

ADAPTATION OF SOUTH KOREAN LEADING MUSIC COMPANIES' MARKETING STRATEGY
IN GLOBALIZATION CASE STUDY IN THAI MARKET



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วงการเพลงK-Popเกาหลีใต้นั้นปัจจุบันได้พัฒนารูปแบบการตลาดรูปแบบใหม่ โดยเน้น การทำการตลาดในฐานะประเทศสำคัญ เช่น ประเทศจีน ญี่ปุ่น และไทย เพื่อรักษาฐานแฟนนั้นไว้จึง ก่อให้เกิดรูปแบบการการตลาดปัจจุบันคือ การทำวงหลากหลายทางสัญชาติ หรือ G-L-G' K-Pop's Globalization Strategyขึ้น ในอดีตวงการเพลงK-Pop ได้รับความนิยมจากการส่งออกสินค้าทาง วัฒนธรรมโดยความร่วมมือระหว่างภาครัฐและภาคเอกชน โดยเฉพาะค่ายเพลงใหญ่เกาหลีใต้ที่หันมา ให้ความสนใจในการปรับเปลี่ยนกลยุทธ์ทางการตลาด จากเดิมที่เน้นพัฒนางานที่มีแต่สัญชาติเกาหลีทั้ง วง หรือ (Standardization Strategy) เป็นวงที่มีคนในพื้นที่ประเทศตลาดสำคัญร่วม หรือ การทำ การตลาดแบบ (Localization Strategy) เช่น วง Super Junior M, f(x), EX-O M จาก SM Entertainment รวมถึง 2PM และ Miss A จาก JYP Entertainment ปัจจุบันตลาดเพลงK-Pop ยังเป็นที่นิยมในหลายพื้นที่ ค่ายเพลงใหญ่จำเป็นต้องสร้างความหลากหลายให้กลุ่มผู้บริโภค โดยยึด การตลาดหลัก คือ (1) การทำการตลาดในฐานะการลงทุนที่มีความหลากหลายของนักลงทุน (2) การ ส่งออกอุตสาหกรรมเพลง K-Pop ไปยังฐานแฟนคลับต่างแดน (3) และ การทำวงรูปแบบศิลปิน หลากหลายสัญชาติ การทำวงรูปแบบดังกล่าวนี้ ได้สร้างปรากฏการณ์ความสำเร็จและความนิยมใน ฐานแฟนคลับต่างชาติ รวมถึงประเทศไทย เนื่องจากความหลากหลายของรูปแบบวง ตัวอย่างวง คือ GOT7 และ NCT โดยสร้างปรากฏการณ์เป็นวงที่แบรนด์สินค้าไทยที่ใช้ภาพลักษณ์ความเป็นเกาหลี เช่น EST Cola, EST Play, Taokaenoi, Masita, It's Skin Thailand และ ยามาฮา ต้องการตัวเพื่อน ำวงดังกล่าวสร้างภาพลักษณ์ในตลาดไทย ผลการสืบค้นของความนิยมและความสำเร็จดังกล่าวใน ไทย จากข้อสันนิษฐานได้ผลสรุปว่า การปรับเปลี่ยนกลยุทธ์การตลาดค่ายเพลงใหญ่ของเกาหลีใต้อยู่ค โลกาภิวัตน์ผ่านการสัมภาษณ์เชิงลึกแบรนด์ไทย คือ EST Cola , Taokaenoi, และ Masita นั้น แสดงผลว่าการตลาดแบบ G-L-G' K-Pop's Globalization Strategy ของวงหลากหลายสัญชาติที่มี สมาชิกคนไทยในตลาดไทยนั้น ส่งผลดีโดยรวมต่อวงโดยความนิยมเดิมจากฐานแฟนไทย และการ ร่วมมือของค่ายเพลงเกาหลีใต้กับหุ้นส่วนทางธุรกิจของไทย จึงเกิดความสำเร็จดังกล่าว มิใช่เพราะคน ไทยที่ร่วมอยู่ในวงเท่านั้น

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Music industry in South Korea has developed the new marketing strategy focusing on the big market in China, Japan, and Thailand. To continue the success, G-L-G' K-Pop's Globalization Strategy is introduced as a new marketing strategy. From the past, K-POP has been well-known as a result of the co-operation between government and private sector in exporting the product of culture, especially K-POP music. The leading music company turns its focus to adjusting the Standardization Strategy, which is based on Korean members, to Localization Strategy, which is based on local members. The growing success of Super Junior M, f(x), EX-O M, 2PM, Miss A sets the new standard of marketing strategy. Because of this, the music company applies the diversity of nationality to its marketing strategy, namely G-L-G' K-Pop's Globalization Strategy. G-L-G' K-Pop's Globalization Strategy stays focus on 1. The diversity of investors 2. The export of K-POP 3. A band with members from multi-nationalities. This results in the growing number of international fan-bases, especially in Thailand. The use of language, personality, and image of the band contribute to the success in penetrating into international markets. For example, Thai companies use GOT and NCT as their representatives for their products, which requires the Korean-based image, such as EST Cola, EST Play, Taokaenoi, Masita, It's Skin, and Yamaha. From the hypotheses, in the globalized age, it can be concluded that G-L-G' K-Pop's Globalization Strategy shows positive impacts on account of the popularity from fan-bases and the co-operation between Thai company and Korean music company, not just Thai members in those bands.

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CHAPTER I

INTRODUCTION

1.1 Background

The globalization of K-Pop era already shifts to utilize the new marketing strategy model called “G-L-G’ K-Pop’s Globalization Strategy”. Presently, this new model represents a new globalization of K-Pop era to win over its main markets as global music industry representative. Furthermore, this technique applied by South Korean big music companies widely distributes to affect their main markets as intention to increase fan-bases for each nationality as the key added by the theory of G-L-G’ K-Pop’s Globalization Strategy, dealing with 3 concepts of multinational enterprises (MNEs), K-Pop production (International experts) and performers (mostly Koreans with some Chinese, Japanese, Southeast Asian, and other talents) (Oh 13 November 2016). As South Korean big music companies apply this technique internationally, in Thai market, the investigation of used as the symbol of Thai as localization technique would support to examine an area of success in promoting their products in Thailand distinctly. Previously, this technique applied by K-Pop music industry introduced globalization era to spread out K-Pop music industry to prefer only have Korean singer within a group as it called “standardized” international marketing strategy (Jain 1989). In addition, as the success of first Thai generation “Nichkhun” from JYP Entertainment, it brings about the trend followed by

the others big music company such as SM Entertainment debuted Thai nationality as the team members of NCT U and BlackPink of YG Entertainment in 2016 already (wikipedia 10 November 2017). Moreover, the following debut of the concept of GOT7 in 2014, the second generation of boy band 2PM from JYP Entertainment, emphasizes how successful the wave of K-Pop in Thailand is.

As the representative of Thai market stand out as the biggest area of consuming K-Pop contents for a long time, the research studies for the factors and popularity of K-Pop in Thailand also has mentioned one of the big effect focusing on the debut of Nichkhun. Some of the interviewee done by the research claimed that “Because there are Thai people in the group, it’s interesting. I want to know about their daily life and their hardships before their debut as singers. I started to follow him from that point, and even now, I like all the members” (Rueangsa 2014). The success of Nichkhun can draw an attention from both side of domestic and international media by being the first Thai nationality among Korean singer in a group name 2PM.

1.2 Nichkhun’s biography

Nichkhun Buck Horvejkul, or “Nichkhun”, is the first Thai in JYP Entertainment, one of big music company from South Korea beside SM and YG Entertainments. Nichkhun comes from Thai-Chinese family that his father is Thai with his mother is Thai-Chinese, his mother was born in Thailand who is from immigrant parent from

Hainan, China (wikipedia 2017). Before attending as a part of JYP Entertainment, he is well known among his fans as an endorser for some Thai advertisement such as DutchMill Thailand. He actually found accidentally by JYP Entertainment's staff in Los Angeles of Korean Music Festival by his similar look alike to Korean people while he was a student in high school in California. Unfortunately, he was success by company's audition and become JYP Entertainment's trainee for 6 years. 2PM made their official debut as acrobatic dance as team's concept on 4 September, 2008. He has the nickname as Thai prince due to his beautiful perfect smile. Later, the success of his career came over again by being selected as the first international couple with f(x) Victoria, the Chinese member from SM Entertainment's girl group, to appeal on favorite Korean TV variety program called "We got married" in 2011. In Thailand, he is the proud of Thai fans by held as a host of "The Korean Music Wave in Bangkok for two years in 2010 and 2011. One important evidence to support his popularity as the gold era of Nichkhun 2PM was confirmed by being selected as Thai brands presenter (wikipedia 2017).

Table 1: Nichkhun and 2PM's brand presenter in Thailand start from 2006-2015

Number	Brand	Product	Year	Presenter
1	DutchMill Thailand	Milk	2006-2007	2PM
2	Hanami	Snack	2009-2010	2PM
3	Eversense	Cologne	2011-2013	2PM

4	Easy Dict Thailand	Talking Dictionary	2012	2PM
5	Tao Kae Noi	Seaweed Snack	2013	2PM
6	Splash Thailand	Juice	2006-2007	Nichkhun
7	Cornetto Royale Thai	Ice-cream	2006-2007	Nichkhun
8	Tourism Authority of Thailand	Thai tourism organization	2009-2010	Nichkhun
9	Suzuki Jelato Motorcycle Thailand	Motorcycles	2009-2010	Nichkhun
10	Sumsung camera Thailand	Camera	2011	Nichkhun
11	Oppo Mobile Thailand	Mobile phone	2010-2011	Nichkhun
12	Brand	Essence of Chicken	2012	Nichkhun
13	Unicef	Protecting Children's right organization	2013	Nichkhun
14	Mitsubishi Mirage Thailand	Car	2014	Nichkhun
15	Coca Cola Thailand	Soft drink	2014	Nichkhun
16	Coway Thailand (2013-2014)	Strainer	2013-2014	Nichkhun
17	AJelectronics	Stereo	2014-2015	Nichkhun

1.3 Scope of study

This research will focus on the main reason (1) K-Pop group with Thai member of top 3 big music companies which are SM, YG and JYP Entertainment after the success of Nichkhun 2PM (2) The successful marketing strategy of K-Pop using for

global promotion in globalization era (3) The inspiration of a new globalization strategy of “G-L-G’ K-Pop’s globalization strategy” by big music company building K-Pop multinational groups in terms of localized marketing strategy (4) The interest of Thai brands due to prefer Thai member of big music company as the brand presenters in Thailand of GOT7 from JYP Entertainment and NCT U from SM Entertainment of EST, TAOKAENOI, and MASITA to seek out the factors of them successfully promote in Thailand. The research will divide into 2 important parts as “Secondary analysis” and “In-depth interview analysis”. The research of previous marketing strategy to promote K-Pop of South Korean music company internationally in globalization era as aim for develop the systematic K-Pop industry, will be included as significant information. In the part of In-depth interview analysis, there are 3 parts decided into 2 parts to confirm the factors of the success by localization technique of big music industry in Thai markets, by interviewing “Thai brands”, “Hallyu K Star” website and “SMTrue”.

1.4 Research questions

1. What are the main factors of debut Thai nationality as one of the member of South Korean big music companies of SM, YG and JYP Entertainments in globalization?
2. What are the previous successful marketing strategies used by South Korean big music companies to expand their K-Pop’s markets in globalization?

1.5 Research hypothesis

1. Does the impact of Thai members in multinational bands under South Korean big music companies such as GOT7 , NCT U and BlackPink create the opportunity for them as success working in Thai market.?
2. Does the first generation as Thai-Korean idol of “Nichkhun” 2PM from JYP Entertainment inspire those South Korean big music companies to develop their multinational bands under the technique of marketing strategy of “localization” and later moved to a new globalization strategy “G-L-G’ K-Pop’s Globalization Strategy” of creating the multinational bands from several nationalities of South Korean big music companies.?

1.6 Research objective

1. To investigate the factors of how success in Thai market of the multinational bands, including Thai nationality members of South Korean big music companies.
2. To analyze the model frame work of a new globalization strategy “G-L-G’ K-Pop’s Globalization Strategy” as multinational bands used by South Korean big music companies after the debut of GOT7, NCT Unit and BlackPink.

CHAPTER II

LITERATURE REVIEWS

This chapter mainly aims to study the successful marketing strategy used by South Korean big music companies in the previous globalization about to export the first era of K-Pop in global music expansion and promotion. Later, the main participants, called “South Korean big music companies : SM, YG and JYP Entertainments”, move forward to develop their marketing strategy localization by adopted a new globalization strategy technique used to continue the K-Pop expansion on the group of main target markets such as in China, Japan and Southeast Asian countries. This chapter will prefer to study the related information of previous researches which mainly focus three main factors as follows:

2.1 The history of K-Pop in globalization

Korean pop is the category of music genre originally from South Korea country. Before, there is no attention toward to international preference, only for a war between the two Koreas as people’s mind set (Rueangsa 2014). Moreover, the small groups of Korean traditional folk singers, who released the music and held the concerts in Japan facing limitations because there was just a niche market for them to sell their songs. Another supportive ideas of a Korean-Japanese writer reveal that “it is the commonsense of the music industry that Korean singers cannot sell a

record without singing Enka.” for survive in Japanese market of a group by Korean traditional folksong, they were forced selling a record in Japan by singing Japanese (Ben-Ari 2012).

