South Korea is a strategic partner for Indonesia in promoting peace and security in the region. A smaller number disagreed (12%) and strongly disagreed (0.3%) with the statement.

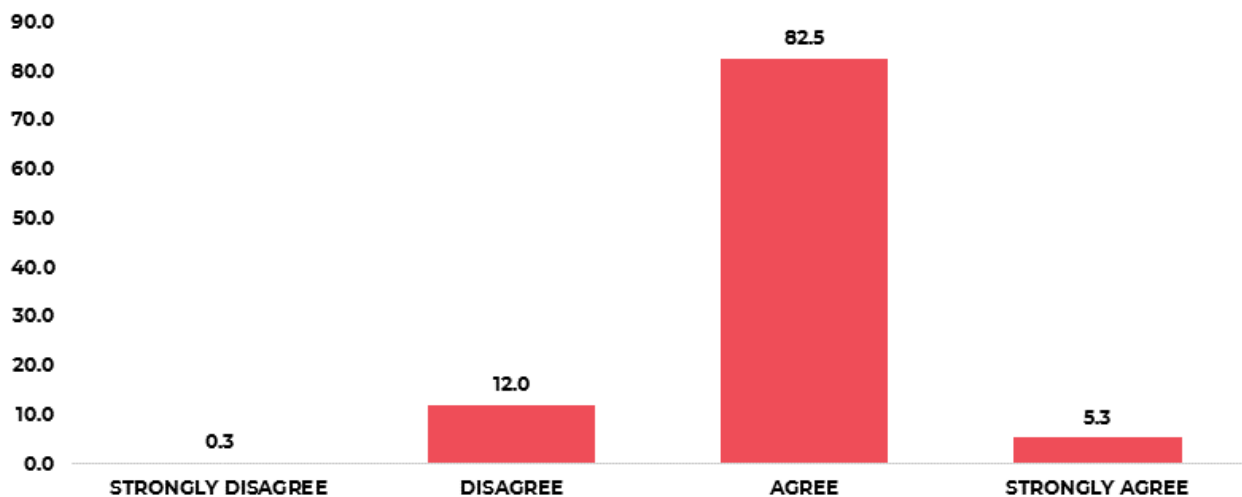


Chart 22. Assessment of South Korea's Position as Indonesia's Partner in the Indo-Pacific

Most of the respondents also believed that Indonesia and South Korea should heighten cooperation in multilateral fora such as the United Nations and the G-20, among others, to promote peace and security in the Indo-Pacific region, with 83.3% who agreed and 10.3% who strongly agreed. Only 6.3% disagreed and 0.3% strongly disagreed with the statement.

