

INFLUENCE OF SOUTH KOREA'S SOFT POWER ON THE EXTENSION OF KOREAN
LANGUAGE IN THAILAND

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A Thesis Submitted in Partial Fulfillment of the Requirements
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อิทธิพลจากซอฟต์แวร์ของเกาหลีใต้สู่การขยายตัวของกลุ่มผู้เรียนภาษาเกาหลีในประเทศไทย

น.ส.ศุภณัฐ อ่อนน้อม

วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
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Thesis Advisor	Associate Professor Buddhagarn Rutchatorn, Ph.D.

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คุณาทัณฑ์ อ่อนน้อม : อิทธิพลจากซอฟต์แวร์ของเกาหลีใต้สู่การขยายตัวของกลุ่มผู้เรียนภาษาเกาหลีในประเทศไทย. (INFLUENCE OF SOUTH KOREA'S SOFT POWER ON THE EXTENSION OF KOREAN LANGUAGE IN THAILAND) อ.ที่ปรึกษาหลัก : รศ. ดร. พุทธกาล รัชชธ

งานวิจัยเรื่อง “อิทธิพลจากซอฟต์แวร์ของเกาหลีใต้สู่การขยายตัวของกลุ่มผู้เรียนภาษาเกาหลีในประเทศไทย” มีวัตถุประสงค์เพื่อทำความเข้าใจและอธิบายที่มารวมถึงพัฒนาการของซอฟต์แวร์จากประเทศเกาหลีใต้ในบริบทร่วมกับทฤษฎีโลกาภิวัตน์ เน้นศึกษากระบวนการขยายตัวของซอฟต์แวร์จากประเทศเกาหลีใต้สู่ประเทศไทยโดยมีภาษาเกาหลีเป็นเครื่องบ่งชี้สำคัญ ด้านผลของการวิจัย นอกจากจะช่วยอธิบายกระบวนการโลกาภิวัตน์ ความเป็นมาและพัฒนาการของซอฟต์แวร์ผ่านการศึกษาค้นคว้าจากแหล่งข้อมูลต่างๆ แล้ว ยังแสดงให้เห็นถึงวัฏจักรการคงอยู่ของกระแสความนิยม การขยายตัวอย่างเฟื่องฟูของขอบเขตด้านการศึกษาและการลงทุนทางธุรกิจที่เกี่ยวข้องกับประเทศเกาหลีใต้ในประเทศไทย ผ่านการวิเคราะห์ถอดความจากการวิจัยเชิงคุณภาพในรูปแบบการสัมภาษณ์เชิงลึกกับผู้ให้ข้อมูลที่ผ่านการเรียนภาษาเกาหลีจำนวน 20 คน จากหลากหลายแวดวงทั้ง นิสิตนักศึกษา กลุ่มคนวัยทำงาน บุคลากรทางการศึกษาและผู้ประกอบการที่เกี่ยวข้อง จากผลการศึกษาพบว่า การขยายตัวอย่างมีนัยยะสำคัญของจำนวนผู้เรียนภาษาเกาหลีในประเทศไทยเป็นผลสืบเนื่องมาจากอิทธิพลของทรัพยากรซอฟต์แวร์จากเกาหลีใต้ในรูปแบบต่างๆ ทั้งสื่อบันเทิง เช่น เกม เพลง ละครซีรีส์ ภาพยนตร์ รายการทีวีและศิลปินดาราผู้มีชื่อเสียงต่างๆ ซึ่งการบริโภคสื่อดังกล่าวทำให้เกิดการความสนใจในส่วนรายละเอียดปลีกย่อยด้านอื่นๆ เช่น อาหาร เสื้อผ้าแฟชั่น ตลอดจนสินค้าอุปโภคบริโภคต่างๆ กลายเป็นกระแสนิยมที่นำไปสู่ความอยากรู้อยากเข้าใจและความสนใจที่จะเรียนรู้ภาษา และเมื่อเกิดการเรียนภาษาอย่างกว้างขวางก็ยิ่งช่วยเพิ่มแรงงานขั้นสูงที่มีความสามารถทางด้านภาษา ป้อนเข้าสู่ตลาดผลิตทรัพยากรอันเป็นหัวใจสำคัญของกระแสความนิยมเกาหลี ประโยชน์การส่งออก กระตุ้นการบริโภควงเวียนเป็นวัฏจักรอยู่ตนเอง

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Kunathai Onnom : INFLUENCE OF SOUTH KOREA'S SOFT POWER ON THE EXTENSION OF KOREAN LANGUAGE IN THAILAND. Advisor: Assoc. Prof. Buddhagarn Rutchatorn, Ph.D.