One of support idea mentioned the meaning of introduction the first of South Korea globalization era including the flows of capital around the world, financial, investment and speculative as “a compressed period of modernization, experiencing colonial domination”. By the way, some scholars add more on explaining the previous power of Korean wave that even during the economic crisis period began after the year 1997, could not stop this wonderful cultural products wave from South Korea. They continue to spread out their capital, media, culture and “Korean wave” internationally as the boom of internet, and being started the flows of Korean drama era in foreign market such as Chinese market (Hae-Joang 2005).

Later, the success of spreading out of the first move by South Korean drama was popular among Asian countries included China, Japan, Hong-Kong, Taiwan and Thailand. Around 1998, the drama named “What is love, thought? or (Sarang-i-neo-gilae?) was very successful in Chinese market (Ben-Ari 2012). In 1990, the popularity of the audience enjoyed listening to the songs from original soundtrack or OST which mainly support the idea of the expansion of the first K-Pop era internationally (Kim 2013). The similar idea of the first era expansion of K-Pop support by the local newspaper in China has mentioned this phenomenon of Korean pop culture by naming it “Hallyu” wave from South Korea (Rueangsa 2014).

2.1.1 The South Korean government and Private sectors support

The trend of K-Pop opened the door and success from the support of South Korean government and private sectors or Chaebols in Korean language. Prior, it started from the Korean cultural door opening for “Post-authoritarian” military government of Park Chung-hee from 1962-1980, Chun Doo-hwan from 1980-1988 and Roh Tae-woo from 1988-1993. Back then, the economy of South Korea from 1960 of Park’s to 1980 of Chun’s governments had been developed fast forward by they had established an overall economic policy and promoted labor intensive manufacturing industries frameworks. In the late of 1990s, the new government proceeded by Roh Tae-woo ran the beginning of cultural industry policies by offering the government encouraged the production of songs, films and television programs to mediators. Due to his strict’s military government, he was forced to postpone the level of cultural products development, he was cancelled all the activities produced by whoever refuse to follow government’s structure by ordering the production to only support the government’s economic objective (Kim 29 August 2013). The real turning point to South Korea’s media happened in year 1993 because the South Korean government started up a plan to build “Cable television program providers” with 20 companies of South Korean leading entrepreneurs or “Chaebol”. Chaebol is the group of Korean big business that runs the business and process control by an owner within family (wikipedia 2017).

This project created about 11 program categories for each entrepreneur who could decide to produce different contents on cable service. Interestingly, they were the top three of among other companies whom being called “Big Three” of Chaebols, which they were ordered to responsible for different types of programs. Samsung took the chance to promote film, arts and cultural channel. Daewoo was the movie channel while Hyundai was an entertainment producer. In 1990, the competitive film market of South Korea was the era of people enjoyed watching foreign contents such as Hollywood movie, however, the South Korean government later realized about how important of nation culture products in the new economy by started up a project to establish media conglomerates of a group of potential Korean Chaebols. As one of 116 member countries of General Agreement of Tariffs and Trade (GATT), South Korea government themselves has been negotiated by United States to open the market for TV programing sector as included of other services such as financial services, communications, construction, wholesaling, transportation and tourism as signed contract. Moreover, it also had a big push for approach South Korean’ media industry, some lists of Chaebol companies jointed this project. The example such as “Samsung” extended business line on media production name “Youngsang Sa-eopdan (Samsung Entertainment group) to organize the event especially about working in film, music, and cable businesses into a single unit.

Figure 1 : Media business owned by the five largest Korean Chaebol

Chaebol	Subsidiary	New ventures	
Samsung	Samsung Corporation	Catch One	(pay cable channel)
		Dream Box	(film importer and home video producer. It also owns two theater screens)
	Samsung Electronics	Nices	(producer of CDs, LDs, CD-ROMs, and entertainment films. It also imports films)
		Starmax	(film importer and film producer)
Cheil Communications	Q Channel	(cable channel)	
	Cheil Youngsang	(producer of television programs and film importer)	
	Audiosoft	(music producer and distributor)	
Daewoo	Daewoo Electronics	Video Business Division	(film producer and importer)
		Wooil Video	(film importer for video distribution)
		Dong-woo Video	(home video producer)
		Seshin Video	(home video producer)
		Daewoo Cinema Network	(cable channel)
		Se-um Media	(music producer and distributor)
Hyundai	Hyundai Electronics	Multimedia Business Division Seoul Production	(film producer)
	Diamond Ad Ltd.	HBS	(cable channel)
LG	LG Electronics	LG Media	(producer of CDs, LDs, CD-ROMs, and entertainment films. It also imports films)
		Mediart	(film producer and importer)
	LG Telecom	Korea Home Shopping	(cable channel)
SK	SKC	Video Business Division	(film producer and importer)
		Pan Production	(film producer and distributor)
		Mido Film	(film producer and importer)
		Seoryung Production	(home video producer and film importer)

Source: *Weekly Chosun*, 19 January 1995, p. 76.

Source : South Korean Media Industry in the 1990s and the Economic Crisis by Doobo Shim 18, Aug 2010

Later the competition between Chaebol companies about investment to own Hollywood movie to sell in South Korea's market getting higher. One of the largest Chaebol, CJ (Cheil Jedang) is the food producer and distributor who jumped into this

area, later in April 1995, they invested about \$300 million for an 11.2% on studio DreamWorks SKG of the newest movie and being only South Korean company to have contract 10 years of being exclusive distribution in the Asian market (Shim 18 August 2010).

As the change of globalization, it introduced a state of world involving networks of interdependence at multi continental distances, linked through flows and influences of capital and goods, information and ideas, people and force, as well as environmentally and biologically relevant substances (Paik September 2012). The South Korean government has their experience on globalization forced and after developing country's cultural products as nation export. The soft power of Korean wave policy by the government between year 1999 to 2003 aims to send Korean drama to China. As reported, the value of sending cultural product by Korean drama to Chinese market has grown from 12.7 million dollar in 1999 into 37.5 million dollar in 2003. Some addition of interviewing Park Young Su, assistant bureau chief at the Korea National Tourism Organization (KNTO), revealed to the success of Korean drama as "Thanks to the success of shows like Autumn in My Heart and Winter Sonata, we've had 130,000 tourists from China, Taiwan, Hong Kong, Singapore, Malaysia and Thailand coming to visit the locations where the dramas were filmed". Moreover, the number of tourist from Taiwan increasing to visit Korea in 2003 about 180,000 people, and it create a 50% of increase from previous year of 120,000 people (Shim 2006). Some tracks from famous Korean dramas such as "A Tale of

Autumn” or “Winter Sonata” popped the new idea of international fans from being a fan of drama shifted to be K-Pop fan because of the experience of listen to beautiful soundtracks (Kim 2013).

Not only for that, the success of a first group of a cross-cultural artist such as “BoA” has been represented as country’s diplomat. She was amazingly cut out to some conflicts due to the pass historical tensions between South Korea and Japan countries (Ryoo 19 June 2009). In BoA’s case, besides her astonishing on reduced to some conflicts between the two countries, the success on her global icon promotion on represents the first soloist Korean singer in Japan market is also impressive. The concept of hybridization to promote BoA’s in Japanese market is called as the evolution of Korean popular music in Japan of the first pioneer by blended Korean singer who ability enough to sing J-Pop. After release songs and albums sung in Japanese of the Japanese company and SM Entertainment as association, more than that, the challenge of get into Japanese market by the other talented from South Korean bug music company of YG and JYP also had the heavy promoted on “Seven and Rain” in both sending them to other Asian countries and they were also sharing the name of “Asian Stars” (Ben-Ari 2012).

2.2 The introduction of “Big Three” of South Korean big music companies as the main player of the leading in South Korean big music industry of SM, YG and JYP Entertainments in foreign markets

After the coordination between the first move of South Korean government and the big private sectors or Chaebols after the globalization expansion. Later, the important factor of sharing the similar topic on pull out K-Pop’s potential on international expansion was came from the group of South Korean big music companies, they are called SM, YG and JYP Entertainments. The informative success in previous history penetrates in the foreign markets of Asian Stars “Seven and Rain” or even “BoA” almost came from the perfect plan of international marketing strategy of their companies. First of all, they are introduced as the local (national) music company who are productive on sending their artists to be a role model on Asian market, they are even advanced enough to send them into the U.S. market in 2008 by the conference of “Best of Asia” for BoA of SM Entertainment (Ben-Ari 2012). Previously, in 1992, they are first contemporary Korean boy band of “Seo Taeji and Boys” from YG Entertainment was debuted. They create the innovative hybridization of music by composing the songs from underground bassist-singer songwriter with two rapper-dancer as the first rap track release in South Korea market (Shim 2006). In early 2000, the rise of K-Wave’s power was again spread out crazy as the success of big growing era of K-Pop, especially in 2008, after the debut of SM Entertainment of TVXQ or Tohoshinki. They are successfully made the first award from the biggest

competition on “World’s largest official fan club” from the Guinness World Record. In 2009, they again won the award by the titled of having 200,000 people followed the official member fans in Japan and also international fans more than 200,000 people on (BigEast) (Lee 2013). TVXQ is one of the top of K-Pop boy-band groups belonging to SM Entertainment, at that time, the popularity of them represent the highest K-Pop international expansion era of the company. More than that, SM Entertainment is the first oldest music company of South Korea country, which is the name of the founder is Lee Soo-man. Once, the initial S.M was stand for his name that is SooMan, later the agency proudly changed them to stand for “Star Museum”. SM Entertainment was significantly invested on broadcasting companies such as KBS, SBS, HBS, KMTV, and M-NET in January 1996 (Lee 2013). For some other companies like YG and JYP Entertainments also sharing the identical of being called “Big Three” company of South Korean music industry. The idea of supportive the success within this area compare to the other companies in country out of 1,000 agencies, they are the three biggest music companies who are the most popularity of both domestic and international markets (Kim 2013). In 2010, SM Entertainment, YG Entertainment, JYP Entertainment, KeyEast AMENT and Star J Entertainment had the event to create more K-Pop kingdom on Asian management agency named ‘United Asia Management’. The purpose of opening this cooperated system is to help each other hand on the database to manage over the intellectual property rights on content production. Besides SM Entertainment, the popularity of YG and JYP Entertainment of

qualitative artist production is also the interesting topic to follow. Currently, the top of K-Pop biggest popular artists who are recorded in the group of famous people all came from the big music company like SM, YG and JYP companies such as BoA, TVXQ, Super Junior, BigBang, Girls' Generation, SHINee, 2PM, Rain, Seven and 2NE1 in Japanese market. In 2011, the spread out of K-Pop has been exporting into the East and South East Asian markets such as Japan, Malaysia, Mongolia, Philippines, Indonesia, Thailand, Taiwan, Singapore, China, and Vietnam (Lee 2013). Moreover, the success of PSY from YG Entertainment in 2012, which was introduced to the song "Gangnam Style" on catchy lyrics and rhythm made his song ranked in the second place on American Bill Board Charts (Rueangsa 2014).

1) SM Entertainment (1985-1996)

SM Entertainment was first found in 1988 as a studio by Lee Soo Man, the founder of SM Entertainment, later taking a position of "management and artist development" in the company. He is the founder of SM Entertainment and also as the icon of a pioneer of the Hallyu Wave, by being called the "President of Culture" (wikipedia 10 November 2017) The study of K-pop emergence and market making of large Korean entertainment has mentioned him about to "replicate U.S. entertainment in Korea". His first move concentrates on talented people on creating the tastes in music, as SM studio, he imported a lot of electronic devices from Japan's Akai Electronic Musical Instruments with composers who had the eyes on

synthesizer- based music to work with (Kim 6 December 2013). In 1996, the debut of boyband “H.O.T.” was building up a growth of SM Entertainment, they are started K-pop period as the group of became an instant success.

2) YG Entertainment (1996)

YG Entertainment is the second biggest company found by Yang Hyun-suk in 1996 in South Korea, this music company mostly well known by composed Hip-hop music, by the hard working as the chief executive officer of YG Entertainment’s owner. YG Entertainment first boyband named “Seo Taiji and Boys”, he formed this band as the first-generation of the company in March 1996. Later, the Hip-hop style of YG hit both Korea and Japan by the soloist idol name “Se7ven” in 2003, his success was not only in Asia but U.S.’s market also. As the music’s path of Yang Hyun-suk, he was one of famous rappers and dancer in South Korea in 1990s before turning himself as music executive and the founder of record producer (wikipedia 12 December ,2017).

3) JYP Entertainment (1997)

JYP Entertainment is the third biggest company which is founded in 1997 by Park Jin -young or knowing in short form is J.Y Park. Park Jin young is the artist and music producer under his company that once he was the solo singer with a lot of hit songs such as “Don’t leave me” in 1994. He was create the first-generation of his

artist name “G.O.D” the five member who became one of the most popular boybands in 2000s, they are the symbolic and stay as the same level of “Shinhwa, H.O.T, Sechs Kies, Fin.K.L and SES.” the group bands legends of K-pop (wikipedia 9 November 2017).

