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# South Korea in the Perspective of Millennial Generation: Survey Evidence in Bandung

The Habibie Center



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Supported by:  
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# Survey Team

## **Project Supervisor**

Mohammad Hasan Ansori

Ghazali Hasan Moesa

Julia Novrita

## **Researcher**

Bawono Kumoro

Marina Ika Sari

Taufan Samudra

Akhmad Jayadi

## **Finance and Administration**

Asvida Nurlaela

## **Design and Publication**

Mayka R.



## 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 Indonesian 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 policymakers 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 our research. This has helped The Habibie Center carry out its mission and commit to working 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 Korea 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 elevated their relationship to a Special Strategic Partnership in 2017.

Demonstrating that this elevated partnership was more than just words and symbolism the two governments officially signed the Indonesia-Korea Comprehensive Economic Partnership Agreement (IK-CEPA) in December 2020. The journey towards the signing of the IK-CEPA was not without its obstacles and missteps – talks were halted for several years at one point – but the fact that Jakarta and Seoul were able to finalize the deal at the end of what has been the most difficult years in living memory is a testament to how truly special and strategic this partnership is.

However, I would argue that there is a more important and simpler measurement of how special and strategic a bilateral relationship is: people. At the heart of political-security ties are government officials and policy-makers, at the heart of economic ties are business leaders and consumers, and at the heart of socio-cultural ties are community actors and individuals. Where there is genuine friendship, deep understanding and positive appreciation at a people-to-people level, we can be sure that the wider bilateral relation will remain strong and resilient. This is true both in good times and more difficult times such as the post-COVID-19 pandemic.

This survey-based research report publication entitled “*South Korea in the Perspective of Bandung Millennial Generation*”, which is the extension of our previous public opinion surveys consecutively conducted in both DKI Jakarta and Surabaya, should be viewed as part of our endeavour in strengthening the current state of people-to-people ties between Indonesia and South Korea. More importantly, all of these study cases are particularly designed in order to draw a nationally bigger portrait of Indonesia-South Korea relations at all diverse aspects and perspectives.

Produced by The Habibie Center with the generous support of the Korean Foundation, the survey report highlights a number of findings surrounding Bandung millennial's 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 them in designing policies and making decisions for an even more special and strategic relationship between our two countries.

Finally, as time has been dedicated to completing this survey research, I recognize that within the process, there were invaluable opportunities to get to know the many people who have helped make this survey research work with their invaluable ideas, time, and support. I am aware that words will not be able to repay the support of these parties in helping us complete this research, but I would like to express my deepest gratitude to The Korea Foundation for their support thus this survey research can be carried out and to all colleagues, friends and network for your support and constructive feedbacks. In particular, I am beyond grateful to the research team, Bawono Kumoro, Marina Ika Sari, and Muhammad Taufan Samudra, and to all respondents in the survey and informants in focus group discussion (FGDs) and in-depth interviews for their willingness to share their opinions, perspectives, stories, and experiences.

Jakarta, 31 July 2022

A handwritten signature in black ink, consisting of stylized, overlapping lines that form the name 'Mohammad Hasan Ansori'.

Mohammad Hasan Ansori, 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 the generation of millennials in Bandung (Bandung millennial generation) towards South Korea. It was conducted as a follow-up to the previous surveys carried out in Jakarta in 2020 and Surabaya in 2021. Bandung was selected for the 2022 survey given its collaboration with Seoul and Suwon through the Sister City program.

The population surveyed during the data collection period consists of Bandung residents across 30 subdistricts aged 20-39 years old. According to the data from the Central Bureau of Statistics (Badan Pusat Statistik), the total population of 20-39 year olds in Bandung is 875.710 people. This group was chosen as respondents because they are at a productive age and have an important role in bilateral relations between the two countries in the future.

The survey was conducted utilizing multistage random sampling. Randomization was staggered and took into account each sub-district's gender demographics. This public opinion survey involves 400 respondents with a margin of error of +/- 4.9% at a 95% confidence level.

Data collection in Bandung was carried out on March 24-31, 2022 through face-to-face interviews using questionnaires by trained enumerators. Health protocols, such as requiring enumerators to wear masks, were prioritized when conducting field interviews with respondents.

## Findings

- 1** All respondents have very limited experience interacting directly with South Koreans or experience visiting South Korea. In general, the Bandung millennial generation has a positive perception of South Korea.
- 2** The Bandung millennial generation assessed that bilateral relations between Indonesia and South Korea have been going well and have benefited Indonesian society. However, surprisingly, most of the Bandung millennial generation did not know about the existence of the Bandung-Seoul and Bandung-Suwon Sister City programs.

- 3 Three sectors for potential increases in cooperation between Indonesia and South Korea in the future are the economy, technology, and education.

## **Recommendations**

- 1 Raising the millennial generation's awareness of the Sister City Cooperation should go hand-in-hand from government-to-government to people-to-people levels.
- 2 Promoting the tourism industry by carrying out cultural fairs to attract foreign tourists and emphasize the Bandung-Seoul and Bandung-Suwon Sister City Cooperation.
- 3 Capitalizing on social media's expansive reach by engaging youthful public figures and influencers as marketing agents to promote Indonesian and Korean cultures and the Sister City Cooperation.

# INTRODUCTION

## Background

Official relations between Indonesia and South Korea were established in September 1973 and 2023 will mark the 50th year since the start of official ties. Over the nearly five decades of relations, ties between Jakarta and Seoul have improved significantly, with the two countries sharing similar traits and experiences. Both are Asian democracies and economic powerhouses and are thus looked on as important actors in the stability and prosperity of the Indo-Pacific region. Moreover, the peoples of Indonesia and South Korea have generally held positive perceptions of one another.

It was perhaps in recognition of these facts that on November 9, 2017, President Moon Jae-In officially declared South Korea's New Southern Policy. He made this significant 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 for this announcement was not made absent-mindedly. There is also recognition from Seoul that closer ties with Indonesia must go beyond enhancing economic relations. As such, President Moon Jae-In has extended Korea's people, prosperity, and peace – the foundational elements that lie at the heart of South Korea's New Southern Policy – to Southeast ASEAN countries, including Indonesia, and differentiated this act of friendship from previous efforts.

When the original New Southern Policy was first announced in 2017, it was met with both praise and skepticism. On the one hand, it was applauded as South Korea's due recognition of ASEAN and India—in addition to Northeast Asia and in particular, the Korean Peninsula—as important regions for expanding diplomatic and economic cooperation. The policy is also considered

President Moon's major legacy; no South Korean leader in the past had highlighted Southeast Asia and India as top diplomatic priorities to the same extent as his administration. Under President Moon, the New Southern Policy has been promoted at the frontlines in tandem with the New Northern Policy, with the overall objective of building a “responsible Northeast Asia Plus community.”

On the other hand, there were concerns within the South Korean policy community that the New Southern Policy might fail to extend beyond its brand name and messaging. References have been drawn to the late 1990s when the Kim Dae-Jung administration helped propagate and foster economic and diplomatic partnerships with Southeast Asia vis-à-vis bilateral dialogues and ASEAN plus three initiatives. Unfortunately, the “Southeast Asia hype” of the 1990s did not translate into prolonged research and engagement as South Korea turned to other more pressing concerns centered on the Korean Peninsula throughout the succeeding administrations. As such, a common criticism has been that the New Southern Policy lacks the necessary policy framework for executing the proposed initiatives beyond statements and agreements. Gaps in public-private partnerships also raise the question of whether the government is truly capable of exercising leadership over the various stakeholders involved.

In that regard, the renewed New Southern Policy Plus provides an extended structural framework with the ‘Seven The New Southern Policy Plus Initiatives.’ The seven initiatives include the following: (1) Comprehensive public health cooperation in the post-COVID era, (2) Sharing Korean-style education model and support the development of human resources, (4) Promoting two-way cultural exchanges, (4) Building the

foundation of mutually beneficial and sustainable trade and investment, (5) Supporting rural villages and urban infrastructure development, (6) Cooperation in future industries for common prosperity, and (7) Cooperation for safety and peace promotion at the transnational level.

In this regard, The Habibie Center considers that further research is needed to gauge the perceptions of the Indonesian public, especially the millennial generation, of their understanding of South Korea. Hence, The Habibie Center conducted a follow-up public opinion survey in Bandung that will look beyond DKI Jakarta and Surabaya to gauge understanding, attitudes, hopes, and concerns towards South Korea outside of the capital.

The age range group of 20 - 39 years was chosen as respondents to this public opinion survey research as they are assumed to be at a productive age and have a very important role in the future. This public opinion survey of the millennial generation in Bandung is expected to provide insights into the knowledge and perceptions of the Indonesian public towards South Korea from various perspectives such as political and economic cooperation, as well as socio-cultural linkages between Indonesians and Koreans.

The public opinion survey was augmented by a series of focus group discussions and in-depth interviews with a select group of representatives of different sectors of society. This was conducted to elicit deeper interpretations of the survey's findings as well as to look at more specific issues related to the millennial generation in Bandung's perceptions of South Korea and how they impact certain sectors. Through these efforts, the project aims to make data-based policy recommendations on strengthening Indonesia-South Korea relations.

## **Survey Methodology**

Through a survey of public opinion on the millennial generation in Bandung, insights are expected to be drawn regarding the initial degrees of knowledge and general perceptions of the Indonesian public towards South Korea from various perspectives. This in turn can be used to enhance cooperation between the two countries in the future. The age range group of this public opinion survey is 20 - 39 years old and was chosen as this age group is assumed to be at a productive age and will have a very important role in the future.

According to the data from the Central Bureau of Statistics, the total population of individuals between the ages of 20 - 39 years old living in Bandung is 875.710 people.

The survey was conducted utilizing multistage random sampling. Randomization was staggered and took into account each sub-district's gender demographics. This public opinion survey involves 400 respondents with a margin of error of +/- 4.9% at a 95% confidence level.

Data collection in Bandung was carried out on March 24 - 31, 2022 through face-to-face interviews using questionnaires by trained enumerators. Health protocols, such as requiring enumerators to wear masks, were prioritized when conducting field interviews with respondents.

## **Demographic Profile of Respondents**

Survey respondents had various backgrounds and represented the diversity of gender, age, ethnicity, occupation, and expenditure levels. In terms of gender, the survey respondents consisted of 50% female and 50% male. Concerning age, 35.3% of respondents were between 20 - 24 years old, 20.0% of respondents were between 25 - 29 years

old, 23.8% of respondents were between 30-34 years old, and 21% of respondents were between 35-39 years old.

Further, participants marital status showed that 59% of respondents were single, 38% of respondents were married, and 3% of respondents were widowers/widows. Across ethnic backgrounds, 92.3% of respondents were Sundanese, Javanese 3.8%, Batak 1.5%, Chinese 1.0%, Madura 0.5%, Minangkabau 0.5%, Melayu 0.3%, and Arab 0.3%.

Monthly expenditure was also a profile variable taken into consideration in this survey. As many as 36.8% of respondents had monthly expenses below IDR 1,000,000, 54.5% had expenses per month between IDR 1,000,001 - IDR 3,000,000, 7.5% of respondents had expenses per month between IDR 3,000,001 - IDR 5,000,000, and 2.3% had monthly expenses above IDR 5,000,000.

Monthly expenditure was also one of the respondents' demographic profile variables explored in this survey. As many as 48.8% of respondents had monthly expenses below IDR 1,000,000, 41% had expenses per month between IDR 1,000,001 - IDR 3,000,000, 8.8% of respondents had expenses per month between IDR 3,000,001 - IDR 5,000,000, and 1.5% had monthly expenses above IDR 5,000,000.

# RESULTS AND FINDINGS

## Experience of Interacting and Visiting South Korea

Before asking respondents about their perceptions of South Korea, it was important to identify whether they had personal experiences related to South Korea, such as interacting with South Koreans or visiting South Korea. A majority of respondents (92%) admitted that they have no firsthand experience interacting with South Koreans. Of the 8% of respondents who had experience interacting with South Koreans, 29.4% and 23.5% of those respondents stated that they interacted with South Koreans as work colleagues or school friends, respectively.

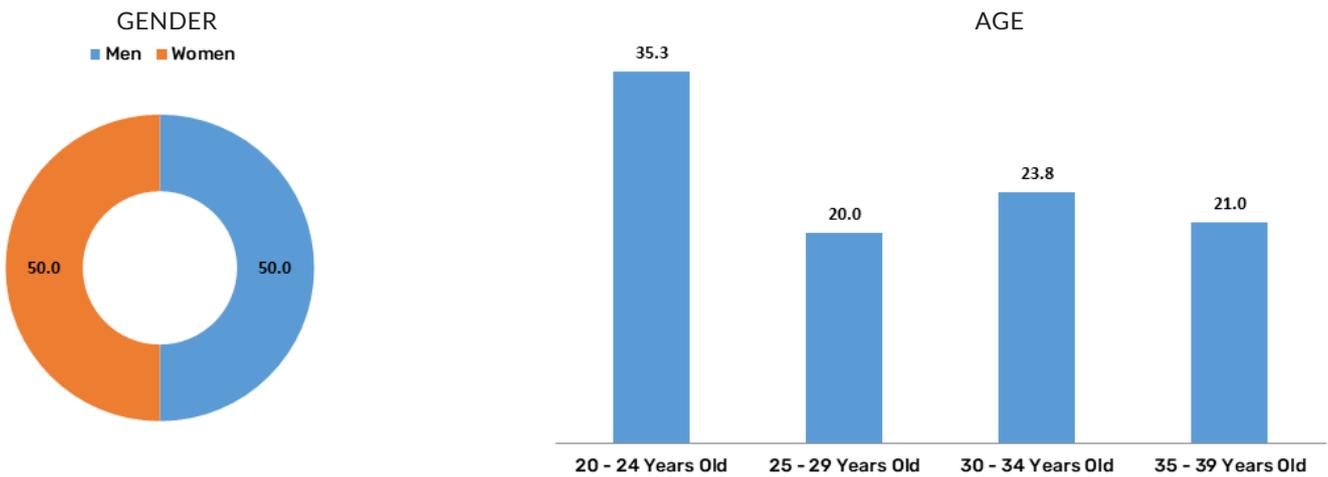


Chart 1. Experience Interacting with South Koreans

In terms of visiting South Korea, none of the respondents in Bandung have experience visiting South Korea. This was primarily due to financial constraints.