The research named "Influence of South Korea's Soft Power on the Extension of Korean Language in Thailand", has aimed to understand and explain the background of South Korea's soft power in a globalization context. The research will emphasize on the extension of Korean soft power to Thailand by using the Korean language as a key instrument. About the methodology, this research firstly collected the document information from reviewing previous researches, books, articles and other online sources. As being the qualitative research, the in-depth interview has proceeded discreetly with 25 key informants from many related-fields such as undergraduate students, employees, businessman and educational personnel. About the result, the literature review has fully provided the background and progression of soft power and globalization in South Korea. Furthermore, it has explained the way South Korea's soft power has landed in Thailand. The in-depth interview has examined the correction from document information, indicated the competitive advantages of soft power's resources and clearly presented the maintenance of Korean Wave trend in Thailand. Regarding the research findings, the rapid upsurge in Korean language learners in Thailand has resulted from the influence of South Korea's soft power in various patterns including, an entertainment media; music, dramas, movies, TV programs and celebrities. the newfangled technoloev. food. goods. games and so

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CHAPTER I

INTRODUCTION

1.1 Background and Rationale

After the end of World War II (1945), the Korean peninsula was divided into the North and South, which each part was under two different kinds of powers; the North for communist as Soviet and the South for democratic as the United States. Regarding that politic conflict, the Korean War occurred again because the North has aimed to unify with the South under the same rule, Communist. Although the Korean War was temporarily stopped in 1953, both of North and South has been suffered the ravages of war. South Korea had to face the terrible poverty for many years, it ranked one of the poorest countries in the world (1950s) and survived by receiving aids from its big brother, the United State. At that time, South Korea's government who was afraid of the North's domination tried to promote an anti-communist campaign, they have imported the military and educational administration, also absorbed the US popular cultures since then.

Under the dictatorship era, there was the crucial internal reform, in other words, President Park Jeong-hee released the significant economic development plan (as known as the five-year plan). The plan has enforced South Korea transforming from the agricultural country into an industrial country. The government improved



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the infrastructure and intensively invested in industrial sectors in order to drive on the export. Furthermore, they tried to support production capacity and produce local investors, thus, at that time, the Chaebols were established for being the main manufacturers. Attaching so much importance on exporting and manufacturing, South Korea eventually climbed up from poverty. It was the fastest country which developed from the developing country to the developed country. The dramatic development, as called the Miracle on the Hangang River, has become a role model of every developing country until now.

After the emergence of globalization, the world is connected together by advanced technologies, especially, transportation and communication. It definitely has been affected the growth of international trade, ideas, and culture. The dynamic of globalization increased the economic progress of interaction and integration that was linked with social and cultural aspects. When the whole information can access easily, the cultural exchange has followed up. In order to understand more about other countries' culture, languages played a significant role in translating or trading knowledge and data. Therefore, the language study was extended as same as the cultural exchange and foreign investment. This globalization has given opportunities for some countries where have larger economies, such as South Korea, in terms of magnifying their export or investing in other developing countries.



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Due to the Asian financial crisis in 1997, South Korea, where suffered a lot, recovered itself rapidly by changing economic policies. They have paid attention to the foreign investment, and released the act no.5927 of February 8, 1999, for supporting the promotion of cultural industries. At that time, Korean big entertainment companies took a lead off exporting K-POP via sending their Korean artists to foreign countries such as Japan, China, and SEA countries as Thailand.

Although South Korea was vaguely known in Thailand since the Korean War, The historical contents are not more remarkable than its entertainment contents. The K-POP, which was first introduced around the 2000s via movies, dramas, games, trendy goods and so on, gradually gained more popularity in the music industry through many artists such as Rain, TVXQ, Big Bang and Super Junior. This popularity has affected a sharp increase in Thai tourists in South Korea. In additions, it has prompted the curiosity about South Korea in Thailand. Thai people willing to try Korean Food, and Korean cosmetics are favorably noticed among Thai women. Moreover, it has encouraged the demand for cognitive arousal in the Korean language, which caused a rise in Korean language learners. As many K-POP manias intently need to access their favorites, so most of them started learning Korean.

As mentioned above, this research aims to prove the influence of South Korea's soft power in Thailand. It will study the growth of South Korea's soft power both in South Korea and Thailand, the way it has been run over Thai society by



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collecting related documents and interviewing many intensive Korean learners, also, using the result for analyzing the process that South Korea's soft power dominated the language to continue its influence on Thailand as well.

1.2 Research Objectives

1.2.1 To understand the theoretical framework of soft power and globalization and be able to explain these theories which have influenced South Korea and Thailand

1.2.2 To explain the development of soft power in South Korea and the role of the Korean language in Thailand

1.2.3 To explain the signification of language as the arms of South Korea's soft power and how it maintains the influence in Thailand

1.3 Research Questions

1.3.1 How soft power developed in South Korea and extended to Thailand?

1.3.2 How South Korea's soft power influenced Korean language education in Thailand?

1.3.3 Regarding the influence of South Korea's soft power in Thailand, why the Korean language is important for maintaining the popularity of Korean wave?



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1.4 Research Hypothesis

Regarding the explosion of various South Korea's soft powers in Thailand, it has greatly impacted on both a group of undergraduate students and a group of general people as choosing the Korean language for their major, minor, additional language skills or specialist knowledge. These people affected the increasing numbers of language-skilled workers in Thailand, which can continuously support the mechanism of South Korea's soft power production and maintain the popularity of Korean wave in the future.