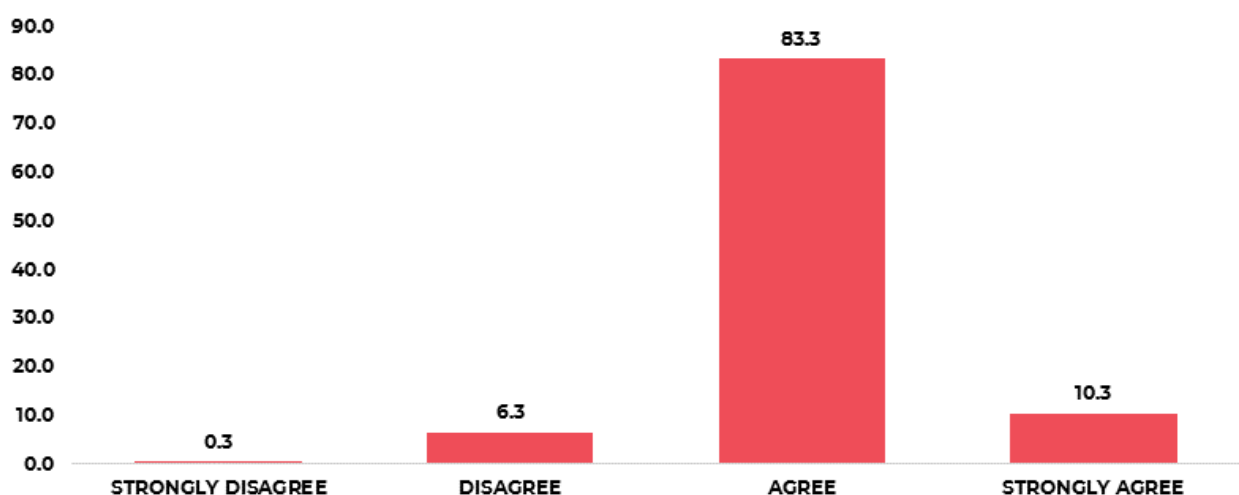


Chart 23. Assessment of Cooperation between Indonesia and South Korea in Multilateral Forum

We also asked respondents' opinions of South Korea as Indonesia's partner in comparison to other countries, namely Japan and China. Our research found that a majority of respondents viewed South Korea as a more important partner for Indonesia, especially with regards to the promotion of peace in the Indo-Pacific region. The data revealed that 61% of respondents agreed and 4.3% strongly agreed that South Korea is more important than Japan, while only 33% disagreed and 1.8% strongly disagreed. Similar numbers were found in the comparison with China, with 63.5% of respondents who agreed and 6% who strongly agreed that South Korea is more important, while only 28.8% disagreed and 1.8% strongly disagreed.



Photo: President Joko Widodo and President Moon Jae-In (setkab.go.id)