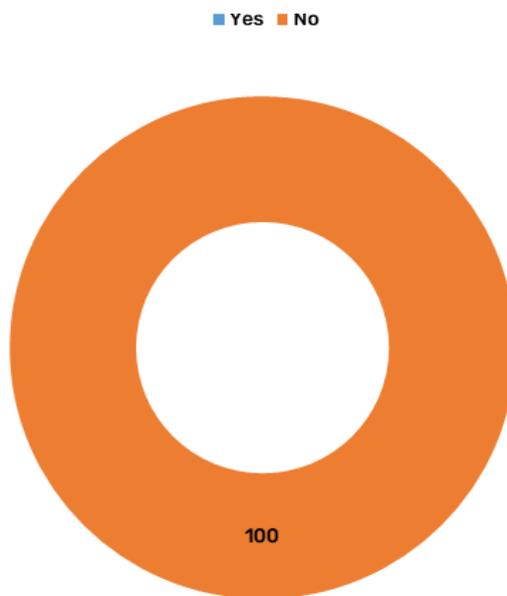
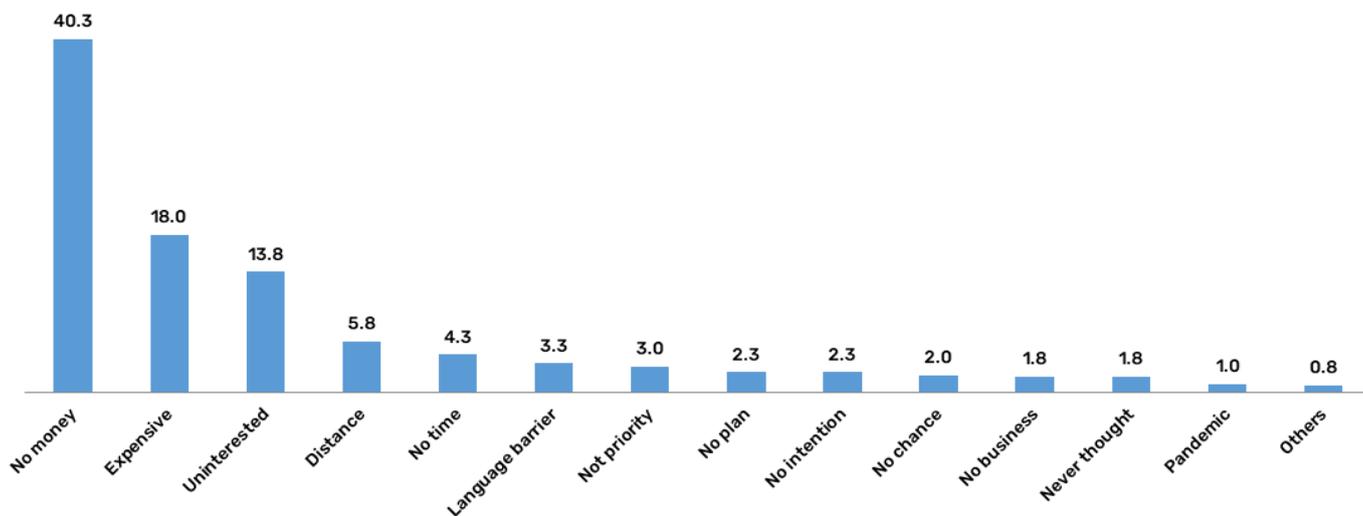
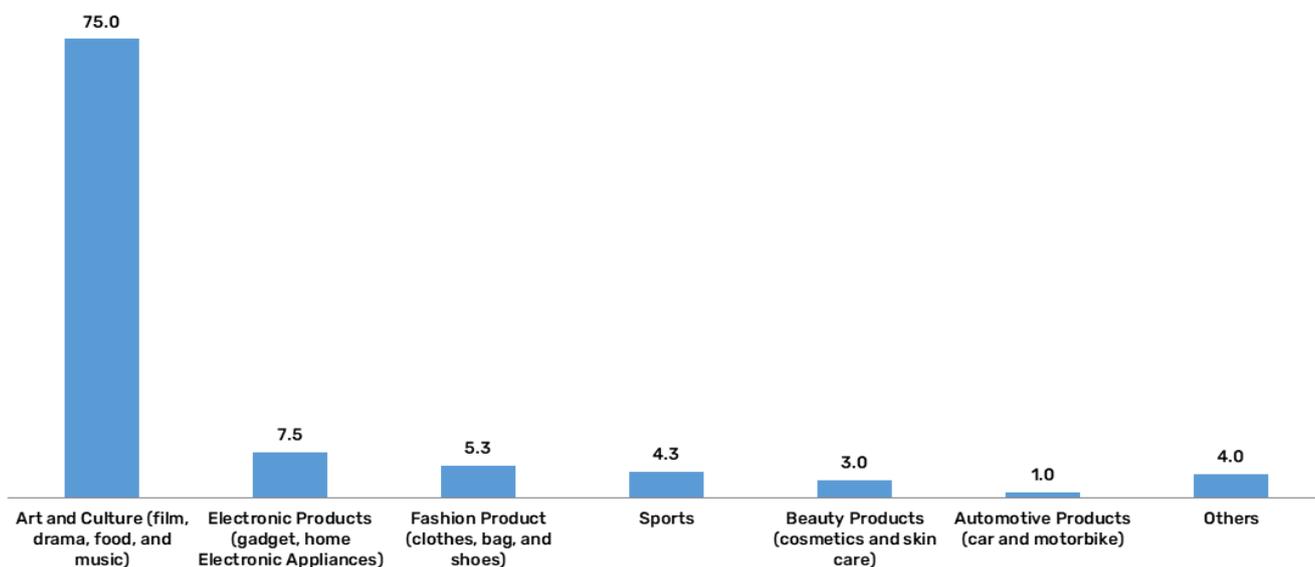


Chart 2. Experience Visiting South Korea



**Chart 3. Reasons Not to Visit South Korea**

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, mostly through art and culture (75%). When asked about the first thing that comes to respondents' minds about South Korea, 25% of respondents answered Korean dramas and 18.3% indicated Korean foods.



**Chart 4. Aspects to Know South Korea**

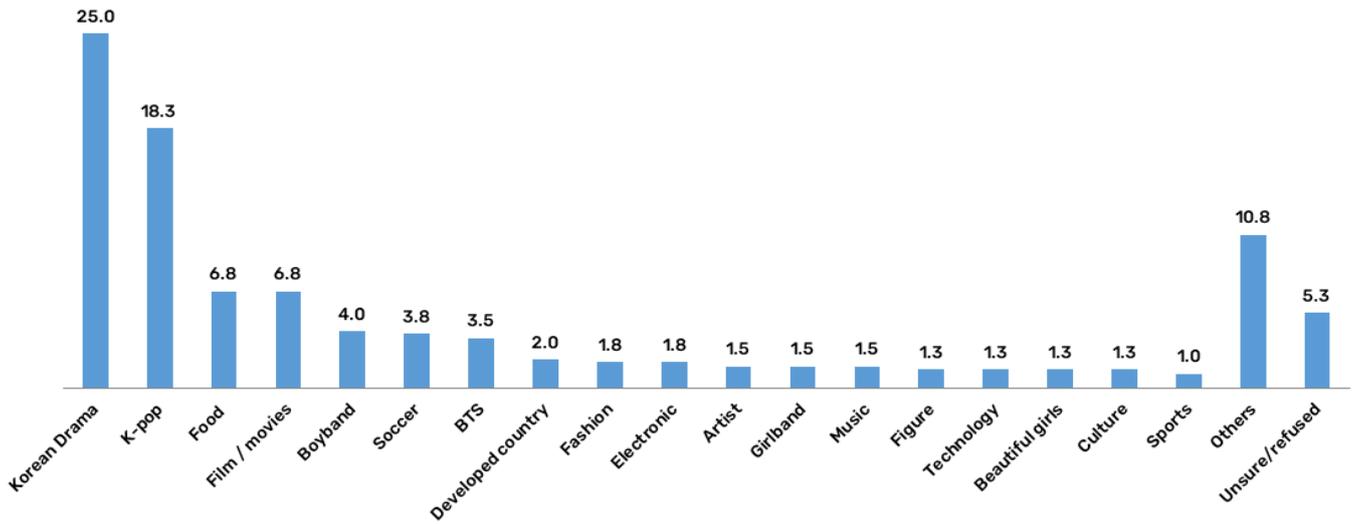


Chart 5. Views of South Korea

### Perceptions on South Korea as a Country

Overall, just over 50% of respondents agreed with the assessment that South Korea’s economy is advanced, 46.8% agreed that the social and political life of South Korea is democratic, 50% agreed that technology in South Korea is advanced, and 50.8% agreed that Korean culture is popular overseas.

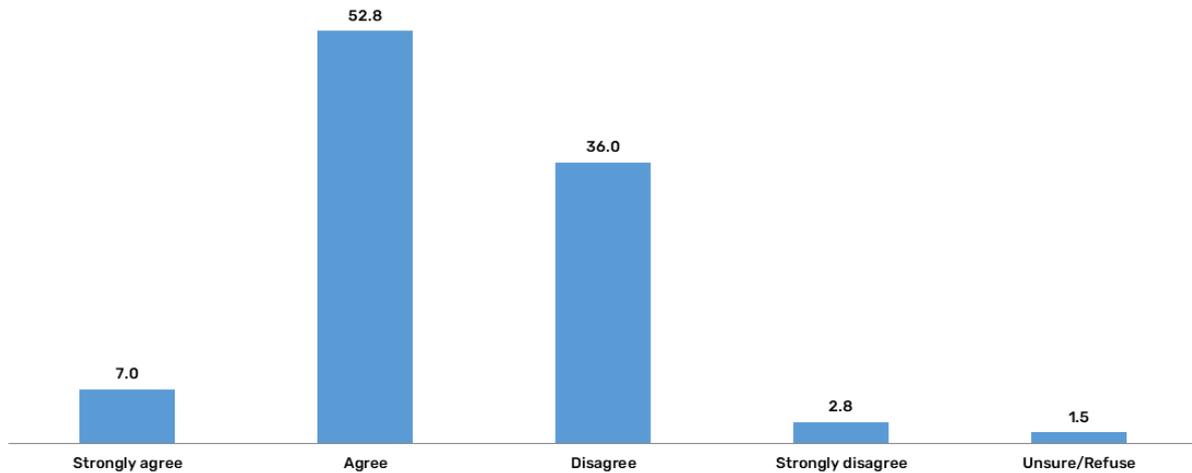


Chart 6. Economic Condition of South Korea

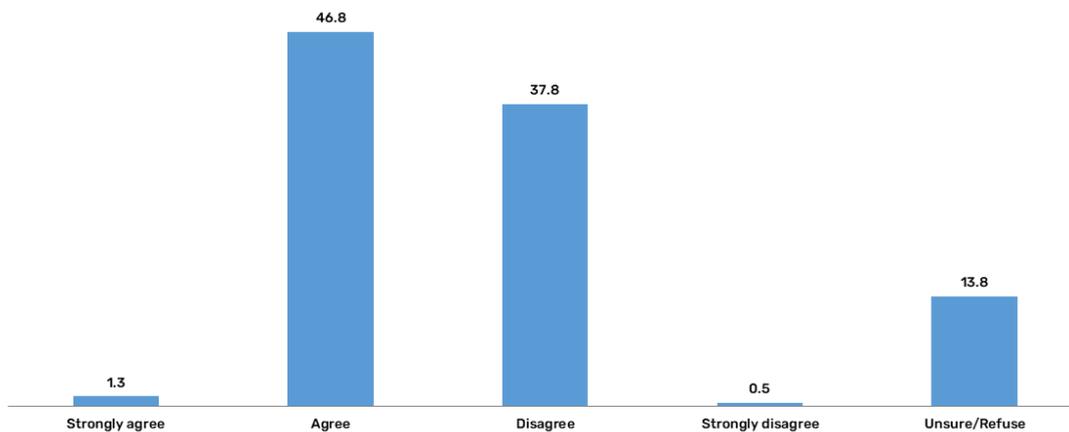


Chart 7. Political Life of South Korea

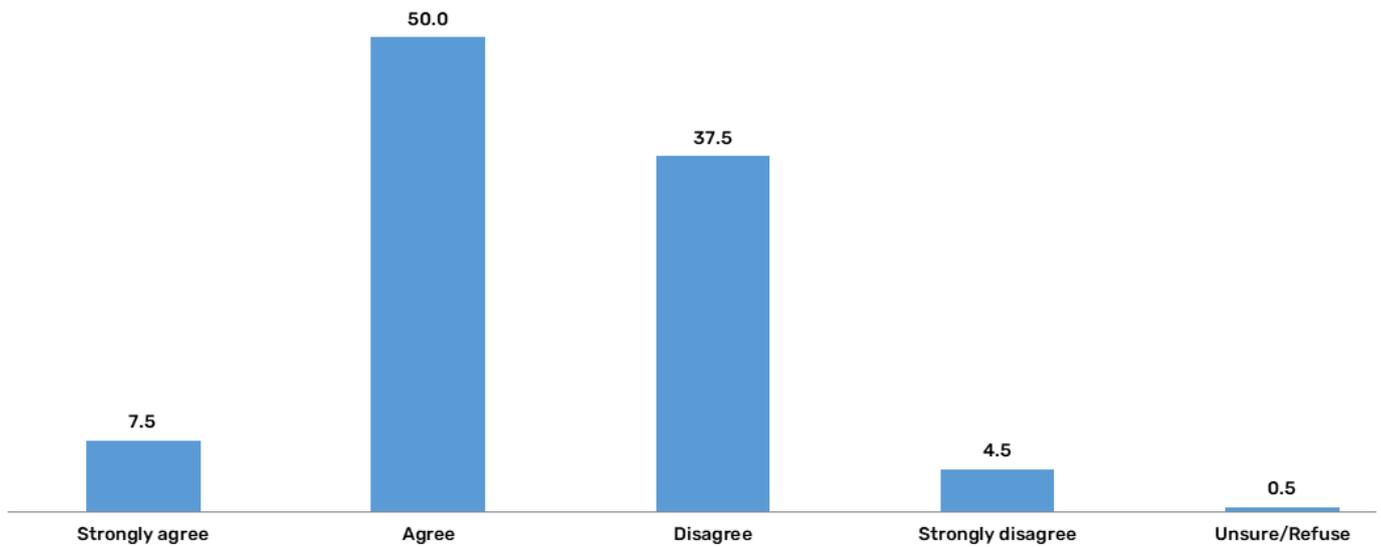


Chart 8. Technology in South Korea

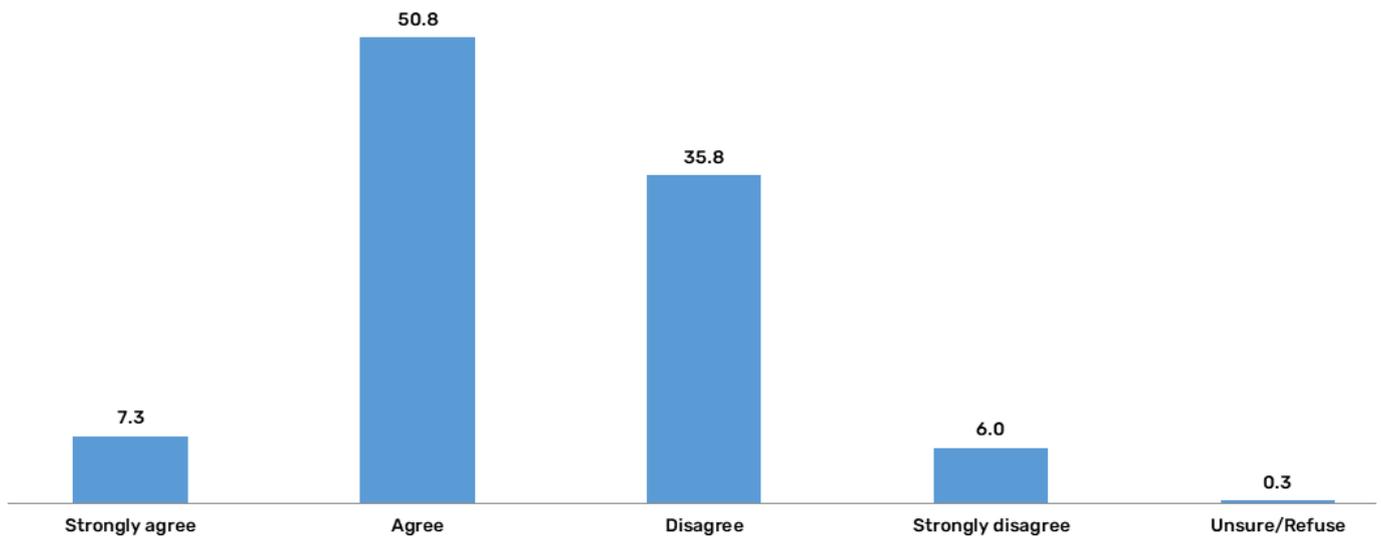


Chart 9. Korean Culture

### Interest in Products of South Korea

With the Korean Wave gaining popularity globally, including in Indonesia, survey questions sought to explore respondents' interest in a number of items, including Korean food, dramas/movies, K-Pop music, and Korean electronic, automotive, fashion, and cosmetic products. More than half of respondents in Bandung are interested or very interested in Korean food and most of them have consumed Korean food at least once a month in the past month.