1.5 Scope of Research

This research emphasizes the development of South Korea's soft power and its influence in Thailand through particularly focusing on the language term. Collecting the secondary data about the theories and the history of soft power in South Korea, it can describe how South Korea has become one of the countries that succeed in cultural export. And then, we have reviewed about Thailand's case by using the previous researches, articles, statistics and other secondary data. Scoping on the extension of Korean language among Korean language learners in Thailand, we have provided an in-depth interview with some key informants to analyze the influence of South Korea's soft power toward Korean language learners in Thailand, and add the suggestions about overall of labor market trend in Thailand as well.



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1.6 Specific Terms and Definitions

KOICA

The Korea International Cooperation Agency (KOICA, Korean: 한국국제협력단) was found in 1991 by the South Korean Ministry of Foreign Affairs and Trade as a governmental organization for Official Development Assistance (ODA) to enhance the effectiveness of South Korea's grant aid programs for developing countries by implementing the government's grant aid and technical cooperation programs (Wikipedia, 2019d).

Korea Foundation

The Korea Foundation (Korean: 한국국제교류재단) is a non-profit public diplomacy organization was found in 1991 for promoting a better understanding of Korea and strengthen friendships in the international community. The Foundation carries out various projects for exchange between the Republic of Korea and foreign countries to cultivate mutual understanding. It has played the important role in providing scholarships and Korean language instructors for other countries. (Wikipedia, 2019c).

Korean Wave (K-POP)

In general, Korean Wave or K-POP has represented as the trendy flow of Korea, it can be dramas, music, games, cosmetics et cetera. Particularly, in term of



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music, the French Institut national de l'audiovisuel defines Korean Wave or K-POP as “A fusion of synthesized music, sharp dance routines and fashionable, colorful outfits.” — People can see through the singers, boy and girl bands. Korea has created the K-POP by converging various styles and genres of music around the world, such as Western pop music, rock, jazz, folk, hip hop, R&B, electronic dance et cetera. The first generation of Korean modern music or K-POP has started from K-POP groups, Seo Taiji and Boys, forming in 1992. The synergic between Western pop and Korean pop has modernized the contemporary in Korean music. Continue with the culture of Idol or boy and girl bands, H.O.T and Shinhwa gathered teenagers and young adults to become the fandoms that enhanced the domestic entertainment industry. Then the next generation BoA and TVXQ started to extend this culture to the neighboring, Japanese market and the next generation Super Junior and Girl's Generation have spread the K-POP out internationally. In such a short time, the popularity of Korean Wave has accessed the global audiences as East and Southeast Asia, Latin America, India, North America, North Africa et cetera, through online social networking.

Thailand's University System

There are more 170 institutions of higher education in Thailand, both public and private, offering 4,100 curricula (Wikipedia, 2019a). In general, undergraduates have to spend 4 years at least to complete graduation. There are 2 semesters and 4



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significant tests per annual. All language-related departments were contained in the faculty of arts or humanities, and almost undergraduates in these departments have to choose their main focused subject as called 'major' and some people also have their subordinate subject as called 'minor'. For example, student A, who is studying in the faculty of arts, majored in Korean and minored in Japanese. Normally, one undergraduate has to accomplish 120-160 credits in order to complete their bachelor degree. Recently, Thai universities ranked average score in the Quacquarelli Symonds (QS) World University rankings.

PAT (Professional and Academic Aptitude Test)

PAT (Professional and Academic Aptitude Test), the PAT results is necessary for some departments in university admissions. The test was given for the first time in the academic year 2009. It was then given 3 times a year (July, October, and March) until 2010. In 2011, it was given only once since 2012 and later, it has been given twice/year (October, March). NIETS cut off the July examination because it is in the middle of a semester session and thus the students have not yet completely graduated. Currently, they has just added the Korean language for language test or PAT 7, and allowed students to use the result in 2018 admission.

TOPIK (*Test of Proficiency in Korean*)

The Test of Proficiency in Korean (TOPIK) is a Korean language test for Korean non-native speakers. The test is offered six times annually within Korea and less



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often to people studying Korean in other countries. The test is for individuals whose first language is not Korean and is taken by overseas ethnic Koreans, those wishing to study at a Korean university, and for those who want to be employed at Korean companies in and outside of Korea. TOPIK is operated by the National Institute for International Education (국립국제교육원, NIIED) (Wikipedia, 2019e).

KOCCA

The Korea Creative Content Agency (Korean: 한국콘텐츠진흥원) is a governmental agency that promotes and organizes the Korean content industry. KOCCA was found in May 2009, consists of integrating five related organizations, including the Korean Broadcasting Institute, the Korea Culture & Content Agency, and the Korea Game Agency.