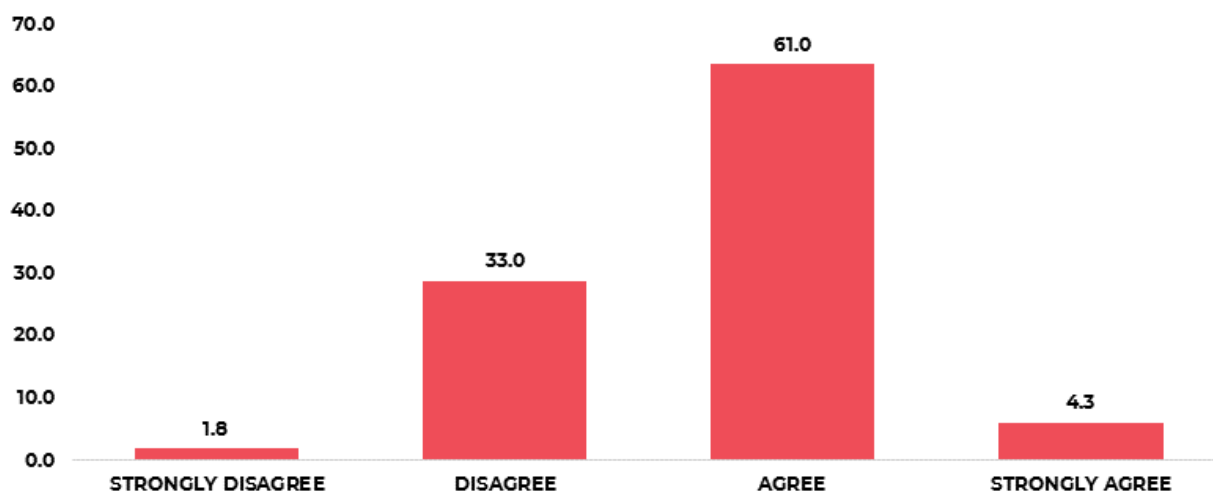


Chart 24. Assessment of South Korea as Indonesia's Partner Compared to Japan

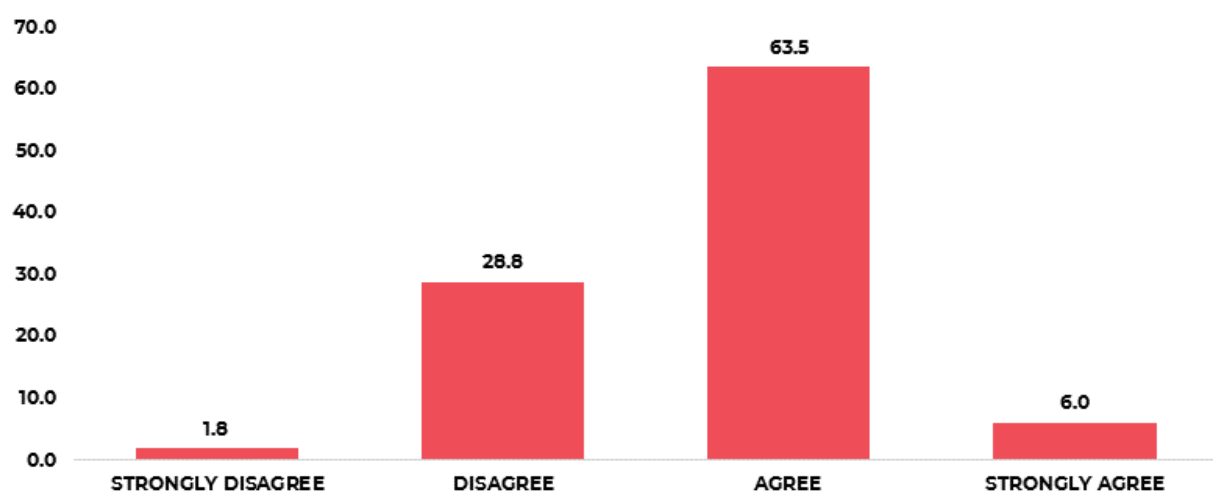


Chart 25. Assessment of South Korea as Indonesia's Partner Compared to China

Lastly, we also asked respondents which area of the Indonesia-South Korea cooperation they believed should be enhanced in the future. Of all the sectors listed, the economic, trade, and industry sectors were chosen by 37.7% of the respondents, followed by education (16.8%) and technology (11.8%). A full breakdown of all other sectors can be found in the table below.