2.2.1 The previous successful marketing strategy used by South Korean big music companies in globalization

One of crucial direction of all time factors to be success in business promotion is marketing strategy. Therefore, the remarkable on marketing strategy promotion of big music company would support how success on foreign markets of them distinctly. Before, the working career of first group of “a Cross-bordering” characteristics or the standardized strategy by using Korean singers who are have Inter-Asian looks from big music company like BoA, Rain and Seven had created the idea of success character on foreign market which included “Inter-Asia Cultural” (Shin 16 November 2009). Previously, the traditional television networks of South Korea such as “Korea Broadcasting System (KBS) and Munhwa Broadcasting Company (MBC)” have been authorized the media by selecting what to be on air. So, the market was really narrow because there were no competitive between the musicians. All the pattern of changing in conditions influenced musical styles leading to new Korean pop music entertainment industry, some of the specifications of the television added a long instrumental introduction, some program added emcees to

introduce and link between one song and another (Shim 2006). After the translation of foreign concepts has flown to South Korean market by the cultures, ideas, politics, movies, songs, and the change of globalization trends are mixed together to be better at adaptable levels of media. Some addition information said about the terms of 'Political freedoms mirrored by musical experimentation, as musicians began to realize that they had to attempt to be distinct if they were to succeed in gaining an audience', this context helpfully fulfilling the need inside all the pioneer South Korean musician that the most outstanding person only survive in this future music market. Another pattern of being in new era of K-pop is the making English mixing in lyrics process. K-pop after 1990s has accumulated new music styles such as trot and ballad, Western styles including rap, reggae, R&B and hip hop. The mixing English language with Korean lyrics starts with the Korean social and cultural environment in popular music as the development from hybridization. As previous time, music people create their translated version of American popular songs such as Bunny Girls, Patti Kim and Twist Kim as their role model of music styles. One of important role of mixing English language with Korean lyric because of the larger scale in the main body, would attacked by the listener from the wider market who are understanding some clues from main English body part, which is the main reason of contemporary K-pop nowadays . One supportive study of this area is involved with the globalization and the harmony of global and the local forces. The meaning of cultural hybridization from the similar story called it as "a richer theoretical alternative, since

it emphasizes the adaptation and active articulation of global processes with local or regional norms, customs, needs and traditions”, the version of new cultural and its transnational from outside country perfect harmonized by regional norms and needs so, it creates new thought of new generation of society (Ryoo 13 December 2012). In this case, musician who has talented skills on dancing and singing will express more targets on the broadcasting television program and getting reach out new fan-base. The example of Neo Korean wave was penetrated by the lyrics with creativity compared to old version of Korean wave as the positive image in front of international eyes which make South Korea well-known as the new comer of popular culture in Asia (Rueangsa 2014). The explanation of the study towards to the one pack of South Korean super stars who was successful promoted abroad like Rain. The reason of the connection between the company’s plan of the introduce him to global market and his ability of being called as the first Korean pioneer in Asian super star claimed by the JYP Entertainment. In addition, the marketing manager of Rain, Jimmy Jeong, has interviewed with Time Asia about his goal and company’s global marketing. He said, “Rain’s too big for Asia” because of his works already known among Asian fans. Previously, the start from translation of cultural hybridization of Korean pop music in 1990 is limited, because people were enjoyed music from western. In South Korea, the growing scale of K-Pop music started up from the revolution of Entertainment sectors and musicians themselves were required to perform in variety show or in-house studio bands and dancers (Shim 2006).

Later, a period of post media globalization, people are getting along with internet easily and enjoy life, one of the energetic online website “Youtube” was provided as the main tools of sending K-pop to international markets. Due to the rise of K-pop popularity, it creates the interested toward the expanding K-pop internationally of led major talent agencies in Korea including SM Entertainment and YG Entertainment have officially announce to have the channels on Youtube to emphasize the target online globally. One of the purposes was to promote their artists’ work online that also introduce to the new strategic move for the media corporation to incorporate the participatory practices of active fans. Faraway K-pop fans could enjoy watching their beloved artists from home online in Youtube, which was the first introduce stage of using Youtube from Big company. The greatest thing came over since the official Youtube functions as the record of viewers from the artist videos on Youtube made August, 2006, SM’s official Youtube channel has recorded more than 502 million for the number of music video, from the YG’s part of speech, Youtube absolutely provide real-time response same time. Later the join of official Youtube of talented big company heavily promote their works to show to the global market of three major companies SM, JYP and YG, Youtube provided them a rank of country and continent viewers share on the details in year 2011.

Figure 2: Views of K-pop music videos on Youtube (by country)

Country	Views	Country	Views
Japan	113,543,684	Saudi Arabia	10,312,005
Thailand	99,514,297	France	9,707,334
USA	94,876,024	Australia	9,358,642
Taiwan	73,160,633	UK	8,278,441
Korea	57,281,182	Brazil	6,049,920
Vietnam	56,770,902	Germany	5,588,687
Philippines	38,833,639	Russia	1,287,345
Canada	20,859,251	Egypt	630,000

Source: Jeong (2011b) and Noh (2011)

It clearly represents country views of K-pop music videos on Youtube organized by the rank of it from the highest view to the lowest view (Lee 2013). Another analysis from the impact of Youtube on international trade has given the notion of Youtube as “the most effective and successful marketing tool for K-pop entertainment agencies”. Entertainment Company such as SM Entertainment, YG Entertainment and JYP Entertainment has extremely used Youtube to watch music video online and share publicly. Moreover, several years ago, K-pop was popular only in Asian countries. However, the growth of the percentage of people using social media supports the good opportunity of Entertainment Company rapidly level up their reputation among international fans. In December 2011, the official Youtube channel was given K-pop as the its music genre to feedback the growing demand of worldwide consumers easily searching K-pop videos on Youtube (Sehwan Oh 18 June 2013).

Figure 3: Social media of Big Three K-pop Entertainment Agencies (As of Jan. 2013)

Social Media		K-pop Entertainment Agencies		
		SM Entertainment	YG Entertainment	JYP Entertainment
YouTube	Joined	March 2006	January 2008	January 2008
	Site	www.youtube.com/SMTOWN	http://www.youtube.com/YGEntertainment	http://www.youtube.com/jypentertainment
	No. of subscribers (mil.)	1.9	0.8	0.2
	No. of video views (mil.)	843.3	451.1	49.4
	No. of videos	731	156	91
Facebook	Joined	March 2011	August 2010	January 2011
	Site	www.facebook.com/smtown	www.facebook.com/ygfamily	www.facebook.com/jypnation
	Likes (mil.)	2.0	0.6	0.4
Twitter	Joined	October 2012	October 2010	November 2010
	Site	www.twitter.com/smtownglobal	www.twitter.com/ygent_official	www.twitter.com/jypnation
	Followers (thousand)	515.6	478.9	266.4

Source : Korean Pop Takes Off!, Seoul National University

Nowadays, the variety of online website such as Twitter, MySpace, Facebook and also Youtube, is still playing a big role of spreading K-pop in K-pop lover markets. The analysis of Social Media Strategy of Korean Entertainment Industry will express importance of each company accomplishment on their main social media in the deepest examples. From the marketing perspective, the company uses it online channel to meet the demand of audiences and utilizes various channels to promote their videos and also communicate with global audience. In terms of profit, Youtube has their money by advertisement, meanwhile company use it as the channel to promote artists. From the testimony of SM's CEO, Kim Young-min, has mentioned about the benefit of Youtube as " Unlike TV and radio, Youtube is the first global

mechanism that allows producers like us to advertise our music while instantly selling it by charging fees either to downloaders or to advertisers”. One of the success of using Youtube as the tool to promote K-pop in global market is the case study of “Psy” official Youtube hit over 1.9 million which is greater than his company, YG Entertainment’s Youtube channel, it shows that love from the fans all around the world about interest in his song (Kim 2013).

2.3 K-pop in localization strategies

Korean music companies combine globalization with the old strategy. Making bands always applies global standardization strategy to export the music product to the world. With the success of penetrating into international market, the growing trends of Korean, Chinese, and Thai music result in the application of localization strategy to fit and meet the needs of consumers.

Because the high percentage shows the popularity of people, who love consuming of K-Pop music as they call themselves as the international fan-bases, are increased later in the mid-2000s, there are the start of big music companies’ marketing strategy used to provide the increase in these fan-bases by focusing on the main markets such as China and Southeast Asian countries on company’s marketing penetration. Therefore, the technique to produce and recruit the talented Asian people offers them the opportunity on coming and forming the K-pop idols by using some of localization strategy named by “localized star”. This helps to expand the

market by example of local people by training them the skills, adding them as a group team and later catering that local singer in target (Fuhr 15 June , 2015). In addition, the meaning of localization strategy is the technique used when the global business focus the international marketing as it need to open the new market or some adaptation to local needs is necessary to win buyers and maximize sales (Sangeeta Ramarapu 14 December,2015).

The first player of using this localization strategy to penetrate the big market in Chinese market was SM Entertainment, by debuting the first unit group named “Super Junior M”. In addition, the localization strategy used by big music company first introduced by “BoA” as the first icon of a group of Asian star, she is the icon of K-Pop product in American market in 2008. The interview of SM’ marketing director Kim Eun-Ah has mentioned about “one of the most important points of SM’s marketing strategies in foreign markets is “Localization”. The meaning of localization mentioned by SM’s marketing director was about to produce hip-hop “American style music” to increase USA local audience (Lent 2012). The first age of being the localized idol under South Korean big music company is Super Junior unit. Within the group, Super Junior was introduce one of the group named “Super Junior M” to represent the group who are focusing to promote in Chinese market. On April 3, 2008, the unit of a nickname “Super Junior China”, the M of the last initial was connected to the meaning stand for Mandarin. Super Junior M, first introduced the seven members, and has Han Geng being as leader of this group, they were debuted

in Beijing on April 8, 2009 at the 8th Annual Music Chart Awards on the song “U”. In September 2009, they have the second mini album named “Super Girl”, this coming up album has successfully promoted after a group face of the shock situation due to unlawful contract of one member name Han Geng. He left the group and went back to work at his country, China, after December 2009 (wikipedia 8 November 2017). Conversely, there are the attention toward to the group about using the technique of localized star debut between 2009 to 2010 such as F(x), MissA, and 2PM. Between the gold era of 2PM, The first Thai member in a group of 2PM, name “Nichkhun Horvejkul”, is the Korean-Thai idol who are successful by being randomly discovered by scout team of JYP Entertainment in Los Angeles. He is the Thai-American nationality who has abilities on foreign speaking and the leader of open the Southeast Asian markets. In addition, he is not only successful on international and domestic promotion, but he is also successful on narrow down the difficulties towards the Korean attitude about to open more on working in multiculturalism. (Fuhr 15 June , 2015).

2.3.1 A new globalization strategy (G-L-G’ K-Pop’s Globalization Strategy) used by South Korean big music companies

The globalization era is shown the translation of being in a new form, by adding some globalization scholars, and this change “Cultural hybridity of hybridization”. Most of people currently used “Third space” to describe how the

change in the process removes the form of hybridization. The meaning of real hybridization is being noticed as the contemporary cultures as well as postcolonial cultures, and reckoning with this account theoretically is necessary to understand the politics of global and local intersections (Ryoo 19 June 2009). In addition, the meaning of hybridity is similar and involved with “a third space” by including the concept of the diverse elements which transform each other to simplify the word “In-between”, after the two different cultures will meet and distribute or adapt something in between the two cultures and become new product (Brand 2017).

Therefore, the process of making a new product as the time change new globalization of K-Pop after the first group crosses the border by using standardized marketing strategy to have all Korean singers is called the global idol groups such as TVXQ, SNSD, Wonder Girls, and Psy .This results in successfully sending K-Pop to arise and expand their fan-bases in main markets like Chinese, Japanese and Southeast Asia, which all connected by faster internet together. Later in 2016, the explanation from the Research Institute of Korean Studies, Korea University, Seoul, Professor Ingyu Oh, about new globalization model of G-L-G use for referable of a new structure of new coming of a group project debuted of South Korean big music company as the interesting model kind of multinational band creation. Previously, the terms of adding member will be different from now, they used to add only main target members such as Super Junior M is for Chinese market only, currently, they have the model to add the local people from the main K-Pop markets as one group

to grow up international fan-bases, later within one unit they are adding more variety nationalities such as Korea, Chinese, American, Japanese, and Thai.