King Sejong Institute

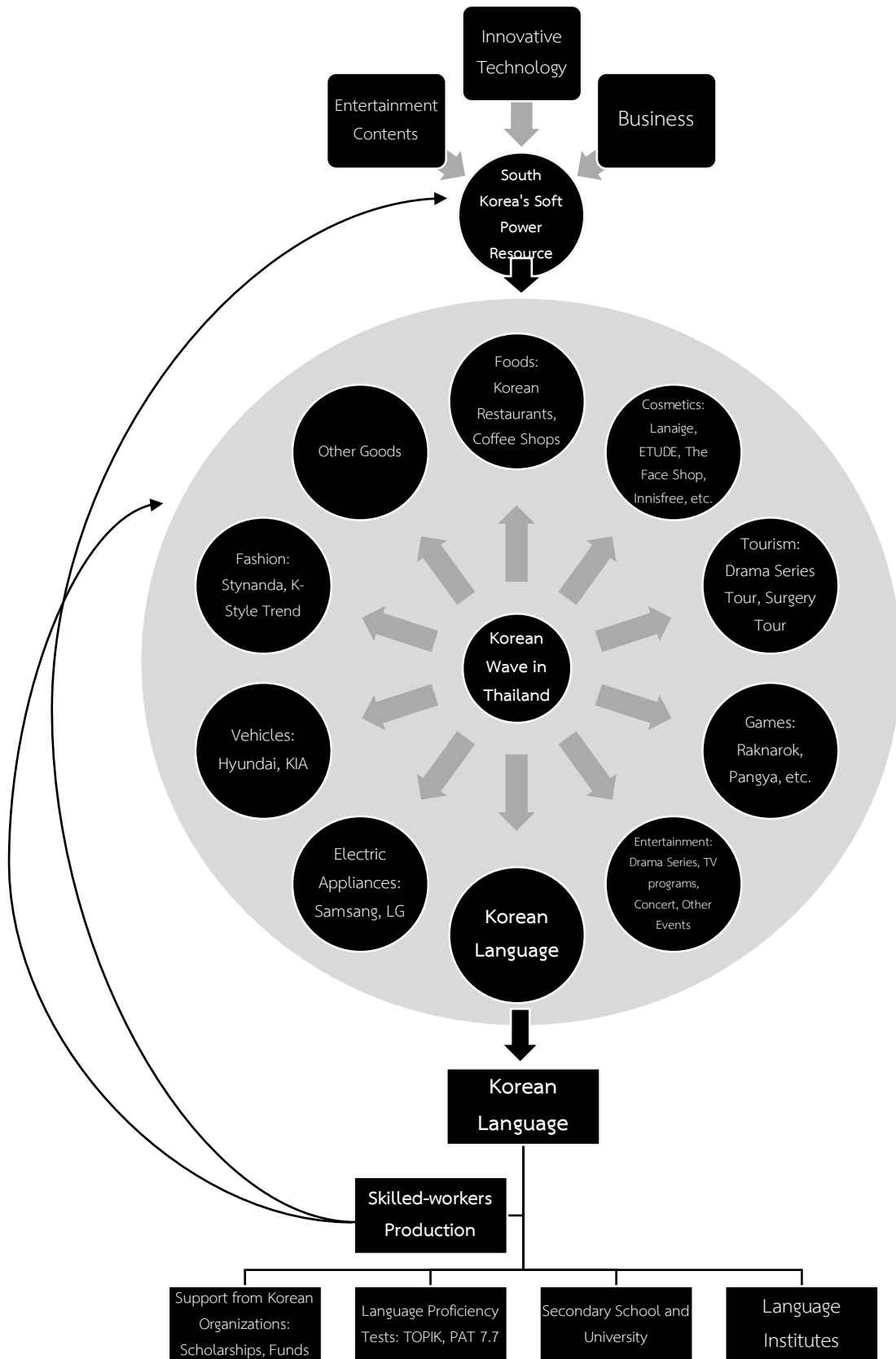
King Sejong Institute (Korean: 세종학당) is the brand of Korean language institutes established by South Korea government. Many branches of institute was set in foreign countries since 2007, in order to provide integrated and standardized information and service for learning the Korean language as well as to coordinate and expand the institutes where people can learn or teach it. As of June 2018, there were 174 King Sejong Institutes in 57 countries, including Thailand (Wikipedia, 2019b).



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1.7 Conceptual Framework



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CHAPTER II

LITERATURE REVIEW

2.1 Related Theories and Ideology

2.1.1 Soft Power

Soft Power was firstly mentioned by Joseph Nye in his 1990 book, *Bound to Lead: The Changing Nature of American Power* “...*This second aspect of power which occurs when one country gets other countries to want what it wants-might be called co-optive or **soft power** in contrast with the hard or command power of ordering others to do what it wants.*” (Joseph S. Nye Jr, 1990). It has fully described in *Soft Power: The Means to Success in World Politics* (2004) “*What is **soft power**? It is the ability to get what you want through attraction rather than coercion or payments. It arises from the attractiveness of a country's culture, political ideals, and policies. When our policies are seen as legitimate in the eyes of others, our soft power is enhanced*” (Joseph S. Nye Jr, 2004).