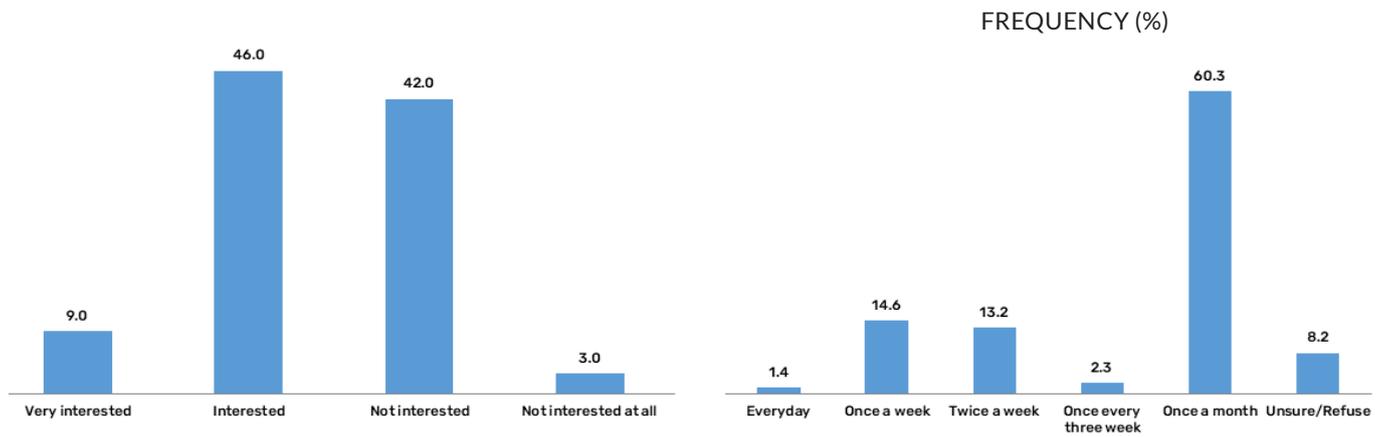


Chart 10. Interested in Korean Food

When asked about interest in Korean dramas or movies, 42% of those surveyed were interested and 15% were very interested. Most of them watched Korean movies or dramas at least once a month in the past month. A cross-tabulation table between gender and interest in Korean drama or movie variables illustrates those who were interested and very interested were primarily female.

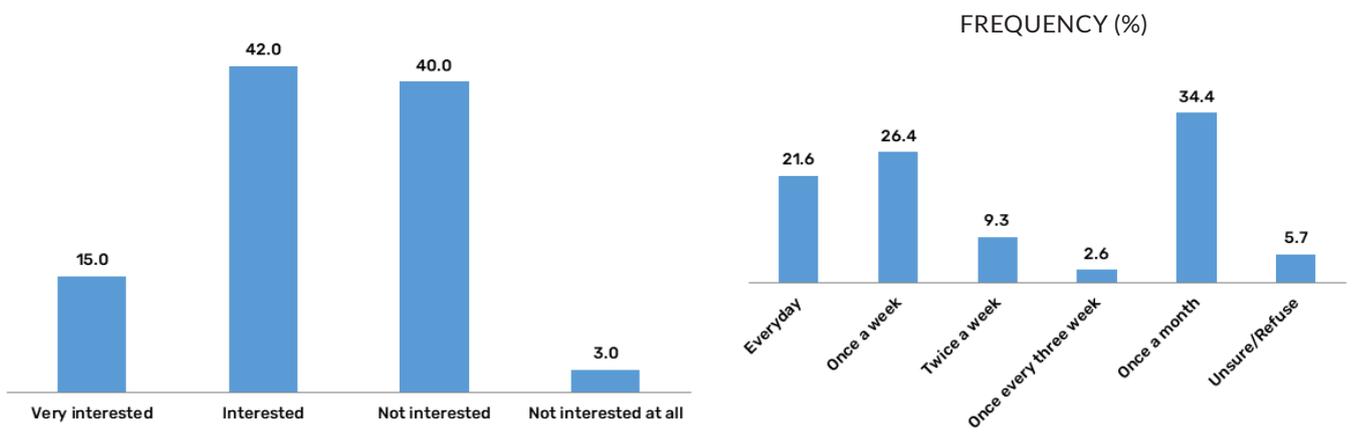


Chart 11. Interest in Korean Drama/Movie

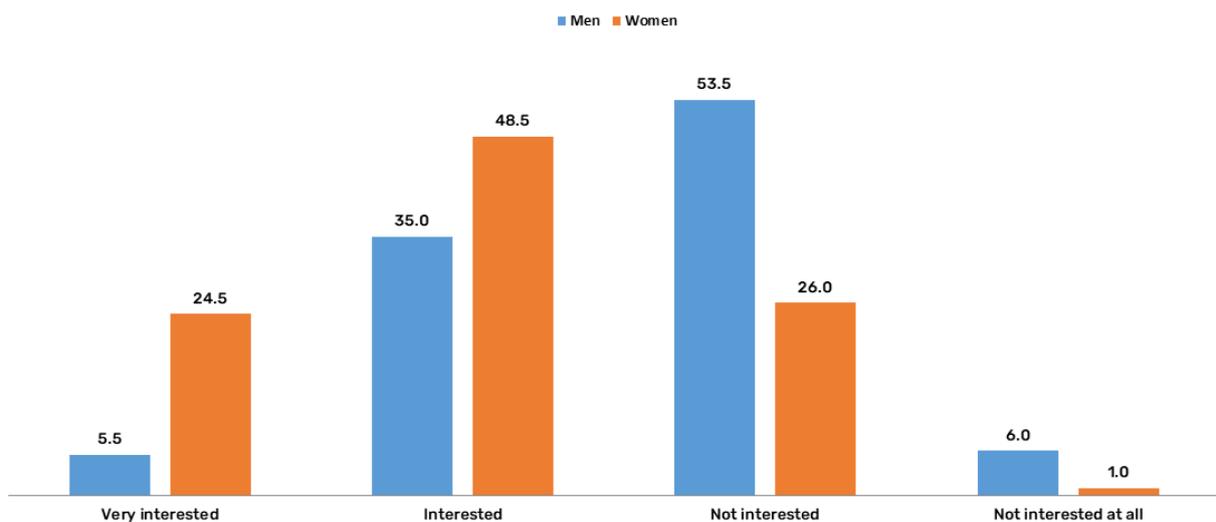


Chart 12. Interest in Korean Drama/Movie Based on Gender

Furthermore, 65% of the respondents were not interested in K-pop music, while only 28% were interested in it. Most of those interested indicated that they listened to K-pop songs daily over the past month. Cross-tabulation between gender and interest in K-pop music shows that female respondents were significantly more interested and very interested than male respondents.

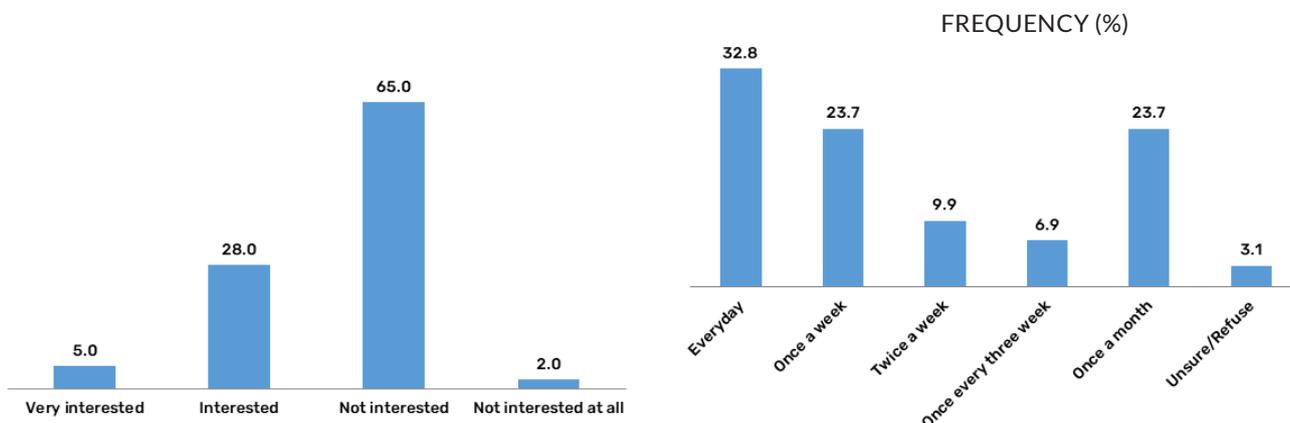


Chart 13. Interested in K-Pop Music

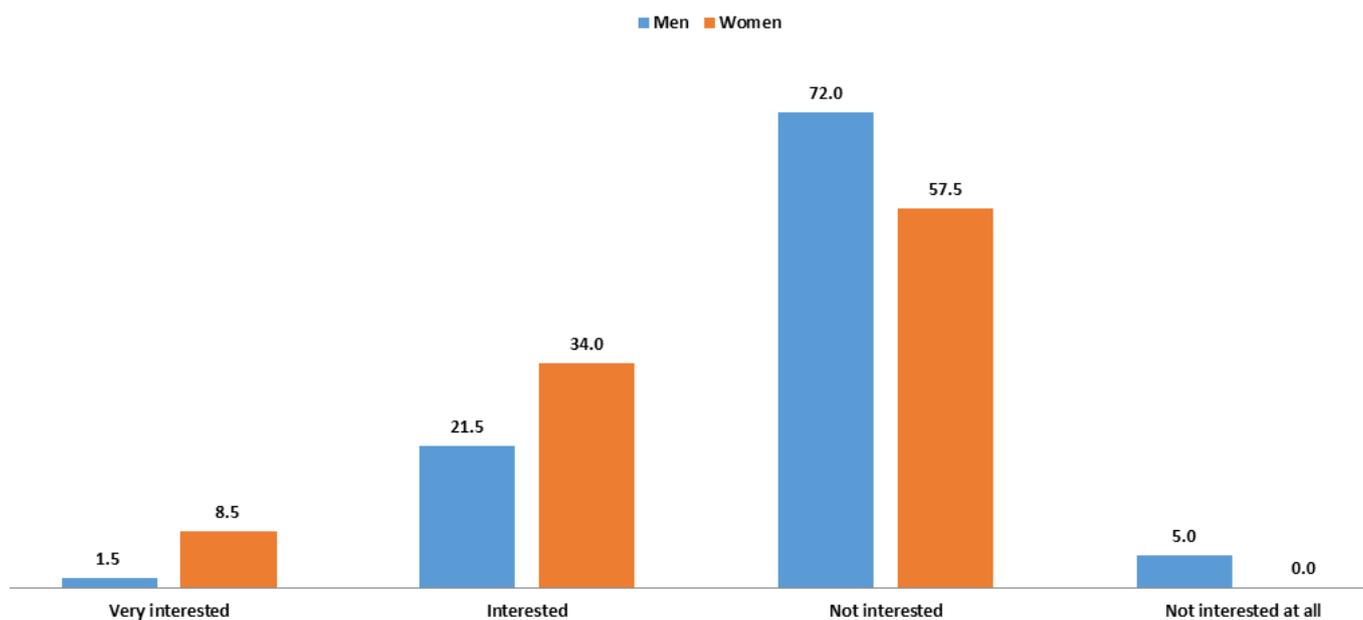
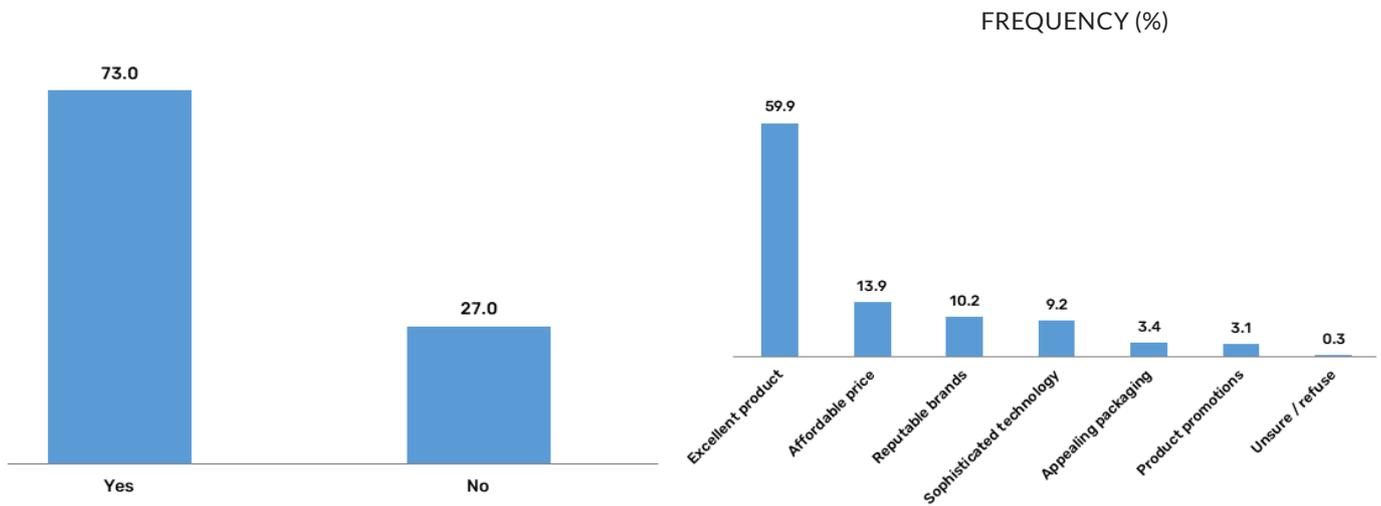


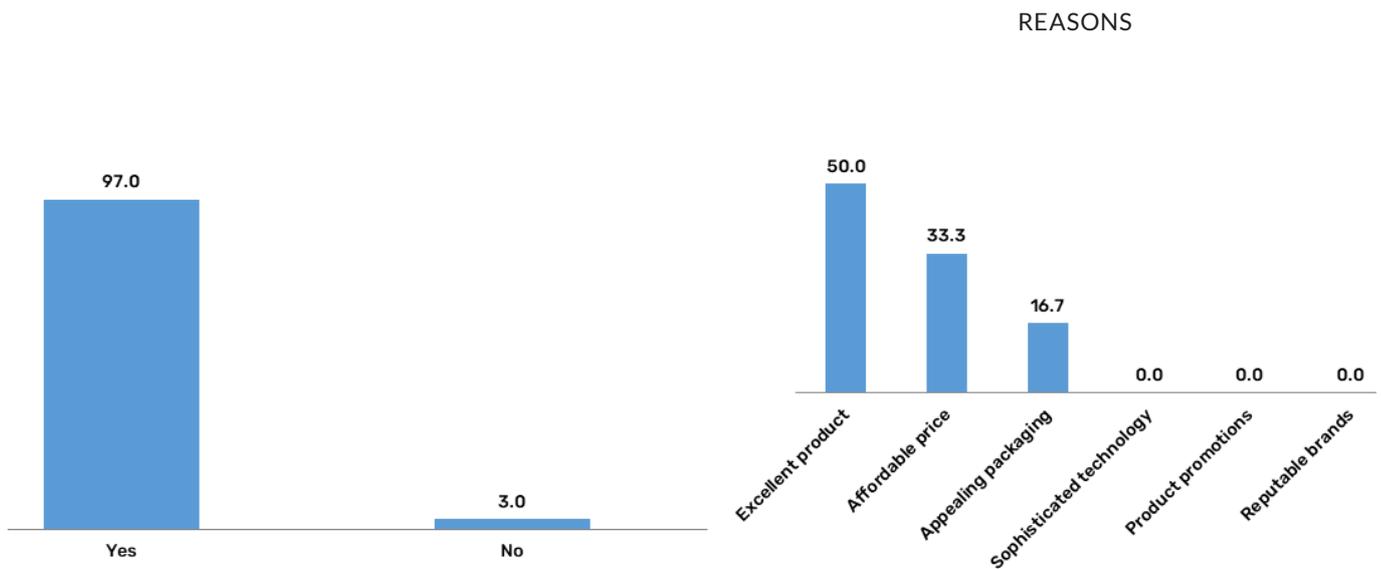
Chart 14. Interested in K-Pop Music Based on Gender

Regarding Korean electronic products, 75% of respondents stated they were interested, while only 27% stated they were not interested. The major reasons chosen by the interested participants were good product quality, affordable price, and reputable brands.