Figure 4 : K-pop's G-L-G' process

	Global	Local	Global'
Input Process	European, American, Japanese composers	Competing local composers	Competing non-European, non-American, non-Japanese composers
Manufacturing Process	Competing European, American, Japanese entertainment co.'s & choreographers	Education & Training Choreograph Musical variation Refining	Competing Chinese, Latin American, Middle Eastern, African, Southeast Asian entertainment co.'s
Distribution Process	Competing regional distributors	Competing local distributors	Japanese, European, American distributors

Source : The Globalization of K-pop : Korea's Place in the Global Music Industry by Ingyu Oh, 2016



The model clearly explains about the processing of South Korean big music company were used to create a group by Input Process, Manufacturing Process, and Distribution Process combine with international Global professors and Local's composers or education, later sending to compete in China, Latin America, Middle Eastern, African, Southeast Asian entertainment. In deep, G represent Global, this global is the story of the input process of music's progressing including producers, composers and choreographers. The example of SM, YG and JYP Entertainments also

use this model to fulfill the color of a global business project in each differences company's styles. The second L represents Local, The L process specially on his study focusing on the trainee process, by the purpose of education, training and choreograph, the entertainment business using the trainee in overseas country by the staging formation for boy and girl bands previously unheard of in other countries performers, mostly Koreans with some Chinese, Japanese, Southeast Asian, and other talents trainees to adopted as a new globalization strategy. The last G is Global by distributing on online Youtube channel. One of important stage, Last G will represent the market of this process which being the key of explain how to spread out of its markets internationally (Oh 13 November 2016). Moreover, the support idea of a new globalization and hybridization strategies in the K-Pop music industry research example the case of JYP Entertainment of GOT7's of the connection even further with recruitment and integration of idols from other countries, they are three international members from America, Thailand and Hong-Kong with Korean members (Brand 2017). They won the Best Worldwide Act award at the MTV Europe Music Awards in 2016 to confirm the success of their popularity promoted as multinational band of big music company. One reason is that the fandom around the world will target the different taste on a group they are belonging to. Moreover, the hybridity in K-Pop is the example of "Strongly tied to global capitalism's exploitation of other cultures" (Yoon 14 March 2017). In other words is to increase in K-Pop's fan-base who represents the high request demand on consuming K-Pop in that area such as

China, Japan, and Thailand continually. Moreover, the debut of including multinational idols such as NCT or Neo Cultural Technology unit from SM Entertainment also being in an attention of all around the world's fan-bases the concept promoting internationally by create the several different nationality such as Korean, Chinese, Thai, and Japanese as separate into the NCT U, NCT 127 and NCT Dream units under the concept work frame of SM Entertainment called 3-step system. NCT is an international boy group designed by SM Entertainment with a 3-step system. The first step is to advance Korean stars into the international market. The second step is to collaborate with local companies to bring international stars into the domestic K-pop market, and the third step is to collaborate with local companies to enable Korean groups to debut in the local market. The members will be specifically selected for each region” (Mwave 2016)

CHAPTER III

RESEARCH METHODOLOGY

This chapter will represent the technical methodology for the conducting research information, by divided into 3 components as followed

3.1 Data collection methods

1) Documents research

This documentary part mostly applies the secondary sources by K-Pop and similar researches, providing information on the timeline of their popularity in Thailand of the K-Pop genre such as the research from the topic of “Factors contributing to the popularity of Korean popular music (K-Pop) in Thailand” and “The formation of Korean popular culture and its popularity in Thailand”. Moreover, the globalization strategy and its hybrid spread out to the new markets by K-Pop previously, and a new globalization strategy for international business promotion. In addition, the primary sources from online official website such as “SM, YG and JYP official website” or news website, articles, magazine, and books, will used as one of supportive information in this research, including the scope of important person on their official interview.

3.1.1 Formal source - the interview analysis of Korean Master Degree in topic of “Factors contributing to the popularity of Korean popular music (K-Pop) in Thailand”

3.1.2 Informal source - K-Pop’s interview online website

3.2 Qualitative Research

The qualitative research method is the proper method to describe how successful it is for multinational band concept created by South Korean big music companies of using a new globalization strategy of “G-L-G : K-Pop’ Globalization Strategy” model. Actually, the popularity among Thai people in the multinational bands such as GOT7 and NCT U are shown as being endorsed to Thai brands as the presenters. Therefore, the interview of three important Thai brands, which selected GOT7 from JYP Entertainment and NCT U from SM Entertainment such as Taokaenoi, EST and Masita, shows their success route in Thai market.

3.2.1 The In-depth interviews

The In-depth interview parts will be separated into two important set questions. to begin with, the first set of question aim to interview the key person who is working in the Department of Marketing from the selected GOT7 and NCT U as their presenter such as Taokaenoi, EST and Masita. Secondly, to confirm the success of the multinational bands under South Korean big music companies, the

interview of Hallyu K Star fan page will provide some of collective evidence of why Thai brands select them as presenters. Moreover, to confirm the first hypothesis: “Does the impact of Thai members in multinational bands under South Korean big music companies such as GOT7 , NCT U and BlackPink create the opportunity for those to succeed in working in Thai market”. Finally, the second set of questions aim to interview the event promotor for answer the second research hypothesis of “ Does the first generation as Thai-Korean idol of “Nichkhun” 2PM from JYP Entertainment inspire those South Korean big music companies to develop their multinational bands via the technique of marketing strategy of “localization” and later move to a new globalization strategy “G-L-G’ K-Pop’s Globalization Strategy” to create the multinational bands from several nationalities of South Korean big music companies.?” In addition, the rest of addition answers of those important people will indicate in the part of research conclusion and discussion further.

Table 2: Question Set 1 : EST Cola, Taokaenoi, Masita and Hallyu K Star Fan Page

No	Questions
1	<p>Do you agree on the statement, “If a global idol group with a Thai member promotes as the brand presenter, the effective and successful rate are higher than that of non-Thai member group”?</p> <p>Example : 1. EST Cola using GOT7</p> <p>2. Taokaenoi using GOT7</p> <p>3. It’s skin Thailand using GOT7</p> <p>4. Bausch and Lomb using GOT7</p> <p>and 5. Masita using NCT U</p> <p>คุณมีความคิดเห็นอย่างไรกับความคิดว่า “ถ้าใช้ไอดอลกรุ๊ปจากประเทศเกาหลีใต้ที่มีสมาชิกคนไทยอยู่ร่วมในวงในการทำการตลาดในปัจจุบัน จะสามารถทำให้แบรนด์ได้รับความสนใจและอาจจะประสบความสำเร็จได้มากกว่าการเลือกใช้ไอดอลกรุ๊ปที่ไม่มีคนไทยเป็นสมาชิกอยู่ร่วมในวง”</p> <p>ตัวอย่างเช่น วงGOT7 และ วงNCT U ที่มีน้อง แยมแยม และ น้องเตนลีในการเป็นพรีเซนเตอร์ในตลาดในล่าสุด?</p>
2	<p>In your opinion, what are the skills or characteristics that allow Thais to work in Multinational or international organizations?</p> <p>(South Korean music industry) Example : English Skills or Be enthusiastic?</p>

	<p>ในความคิดของคุณ อะไรคือความสามารถพิเศษที่ทำให้คนไทยทำงานกับองค์กรต่างชาติ (ค่ายเพลงในเกาหลีใต้) ได้ดี เช่น ความสามารถเรื่องการใช้ภาษาอังกฤษ หรือ ความกระตือรือร้นในการทำงาน?</p>
3	<p>If you were to choose a presenter for a certain brand, what skills or characteristics would be required for a global idol group as per promoting in Thai market?. Example : Thai language skills to better communicate with customers or Thai member in their group?</p> <p>ถ้าจะต้องเลือกพรีเซนเตอร์เพื่อทำการโปรโมตสินค้าของแบรนด์ ความสามารถอะไรที่ต้องการเห็นจากไอดอลกรู๊ปจากประเทศเกาหลีใต้ ในการทำงานตลาดในประเทศไทย ตัวอย่างเช่น การใช้ภาษาไทยในการสื่อสารได้โดยตรงกับกลุ่มลูกค้า หรือ ต้องมีสมาชิกคนไทยร่วมอยู่ในวงนั้น?</p>
4	<p>What are the differences between choosing Thai Celebrity and Global Idol group (K-Idol) as the brand presenter in nowadays “marketing strategy of globalization”?</p> <p>อะไรคือความแตกต่างระหว่างการใช้คนดังคนไทยและไอดอลกรู๊ปจากประเทศเกาหลีใต้ในการเป็นพรีเซนเตอร์ของแบรนด์ภายใต้การทำการตลาดยุคใหม่?</p>

4. Bausch and Lomb using GOT7

and 5. Masita using NCT U

- This question is aim to investigate how comes the brand presenter creates the statement idea towards the Thai marketing strategy as each brand considers Thai members in multinational bands of South Korean big music companies to be used as the localized-key person, leading to high percentage of success in working in Thailand.

2) “ In your opinion, what are the skills or characteristics that allow Thais to work in Multinational or international organizations? (South Korean music industry)
Example : English Skills or Be enthusiastic?”

- This question is aim to analyze the characteristics and skills of Thai trainees who are working under South Korean big music companies.

3) “If you were to choose a presenter for a certain brand, what skills or characteristics would be required for a global idol group as per promoting in Thai market?” i.e. Thai language skills to better communicate with customers or Thai member in their group?”

- This question aim to identify the potential or ability of the multinational bands under South Korean big music companies as they are taking a big chance of

being spot in many Thai advertisement, and mostly, there are Thai member within the groups such as GOT7 being “EST, Taokaenoi, Bausch and Lomb, it’s skin Thailand, FWD Insurance Thailand” and NCT U being “Masita and EST Play” presenter.

4) “What are the differences between choosing Thai Celebrity and Global Idol group (K-Idol) as the brand presenter in nowadays “marketing strategy of globalization?”

- This question aim to analyze the differences between Thai Celebrity and K-Pop idols to be chosen as Thai brand presenter about to promote brand in globalization.

5) “What are the differences between the way of sending the message of Thai Celebrity and Global Idol group (K-Idol) to lead a brand campaign to be more successful in terms of brand perception/brand impression— i.e. our target, they understand all of the brand “target brand partnered content” or “Marketing Content” from brand trying to communicate with them?”

- This question aim to analyze the impact of the message sent by the differences target group of fan-base between Thai Celebrities and K-Pop idols as perfect endorsers to promote brand’s marketing content.

Table 3: Question Set 2 : SMTrue

No	Questions
1	<p>K-pop has already been proceeding more than 10 years already, so big Music Company try the best to win new audience by forming the “Multinational band” strategy such as NCT U, BlackPink and GOT7. There are including Thai-nationality into the group together promotion. What do you think about this strategy?</p> <p>เนื่องจากความสำเร็จของวงการเพลง K-pop ที่มีมามากกว่า 10 ปี ทำให้ตลาดต้องการความหลากหลายและน่าสนใจ ดังนั้นในการเจาะตลาดโดยตรงในประเทศไทย ค่ายเพลงใหญ่ของประเทศเกาหลีได้ ตัวอย่างเช่น ค่าย SM วง NCT U มีสมาชิกคนไทยคือน้องเทนลี่, ค่าย YG วง Black Pink มีสมาชิกคนไทยคือน้องลิซ่า และ ค่าย JYP วง GOT7 มีสมาชิกในวงคือน้องแบมแบม เป็นต้น เลือกที่จะออกกลยุทธ์การตลาดโดยการทำวง K-pop ในรูปแบบ “Multinational band” (วงที่มีสมาชิกหลากหลายทางสัญชาติ) มากขึ้น คุณมีความคิดเห็นอย่างไรบ้าง?</p>
2	<p>What do you think about “Multinational band” strategy compared to K-pop band without foreigner members in the group? What are the differences?</p>

	<p>เมื่อเทียบกับกลยุทธ์การตลาดแบบเดิม (วงที่มีสมาชิกทั้งหมดเป็นสัญชาติเกาหลี) และ กลยุทธ์การตลาดแบบ “Multinational band” (วงที่มีสมาชิกหลากหลายทางสัญชาติ) คุณมองเห็นความเหมือนและความต่างอย่างไรในการทำการตลาดลักษณะนี้เพื่อความสำเร็จในการเพิ่มฐานแฟนคลับในประเทศไทย?</p>
3	<p>What do you think about this strategy in Thai market? (from the marketing strategy of multinational band in Thailand by the view of Thai brand owners or fans) Is it successful because of Thai member within that group?</p> <p>คุณคิดว่าความสำเร็จของการทำกลยุทธ์การตลาดแบบ “Multinational band” (สมาชิกวงที่มีหลากหลายทางสัญชาติ) เป็นที่สนใจของนักการตลาดเจ้าของสินค้า รวมถึงแฟนคลับได้มาก เนื่องจากวงดังกล่าวมีคนไทยเป็นสมาชิกรวมอยู่ใช่หรือไม่? กรุณาอธิบายประกอบ</p>
4	<p>What is the potential success to promote in Thai market?</p> <p>การเติบโตและความสำเร็จที่มองเห็นเป็นรูปธรรมได้ชัดที่สุดในการทำ กลยุทธ์การตลาดแบบ “Multinational band” (วงที่มีสมาชิกหลากหลายทางสัญชาติ) ในประเทศไทยตอนนี้คืออะไร?</p>
5	<p>From the company’s side, this strategy will be successful and gain more interested in the market? Because of? Why?</p>

	<p>ในอนาคตการทำ กลยุทธ์การตลาดแบบ “Multinational band” (วงที่มีสมาชิกหลากหลายทางสัญชาติ) จะสามารถนำความสำเร็จให้แก่ค่ายเพลงใหญ่ประเทศเกาหลีใต้ได้หรือไม่ เพราะเหตุใด หรือ สามารถต่อยอดทางธุรกิจอะไรจากการพัฒนากลยุทธ์นี้</p>
6	<p>From the event promoter’s side, this strategy will also succeed in Thailand in the future? Because of? Why?</p> <p>ในฐานะผู้จัด (Event Promoter) มองว่าการทำกลยุทธ์การตลาดแบบ “Multinational band” (วงที่มีสมาชิกหลากหลายทางสัญชาติ) ของค่ายเพลงใหญ่ประเทศเกาหลีใต้นั้น จะประสบความสำเร็จในตลาดไทยในระยะยาวได้หรือไม่ เพราะอะไร?</p>

1) “K-pop already has been proceeding more than 10 years already, so big music companies are trying the best to win new audience by forming the “Multinational band” strategy such as NCT U, BlackPink and GOT7. They include Thai-nationality into the group. What do you think about this strategy”?