After realizing the apparent outcomes from using hard power through both World War and Cold War, Nye's has indicated to the US that there is still another kind of national power; Soft Power, which is able to utilize in international relations for



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achieving strategic imperatives. Soft Power is a kind of cultural attractiveness but has impacted on ideas, educational, political values and also the socioeconomic system. Moreover, it can legitimate one's country's policies as willingly accepted by other countries and people. Referring Nye's proposed *"In this sense, it is also important to set the agenda and attract others in world politics, and not only to force them to change by threatening military force or economic sanctions. This soft power-getting others to want the outcomes that you want-co-opts people rather than coerces them."* Actually, both hard and soft power are related because they aim to accomplish one's purpose by having influence over the behavior of others. Yet the dissimilarity between them is the nature of the behavior and the tangibility of the resources. Hard power has usually used direct command, coercion and inducement such as a military force, payment bribes and economic sanctions. On the other hand, Soft Power played as a cultural or political expression. Not only creating what others want through the attractiveness of one's culture and values, but soft power also can operate the agenda of political selections in a manner that unavailable others to express their preferences. Furthermore, other countries will not feel threatened, in other words, they might feel like it is a cultural exchange that they are willing to accept or import to their countries. Distinctly, the characteristic of soft power behavior is kinds of attraction or Co-opt, and always using various values, culture and policies as significant tools.



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Table 1: A brief description of Power

POWER		
	Hard Power	Soft Power
Spectrum of Behaviors	Command — Coercion — Inducement	Agenda Setting — Attraction — Co-opt
Most likely Resources	Military Forces, Payment Bribes, Sanctions	Values, Culture, Policies
Hard Power	The direct action of using power via coercion relying on various methods such as military force, payment bribes and other sanctions.	
Soft Power	The indirect action that use attraction and persuasion to change minds and influence behavior by using culture, political values and positive global engagement.	

Source: (Joseph S. Nye Jr, 2004)

Under the concept of Soft Power, which highlighted on the importance and relevance of compatibility with other nations' values and interests. Many countries which have realized the consequence of soft power resources started using these findable resources as the tools for competitive politics of attraction, legitimacy, and credibility. In general, the countries which are able to access the soft power usage must have characteristics that enhanced the soft power-used capability. For instance, the US, which has advantage over any countries due to its large economic scale even suffering from the Cold War. Not only being the world's largest economy, there are many potential resources in the US that witnessed capable provision. This country mostly was the leader in many perspectives such as an entertainment; Hollywood, a fast food culture, a pop music and so on. Similar with Japan, the country which has

an incredible creativity and outstanding innovation, their soft power signature definitely are the Japanese Food and unique comic books. And the next one, China, despite being the only one communist country, their plenty cultural heritage from the ancestor together with the large and stable economic scale has driven China to be one of the soft power leaders as well. Lastly, a dark house, South Korea, where has retrieved from the ashes of Korean War, this country achieved improving the economy in a short-term period. Although there is nothing can compare with three super powers earlier, South Korea has an amazing adopting skills, and know well how to utilize the soft power.

2.1.2 Globalization

Globalization, the word which was first mentioned in 1944, has become the mass referred theory since the late 1980s. It was defined as a various political, cultural, socioeconomic changes that have developed the world's society over more 50 years ago including, information, communication, transportation and technological revolution, also decreasing of national and geopolitical boundaries in an ever-expanding, transnational movement of products, services and capital. It was described as the phenomenon of connection between individuals, private sectors, government and worldwide communities. In the globalization era, all information, acknowledgment, various cultures are able to access independently. Furthermore,



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the globalization has increased homogenization of consumer tastes, the consolidation, and expansion of corporate power, sharp increases in wealth and poverty, the free choice in consumption, and the growing spread of liberal democratic ideas. In a business way, this phenomenon has enhanced foreign investment and a multinational corporation as well.

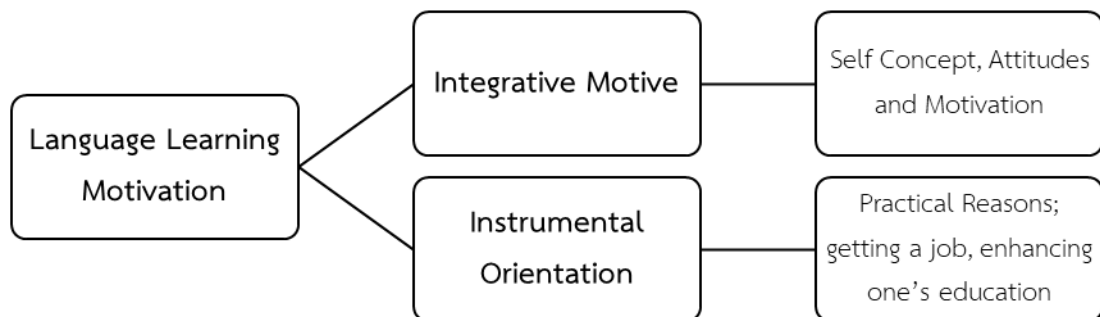
2.1.3 Gardner's Theory of Motivation

The group of Canadian social psychologist: Robert Gardner, Wallace Lambert and their colleagues, has started the research about the learning language motivation, and it has become Gardner's motivation theory nowadays. Gardner explained the motivation as *"the extent to which individual works or strives to learn the language because of a desire to do so and the satisfaction experienced in this activity"* (Gardner, 1985). In brief, Gardner and Lambert claimed that there are two main characteristics of the motivation including, integrative motivation and instrumental motivation. The first one, integrative motivation is caused by personal demands. For example, there are people who want to study the Korean language for experiencing entertainment contents or communicating with Korean friends. The second, instrumental motivation, the difference from the first one is a point of usage. This motivation has come from the objectives as using any languages for work or upgrade one's personal skills.