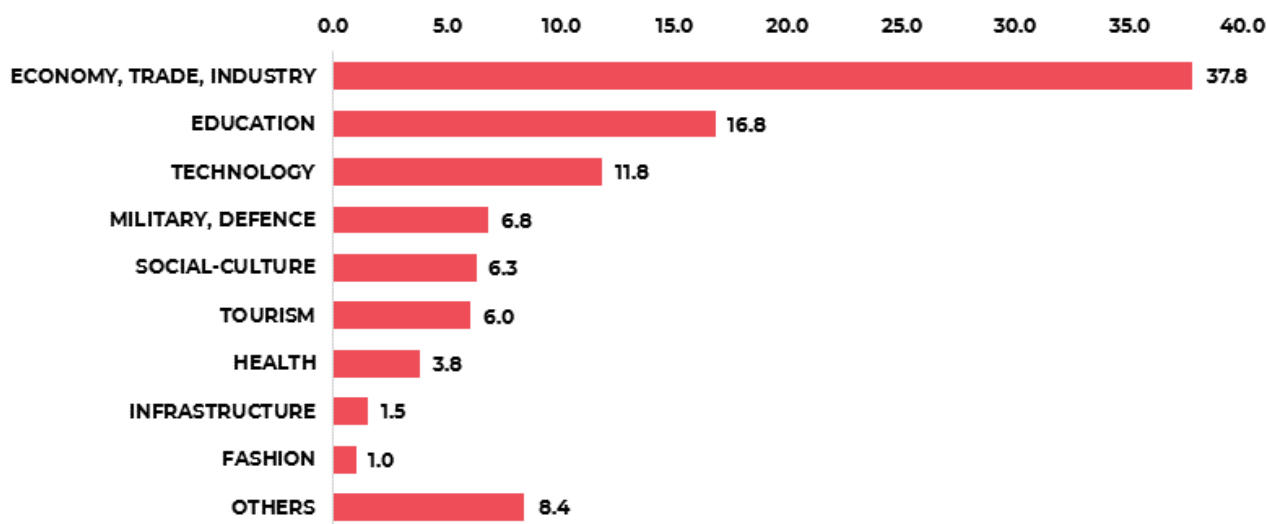


Chart 26. Cooperation between Indonesia and South Korea in the Future

Sources of Information about South Korea

The last part of our research aimed to uncover the sources of information Indonesian millennial used to obtain information on South Korea. Compared to other sources, a large amount of respondents used online media for both social, political and economic issues relating to South Korea (32.5%), as well as for information on Korean dramas and movies (23.9%). A complete breakdown of other sources for both issues can be found in the tables below.

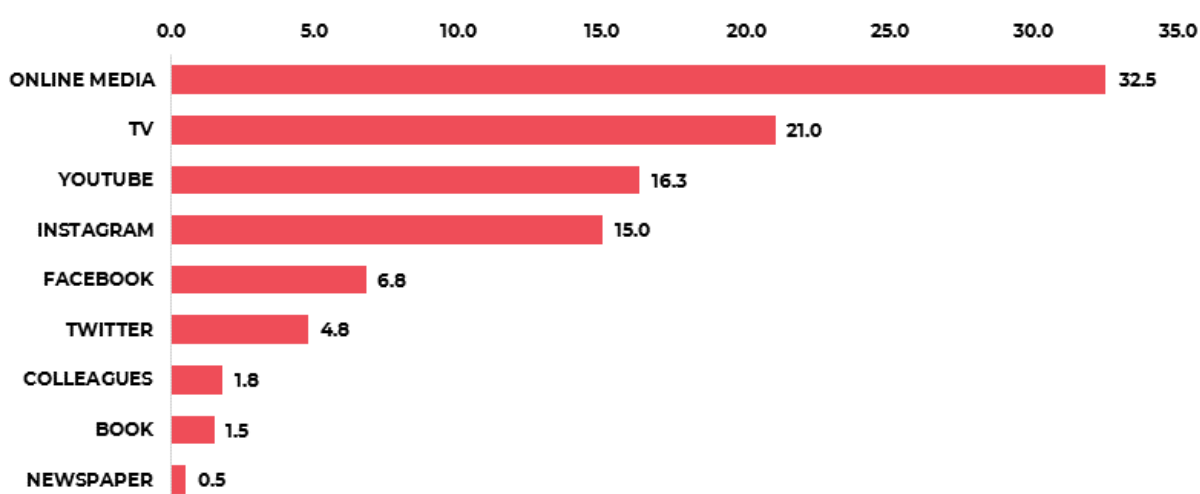


Chart 27. Sources of Information on Social, Political, and Economic of South Korea