- This question is aim to ask the future plan after 10 years trend of K-Pop in Thai market after the first success of Nichkhun, and later South Korean big music companies come up with the idea of multinational bands. Moreover, this question would support how important Thai market is and how expansive of the K-Pop in a

new globalization strategy used by South Korean big music companies developing their marketing strategy over 10 years internationally.

2) “What do you think about “Multinational band” strategy compared to K-pop band without foreigner members in the group? What are the differences?”

- This question is aim to identify the idea of the marketing strategy of using idol making system from South Korean big music companies by creating the Multinational band including Thai nationality.

3) “What do you think about this strategy in Thai market? (From the marketing strategy of multinational band in Thailand by the view of Thai brand owners or fans) Are there success because of Thai member within that group?”

- This question is to investigate the idea of Thai event promoter about the marketing strategy in localization used to promote under the concept of multinational band of South Korean big music companies and their success over Thai market about having Thai members included in a team.

4) “What is their future success to promote in Thai market?”

- This question aim for the prediction of how success and duration of promoting them as the concept of multinational band in Thai market.

5) “From the company’s side, this strategy will be successful and gain more interested in the market? Because of? Why”?

- This question is aim to identify how this marketing strategy in localization of South Korean big music companies gain the popularity of the multinational bands as a point of view from Thai event promoter.

6) “From the event promoter’s side, will this strategy also succeed in Thailand in the future? Because of? Why”?

- This question is aim to confirm the success of the multinational band in Thai market from the point of view of Thai event promoter by being promote as many Thai brand presenter in Thai market.

3.3 Analysis method

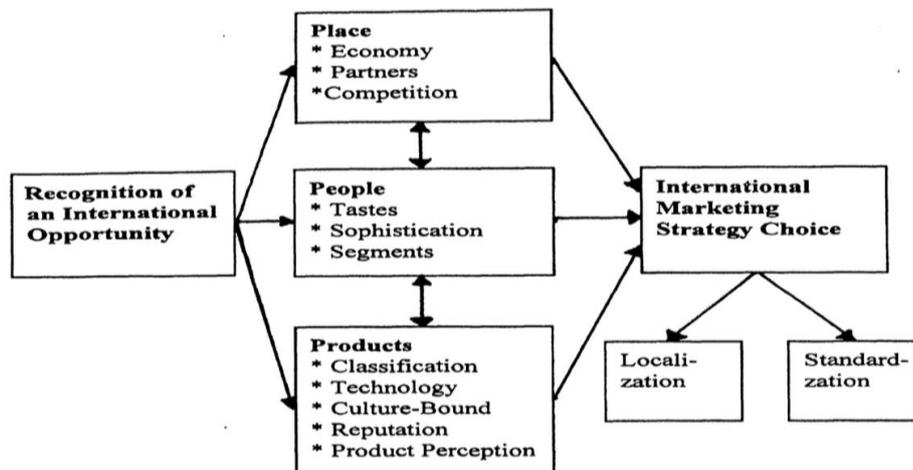
As Thailand is the biggest market among those other Southeast Asian countries such as Malaysia, Vietnam, Indonesia and Philippines, our big markets as consume K-Pop music already invalid enough only for research the previous research done by this K-Pop articles. Mostly, the success in promoting K-Pop groups within Thai markets are in Thai fans’ attention, they support to all groups debuted by big music companies. To investigate the details in depth towards to this G-L-G : K-Pop’ Globalization Strategy’s success on promoting them in Thai market, the model of Localized international marketing strategy would be the main factor to seek out the

success in Thai market. In addition, the promotions of them on why they are not popular as compared to Thailand such as Chinese or Japanese markets comparative cases.

The international marketing of localization or adaptation strategy is the model to support the process of global business model network and connection working. It explained the useful techniques on localized process with that area of providing goods and services. In this case, the product is K-Pop's artists in the form of a new globalization strategy used by South Korean big music companies such as GOT7, NCT U and BlackPink used them promote in international market in case of study of Thailand.



Figure 5 : An External Environment Analysis



Source : Choosing between Globalization and Localization as A Strategic Thrust for Your International Marketing Effort by Sangeeta Ramarapu, John E. Timmerman & Narender Ramarapu , 14 Dec 2015

By this External Environment Analysis model, the comparative explanation of Standardization and Localization of global business used by South Korean big music companies is used to promote their K-Pop groups in the case study of Thailand. At the end, the study of this model will be concluded some of the points of how their success is involved with the international marketing strategy of comparative from their previous standardized K-Pop groups and the current K-pop groups used by localized strategies of South Korean big music companies promote in Thai market's case of a new globalization strategy provided.

CHAPTER IV

THE INTERNATIONAL MARKETING ON LOCALIZATION STRATEGIES IN

CASE STUDY OF SOUTH KOREAN BIG MUSIC COMPANIES IN THAI

MAKRET

This chapter is the collective in-depth interview analysis of the Marketing Department staffs of the Thai brands used Multinational bands of South Korean big music companies such as SM, YG and JYP Entertainment being as presenter in Thailand. The analysis will conduct those interviews process with the study model of international marketing on localization strategy of Sangeeta Ramarapu, John E. Timmerman & Narender Ramarapu.

4.1 Thai brand using Multinational bands as presenter

In Thai market's case, the creditable source of supportive information from Thai brand evidence of selecting the multinational bands of South Korean big music companies, GOT7 and NCT U in Thailand. By the interview questions, the relative questions exemplify how the international marketing strategy on localization strategy by South Korean big music used to promote under the multinational bands concept in Thai market would support their current success on promoting them among Thais.

4.1.1 EST

Figure 6: Brand's logo



EST is Thai cola soft drink belong to the Semsuk Public Company, first established in 2012, by locate the slogan as “EST.. it your way!”. EST’s mostly active on official online update via Facebook and Instagram, they provide informative marketing activities campaign by posting via Facebook (company 2017). In 2016, EST officially announced GOT7 as presenters and first grand debut had a grand opening at Central World department store. EST provides a lot of marketing campaign activities such as “Meet & Greet with GOT7”, “AHGASE MOVE Campaign” and “Play Flip” to increase an attention from both GOT7’s fan and teenagers’ target in Thailand

Table 4: EST's activities timeline from July, 2016 - June, 2017

No.	Date	Details	Brand's Purpose
1	July 16, 2016	- grand opening event at Central World department store	- Grand opening brand ambassador event
2	July 18, 2016	- announcing participant's rules with 80 lucky fans (Fan Zone) at Central World department store	- Share Facebook page - Like on Facebook page - introduce hash tag of campaign #Estซ่าซี้ดสุดซี้ดกับGOT7
3	July 22, 2016	- Event announcement at Central World department store at 4PM	- Grand opening brand ambassador event
4	July 22, 2016	- Event announcement - GOT7's exclusive can announcement event	- Share Facebook page - Like on Facebook page - introduce hash tag of campaign #Estซ่าซี้ดสุดซี้ดกับGOT7
5	July 29, 2016	- Free "Hamburger" magazine distribution	- Sales promotion - Facebook interactive

		- Mini poster GOT7 3 pictures 5,000 set	with target consumer
6	August 1, 2016	- Television commercial advertising set 1: “Estซ่าซี้ดสุด ซี้ดกับ GOT7” and “Est Korean Orange Cola” first released	- Product presentation
7	August 19, 2016	- Released behind Television commercial advertising 360 camera video of GOT7	- Product presentation - Facebook interactive with target consumer
8	August 22, 2016	-BTS sky train’s promotion	- Grand opening brand ambassador event - Product presentation
9	August 24, 2016	- New campaign clue announcement	- New coming up brand event
10	August 31, 2016	-Released behind the scene of Television commercial advertising video	- Product presentation
11	Septembe	- MV Fan made campaign	- Product presentation

	r 12, 2016	- Samsung Galaxy S7 and Collection set of GOT7	- Facebook interactive with target consumer
12	September r 17, 2016	- FAQs of Fly in Chiangmai and Khonkaen event	- Grand opening brand ambassador event - Sales promotion
13	September r 19, 2017	-MV Fan made campaign rule announcement “AHGASE MOVE”	- Product presentation - Facebook interactive with target consumer
14	September r 20, 2017	- Surprise video “Birthday September fans” from GOT7	-Facebook interactive with target consumer
15	September r 22, 2016	- Poster Limited Edition 4 set rule announcement	- Sales promotion - Facebook interactive with target consumer
16	September r 22, 2016	- Grand opening event at Chiangmai (Fly to Chiangmai event)	- Grand opening brand ambassador event - Sales promotion
17	September r 23, 2016	- Grand opening event at Khonkaen (Fly to Khonkaen	- Grand opening brand ambassador event

		event)	- Sales promotion
18	October 1, 2016	- Released Fly to Korea “Fan meet with GOT7 campaign rule announcement”	- Sales promotion - Facebook interactive with target consumer
19	October 1, 2016	- Television commercial advertising set 2: “Meet & Greet with GOT7” 400 people” and rule announcement	- Sales promotion - Facebook interactive with target consumer
20	October 4, 2016	- Introduce Est’s mobile phone application campaign “Meet & Greet with GOT7” at Korea	- Introduce new application - Sales promotion - Facebook interactive with target consumer
21	October 7, 2016	- 10 lucky fans from “AHGASE MOVE” campaign - Winner from the campaign be one of “MV Fan made” and Receive Samsung	- Product presentation - Facebook interactive with target consumer

		Galaxy S7 and Collection Set from GOT7	
22	January 25, 2017	-Released MV Fan made version “Fly” song	- Product presentation - Facebook interactive with target consumer
23	February 10, 2017	- New campaign clue announcement “Play Flip” Est’s bottle	- Product presentation - Facebook interactive with target consumer
24	February 11, 2017	- New campaign clue announcement “Play Flip” Est’s bottle - Videos from Youtubers “Flip battle challenge” - Introduce #estplay the winner will receive Iphone7	- Product presentation - Facebook interactive with target consumer - Introduce hash tag #estpaly
25	February 18, 2017	- Event announcement at Parc Paragon on February 28,2016	-Introduce new campaign

26	February 18, 2017	-Event announcement at Parc Paragon clue announcement “Fan Zone” “Lucky Fan”	- Sales promotion - Facebook interactive with target consumer
27	February 25, 2017	- Event announcement “Live exclusive with GOT7 on EST Facebook”	-Facebook interactive with target consumer
28	February 27, 2017	- Event announcement at Parc Paragon event “Fan Zone” lucky fans 400 people announcement	-Facebook interactive with target consumer
29	February 27, 2017	-Event announcement at Parc Paragon video from GOT7 promote EST’s event on February 28, 2017	-Facebook interactive with target consumer
30	February 28, 2017	-Event at Parc Paragon	- New coming up brand event
31	February 28, 2017	-Introduce new GOT7 collection	- New coming up brand event

32	February 28, 2017	- Television commercial advertising set 3: “Meet & Greet with GOT7” 500 people at Island press 1 and Toyota press 2 campaign	- Product presentation Introduce new campaign
33	March 2, 2017	- Event announcement “Meet & Greet with GOT7” 500 people at Island press 1 and Toyota press 2 campaign clue announcement	- Sales promotion - Facebook interactive with target consumer
34	May 22, 2017	-Sponsor on “GOT7 THAILAND TOUR 2017” free 55 tickets distribution	- Sales promotion - Facebook interactive with target consumer
35	June 17, 2017	-Booth sponsor at “GOT7 THAILAND TOUR 2017” - Booth activity: Cover Dance - Booth activity: Free GOT7 standee distribution	- Product presentation Introduce new campaign
36	June 19 ,	- Gift set and flight log : Arrival	-Facebook interactive

	2017	lucky announcement	with target consumer
37	June 20, 2017	-School tour	<ul style="list-style-type: none"> - Product presentation - Introduce new campaign

Source : EST's official Facebook, 2016

4.1.2 Taokaenoi

Figure 7: Brand's logo



Taokaenoi represents a new generation of people who concern healthy and love Seaweed snack product. Since 2004, Taokaenoi has been committed to provide consumers with the healthiest and tastiest seaweed snacks on the market. The mission is to educate our consumers about seaweed's health benefits and continually develop new products to meet their needs. Taokaenoi is a public company which works in the framework of consumers have an opportunity to be a part of our family and partake in our journey as we continue to develop new

products and services (company 2017). Taokaenoi officially announced GOT7 to be its presenters in 2016. The interesting activities by using GOT7 encourage their marketing campaign are “Taokaenoi’s 7 dolls with GOT7”.