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Figure 1: Gardner's Motivational Theory



2.2 Related Studies

2.2.1 South Korea's Globalization

After the Korean War was stopped, South Korea has nothing but ruins and poverty. Although Korean people have to rely on the US military and the American used machines, they intentionally strived recovery their country. Since 1950s, the military leaders hastily used the 5 year plans to industrialize the country, they improved industrial infrastructures, and the export expansion was heavy emphasized.

During the rapid economic growth of the 1960s, Chaebols are called the top 30 performing companies identified by the national government. They are family-owned and managed business conglomerates that were accommodated and strictly controlled by the government and dominated the South Korean economy until nowadays. Both the Chaebols and dictatorial governments worked together to



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maintain a motivated workforce that was denied freedom of labor or political organization. The proud economic growth can emerge at a sacrifice of the long-suffering population.

The sign of South Korea's globalization has manifested itself due to the Olympic games of 1988. South Korea opened the country as no event had previously. The country's appearance was presented worldwide. The dictatorship power was overthrown, Korean people are able to found the election in 1993. Kim Young Sam, the selected representative, proposed Segyehwa as the essential core of the economic policy. Concentrating on both export and would accept investment by foreign firms. However, due to the Asian financial crisis (1997), the globalization trend of South Korea was struck before showing its effectiveness.

South Korea restored again with the trade shows featuring international products in the recently constructed Korea Exchange complex in Seoul. Expanding information technology development business such as cellphones and computers. Seoul, South Korea's capital has become the economic center of the country during its globalization. Busan and Incheon are in charge of the port cities, and Gyeongju played the role of center for traditional culture.

The rapid social transition provides Korean people to experience many aspects of western culture such as cinema, music, television, literature, food, sport and fashion. At the same time, the capacity of Korean consumers has increased, so Korean

people enjoyed a variety of options. Their common aesthetic has changed variously, as same as the expression that was gradually influenced by the Western culture, especially the Americanization such as a group of skateboard gangsters.

The globalization has given opportunities and also brought South Korea many troubles. The opening of Korea affected an influx of workers from across Asia. *“There were an estimated 370,000 migrant workers in Korea in February 1998. Their legal status and civil rights as foreigners and workers have been hotly debated in Korea, and their presence in general has raised questions about what constitutes the Korean workforce and nation and who is Korean”* (Moon, 2000) (Tait, 2013). These foreigners bring different tastes and cultural perspectives to Korean society and will continuously transform South Korea in the upcoming decade.

2.2.2 Soft Power Development in South Korea

It might be the truth that South Korea's soft power was influenced by the Americanization. To resurrection this devastation and rebuild Korean society, South Korea has needed both material supports and new perspectives for creating their society again. Similar US side, that desires to spread the US modernization and democracy system into the Third World. It seemed like the political war between the modernization theories versus Lenin's Marxist theory. As a result, the US government strongly encouraged Korean intellectuals to study in the US, and these US policies

marked the beginning of extensive Americanization in South Korea. The first president of South Korea, Sungman Rhee, has graduated from the US Institute. According to Congressman Soon Young Choi's 2007 data, from 2002 to 2007, 52.8% (6,819) of Korean Ph.D holders earned their doctoral degrees from the US University. These Ph.D holders were dispatched to top universities around South Korea in order to further implant the modernization theory to undergraduates.

Regarding American-influenced thinkers that have dominated Korean society, Korean people absorbed American lifestyles to internalize US values. They enjoyed the US television series such as Sex and the City and consumed a New York brunch or fast food. According to the Korean Film Council, from January to October 2008, 41.2% of moviegoers saw Korean films while 50.7% saw US films. In comparison, 3.3% of moviegoers saw Chinese films; 3.3% saw European films; 1.3% saw Japanese films. Thus, among foreign films, US movies have been an overwhelming majority. In addition to US movies, US television series are also catching Koreans' eyes more than before. For example, Lost, Desperate Housewives, CSI, 24, and American Idol is very popular among Korean audiences, so prices of those series' copyrights in 2007 went up two or three times compared to prices in 2006. It is worth noting that according to Warren I. Cohen (2002), *"...for much of East Asia, globalization has a distinctly American flavor; that for many Asians, the United States is perceived as the center of the world... when Asian peoples freely chose elements of American*



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culture that they perceived as improvements over what their native cultures offered” (Seong Won Park, 2009).

Figure 2: McDonald (American Fast Food) in Seoul, Korea



Source: (Common's, 2005)

However, Korean people did not only consume the Americanization, they made an attempt to hybrid with their own culture as seen in the new lexicon, Konglish; using English language in Korean style, they have adopted the US technologies but added more Korean details into the products such as a fast food franchise; Lotteria, many franchise of coffee shops and so on. The Americanization gradually was adapted with Korean style, then has become South Korea's soft power resources or the Korean Wave nowadays.