**Chart 15. Interested in Korean Electronic Products**

Additionally, more than 95% of respondents were interested in Korean automotive products, whereas only 3% stated they were not. Most respondents were impressed with Korean automotive products because they are considered to be excellent products, affordably priced, and have attractive packaging.



**Chart 16. Interested in Korean Automotive Products**

However, for Korean fashion and cosmetic products, the results illustrated that the number of respondents who were not interested was higher than those who were interested. Only 17% of respondents expressed their interest in Korean fashion products, while 83% were not interested. Regarding Korean cosmetic products, 21% of respondents chose not interested and 79% of respondents chose interested.

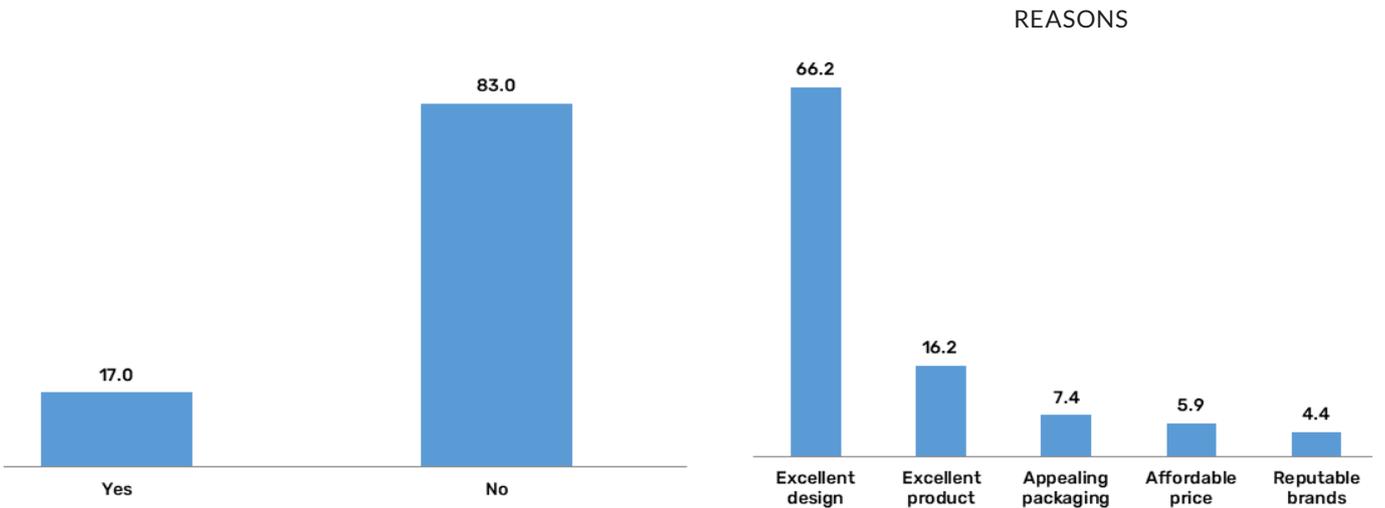


Chart 17. Interested in Korean Fashion Products

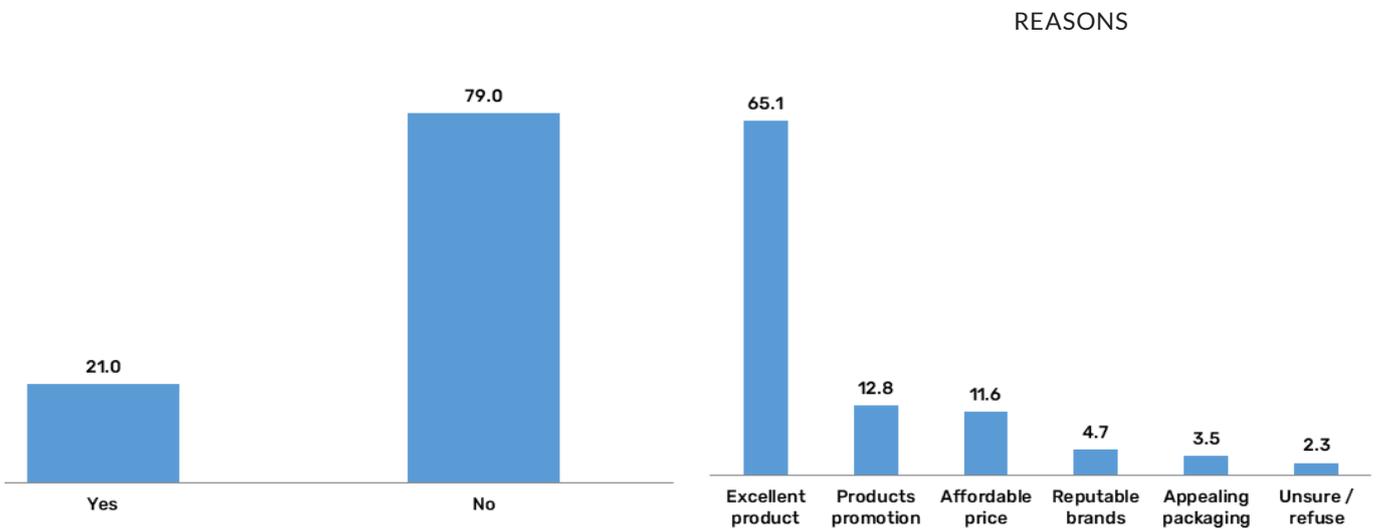
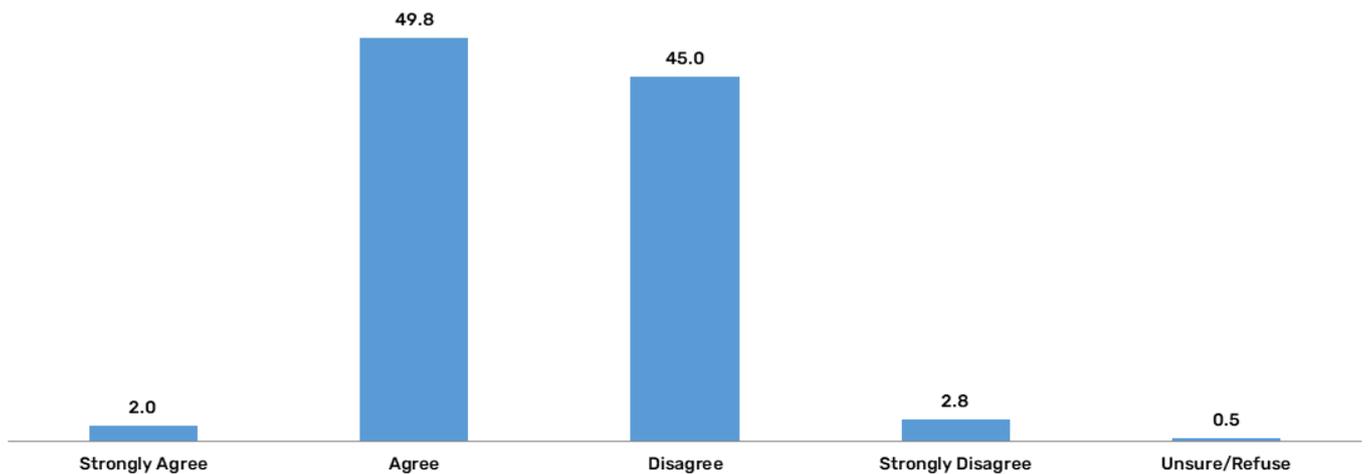


Chart 18. Interested in Korean Cosmetic Products

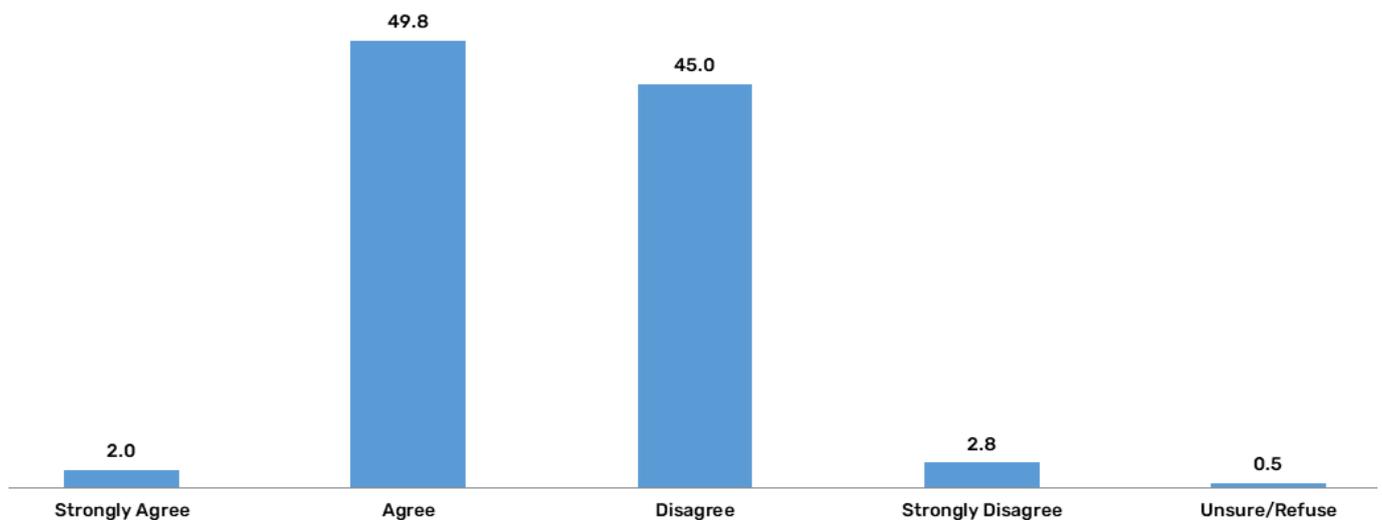
### South Korean Product Preferences

A primary objective of this questionnaire was to explore the South Korean product preferences of millennials living in Bandung. This includes a variety of products, including cultural, show business, lifestyle, and manufactured goods. The survey shows that most Bandung millennials are aware of the various rising South Korean trends, but there is, in most case, a mostly even divide between those that prefer and do not prefer Korean products compared to that of other countries.



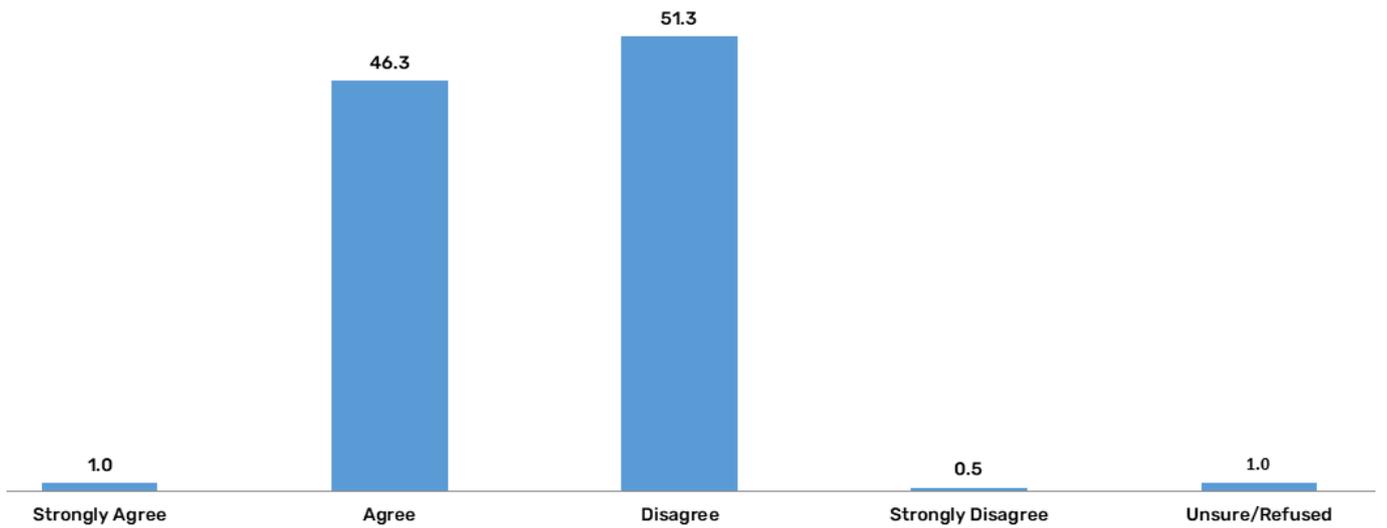
**Chart 19. Preference on Korean Drama/Movie Compared to Drama/Movie from Other Countries**

The majority of millennials in Bandung, 49.8 %, said they prefer to watch Korean dramas. This compares to the 45% of respondents that ‘disagree’, noting that they do not prefer watching Korean dramas. The remaining results indicate that 2% and 2.8% ‘strongly agree’ or ‘strongly disagree,’ respectively, about whether they prefer watching Korean dramas or movies.



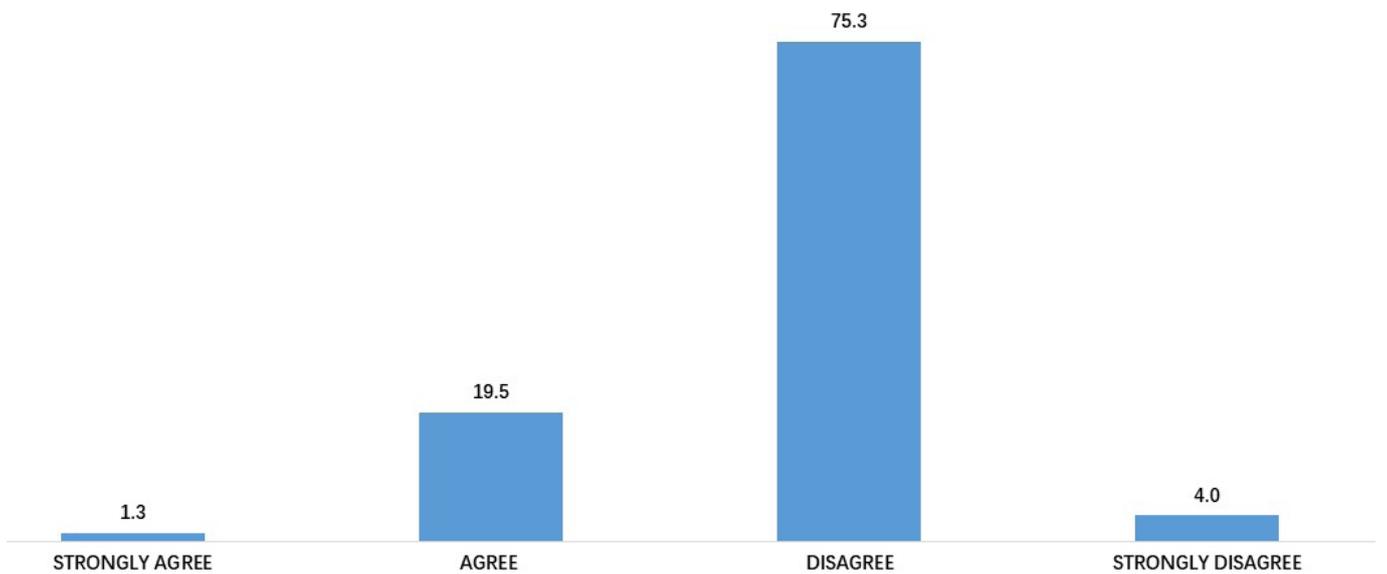
**Chart 20. Preference on Korean Language Compared to Other Foreign Languages**

Compared to other languages, such as Mandarin, Japanese, and English, the Korean Language is considered more interesting to learn. Among four categories, this survey revealed that 49.8% of millennials agree that they would prefer to master the Korean language instead of another language. This compares to 45% who do not prefer learning Korean compared to other languages. Moreover, 2.0% showed very strong enthusiasm to learn Korean and showed very strong reluctance and a preference to not learn Korean.