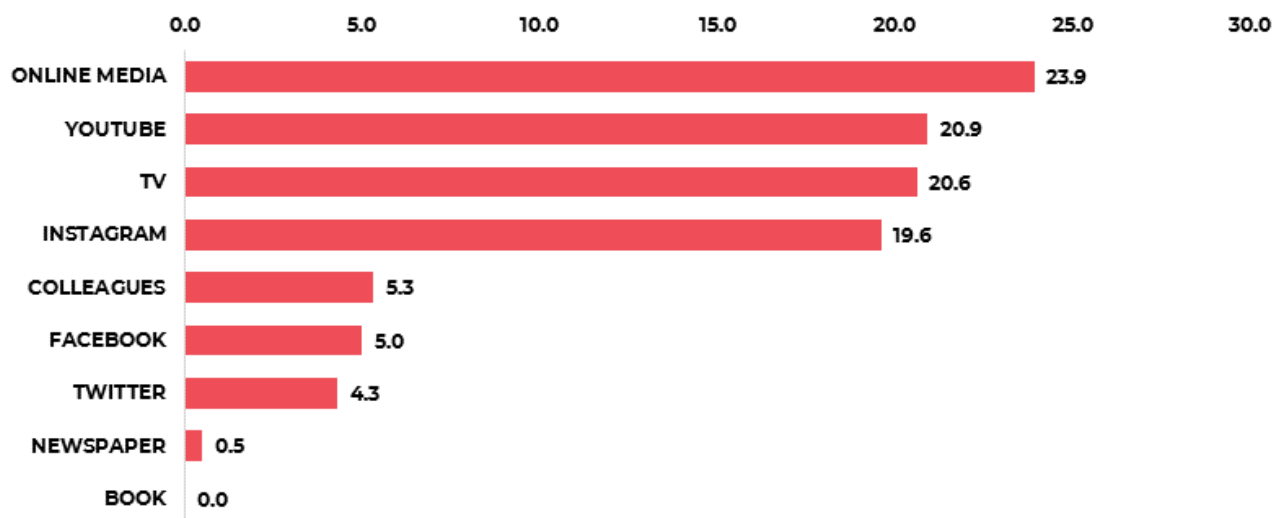


Chart 28. Sources of Information on Korean Dramas and Movies

For information on K-Pop music, however, most of the respondents used YouTube (37.5%) as their main source of information, with online media the second most popular source (21.8%).

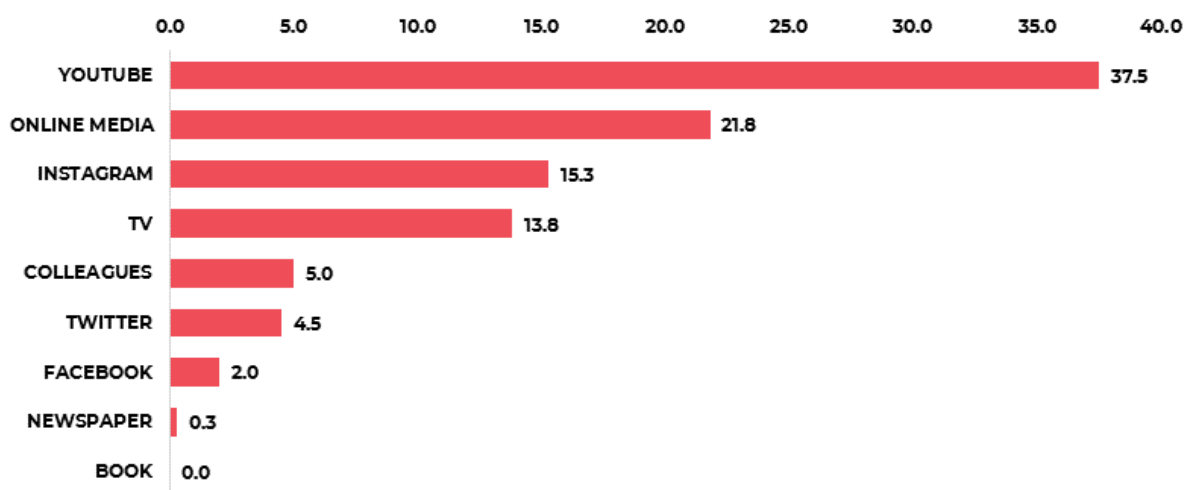


Chart 29. Sources of Information on K-Pop Music

DISCUSSION AND ANALYSIS

Main Findings

The findings of the survey show that most respondents representing the Indonesian millennial generation admitted that they have not recently interacted directly with South Koreans. In addition, most respondents also admitted that they had not visited South Korea in the last three years. It would be interesting to examine further whether more direct interaction with South Koreans and/or previous visits to South Korea would have altered Indonesian millennial perceptions of South Korea and South Koreans. It could be argued that more direct interactions would strengthen favorable perceptions of Indonesian millennial towards South Korea and South Koreans by fostering greater understanding and empathy.