Figure 3: Korean Fast Food brand “Lotteria”



Source: (Modern Seoul, 2013)

After surviving from the Asian financial crisis (1997), South Korea has intended to invest in abroad. They has provided the cultural oriented-export in order to support the industrial oriented-export. The government established educational and cultural organizations including, KOICA (1991), Korean Foundation (1991), King Sejong Institute (2007), KOCCA (2009) and released the act no.5927 of February 8, 1999 for utterly supporting the export of every cultural aspects.

There are so many well-known kinds of South Korea’s soft power resource. Firstly, K-POP or Korean Pop Music, which people can experience through various Korean artists, both single and groups. K-POP music converged multifaceted styles and genres around the world, such as Western pop music, rock, jazz, folk, hip hop, R&B, electronic dance et cetera. The first generation of Korean modern music has



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started from K-POP groups, Seo Taiji and Boys, forming in 1992. The synergic between Western pop and Korean pop has modernized the contemporary in Korean music. Continuing with the culture of Idol or boy and girl groups, H.O.T and Shinhwa gathered teenagers and young adults to become the fandoms that enhanced the domestic entertainment industry. In the next generation, BoA and TVXQ started to extend this culture to the neighboring, Japanese market, then Super Junior, Girl's Generation, Psy and EXO have spread the K-POP out internationally. In such a short period, the popularity of Korean Wave has accessed the global audiences through online social networking. Secondly, the game industry, Ragnarok Online, a Korean massive multiplayer online role-playing game, has made the crazily game-online addicted phenomenon over whole Asia, as same as Pangya, an online multiplayer casual golf simulation game that still gained a lot popularity until now. These game industry has persuaded people to follow other relative Korean technology such as electrical appliance and so on. Korean movies and drama series such as Train to Busan, Dae Jang Geum, Descendant of the Sun, Good Doctor, the Heir et cetera, are extremely popular among Asian people. And those media have blown up other soft power tools including Korean cosmetic, food, fashion and language to other countries around the world via the endorsement.



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Figure 4: Korean Popular Game “Ragnarok Online (2002)”



Source: (LittleTigerFang, 2016)

Figure 5: Korean Popular Boy Band “EXO (2012)”



Source: (SM entertainmet, 2018a)

Figure 6: Korean Popular Drama series “Dae Jang Geum (2003)”



Source: (IMDB, 2003)

2.2.3 Korean Soft Power's Role in Thailand

Previously, South Korea in Thai eyesight was recollected as a story of the Korean War, the famous electronic brand; Samsung, LG and the automobile brand; Hyundai. The Korean Wave or K-POP was first imported to Thailand since the late 1990s. While the whole Asia countries have faced the financial crisis that was known as the Tom-Yam-Kung crisis, South Korea, which had optimized and solved the problem faster than other countries used the strategy of cultural export as the one of their main policies. At the same time, Thailand's economic, which has recovered slower than South Korea, decided to downgrade the importance of the entertainment industry. As a result, entertainment productivity was affected. Even though almost media contents were produced in sufficient quality due to the financial limitation, the

globalization once again has given opportunities to all countries in order to exchange information and media. Thus, some Thai broadcasting channel started bringing the foreign dramas such as Japanese, Taiwanese and Korean dramas, along with the music to Thai society. Since then, C-POP (Taiwanese / Hong Kong) and J-POP have boomed in a short time, but K-POP is quite longer and larger than the two lefts. Korean Dramas such as Dae Jang Geum, Winter Sonata, Full House, The Princess Hour, The Coffee Prince et cetera got public attention first in Thailand then followed by the singers such as Rain, TVXQ and Super Junior. Also, Korean online game Ragnarok gained a lot of unprecedented favor until now. Their media contents, music and appearances aroused Thai people's satisfaction, so that initially why the K-POP can maintain their popularity in Thailand.

Figure 7: First Initial K-POP influencers in Thailand, Korean Popular Boy Band "Super Junior"



Source: (SM entertainmet, 2018b)

There are several reasons why Korean Wave is able to satisfy Thai people more than Chinese and Japanese Wave, considering the significant elements from the soft power theory. Generally, the soft power can access any countries where shared similar social value and benefits, and Korea adjusted their K-POP characteristic to be easily consumed. For example, the convergence of various genre and style of music plus intensive dance choreograph and varied personalities of group members in boy and girl bands can attract different consumers, then using English phrases in their songs and repeating the easy words also help to gain recognition from the global attention so easily. Sharing the same Asian roots, K-POP is more touchable and easy to access than Western music, the barrier of language was retrieved by the identification of K-POP music as I mentioned earlier. Hence, Thailand preferred K-POP more than others. In a similar way, Korean dramas presented various genres particularly showing the middle-class life who is the main target at that time. Thai people like to consume the contents that close to them, so the Korean dramas answered their purpose. For example, the drama *Misang*, which presented company employment, *Descendant of the Sun*, which showed the soldier's perspective. The *Good Doctor* which expressed doctors' life and so on. These various kinds of drama are optional, so even different interests can choose and enjoy Korean dramas. This culture then was imported to other countries via trade, exchange, and any communications. The next element, political values, it is also important. For long-lasting consuming of Thai people, South Korea has tried to add more close relations,



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For instance, many big entertainment companies have created Boy and Girl groups including Thai people such as Nickhun of 2PM, Bambam of GOT7, TEN of NCT and so on. This relation will build up the intimacy and lessen the barrier of the race between Korea and Thailand as well. The last element is foreign policy, the Korean government played a significant role in terms of Korean Wave intensive promotion. They will bring the K-POP boys or Girls bands to roadshow and support the K-POP free concert in foreign countries. Using this cultural export to go around and be more internationalization, Korean has earned a lot of benefits from this policy.