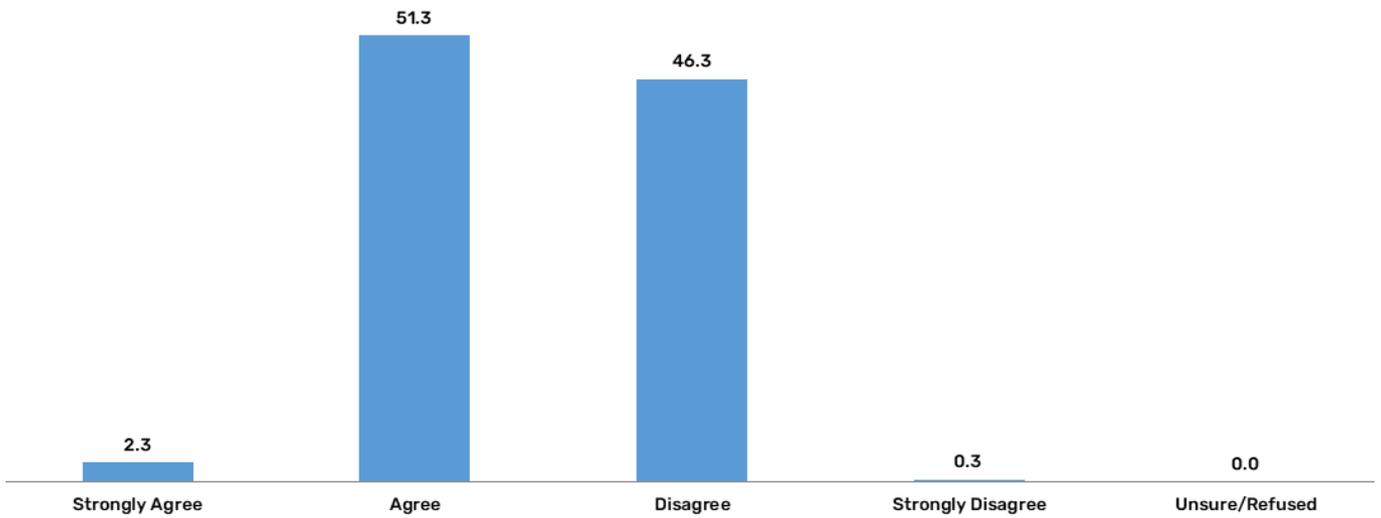
**Chart 21. Preference on Fashion Products from South Korea Compared to Fashion from Other Countries**

A majority, 51.3%, of those surveyed indicated that they are not interested in Korean fashion products. A total of 46.3% of the respondents showed interest in Korean fashion. However, only 1% showed strong interest in Korean fashion.



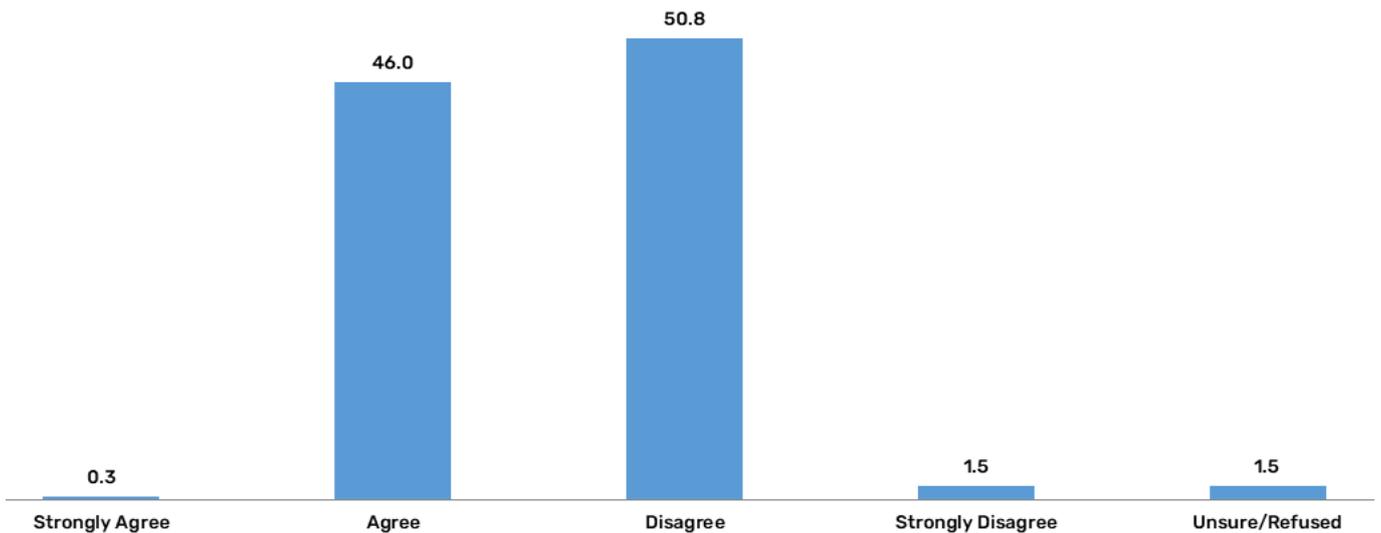
**Chart 22. Preference on Cosmetics Products from South Korea Compared to Cosmetics from Other Countries**

A majority, 51.5%, of Millennials in Bandung do not prefer Korean cosmetic products. Only 1% of respondents showed a strong preference for Korean cosmetic products.



**Chart 23. Preference on Electronic Products from South Korea Compared to Electronic Products from Other Countries**

Preferences for Korean electronic products were also divided, 51.3% and 46.3%, with the slight majority of respondents preferring Korean products compared to those that did not, respectively.



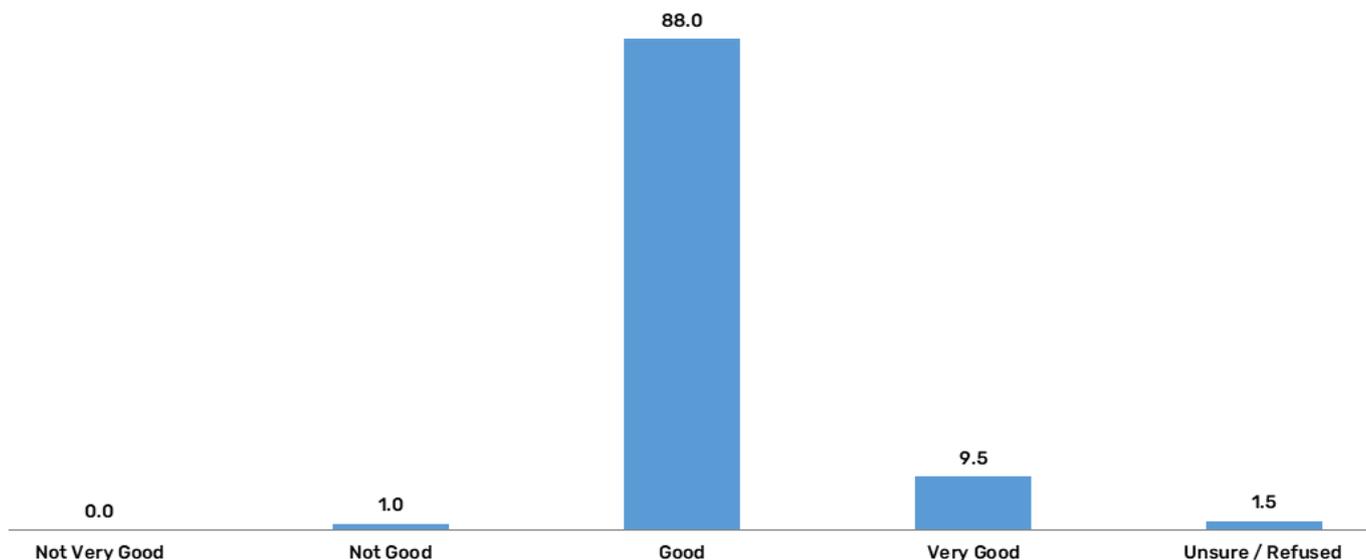
**Chart 24. Preference on Automotive Products from South Korea Compared to Automotive Products from Other Countries**

Finally, millennials do not prefer Korean automotive products compared to other countries' products, as indicated by 50.8% of respondents. However, 46% of those surveyed, a significant share, did prefer Korean products.

### **Perceptions of Indonesia–South Korea Bilateral Relations**

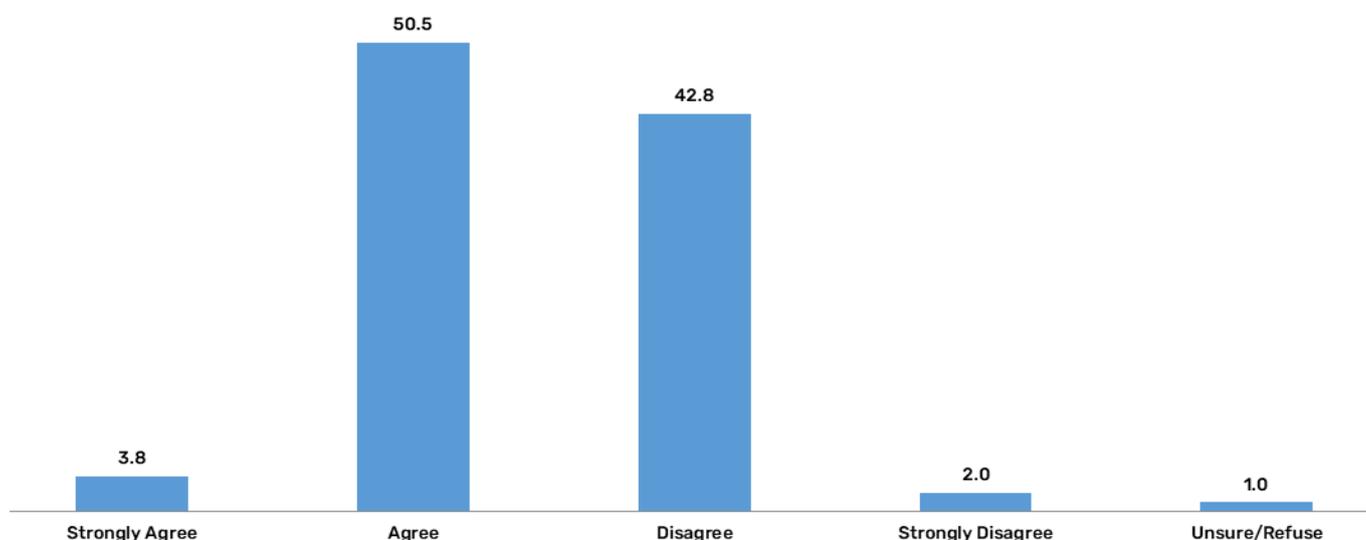
This sub-chapter explores the views of Bandung's millennials on bilateral Indonesian and South Korean relations. The general results indicated that millennials in Bandung have a balanced perception regarding whether bilateral relations between Indonesia and South Korea have provided benefits for Indonesia.

The top three expectations from respondents are that the countries should seek deeper cooperation concerning the economy, technology, and education, which is very similar to the 2021 Surabaya survey results. When further asked to consider bilateral relations within the context of Bandung’s initiatives and roles, millennials had limited knowledge about the Bandung-Seoul and Bandung-Suwon Sister City Cooperation.



**Chart 25. Assessment of Bilateral Relations between Indonesia and South Korea**

The majority of millennials in Bandung assess the bilateral relations between Indonesia and South Korea are ‘good,’ with 88% of total respondents answering in this manner. Only 9.5% of respondents answered ‘very good’, and 1% chose ‘not good’. Millennials in Bandung see cooperation with a positive attitude.



**Chart 26. Assessment of the Benefits of Bilateral Relations between Indonesia and South Korea**

When asked about whether bilateral relations were a general benefit for Indonesia and South Korea, 50.5% agreed they were beneficial and 42.8% disagreed about them being beneficial. 3.8% of millennials in Bandung strongly agree that the cooperation is beneficial and 2.0% of respondents strongly disagree.

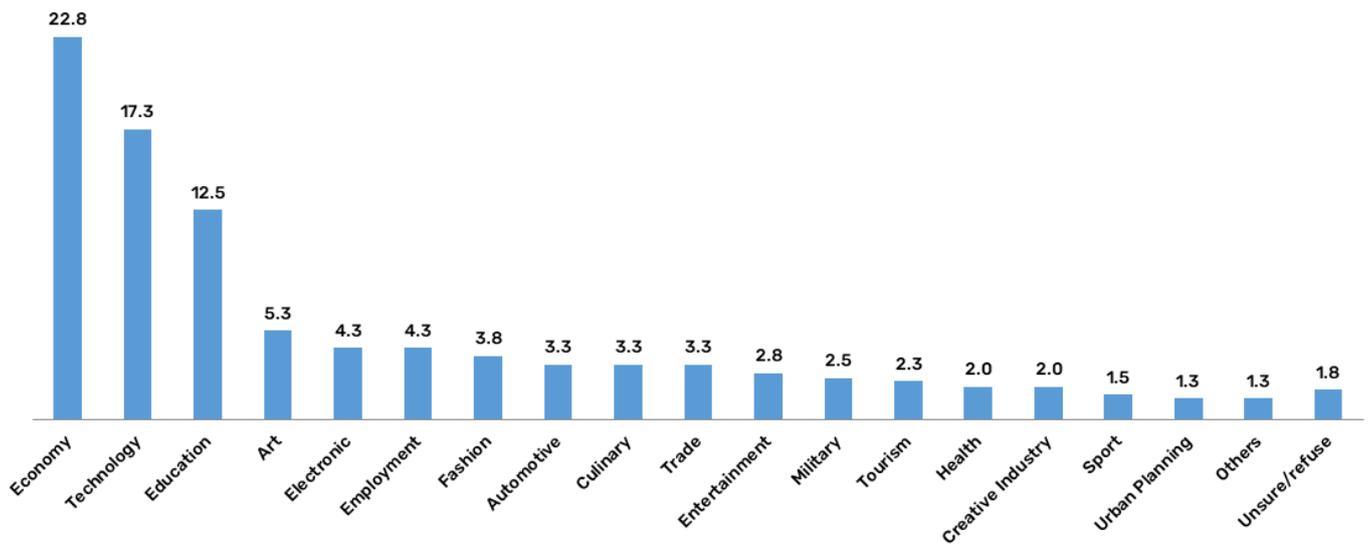


Chart 27. Cooperation between Indonesia and South Korea in the Future

Millennials in Bandung suggested improving the cooperation between the countries in three main fields, which are economy (22.8%), technology (17.3%), and education (12.5%).