In this survey, the perceptions of Indonesian millennial towards South Korea were constructed by information they obtained from secondary sources such as news, photos, and videos. The results of this survey indicate that the young generation obtain the information of South Korea mainly from three sources of information: online media, YouTube, and Instagram. It denotes that Indonesian millennial have a greater tendency to access online platforms or digital media rather than conventional information sources.

Despite most respondents having very limited experience in interacting directly with South Koreans or in terms of their experience of visiting South Korea, in general the Indonesian millennial generation have a positive perception of South Korea. The findings of this survey show that the perception of the Indonesian millennial generation towards South Korea as a nation that is obtained largely through digital media is generally good, whether it is related to economic, social, political, science and technology conditions,

sports, and so on.

In addition to the economic and socio-cultural aspects, Indonesian millennial overwhelmingly believed Indonesia-South Korea ties were good in the context of bilateral relations. The relationship between the two countries was also assessed by most respondents to have brought positive benefits to the Indonesian society. These findings are in line with the in-depth interview with the Director for East Asian and Pacific Affairs of the Ministry of Foreign Affairs of the Republic of Indonesia who stated that Indonesia sees South Korea as an important partner and vice versa due to many similarities. These similarities include the fact that both Indonesia and South Korea are democratic countries, had a history of authoritarianism, have experienced colonialism, and are included as G20 members. Further, from the top leadership side, the relationships between the presidents and ministers of foreign affairs of the two countries are also strong.

There is also the potential for cooperation to be increased between Indonesia and South Korea in the future. According to most respondents, cooperation in the fields of economy/trade/industry, education, and technology are three areas of cooperation that Indonesia and South Korea should improve in the future.

First, recently Indonesia and South Korea have opened a new stage of their economic partnership by signing the Indonesia-Korea Comprehensive Economic Partnership Agreement (IK-CEPA) on 18 December 2020. In accordance with the statement from the Assistant Deputy for Asian Economic Cooperation of the Indonesian Coordinating Ministry of Economic Affairs, the IK-CEPA consists of two documents, full body and implementing agreement. The full body of the IK-CEPA includes services and investments that

have been signed by the trade ministries of both countries. While the implementing agreement has been signed by the Indonesian Coordinating Ministry of Economic Affairs and South Korean Ministry of Trade, Industry, and Energy.

Based on the data from the Indonesian Trade Ministry, under the IK-CEPA, South Korea will eliminate 95.54% of its tariff posts, while Indonesia will eliminate 93% of its tariff posts in goods trade. As an important milestone, the agreement is expected to increase trade volume and accelerate South Korea's investment in Indonesia. Several areas of economic cooperation that could be improved are basic industries (steel, petrochemicals, basic chemicals, textile) and creative economy or digital economy (film industry, tourism).

Furthermore, the education sector was in the second place chosen by most respondents. This could be understood considering the respondents in this survey are millennial aged 20-39 years old; the productive age range for education. Indonesia and South Korea could enhance scholarship and exchange programs in terms of number of awardees and type of exchange programs. Moreover, the two countries could also develop cooperation in capacity building for human resources. For instance, providing training for Indonesian migrant workers who are going to South Korea so that the Indonesian migrant workers sent are skilled or professional.

Lastly, technology is an important field for Indonesia and South Korea to collaborate as South Korea is advanced in terms of technology. In the opinion of the Assistant Deputy for Asian Economic Cooperation of the Indonesian Coordinating Ministry of Economic Affairs, transfer of technology can be done by establishing South Korean manufacturing plants in Indonesia

- Hyundai for example - so that Indonesia is not only seen as a marketplace. Another suggestion from the Director General for International Trade Negotiation of the Indonesian Trade Ministry is that the transfer of technology through South Korean investments in Indonesia is not only from the manufacturing sector but also from the services sector. With regards to the investment, it should be noted that currently the Indonesian government is increasing its exposure to attract foreign direct investment that have impacts on the welfare of the Indonesian society beyond urban regions - investment for the establishment of South Korean factories outside Java - as explained by the Director for East Asian and Pacific Affairs of the Ministry of Foreign Affairs of the Republic of Indonesia.