Table 5: Taokaenoi’ activities timeline from Febuary, 2017 - June 20, 2017

No.	Date	Details	Brand’s Purpose
1	February 1, 2017	- New “Brand presenter” announcement	- 10,000 likes on Facebook page - Hash tag #taokaenoi
2	February 1, 2017	- Event announcement about GOT7 “Brand presenter” - Hi-touch Zone and Fan Zone rule announcement	- Grand opening brand ambassador event - Sales promotion
3	February 2, 2017	- Event announcement about timetable of “Brand presenter grand opening day” on February 4, 2017	- Grand opening brand ambassador event -Facebook interactive with target consumer
4	February 3, 2017	- Released the GOT7 greeting video	-Facebook interactive with target consumer

		<ul style="list-style-type: none"> - Rule of lucky fans on event day 	
5	February 3, 2017	<ul style="list-style-type: none"> - Live on Facebook announcement about grand opening brand presenter 	<ul style="list-style-type: none"> -Facebook interactive with target consumer
6	February 4, 2017	<ul style="list-style-type: none"> -Fan Zone and Hi touch lucky draws 	<ul style="list-style-type: none"> -Facebook interactive with target consumer -Sales promotion
7	February 4, 2017	<ul style="list-style-type: none"> - Brand presenter event 	<ul style="list-style-type: none"> - Grand opening brand presenter - Product presentation - Facebook interactive with target consumer
8	February 5, 2017	<ul style="list-style-type: none"> - introduce new flavor of taokaenoi “Durian flavor” 	<ul style="list-style-type: none"> - Product presentation - Facebook interactive with target consumer
9	February 7, 2017	<ul style="list-style-type: none"> - Grand opening brand presenter video 	<ul style="list-style-type: none"> - Product presentation - Facebook interactive with target consumer

10	February 9, 2017	- Released Taokaenoi with signed GOT7 on Taokaenoi's packaging	- introduce upcoming new campaign
11	February 14, 2017	- Valentine's event "Take a picture with Taokaenoi's packaging" campaign receive Taokainoi's doll	-Facebook interactive with target consumer -Sales promotion
12	February 15, 2017	- Design Taokaenoi's new packaging, the winner will get Yugyeom and Jinyoung's signed on Taokaenoi packaging	-Facebook interactive with target consumer -Sales promotion
13	February 20, 2017	- Event clue announcement "Taokaenoi's 7 dolls with GOT7's signed"	-Facebook interactive with target consumer
14	February 21, 2017	-Event announcement "Design Taokaenoi's new packaing" winners announcement	-Facebook interactive with target consumer

15	February 24, 2017	<ul style="list-style-type: none"> - Event announcement “Post with Taokaenoi packaging 14 gram” - Winners will get “Taokaenoi with GOT7’s singed” 	<ul style="list-style-type: none"> - Sales promotion - Facebook interactive with target consumer - introduce hash tag # เวลาสนุกของGOT7ต้อง แก่แก่น้อย - #ถ้าเป็นสหายต้องแก่ แก่แก่น้อย
16	February 28, 2017	<ul style="list-style-type: none"> -Event announcement "Post with Taokaenoi packaging 14 gram” - 5 winners received Taokaenoi with GOT7’s singed 	<ul style="list-style-type: none"> - Sales promotion - Facebook interactive with target consumer - introduce hash tag # เวลาสนุกของGOT7ต้อง แก่แก่น้อย - #ถ้าเป็นสหายต้องแก่ แก่แก่น้อย
17	March 1, 2017	<ul style="list-style-type: none"> - Event clue announcement 	<ul style="list-style-type: none"> - introduce upcoming new campaign - introduce hash tag #

			<p>เวลาสนุกของGOT7ต้อง เก้าแก่น้อย</p> <ul style="list-style-type: none"> - #ถ้าเป็นสหายต้องเก้าแก่น้อย
18	March 10, 2017	<p>- Event clue announcement " See you this coming March 14, 2017"</p> 	<ul style="list-style-type: none"> - introduce upcoming new campaign - introduce hash tag # เวลาสนุกของGOT7ต้องเก้าแก่น้อย - #ถ้าเป็นสหายต้องเก้าแก่น้อย
19	March 13, 2017	- GOT7 "Never Ever MV" posted on Facebook page	- Facebook interactive with target consumer
20	March 14, 2017	- Picture posted on Facebook Set 1 : "Guess who"	- Facebook interactive with target consumer
21	March 14, 2017	<ul style="list-style-type: none"> - Free GOT7 Never Ever album distribution 100 albums - Event rule announcement 	<ul style="list-style-type: none"> - Product presentation - Facebook interactive with target consumer - Sales promotion

22	March 17, 2017	- Picture posted on Facebook Set 2 : “Guess who”	- Facebook interactive with target consumer
23	March 20, 2017	- Released winners of free GOT7 Never Ever 100 albums	- Product presentation - Facebook interactive with target consumer - Sales promotion
24	March 20, 2017	- Picture posted on Facebook Set 3 : “Guess who”	- Facebook interactive with target consumer
25	March 26, 2017	- Event clue announcement “See you this coming March 28, 2017”	- Facebook interactive with target consumer
26	March 28, 2017	- Happy birthday Jackson	- Facebook interactive with target consumer
27	March 31, 2017	- Event announcement “Behind the scene” picture	- 10,000 likes on Facebook page - Hash tag #taokaenoi - Facebook interactive with target consumer - introduce hash tag #

			<p>เวลาสนุกของGOT7ต้อง คุ้มแก่น้อย</p> <p>- #ถ้าเป็นสายร้ายต้องคุ้ม แก่น้อย</p>
28	March 31, 2017	-Event announcement “Behind the scene” video	-Facebook interactive with target consumer
29	April 3, 2017	- Event announcement “15 second of Television commercial advertising of GOT7” when Taokaenoi Facebook page like increasing to 200,000 likes	-Facebook interactive with target consumer
30	April 7, 2017	- Event announcement “Television commercial advertising of GOT7” 15 second TVC - Lucky fans who share and like post will have a chance to get GOT7 signed on Taokaenoi packaging	-Facebook interactive with target consumer - Product presentation - Sales promotion

31	April 8, 2017	-Real Television commercial advertising 30 second version released on Facebook	-Facebook interactive with target consumer - Product presentation
32	April 12, 2017	-Event announcement “GOT7 THAILAND TOUR 2017” promotion on Facebook	-Facebook interactive with target consumer
33	April 27, 2017	-Event announcement “Sripanwa campaign” clue announcement on Facebook	- Sales promotion - Facebook interactive with target consumer
34	April 30, 2017	- Event announcement “Taokaenoi’s machine”	- Sales promotion - Facebook interactive with target consumer
35	May 2, 2017	-Full Television commercial advertising “ราชววงแขน” released on Facebook page	- Product presentation - Sales promotion - Facebook interactive with target consumer
36	May 11, 2017	- Free GOT7 THAILAND TOUR 2017” tickets distribution :	- Sales promotion - Facebook interactive

		Korat round	with target consumer
37	May 13, 2017	- Event announcement “Sripanwa campaign” full rule announcement	- Sales promotion - Facebook interactive with target consumer
38	May 13, 2017	- Sripanwa set announcement - Introduce GOT7 happy bag- Fun Collection	- Sales promotion - Facebook interactive with target consumer
39	May 14, 2017	- Sripanwa set announcement - Introduce GOT7 happy bag- Chill Collection	- Sales promotion - Facebook interactive with target consumer - Introduce Line official : Taokaenoiclub
40	May 17, 2017	- Free GOT7 THAILAND TOUR 2017” tickets distribution : Chiangmai round	- Sales promotion - Facebook interactive with target consumer
41	May 22, 2017	- Free GOT7 THAILAND TOUR 2017” tickets distribution : Bangkok and Phuket rounds	- Sales promotion - Facebook interactive with target consumer

42	May 24, 2017	-Sripanwa campaign promotion GOT7 video” on Facebook	<ul style="list-style-type: none"> - Sales promotion - Facebook interactive with target consumer
43	May 30, 2017	-Sound check and group photo event announcement “GOT7 THAILAND TOUR 2017” : Korat and Chiangmai rounds	<ul style="list-style-type: none"> - Sales promotion - Facebook interactive with target consumer
44	June 5, 2017	- Winners annocement “Sripanwa campagin” on Facebook	<ul style="list-style-type: none"> - Sales promotion - Facebook interactive with target consumer
45	June 17, 2017	-Sponsor booth at GOT7 THAILAND TOUR 2017	<ul style="list-style-type: none"> - Product presentation - Sales promotion - Facebook interactive with target consumer
46	June 19 and 20, 2017	-Winners from Sripanwa campaign meet and greet with GOT7	<ul style="list-style-type: none"> - Sales promotion - Facebook interactive with target consumer

Source : Taokaenoi’s official Facebook, 2016

4.1.3 Masita

Figure 8: Brand's logo



Masita Seaweed snack is belonged to Singha Corporation, and an important subsidiary of Boon Rawd Brewery, the company is now 16 years already from its first set-up in 2001. Master Seaweed snack is not only supplied with high-quality raw materials, but has also been processed with superior technique results in an unbeatable product quality (company 2017). Masita uses the marketing of Korean seaweed image promoted by hiring Korean top idol, previously, it uses Kyuhyun from Super Junior as the first presenter for 5 years. Currently, NCT U represents the new generation of Brand's presenter.

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Table 6: Masita's activities' timeline from January, 2017 - July, 2017

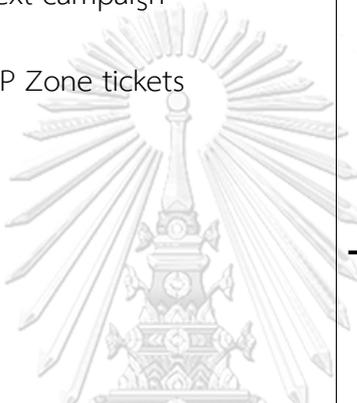
No.	Date	Details	Brand's Purpose
1	January 16, 2017	- New "Brand presenter" clue announcement	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag

			#MasitaNewPresenters # ทีมที่ทาย
2	January 16, 2017	<ul style="list-style-type: none"> - - Brand presenter “Who’s next” campaign rule announcement on Facebook an Twitter - VIP Zone tickets 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters #ทีมที่ทาย -Facebook interactive with target consumer
3	January 17, 2017	<ul style="list-style-type: none"> - Brand presenter “Who’s next” campaign First Clue announcement on Facebook : Man 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters #ทีมที่ทาย - Facebook interactive with target consumer
4	January 18, 2017	<ul style="list-style-type: none"> - Brand presenter “Who’s next” campaign Second Clue announcement on 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag

		Facebook : Group	#MasitaNewPresenters # ทีมที่ทาย - Facebook interactive with target consumer
5	January 19, 2017	- Brand presenter “Who’s next” campaign Third Clue announcement on Facebook : Ever been to Thailand	- Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters # ทีมที่ทาย - Facebook interactive with target consumer
6	January 20, 2017	- Brand presenter “Who’s next” campaign Fourth Clue announcement on Facebook : Multinational boyband	- Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters - #ทีมที่ทาย - Facebook interactive with target consumer

7	January 21, 2017	<ul style="list-style-type: none"> - Brand presenter “Who’s next” campaign Fifth Clue announcement on Facebook : Rookie boy-band 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters #ทีมที่ตาย - Facebook interactive with target consumer
8	January 22, 2017	<ul style="list-style-type: none"> - Event announcement NCT new “Brand presenter” on Facebook 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters #ทีมที่ตาย - Facebook interactive with target consumer

9	January 23, 2017	<ul style="list-style-type: none"> - Brand presenter “Who’s next” campaign : Masita Code : Facebook Rule 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters # ทีมที่ทาย - Facebook interactive with target consumer
10	January 25, 2017	<ul style="list-style-type: none"> - Released winners on Facebook page of Who’s next campaign 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hashtag #MasitaNewPresenters # ทีมที่ทาย - Facebook interactive with target consumer
11	January 25, 2017	<ul style="list-style-type: none"> - - Guess the voice campaign from “Who’s next campaign” - VIP Zone tickets 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hashtag #MasitaNewPresenters # ทีมที่ทาย

			<ul style="list-style-type: none"> - Facebook interactive with target consumer
12	January 27, 2017	<ul style="list-style-type: none"> - - Guess the name campaign from “Who’s next campaign” - VIP Zone tickets 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hashtag #MasitaNewPresenters # ทีมที่ทาย - Facebook interactive with target consumer
13	January 30, 2017	<ul style="list-style-type: none"> - Released winners on Facebook page of Masita Code campaign 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters # ทีมที่ทาย - Facebook interactive with target consumer

14	January 31, 2017	<p>-Event announcement “Masita Activity” : “MasitaNCT Vote” on Facebook and Twitter</p> 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hashtage #MasitaNewPresenters # ทีมที่ทาย - Facebook interactive with target consumer
15	January 31, 2017	<ul style="list-style-type: none"> - - Brand presenter “Who’s next” campaign rule announcement on Facebook an Twitter - Fan Zone tickets 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters # ทีมที่ทาย - Facebook interactive with target consumer - Sales promotion
16	February 3, 2017	<ul style="list-style-type: none"> - Released winners on Facebook page of Fan Zone tickets 	<ul style="list-style-type: none"> - Introduce new Brand presenter - Introduce hash tag #MasitaNewPresenters #

			<p>ทีมที่ทาย</p> <ul style="list-style-type: none"> - Facebook interactive with target consumer - Sales promotion
17	February 6, 2017	- NCT brand presenter promotion video on Facebook	<ul style="list-style-type: none"> - Grand opening presenter - Facebook interactive with target consumer - Sales promotion
18	February 7, 2017	<ul style="list-style-type: none"> - Grand opening “Brand presenter” event at Parc Paragon - Live on Facebook 	<ul style="list-style-type: none"> - Grand opening presenter - Product presentation - Facebook interactive with target consumer
19	February 27, 2017	-Happy birthday TEN’s posted on Facebook	<ul style="list-style-type: none"> - Facebook interactive with target consumer
20	April 8, 2017	-1yearWithNCTU posted on Facebook	<ul style="list-style-type: none"> - Facebook interactive with target consumer
21	May 11, 2017	- - Buy 1 free 1 sales promotion at Seven-	<ul style="list-style-type: none"> - Sales promotion - Facebook interactive

		eleven	with target consumer
22	May 12, 2017	- Taeyong Music Video released on Facebook	- Facebook interactive with target consumer
23	May 13, 2017	- TEN's collection of Masita packaging released on Facebook	- Product presentation - Facebook interactive with target consumer - Sales promotion
24	May 26, 2017	- NCT U Television commercial advertising announcement on Facebook	- Product presentation - Facebook interactive with target consumer - Sales promotion
25	June 21, 2017	- NCT U Television commercial advertising posted on Facebook	- Product presentation - Facebook interactive with target consumer - Sales promotion
26	June 28, 2017	- Behind the scene of NCT U Television commercial advertising posted on	- Product presentation - Facebook interactive with target consumer

		Facebook	- Sales promotion
27	July 3, 2107	- TEN NCT received “Thailand Headlines Person of the year award 2016-2017 congratulation event posted on Facebook	-Facebook interactive with target consumer

Source : Masita’s official Facebook, 2016

4.2 Interview session analysis

This interview session contributes as the significant information on having right direction of multinational bands as being one part of international marketing on localization strategy in Thai market.