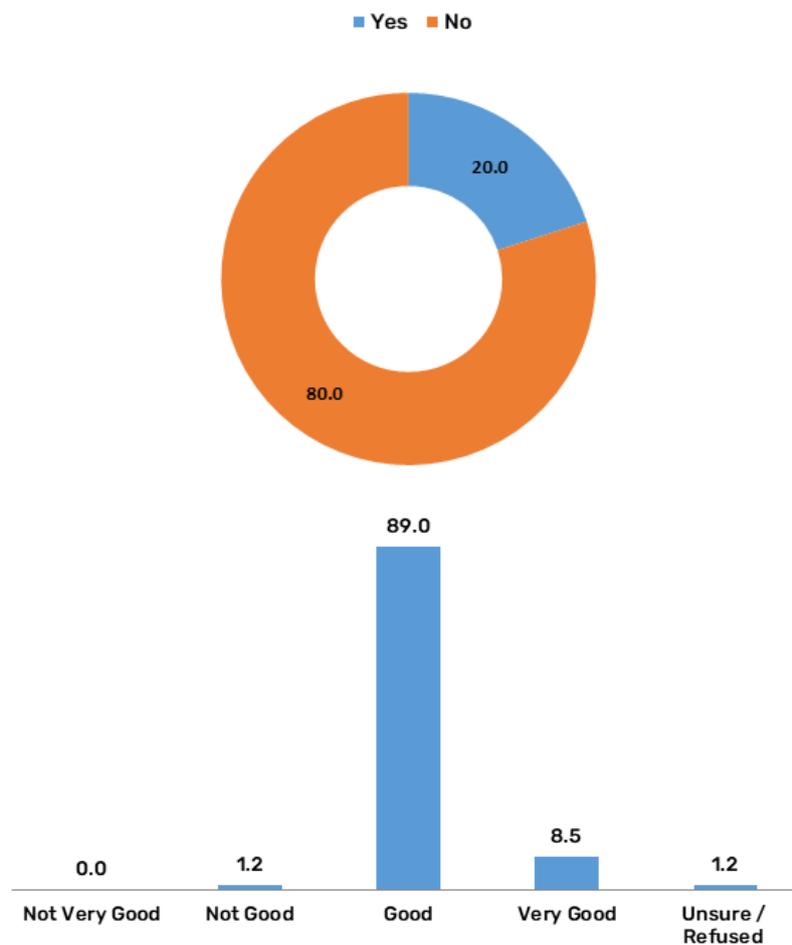
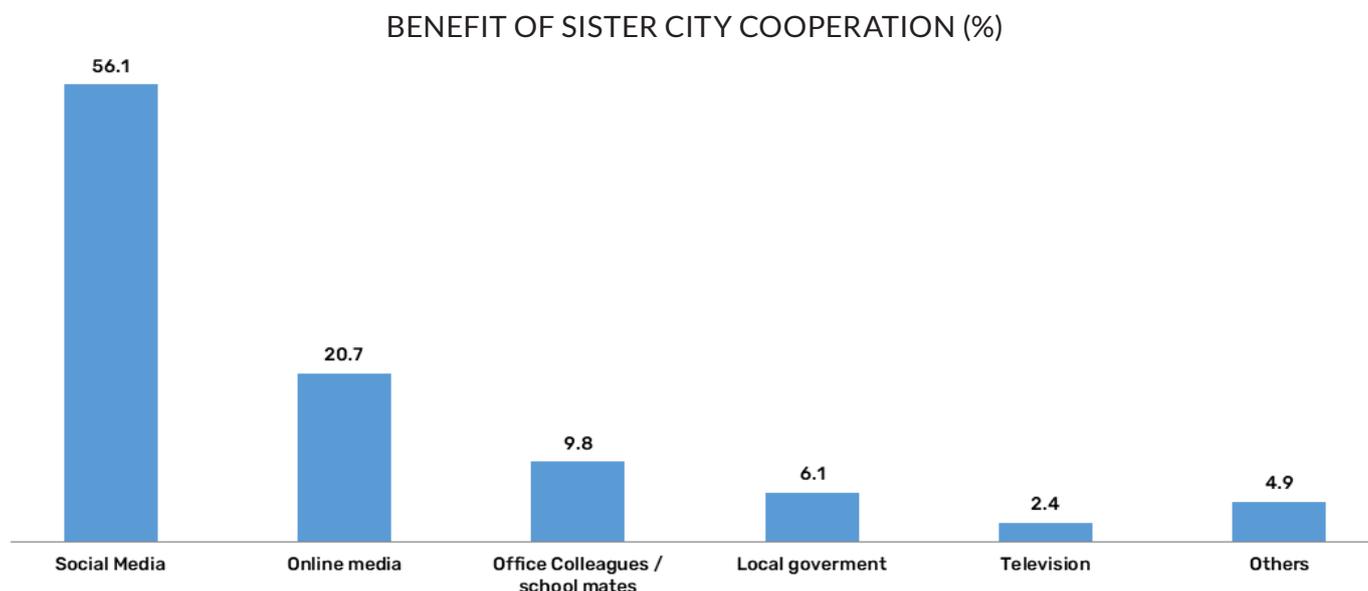


Chart 28. Awareness and Assessment of the Bandung-Seoul Sister City Program

Bandung millennials are not well-informed on the Sister City Cooperation between Bandung and Seoul, with 80% of them answering 'no' when asked if they knew of the program. However, of the respondents who are aware of the cooperation, 89% express a positive attitude towards this initiative.



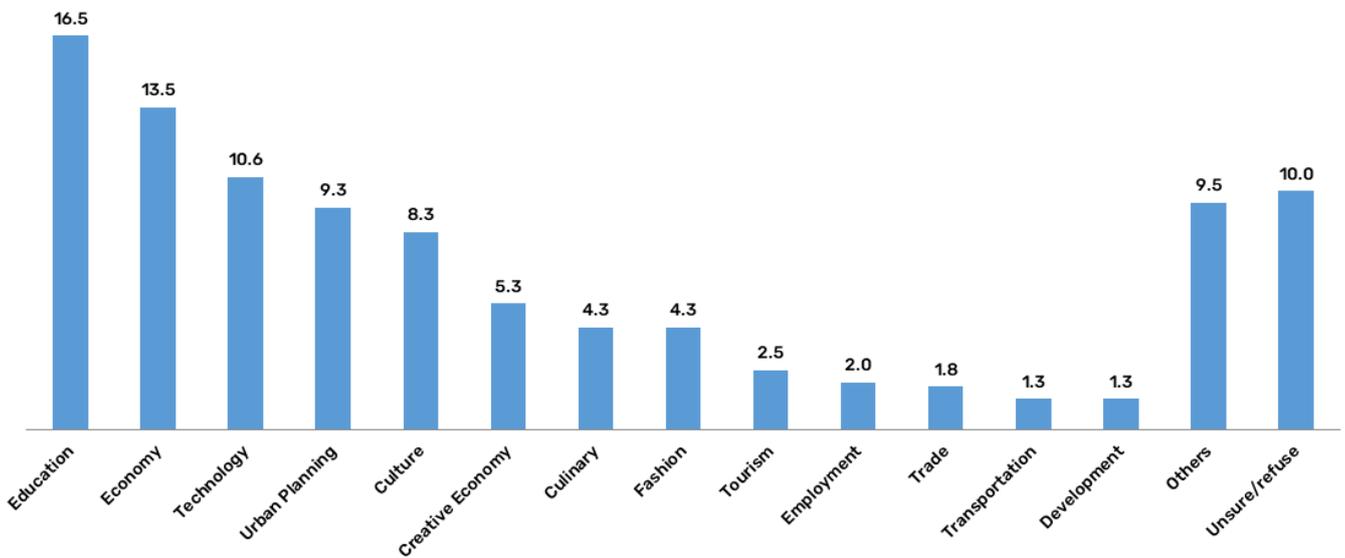
**Chart 29. The Benefit of Sister City Cooperation**

Social media plays a primary role in disseminating information on the Sister City Cooperation for millennials in Bandung to gain knowledge on the cooperation with a total of 56.1% answering this channel. Following emerging channels are online media (20.7%) and office colleagues/schoolmates (9.8%). Television contributed the least to how millennials in Bandung gain information about cooperation, with only 2.4% indicating that category.

COOPERATION ASPECTS	VERY BENEFICIAL	MODERATELY BENEFICIAL	BENEFICIAL	NOT BENEFICIAL
Creative Economy	0.0	3.7	89.0	7.3
Education, Culture, Sports	0.0	3.7	79.3	11.0
Urban Planning Development	0.0	7.3	81.7	7.3
Science and Technology	0.0	2.4	80.5	12.2

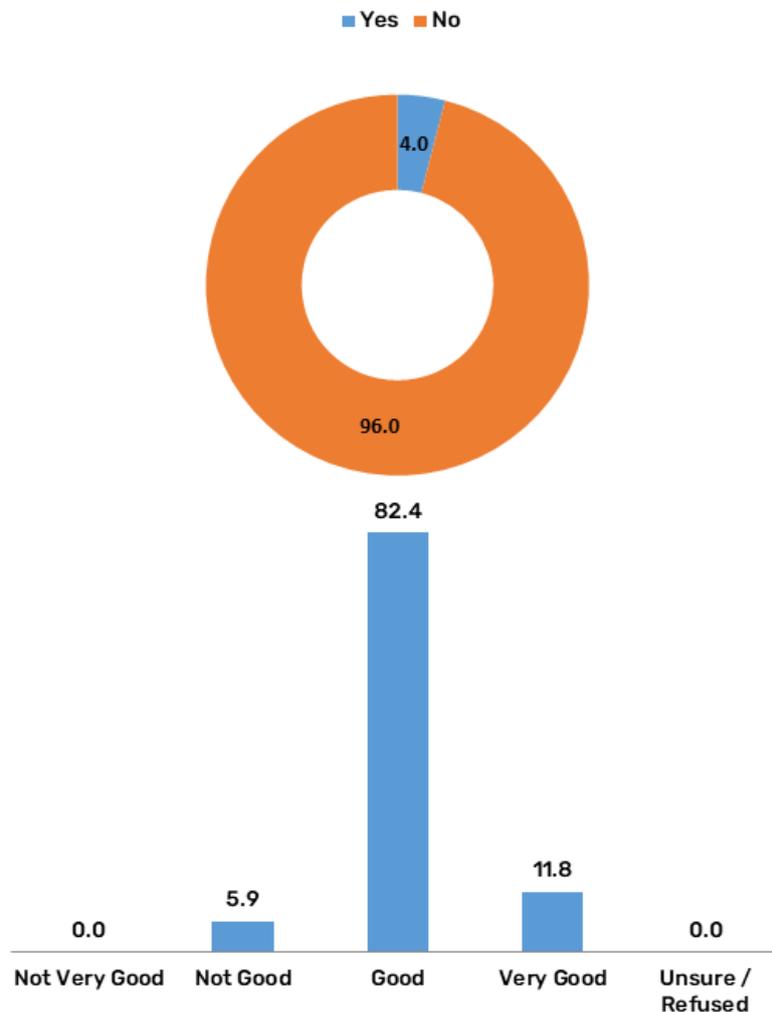
**Chart 30. The Benefit of Sister City Cooperation**

Under 20% of respondents knew the Sister City Cooperation and broke down the benefit assessments, the millennials in Bandung perceived the cooperation as 'moderately beneficial' and 'beneficial' in the aspects of the creative economy, education culture and sport, urban planning development, and science of technology. Moreover, there is no one who answered 'very beneficial' on these four aspects.



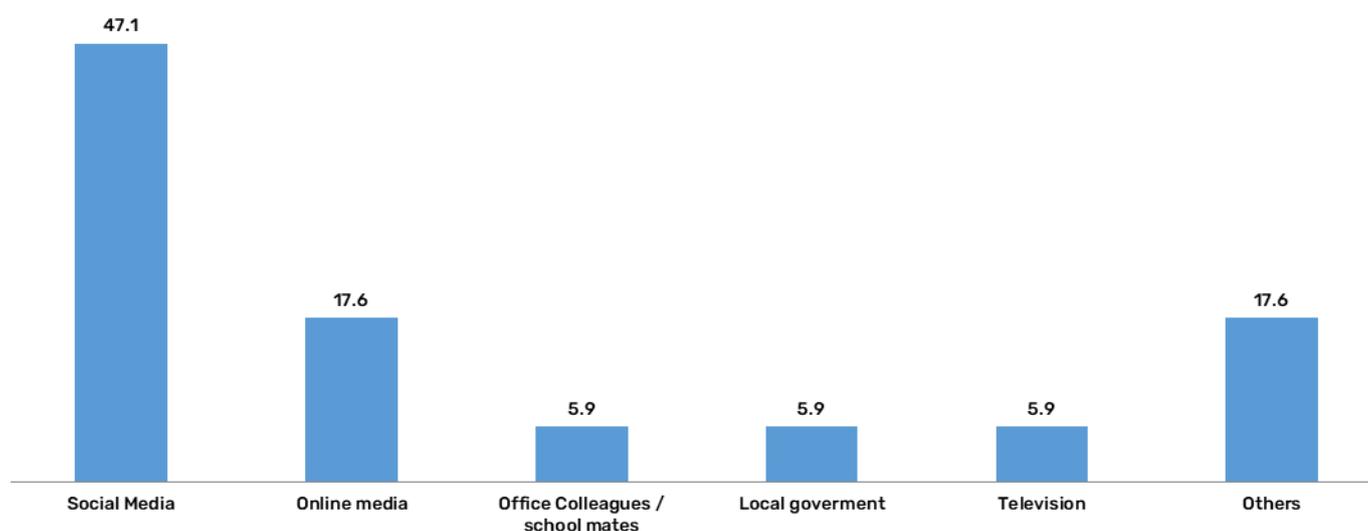
**Chart 31. Sister City Cooperation in the Future (Bandung-Seoul)**

Millennials in Bandung suggested improving three main sectors within the Sister City Cooperation: education (16.5%), economy (13.5%), and technology (10.6%). The sectors that were viewed as needed the least attention and improvement were all under 2%, trade, transportation, and development.



**Chart 32. Awareness and Assessment of the Bandung-Suwon Sister City Program**

Similarly with the Sister City Program between Bandung-Seoul, millennials in Bandung are also not well-informed on Sister City Cooperation with Suwon, as 96% of them answer 'no' on the subject. However, when asking the respondents who are aware of the cooperation, 82.4% express a positive attitude assessment of this cooperation.