CONCLUSION AND RECOMMENDATION

Conclusion

Due to the many similarities among Indonesia and South Korea, diplomatic relations between the two countries have closely intertwined. This is reflected in the two countries' agreement to elevate relations to a strategic partnership in 2017. Cooperation between the two have gone beyond the government-to-government level, with notable success in the socio-cultural field. A highlight of this is the South Korean government's success in harnessing its soft power diplomacy through the Korean Wave, to promote their culture internationally, including in Indonesia. This effort has brought heightened attention to South Korea and garnered positive responses from Indonesian millennial, which has also shaped their perceptions towards South Korea.

The results of this survey reveals that there are still very few Indonesian millennial who have had firsthand personal experience with South Korea, either in terms of visiting the country or interacting with South Koreans. Therefore, programs related to people-to-people connection, especially targeted towards the youth from both countries could be improved to enhance mutual understanding of each other's socio-cultural background. An important finding relates to the information source of Indonesian millennial. In this era of digitalization, digital media is the preferred source, and outlets such as YouTube could be utilized as an effective tool to bridge and strengthen ties between Indonesian and South Korean public.

To conclude, Indonesian millennial in the capital city of Jakarta, as respondents of the survey, generally have positive perceptions and assessments of South Korea as a country, as well as the bilateral relations between Indonesia and South Korea. Furthermore, regarding

their interest in the socio-cultural aspects of South Korea, interesting facts to note include Indonesian millennial' higher interest in Korean dramas/movies and South Korean fashion and electronic products, compared to Korean history, Korean language, Korean food, and K-pop music. This is due to their consideration of the latter products from other countries beyond South Korea.

Recommendation

1 Given that the finding reveals that most Indonesians only have indirect information about Korea, hence, in the context of people-to-people contact, Indonesia and South Korea could develop more youth exchange programs either the number of participants or the type of programs. Most of Indonesian public know about South Korea because of Korean Wave popularity, however, many South Koreans remain unaware of Indonesia. Therefore, exchange programs such as media briefings for young journalists, future leaders' dialogues for professionals, and language courses would enrich their firsthand experiences, broaden their insights and understanding of each other, as well as strengthen the Indonesian and South Korean millennial generation relationship.

2 Based on the survey result, the respondents chose potential cooperation to be increased between Indonesia and South Korea in the future is in the area of economy/trade/industry. Indonesia and South Korea could focus more on improving economic cooperation as both countries have signed the IK-CEPA as an important milestone. As one of the most potential sectors, the Indonesian government should create

and maintain a consistent and predictable regulatory environment for foreign direct investments. To improve a good investment climate so that South Korean investors are more motivated to invest in Indonesia, the Indonesian government could simplify the rules and enact straightforward regulations in its bureaucracy.

3 Following this research, The Habibie Center plans to conduct a follow-up public opinion survey that will look beyond DKI Jakarta and focus on other major cities in Indonesia to gauge understanding, attitudes, hopes, and concerns towards the Republic of

Korea outside of the capital. By doing so, the project aims to identify the similarities and differences that exist between respondents in Surabaya and other major cities in Indonesia in their perceptions of Korea. On the other hand, we recommend having a similar survey with South Koreans as target respondents to capture perceptions of the South Korean public towards Indonesia. Thus, we could compare the findings of both sides and analyze the areas of similarities and differences in perceptions between Indonesian and South Korean millennial in order to specify cooperation that can be explored.



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