4.2.1 EST : Marketing Management Director Team

1) “Do you agree with the statement, “If a global idol group that has a Thai member promote as the brand presenter, the effective and successful rate are higher than that of non-Thai member group”?”

Example : 1. EST Cola using GOT7

2. Taokaenoi using GOT7

3. It's skin Thailand using GOT7

4. Bausch and Lomb using GOT7

and 5. Masita using NCT U

“ For EST, we think each campaign promotion is to decide which idol is matched for brand's image in each campaign designed by company, for example, multinational bands like GOT7 for EST are for promote brand's image and campaigns, mostly on online and mass media communication” “We have two main activities which are “ติดเกาะกับGOT7” and “Estซ่าซี้ดสุดซี้ว” that's why GOT7 is suit for the campaign”. “For GOT7, as brand's presenter, we had our own research about GOT7's popularity in Thai market that's why we choose them as our brand's presenter”.

2) *“In your opinion, what are the skills or characteristics that allow Thais to work in Multinational or international organizations? (South Korean music industry) i.e. English Skills or enthusiasm?”*

“For me, I think they should have about four to five skills, I think “Talented on performance skills”, “Endeavor of Thai trainees”, “Talented on foreign speaking skills” and “Personal charming” are the most concern about working in a big music companies of Thai members from multinational bands”. “One thing, the foreigner speaking skills of Thai trainees will bring a lot of international fans to more easily to promote them worldwide markets.”

3) “If you were to choose a presenter for a certain brand, what skills or characteristics would be required for a global idol group as per promoting in Thai market? i.e. Thai language skills to better communicate with customers or Thai member in their group?”

“ For EST, as I said, Brand personality is the most important for choosing one right man for being a brand’s presenter”. “One important thing, personally I think that JYP Entertainment s the South Korean big music company that wish to win over Thai’s K-Pop lovers” “JYP Entertainment tries hard to promote as company’s plan and opportunities to let their GOT7 working in Thailand, after succeed in promotion” “For EST, Thai language skills of K-Pop idol is not that a big deal, as their image match well with the brand is ok to work with” . “Even though, the advantage of GOT7 is ability of variety in speaking languages, for EST, Thai language skills is extra benefit for EST”

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4) “What are the differences between choosing Thai Celebrity and choosing Global Idol group (K-Idol) as the brand presenter in nowadays “marketing strategy of globalization?”

“ For me, it shows no differences because I think now languages is not the obstructive object for making the international marketing” . “There are a lot of online messages used by English subtitle on via promote on Youtube”

5) “ What are the differences between sending the message of Thai Celebrity and Global Idol group (K-Idol) to lead a brand campaign to be more successful in terms of brand perception/brand impression— i.e. our target, they understand all of the brand “target brand partnered content” or “Marketing Content” from brand trying to communicate with them?”

- *“For me, languages is not only key message, the key of communicate the message is the key”. “Now, there are many ways to use to promote brand and campaign such as online website”. “For presenter we think trend is important for pushing them being favorite among that society such as GOT7 is popular in Thailand more than Korea their howe country”*

4.2.2 Taokaenoi : Khun Wachira Yarnthasarakij, International Trade Director of Taokaenoi

1) “Do you agree on the statement, “If a global idol group that has a Thai member is promoted as the brand presenter, the effective and successful rate are higher than that of non-Thai member group”?

Example : 1. EST Cola using GOT7

2. Taokaenoi using GOT7

3. It’s skin Thailand using GOT7

4. Bausch and Lomb using GOT7

and 5. Masita using NCT U

“I think it is successful to use idols such as Nichkhun who is before famous in his era and also him and his 2PM friends before our previous brand presenter or may be EXO’s famous in Chinese market, It’s somehow dealing with the preference of that markets” “As Thai market, I think popularity is considered as the no.1 factor, by our research, GOT7 represents its popularity among Thai market by now”. “Moreover, as our experience working with 2PM, we have project in mind between working with JYP Entertainment on distributing media tools”

2) “ In your opinion, what are the skills or characteristics that allow Thais to work in Multinational or international organizations? (South Korean music industry)
Example : English Skills or Be enthusiastic?”

- *“ I think the Thainess of Thai trainee is the best description as special skills of Thai idols such as Nichkhun and BamBam”*

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3) “If you were to choose a presenter for a certain brand, what skills or characteristics would be required for a global idol group as per promoting in Thai market?. i.e. Thai language skills to better communicate with customers or Thai member in their group?”

- *“In case of Thailand, I think the popularity is the first concern topic to choose K-Pop brand”*

4) “What are the differences between choosing Thai Celebrity and Global Idol group (K-Idol) as the brand presenter in nowadays “marketing strategy of globalization?”

- *“ I think the impact of promotion of the differences between the two type of presenters are target and key messages” “As the target of Thai Celebrity is mostly familiar with mass media channel such as TV commercial, so the Thai presenter such as Khun Mai Davika or Khun Ploy Chermarn are more suit with promote to those target, while K-Pop group such as GOT7 represent brand’s image and expand the benefits of future target in Asia such as Taiwan market that we are now plan for working there” “At our booth’s campaign of GOT7’s concert, we see a lot of the requests about Chinese’s fans asking our staffs where to buy Taokaenoi because they notice the advertising while travel in Bangkok by BTS”*

5) “What are the differences between the way of sending the message of Thai Celebrity and Global Idol group (K-Idol) to lead a brand campaign to be more successful in terms of brand perception/brand impression— i.e. our target, they understand all of the brand “target brand partnered content” or “Marketing Content” from brand trying to communicate with them?”

- *“For me, I think the targeted differences personality and life-style make it clear by targeting themselves as several options”. “GOT7’s fans is a young generation who are struck with phone, playing Facebook, Twitter and Youtube, our*

official page such as Facebook post an important announcement of up-coming event of GOT7.” “Most of the time, we receive the real time messages and comments of them reply online with us, that’s show the different ways of life and the success on promotion via internet” “In converse, normal people who are not K-Pop fans more spend their time online also, but they are not interest much about our message promotion in Facebook because mostly they are seem to notice us by TV commercial”

4.2.3 Masita : Khun Juthaporn Potisop, Brand Manager of Masita

1) “Do you agree with the statement, “If a global idol group that has a Thai member promote as the brand presenter, the effective and successful rate are higher than that of non-Thai member group”?

Example : 1. EST Cola using GOT7

2. Taokaenoi using GOT7

3. It’s skin Thailand using GOT7

4. Bausch and Lomb using GOT7

and 5. Masita using NCT U

- “ For Masita, as our old presenter version “Kyuhyun from Super Junior” represented too adult target image, and also he has his duty on military, we are decided to change our brand image as brighter and younger images so, we choose NCT U unit as our brand presenter”. “Moreover, TEN only Thai members among NCT

U unit is our start point to choose NCT U, we would like to support talented Thai idol". "Therefore, the point of our NCT U choosing is some groups of Thai consumer have their bias on K-Pop idols, for me, If it has Thai within the group they are willing to change their mind and welcome more about our future's campaign because our image is import Korean seaweed snack"

2) " In your opinion, what are the skills or characteristics that allow Thais to work in Multinational or international organizations? (South Korean music industry)
Example : English Skills or Be enthusiastic?"

- " I Think dancing skills is first impression about debut as K-Pop idol, and TEN also won famous Korean dance battle program name "Hit the stage".
"Addition, as our campaign is grand opening by dancing performance, at the day of the event, NCT U impressed our broad of director by dancing skill without time to practice" "That is the way K-Pop idol is perfect for presenter as their potential or they will call it professional, who's know?"

3) "If you were to choose a presenter for a certain brand, what skills or i.e. Thai language skills to better communicate with customers or Thai member in their group?"

- "For Masita, the factors of choosing presenter are performing and image character skills". "NCT U is the junior who are under the same as Kyuhyun our

lastest presenter, so we think that they are nice and hard working the same as their senior”

4) “What are the differences between choosing Thai Celebrity and Global Idol group (K-Idol) as the brand presenter in nowadays “marketing strategy of globalization?”

- *“Obviously, our brand image is pretty standing out as Korean seaweed snack so, we could not hire Thai Celebrity to be our brand presenter to keep our brand core content”*

5) “What are the differences between the way of sending the message of Thai Celebrity and Global Idol group (K-Idol) to lead a brand campaign to be more successful in terms of brand perception/brand impression— i.e. our target, they understand all of the brand “target brand partnered content” or “Marketing Content” from brand trying to communicate with them?”

- *“ We are pretty sure about our core content about using marketing strategy of “Celebrity endorsement” run a brand campaign as success for brand perception”*
“We always planned and decided two big events as “Fan-meet or fan event” and “Sponsorship” as continue our K-Pop brand impression in Thai market”. “Mainly, the impact of our brand presenter has their own impact explained by its image

toward to us as our brand's message, somehow, the process itself make it clearer than our slogan or key message in advertisement”

4.2.4 Famous Thai K-Pop Lover Fanpage : Hallyu K Star fanpage , Khun Rerkrabee Sophon

Figure 9: CEO of Hallyu K Star fanpage's profile



CURRICULUM VITAE

ฤกษ์ระพี โสภณ
RERKRAPEE SOPHON
aka. EDDIE AHN

จากสถาบันกวี บรรณาธิการหนังสือ และนักออกแบบกิจกรรมเพื่อชุมชนผู้บุกเบิกของบล็อกเกอร์ที่นำเสนอมุมมองของวัฒนธรรมเกาหลีผ่านเรื่องราวของวงการบันเทิง

CEO , Hallyu K Projects | Since 2013
Creative Producer , Bangkok Criterium Co., Ltd. | Since 2011

EDUCATION

2004-2008 ระดับปริญญาตรี
สถาบันพัฒนบริหารศาสตร์บัณฑิต
สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง รุ่นที่ 32

1992-2003 ระดับประถม-มัธยม
โรงเรียนสาธิตจุฬาลงกรณ์มหาวิทยาลัย รุ่นที่ 39

PROFESSIONAL EXPERIENCE

2017 วิทยากรพิเศษหัวข้อ Key Opinion Leader
คณะพาณิชยศาสตร์และการบัญชี มหาวิทยาลัยธรรมศาสตร์

2016 โปรดิวเซอร์รายการโทรทัศน์ Life Cycling ช่าง ไมค์รับไมค์

2015-2016 วิทยากรพิเศษด้านการออกแบบกิจกรรมเพื่อชุมชน

2009-2014 บรรณาธิการฝ่ายศิลป์ สำนักพิมพ์ Ben Publishing

2007-2010 ผู้ดำเนินรายการวิทยุออนไลน์ Yesindie.com

2007-2009 สถาบันกวีอิสระ

ACHIEVEMENTS

2016 Top 10 Online Opinion Leaders in K-Culture by KORICE
Korea Joo - International culture exchange, South Korea

2012 Recreation Cycling Workshop, England

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1) “Do you agree with the statement, “If a global idol group that has a Thai member promote as the brand presenter, the effective and successful rate are higher than that of non-Thai member group”?

Example : 1. EST Cola using GOT7

2. Taokaenoi using GOT7

3. It's skin Thailand using GOT7

4. Bausch and Lomb using GOT7

and 5. Masita using NCT U

“ Thailand is leading as the K-Pop’s hegemony market of Southeast Asia”

“Not surprise that, those GOT7, NCT U or event new coming BlacPink, are successful in promoting the bands by localization” “The presenter marketing is existed for a long time as using K-Pop idols being Thai brand presenter since Nichkhun debuted”.

“I think that Nichkhun’s pride and his ability to debut under Big music company impact Thai brand on a trust to let other Thai idols work with them, that’s why other Thai idols such as BamBam, TEN and Lisa have the high chance working in Thai market”. “Thai brand they are mostly provide events to bring out interest of target’s fans and increase sale, while promote and announcement online”. “For me

Masita and Taokaenoi are the most leading players in this area because they are both having strong on slogan and campaign's activities of using K-Pop idols as brand’s image”. “EST is the new player, by the way, they are not new in marketing, EST aim for target to recognize the brand more than focusing on K-Pop market”

2) “In your opinion, what are the skills or characteristics that allow Thais to work in Multinational or international organizations? (South Korean music industry)

Example : English Skills or Be enthusiastic?”