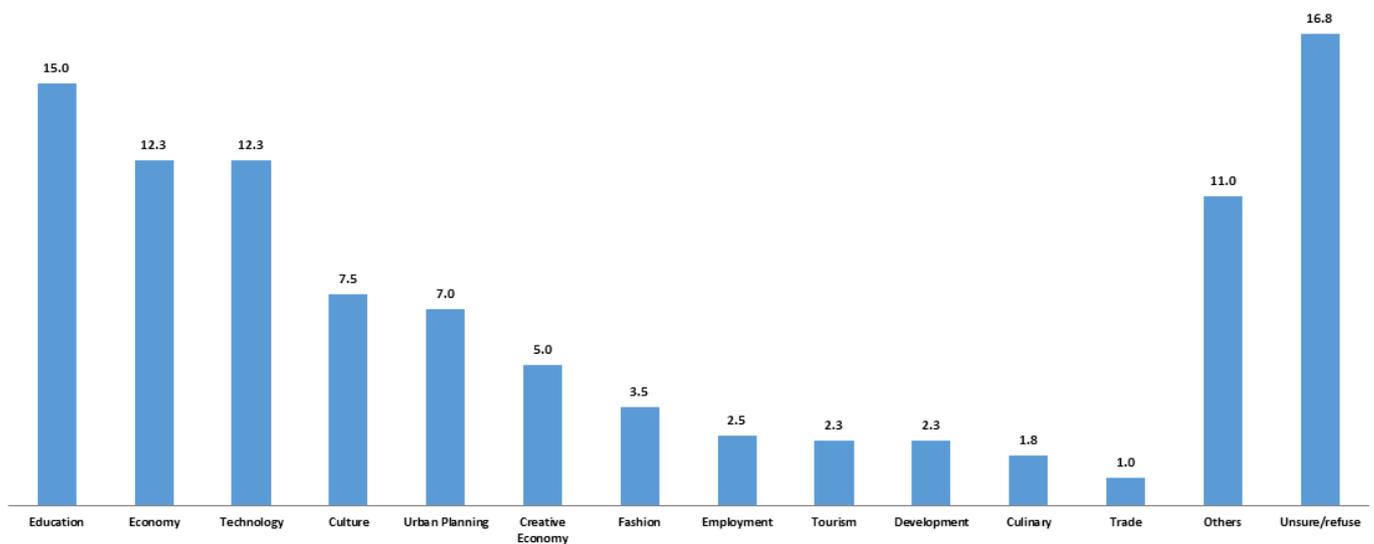
**Chart 33. Source of Information about Sister City Cooperation (Bandung-Suwon)**

Similar to the case of Bandung-Seoul Sister City Cooperation, social media plays a primary role in disseminating the information on mechanism with a total of 47.1% answering that this was their primary channel for learning about the program. Other channels for information on the program were online media (17.6%), television, and office colleagues/schoolmates (both at 5.9%).

COOPERATION ASPECTS	VERY BENEFICIAL	MODERATELY BENEFICIAL	BENEFICIAL	NOT BENEFICIAL
Creative Economy	0.0	11.8	70.6	11.8
Education, Culture, Sports	0.0	0.0	82.4	11.8
Urban Planning Development	0.0	11.8	70.6	11.8
Science and Technology	0.0	5.9	13.0	11.8

**Chart 34. The Benefit of the Sister City Cooperation (Bandung-Seoul)**

Under 5% of respondents knew of the Sister City Cooperation with Suwon. When asked about the components (Creative Economy; Education Culture, and Sports; Urban Planning Development; and, Science and Technology) of the Sister City Cooperation most millennials perceived the cooperation as 'moderately beneficial' or 'beneficial.' Moreover, no one answered 'very beneficial.'



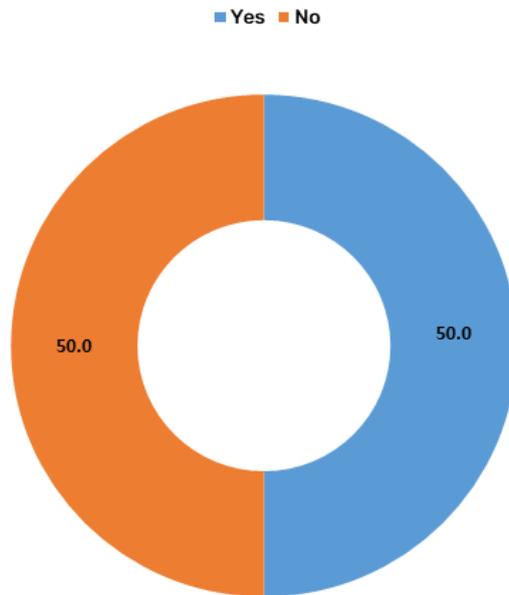
**Chart 35. Sister City Cooperation in the Future (Bandung-Suwon)**

Millennials in Bandung suggested improving three main fields within the Sister City Cooperation: education (15%), economy (12.3%), and technology (12.3%). While the areas requiring the least improvement or attention were culinary and trade at less than 2%.

	SAMPLE BASE	BANDUNG - SEOUL COOPERATION		BANDUNG - SUWON COOPERATION		INDONESIA - SOUTH KOREA RELATIONSHIP	
		NOT KNOWING	KNOWING	NOT KNOWING	KNOWING	VERY GOOD / GOOD	VERY NOT GOOD / NOT GOOD
<b>GENDER</b>							
MAN	50.0	75.0	25.0	96.5	3.5	96.5	1.5
WOMAN	50.0	84.0	16.0	95.0	5.0	98.5	0.0
<b>AGE</b>							
20 - 24	35.3	80.1	19.9	95.0	5.0	97.2	0.7
25 - 29	20.0	72.5	27.5	96.3	3.8	96.3	2.5
30 - 34	23.8	81.1	18.9	95.8	4.2	96.8	1.1
35 - 39	21.0	83.3	16.7	96.4	3.6	100.0	0.0
<b>EXPENDITURE RATE</b>							
UNDER IDR 1.000.000	36.8	81.6	18.4	97.3	4.8	96.6	2.0
IDR 1.000.000 - IDR 3.000.000	53.5	79.4	20.6	94.9	1.4	97.7	0.5
IDR 3.000.001 - IDR 5.000.000	7.5	73.3	26.7	96.7	13.3	100.0	0.0
ABOVE IDR 5.000.000	2.3	66.7	33.3	88.9	33.3	100.0	0.0

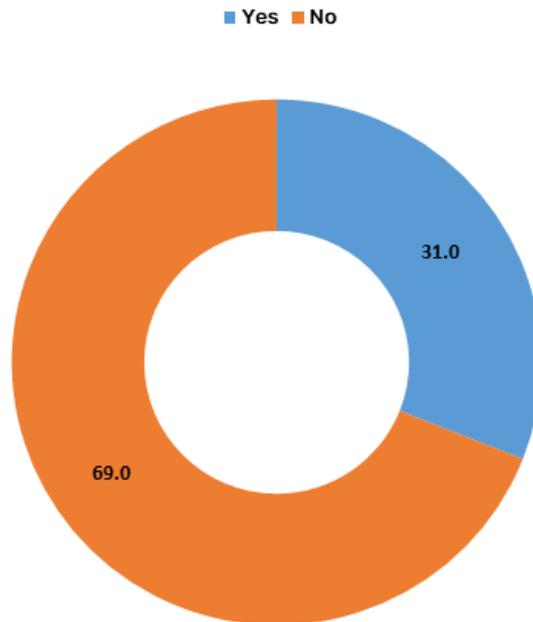
**Chart 36. Knowledge and Perceptions of the Indonesia-Korea Cooperation Relations by Age, Gender, and Expenditure Level of the Respondents**

The data in Chart 36 reveals that men know more about the Sister City Cooperation between Bandung and Seoul, while women know more about Suwon. This also demonstrates that the Sister City Cooperation has greater recognition among respondents who have the highest expenditure.



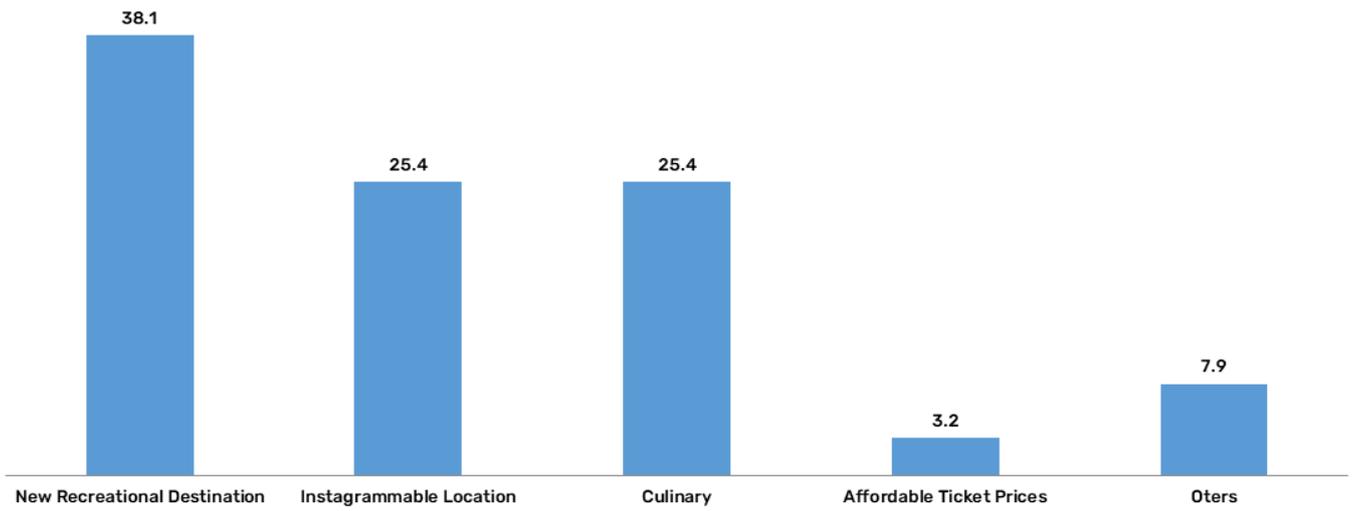
**Chart 37. Knowledge about Little Seoul**

Per Chart 37, there is an even balance between respondents who know and do not know about the existence of Little Seoul in Bandung.



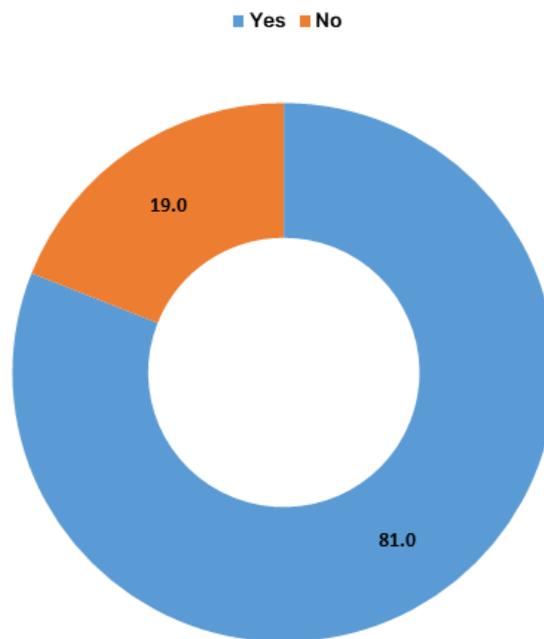
**Chart 38. Visiting Little Seoul Experience**

However, Chart 38 demonstrates that the majority of people who know about Little Seoul have not visited the site.



**Chart 39. Reasons to Visit Little Seoul**

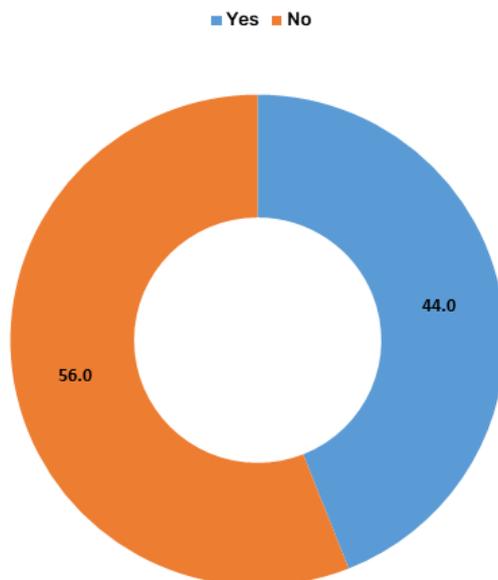
The majority of the people who have visited the site see it as a new recreational destination, while only 3.2% of them visit the site due to its ticket prices.



**Chart 40. Plan to Visit Little Seoul**

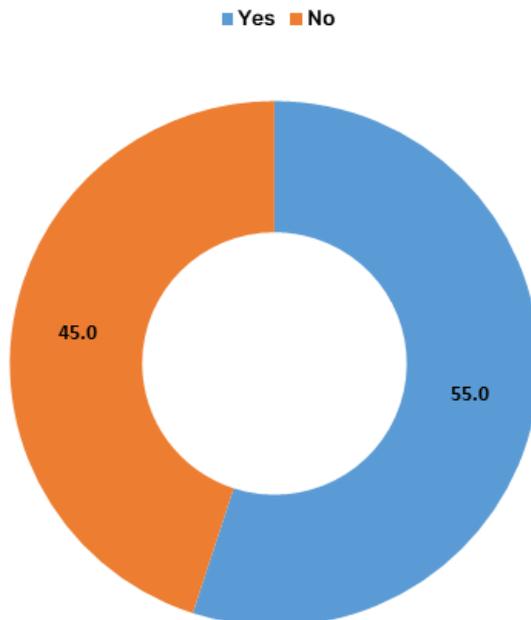
While many of the respondents did know about the existence of Little Seoul, it is apparent that the willingness and interest to go are significantly high with 81% of respondents interested in visiting now that they are aware of the area.

## Perceptions of Creative Economy in Bandung



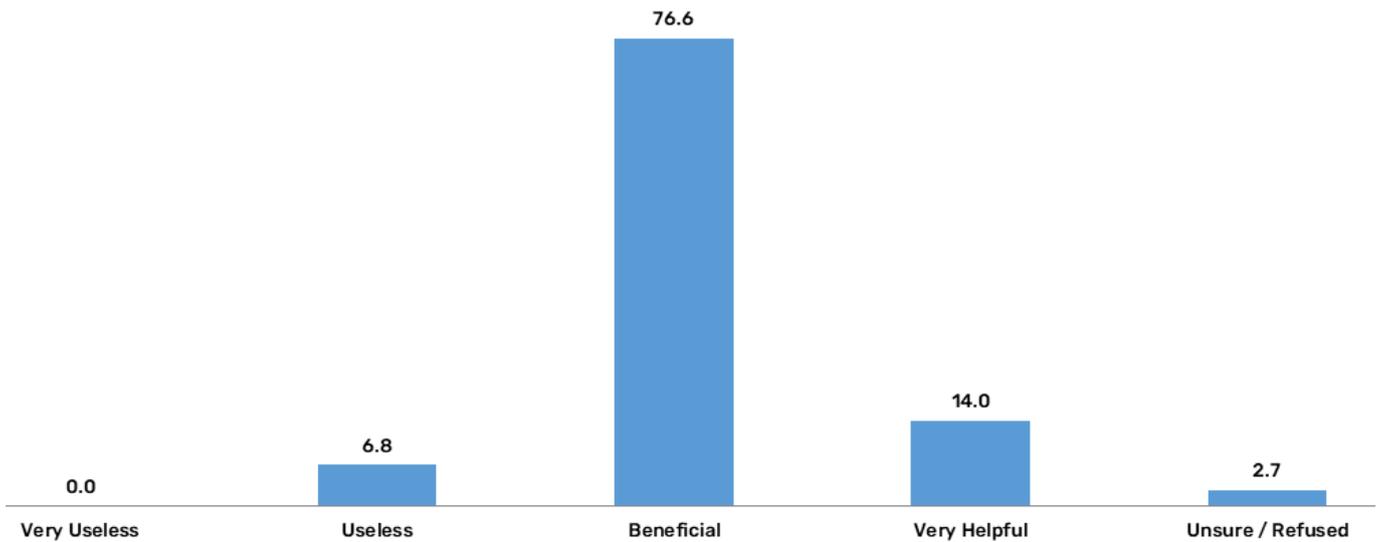
**Chart 41. Knowledge about UNESCO Creative Economy Network**

The survey revealed that a majority of millennials in Bandung do not know that Bandung is registered as a creative city under the UNESCO Creative Network, with a total of 56% answering that they were unaware.



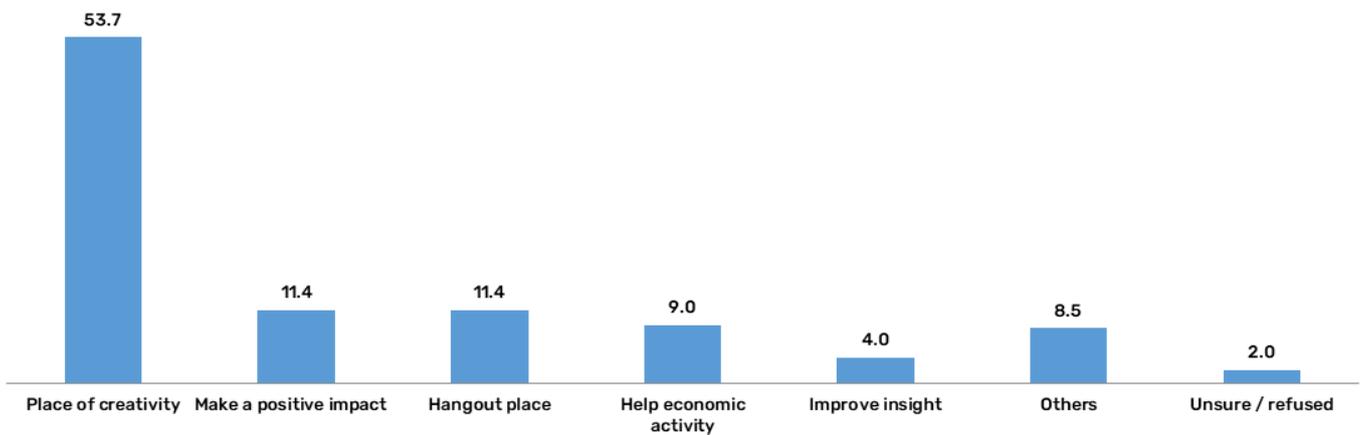
**Chart 42. Knowledge about Bandung Creative Hub**

55% of respondents know that the Bandung Creative Hub exists in Bandung, a piece of creative economic infrastructure.



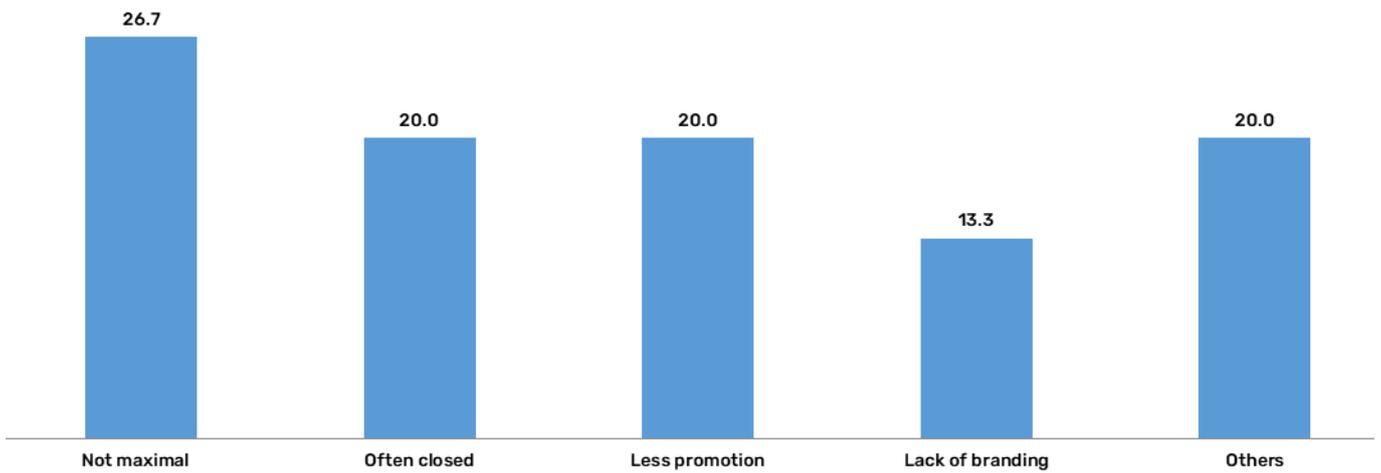
**Chart 43. Views about the Existence of the Bandung Creative Hub**

Millennials in Bandung (76.6%) perceived the establishment and the existence of the Bandung Creative Hub as ‘beneficial,’ with a small percentage of 6.8% perceiving this hub as ‘useless’.



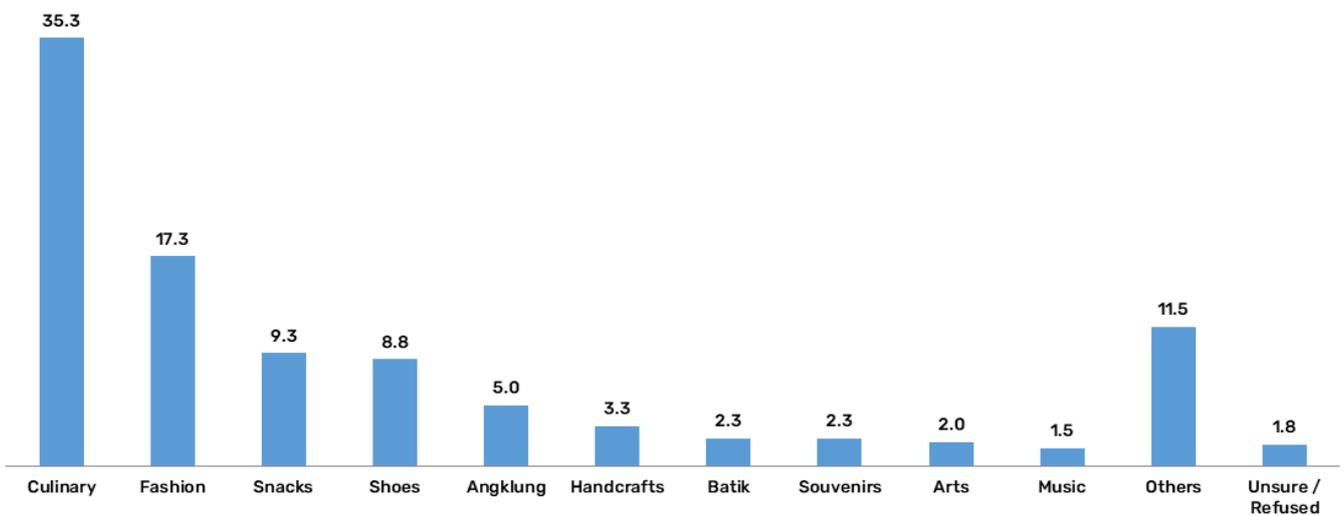
**Chart 44. Reasons Respondents Say Very Useful/Useful**

The respondents who see the hub as very useful/useful were asked about why they viewed the hub in this manner. 53.7% indicated that they see the hub as a place for creativity, while 4% of the respondents see it as a place to improve insights for them.



**Chart 45. Reasons of Respondents Say Very Useless/Useless**

The respondents who see the hub as very useless/useless were also asked about their responses. A total of 26.7% believe that the utilization of the hub is not maximal, while 13.3% of the respondents see that the hub has lack of branding for the Bandung society to acknowledge its existence.



**Chart 46. Export Creative Economic Products**

Finally, those surveyed were asked about the potential local creative economic products that could be exported to South Korea. Most respondents indicated 35.3%, that 'culinary' products are the most likely to be exported. While the product that gained the least support as an exportable good was 'music' with only 1.5%.

# DISCUSSION AND ANALYSIS

The survey findings illustrate that most respondents representing the Indonesian millennial generation admitted that they have no firsthand experience interacting with South Koreans. Additionally, all respondents indicated that they have never visited South Korea. 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, mostly through art and culture, instead of their personal experiences.

Korean culture is very popular and favored in various communities, including the millennial generation in the city of Bandung. This is evident from the survey results indicating that Korean dramas and K-pop are strongly associated with South Korea and liked by respondents. In the era of globalization, information technology has contributed to expanding the spread of Korean culture throughout the world.

According to the deputy head of the Republic of Indonesia's representative office in Seoul, Korea, Zelda Wulan Kartika, the success of the Hallyu Wave or Korean Wave is also inseparable from the role the Korean government plays in its serious efforts to develop the Korean film and music industry. This is clearly shown by the establishment of a new special department, the Hallyu Department at the Korean Ministry of Culture, Sports, and Tourism. Since then, many aspects related to Korean culture have become trends in Southeast Asia and East Asia, as well as other various parts of the world.

Correspondingly, the results of the survey regarding the level of interest of Bandung's millennials towards Korean food, drama or films, and music, show various sentiments. The

proportion of respondents who indicated they were interested in South Korean food goods and dramas or films was bigger than the proportion of respondents who said they were not. In terms of interest in K-pop music, the significant number of respondents who claimed to be interested was considerably smaller than the proportion of respondents who claimed not to be interested.

Furthermore, millennials also shared their views concerning the buying of South Korean electronic, automotive, fashion, and cosmetic products. The survey results of their experience in buying these various products also tend to vary. In the case of electronic products made in South Korea, the large proportion of respondents who claimed to have bought and who had never bought the product was relatively balanced. However, different findings were obtained when asked about buying automotive, fashion, and cosmetic products from Korea. The magnitude of the number of respondents who claimed to have never bought and those who had bought was significantly different.

These findings are understandable considering automotive, fashion, and cosmetic products in Indonesia have long been dominated by products made in countries other than Korea. Meanwhile, Korean automotive, fashion and cosmetic products have only recently entered the Indonesia market. For example, automotive products in the Indonesian market are dominated by those made in Japan. Within the past year, Korea has begun to expand their automotive footprint in Indonesia. As stated by Zelda Wulan Kartika, the establishment of an electric vehicle battery factory in Karawang, West Java, in collaboration with Hyundai, is targeted to expand the market for automotive products from Korea in Indonesia, as well as across all of Southeast Asia.

Regarding respondent's perceptions of Indonesia and South Korea's bilateral relations, Bandung millennials 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 Indonesian society. Based on the data of the Ministry of Investment/Investment Coordinating Board, in terms of economic cooperation in 2021, South Korea is positioned as the 5th largest investor in Indonesia and in the past five years has shown positive growth.

In contrast, when asked specifically about the Sister City Program between Bandung and Suwon or Bandung and Seoul, unfortunately, most of the Bandung millennials did not know of the program's existence. Based on the results of interviews with members of the Bandung City House of Representatives (DPRD), including Rendiana Awangga, the Bandung city government, especially after the era of Ridwan Kamil's leadership, has been less intense about creating public communication, including to the younger generation. Therefore, it is possible that the Sister City Cooperation between Bandung and the two cities in Korea are not widely known. In fact, the Sister City program has been running for years with a focus on education, culture, and human resource development without much recognition gained.

Regarding the Sister City Cooperation, based on the interview with Bariati Ratna Ayu, the program works in the field of education as a student exchange at the secondary education level. In the field of culture, the Cooperation also exchanges art delegates, sending their respective art ambassadors and introducing Indonesian traditional musical instruments to Korea.

The survey findings show that the millennials in Bandung are largely unaware of the Sister City Cooperation between Bandung and Suwon and Seoul and therefore the program must be addressed with wider socialization efforts by utilizing social media. In addition, the level of depth of the Sister City Cooperation needs to be reviewed to better understand whether it is only operating at the government-to-government level or has reached people-to-people levels.

Compared to our two previous studies, conducted in Jakarta in 2020 and Surabaya in 2021, there are several similarities across all of these field survey results. First, the majority of respondents in Jakarta, Surabaya, and Bandung have never had firsthand experience with South Korea. Despite most respondents having minimal personal experience with South Korea, the millennials generally have a positive perception of South Korea. This finding proves that the South Korean government's soft power efforts through the Korean Wave can foster a positive image of the country in the international community.

In regard to international affairs, the millennials in those areas also assessed that Indonesia-South Korea bilateral ties have been going well and have brought positive benefits to Indonesian society. However, in terms of cooperation at the intercity level, especially in the form of the Sister City Programs, most millennials did not know that these programs existed. Hence, it is necessary to intensify promotional and socialization efforts of the Sister City Programs by utilizing communities of youth influencers and digital media platforms to reach younger generations. In addition, collaboration programs also need to be innovated and expanded upon to develop grassroots level community benefits. Furthermore, millennials chose three sectors of potential cooperation to be increased between Indonesia and South Korea:

economy, education, and technology. The two countries could strengthen economic cooperation, including the creative economy, MSMEs, and the recovery of the tourism sector post-COVID-19. Concerning educational collaboration, both parties can develop more youth exchange programs and conduct collaborative research among Indonesian and South Korean universities. Lastly, given that Korea is a technologically-advanced country, startup development would be a promising area for cooperation as South Korea could transfer its technology to startup companies in Indonesia.

# **CONCLUSION AND RECOMMENDATION**

## Conclusion

The tremendous success of the South Korean government in harnessing the Korean Wave as a form of soft power diplomacy is undoubtedly a major breakthrough in promoting their culture internationally, including in Indonesia.

As the data has shown, this endeavor has drawn increased attention to South Korea and elicited favorable responses from Bandung millennials, shaping their impressions of the country. Despite the fact that there are still relatively few Bandung millennials who have had genuine personal contact with South Korea, either via visiting the country or engaging with South Koreans, they have a favorable impression of South Korea.

Albeit the positive impressions clearly demonstrated in the survey findings, there is still room for improvement to raise millennial awareness and understanding, specifically via the Sister City Cooperation of Bandung-Seoul and Bandung-Suwon. Furthermore, the degree of collaboration achieved via the Sister City Bandung-Seoul and Bandung-Suwon should be assessed to see whether it is solely at the government-to-government level or if it has reached the people-to-people level. This must be done in order for the program's advantages to be felt by all levels of Bandung society.

## Recommendation

- 1** On Raising the Awareness of Millennial Generation regarding the Sister City Cooperation:  
While the Korean Wave can be conveyed through mediums such as K-Pop that can be distributed on social media, television, and online media, to raise the awareness of the Sister City Cooperation among millennials

in Bandung, the program must be both a government-to-government and a people-to-people approach. There is a need to have a clear roadmap or work plan, formulated by government officials from both countries. This not only creates a mutual understanding between all relevant stakeholders but it also clarifies the road forward.

From the people-to-people perspective, expanding the annual exchange programs to not only be for government officials but also for promising students who come from lower to middle-class income families. This way, the gap that was discovered revealing that only higher income people had knowledge of the Sister City Cooperation could be addressed. In turn, the Sister City Cooperation would be beneficial for everyone from any background.

- 2** Tourism Industry:  
The decision to build a recreational site such as Little Seoul is one way to boost the interest of Indonesians to go and visit South Korea. Moreover, it also serves as a recreational place that could help Indonesians picture what it is like in South Korea. With the data that we collected, it is apparent that people who learn about Little Seoul have a high interest and willingness to go and visit the site.

As a compliment to the existing recreational destination, we believe that an annual Korean Culture Fair, such as the one that Bandung had in 2018, could be another way to introduce individuals to Korean Culture, but also to the Sister City Cooperation between Bandung and Seoul and Bandung and Suwon.

### 3 Capitalizing on Social Media High Dependency:

Based on our survey, it is clear that social media is the strongest influence for how millennials know about Korean culture. Given the large amount of the millennial generation using social media to seek and consume information, we recommend the Korean government find Indonesian millennials who have large followers and audiences to serve as marketing agents to actively promote Korean culture and the Sister City Cooperation. This could also be utilized to promote South Korean tourist destinations. Such collaborations could be carried out through government-to-government mechanisms, such as through the Ministry of Tourism and Creative Economy.



## THE HABIBIE CENTER

Jl. Kemang Selatan no. 98 Jakarta 12560 - Indonesia

Phone: (62-21) 7817211 | Fax: (62-21) 7817212

E-mail: [thc@habibiecenter.or.id](mailto:thc@habibiecenter.or.id)

Website: [www.habibiecenter.or.id](http://www.habibiecenter.or.id)