“ For me, I have a chance once interviewing Korean producer about how to train and audition processing, they said because Thai trainees are kind and humble that’s what Korean music companies are likely to appreciate it”. “Moreover, the problem about abolish the contract of Thai trainees are less problem as compare to Chinese trainees”

3) “If you were to choose a presenter for a certain brand, what skills or characteristics would be required for a global idol group as per promoting in Thai market?. i.e. Thai language skills to better communicate with customers or Thai member in their group?”

“ For me, I think Idols who are understand Thai or able to use Thai is beneficial as for brand using them being presenter”. “I would like to suggest one case, there is It’s skin Thailand by using GOT7 as brand presenter, as you can see on online official Facebook fanpage’s on complaining about event’s activities by using #It’sskinthailand as center for them as to find themselves information and see each other complains”. “For It’s skin Thailand, they have both benefits from that community’s on comments, firstly, they are know what is happening and second they have an attention from other fans via Twitter”. “The dramatic complain of the

brand is nothing with normal target, for me, they are still using It's skin Thailand the same because they are not a fans but consumer”

4) “What are the differences between choosing Thai Celebrity and Global Idol group (K-Idol) as the brand presenter in nowadays “marketing strategy of globalization?”

“ I would like to example OPPO mobile phone as a case, for me, I think they are divided the presenter as international presenter and domestic presenter”. “As you can see, the international presenter is Lee Min Ho, while Thai presenter they are promoted by Jame Jirayu” .”For the multinational bands such as GOT7 and NCT U there are represent both of the strategy, by this case, they are standing as both international and domestic presenter, even, the most activities are provide in Thai market”



5) “What are the differences between the way of sending the message of Thai Celebrity and Global Idol group (K-Idol) to lead a brand campaign to be more successful in terms of brand perception/brand impression— i.e. our target, they understand all of the brand “target brand partnered content” or “Marketing Content” from brand trying to communicate with them?”

“Nowadays, the social media channels is functional for both of the brand and idols themselves to promote an activities, for me, the high number of follower

online is more important than its key message because the more follower the more seeing the messages". "How brand focusing on promoting their brand now is more important than the key message in these day"

4.2.5 Thai event promotor : SM True , Khun Ongard Prapakamol

Figure 10 : Brand's logo



1) "K-pop already has been proceeding more than 10 years already so, big music company trying the best to win new audience by forming the "Multinational band" strategy such as NCT U, BlackPink and GOT7. There are including Thai-nationality into the group together promotion. What do you think about this strategy"?

"There is nothing with the year or the company, for me, there is about the product life cycle." As you know, before there are J-Pop before, and it gone, now it's back as BNK48 the idols who perform the same as AKB48 of Japan but all members are Thai". "For multinational bands, there is popularity among Thai market by now"

2) "What do you think about "Multinational band" strategy compared to K-pop band without foreigner members in the group? What are the differences"?

“For me, South Korean big music they are already known as top professional music labels among Thai fans, the differences between them show no outcome except the preference of each market such as GOT7 is popular among Thai and NCT is popular in South Korean market more”

3) “What do you think about this strategy in Thai market? (from the marketing strategy of multinational band in Thailand by the view of Thai brand owners or fans) Is it successful because of Thai member within that group”?

“Thai member of the groups represents Thai pride, for me, it does help a lot as the previous Nichkhun did it internationally on being Thai idol and represent the good Thai to all international fans.” “In Thai market, multinational bands have more chance on the connection but nothing with popularity”

4) “What do you think about their future success to promote in Thai market”?

“ As I said, it is about product life cycle, for me K-Pop doing well compare to short life time of J-Pop”. “But, again I don’t know the future, there are always surprising, that’ why business need marketing strategy, frankly, I think it a good start by using Thai encourage Thai.” “One more thing, we are working as a part of SM Entertainment, in contrast, somehow we would like to see potential Thai artists in Global stages more not only for Korean music industry”

5) “From the company’s side, this strategy will be successful and gain more interest in the market? Because of? Why”?

“ I can only predict only for SM Entertainment, I think, they are doing well as to promote this multinational bands concept as long as Thai market is still consuming K-Pop music” “The marketing strategy of big music like SM or also the others will fight for Thai market or any markets that consume K-Pop music too”



CHAPTER V

DISCUSSIONS AND CONCLUSIONS

This chapter will conduct all informative analysis from both secondary and qualitative research as a result of the success of localization strategy used to apply in Thai market of South Korean big music companies.

5.1 Conclusions

The discussions topic will answer two hypotheses of this research topic as “Does the impact of Thai members in multinational bands under South Korean big music companies such as GOT7, NCT U and BlackPink create the opportunity for success in working in Thai market? and “Does the first generation as Thai-Korean idol of “Nichkhun” 2PM from JYP Entertainment inspire those South Korean big music companies developing their multinational bands under the technique of marketing strategy of “localization” and later move to a new globalization strategy “G-L-G’ K-Pop’s Globalization Strategy” of creating the multinational bands from several nationalities of South Korean big music companies.?”

5.1.1 “Does the impact of Thai members in multinational bands under South Korean big music companies such as GOT7 , NCT U and BlackPink create the opportunity for them as success in working in Thai market.?”

Based on the first hypothesis EST Cola, Taokeanoi, and Masita apply the same strategy in selecting their endorsers with these shared criteria

1) Brand' Personality

According to the interview, EST Cola, Taokeanoi, and Masita focus on brand's personality. As a result, these companies always select multinational bands such as GOT7 or NCT U. With the success of penetrating into Thai markets, the way EST and Taokaenoi must conduct the comprehensive research in Thailand to make the right decision in choosing brand representatives.

2) The creditability of multinational bands

The first two Multinaional bands with Thai members endorsed in Thai market are 2PM from JYP Entertainmnet and Kyuhyun from SM Entertainment are quite successful. Masita remarks that it focuses on the first impression to target young people. However, the image of Kyuhyun seems to be more like young-adult.

The first conclusion is that multinational brand doesn't affect Thai people on popularity and brand selection. The only effect on those mainly comes from the endorsers by the brand with Thai members. Hallyu K Star, the Facebook fan-page, notices that Korean trends in international market seem positive; however, the selection of brand ambassador still focuses on global presenter. For example, Oppo phone uses Lee Min Ho as a global presenter, but in Thailand James Jirayu is

endorsed instead. Therefore, using multinational bands with Thai members highly succeed in Thai markets.

5.1.2 “Does the first generation as Thai-Korean idol of “Nichkhun” 2PM from JYP Entertainment inspire those South Korean big music companies to develop their multinational bands under the technique of marketing strategy of “localization” and later moved to a new globalization strategy “G-L-G’ K-Pop’s Globalization Strategy” of creating the multinational bands from several nationalities of South Korean big music companies.?”

The conclusion of second hypothesis clearly shows that Nichkhun, as a Role Model, contributes to the recognition of Thailand in the global and Korean music industry, as the first Thai to be in a famous band of South Korean Music Company. According to the marketing research, localization strategy plays an important role in penetrating into big music market such as China, Japan, and Thailand.

To begin with, apart from standardization strategy focusing only on South Korean singers, the globalization strategy focuses on improving types of music to be more international. Respectively, the localization strategy with the local members in the bands keeps the big South Korean music companies successful in China and Japan via using super junior m, f(x), Miss A, EXO-M, and 2PM.

After 2016, research in global music proposes model “G-L-G K-Pop’s Globalization Strategy” to enforce localization strategy such as GOT7 and NCT Unit.

In Thai market, the model “G-L-G K-Pop’s Globalization Strategy” is highly successful in marketing strategy in terms of promoting a band as a group not just one member.

5.2 Discussions

The successful factor of Thai members under the South Korean big music companies comes from heavily promoting them internationally, including Thai market. This results from the collection of both documentary and qualitative researches, showing 3 main factors of their success by applying a new strategy globalization on localization in Thailand as “The success of Thai local partnerships”, “The characteristic of Thai members as the localization marketing strategy selected by music companies” and “Thai market”.

It starts with “The success of Thai local partnership” by supports and connections. In the past, there were the competition on concert business providers between Thai local partners with the foreigners, but mostly they went for concert only such as BEC Tero. They always used the middle man business to handle the event promoting to support all these activities such as the tickets sales. Later, the development of the system and business has been changing, due to the preference and the famous of K-wave lovers in Thailand, the event promoter catch up the right way on promoting the K-Pop concerts, fan- meeting and grand opening for event in Thai market. It created the new value toward the South Korean big music companies

about how to use authorized local about power on the promotion within the local people together such as 411, 4 NOLOGUE, SM TRUE, BEUS and the others.

As the example case by one of the South Korean big music companies using the right local partnership “GOT7” with “4NOLOGUE”, the result turns out that, GOT7 is the most famous K-Pop group who first represented the Thai tour, the title of the tour is “ Nestival GOT7 Thailand tour 2017”. They performed 5 rounds starting from “NAKHON RATCHASIMA, CHINAG MAI, 2 rounds in BANGKOK and lastly in PHUKET. They represents as the first Korean boy bands who have Thai tour concept of how mixing between Concert and fan-meeting concepts with 2 hours concert. Therefore, they had the first concerts “Fly in Bangkok” from 11 to 12 June 2016, in addition, to promote this concert “4NOLOGUE” and Emquartier department store was held “GOT7 DISTRICT FLY FOR THE WORLD” by recording the most flying paper plane of Guinness book world record with Thai fans. Besides, Emquartier department store, the partner business of 4Nologue also transform their space to be GOT7’ kingdom by bring out beautiful memorable picture as a gallery and used belonging of GOT7 showing in event’s area from 12, May- 12 June, 2016. In addition, in the event’s day, GOT7 was walking the longest 700 meter red carpet in 11 May, 2016 with Thai celebrities. The result was that the ticket was very fast sold out.

Figure 11 : GOT7 Thailand Tour 2017



Source : GOT7 Official Twitter, 2016

The support from interview of the Taokaenoi brand and the future plan towards to the popularity of GOT7 in Thai market by Mr. Wachira Yarnthasanakij support on his idea that;

“As the success of GOT7 in Thai market, by having GOT7 Thailand tour 2017, we think that the target fans of GOT7 are not limited just to the Thai fans because

within the group they are Chinese member that is “Jackson”. In the future, we will continue promoting them not just in Thailand but expanding to Taiwan soon, it is not on TV commercial but by fans travelling in Thailand by watching their concert here and notice them by our TV commercial or activities booth here and buy some our products home. I think, among Chinese fans of GOT7, our products is famous, we check it by the hashtag in Twitter official Taokaenoi”.

To compare with the others market such as China, the popularity of K-Pop among the fan-bases of Thai and Chinese towards to the performance of GOT7’s promotion internationally is not the similar. In this case, Chinese market was the country next to South Korea, somehow the effect from government’s policy or the conflicts between them will limit the promotion of this kind of groups ; for example, one GOT7 member, Jackson, from Hong Kong, somehow has more the opportunity than the others members in Chinese market. Therefore, the Chinese market banned Korean cultural products selling in China as the government policy due to the conflict of the politic situations between U.S., China and Korea of the act toward to the North Korea missile test (newspaper 2017). Before that, some of the first generation of Chinese members form SM Entertainment, who later leaves the group “Hangeng”, was due with the conflict of unfair contract drawn by SM Entertainment. Even though the similar case happened with EXO M members, the situation is

different because they first broke out the contract just because to go back working at Chinese market not in Korea (wikipedia 8 November 2017).

Secondly, the localization strategy brings the surprise feedback from both of Thai market and South Korean big music companies. In this case, GOT7 represent the most famous and successful boy band in Thailand, who is now the most wanted as the trustable to represent Thai brands and recently visit as a guest on important event. At the same time, NCT Unit of SM Entertainment now represents two of representative Thai brands “Masita” the seaweed snack and “EST Play”. In the case of “EST Play”, they provide only TEN Thai member of NCT U and Taeyong of NCT U and 127 units to be their presenter. Moreover, as the success of GOT7 in Thai market, they are first introduced to Thai reality name “The FAN-CLUB” of GOT7 by PPTV channel. The program shows six members of fan club living in the same house in South Korea for doing the mission to meet GOT7, they lived separately into the two groups, if the mission fails, and they will not have a chance to meet their beloved GOT7. Before the start of the program, there was the concert and event for this program, fans can only attend by sending the message, only the person with replying message from official program could join this concert. The concert “PPTV presents The Fan club Fan Meeting with GOT7” at Royal Paragon hall in July 5, 2015 was held by BEUS Company with the co-operation of JYP Thailand. More than that, the co-operation between JYP Thailand and 4Nologue about promoting GOT7’s events in Thailand is amazing because GOT7 has been noticed in Thai media because of

4Nologue's planning. In 2016, GOT7 has their first concert name "Fly in Bangkok" and as the power of 4Nologue of promoting the first concert by working as partnership to the mall group, introducing YAMAHA, BAUSH and LOMB, It's skin Thailand, EST, MASITA, FWD and ROMRAWIN as official sponsors. Currently, the confirmation of the new presenter of FWD Insurance Thailand has announced about to use the K-Pop multinational band "GOT7" to promote the campaign of FWD Company 2017 (company 2017).



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APPENDIX

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