Figure 8: A Thai member in Korean Boy Band “GOT 7 BAMBAM”



Source: (JYP entertainment, 2018)

The success of the soft power especially the Korean Wave, has made opportunities for South Korea in terms of foreign investment. They has sent their cultural exports to Thailand along with the implied attractions. In other words, when Thai people had watched Dae Jang Gum, which is the drama has mainly talked about

the Korean food, they willing to taste those food too, hence this demand led to importing many Korean restaurants in Thailand. And the same with boy bands or girl bands experiences, now there are many Korean bands' concert in Thailand such as EXO, Super Junior, TVXQ, Twice, 2PM, GOT7 and so on. These artists who are endorsed by Korean cosmetics also help the cosmetic industry in order to invest and distribute in Thailand such as Etude House: Red Velvet, Nature Republic: EXO, It's skin: GOT7, Innisfree: Lee Minho and so on. The drama, Coffee Prince also supported the coffee shop investment such as TOM n' TOM and Holly's Coffee as well.

Figure 9: Etude House with Korean Popular Girl Band “Red Velvet”



Source: (Sudsapda.com, 2018)

Eventually, when people have addicted to these soft power resources, the demand of Korean language cognition will naturally increase. The Korean language

has risen up from the out of recognition to one of the top popular languages in Thailand.

2.2.4 Korean Language Education in Thailand

In the modern era, South Korea's first perception toward Thai people was the Korean War, and the story of Arirang song that sounds popular around 1960s-1970s. On the diplomatic side, these two countries started their diplomatic relation on October 1958 and exchanged the ambassadors on March 1960. Before 1970s, South Korea in Thai military journals, yearbooks or daily newspapers was presented as a poor victim from the Korean War. Until the fully resurrection during 1980s, South Korea has become the Asian top exporter even Thailand has imported its technological products. The Arirang song was replaced by the electronic appliance or vehicle brand such as Samsung, LG and Hyundai. The narrative about South Korea was added to Thai social studies textbook and other media. During 1980s there still are several publications about South Korea such as Fact about Korea by the Korean Overseas Information Service, Korean Modern History (1978) by Bhuwadon Songprasert, even H.R.H. Princess Sirindhorn, A Thai Princess, also have her own one publications name "Trace on the Ginsaeng". The publications about South Korea has flourished in the 1990s, and still was released continuously.

The National Education Act of 1999 mandated that the Ministry of Education establish a curriculum that incorporates foreign languages into schools as follows: (1)

primary school level: students in grade 5 and 6 must study English; (2) lower secondary school level: students can choose one of 4 foreign languages to study (English, French, Japanese and Arabic); (3) upper secondary school level: students can choose one or more of 9 foreign languages (English, German, French, Spanish, Italian, Japanese, Arabic, Pali and Korean); (4) university level: undergraduate students should have the ability to use English for communication but also have the opportunity to study a second foreign language. Also, the university/institution should provide majors and the minors at the undergraduate level for different foreign language groups as prioritized according to its goals: English, languages of the neighboring countries (e.g., Laos, Cambodian, Vietnamese, Burmese and Malaysian), oriental languages (e.g., Chinese, Korean, Japanese), and western languages (e.g., German, French, Italian, Spanish, Russian) (Damrong Thandee, 2006).

According to the update information from the Ministry of Education, since 2018, Korean language was officially added to the upper secondary school program, and also the Professional and Academic Aptitude Test (PAT).



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Table 2: PAT (Professional and Academic Aptitude Test) Examinees Statistics (2018-2019)

2018	Examinee	2019	Examinees
7.1 French	7,245 (17%)	7.1 French	5,939 (16%)
7.2 German	2,396 (6%)	7.2 German	2,189 (6%)
7.3 Japanese	6,385 (15%)	7.3 Japanese	5,910 (16%)
7.4 Chinese	13,398 (31%)	7.4 Chinese	12,216 (33%)
7.5 Arabic	931 (2%)	7.5 Arabic	682 (2%)
7.6 Pali	8,129 (19%)	7.6 Pali	6,798 (18%)
7.7 Korean	4,087 (10%)	7.7 Korean	3,731 (10%)
Total	42,571 (100%)	Total	37,465 (100%)

Source: (The National Institute of Education Testing Service (NIETS), 2018)

According to the statistics, while the Western languages, which rooted in Thailand for a long time, are now on a downturn, the eastern language, especially, Korean language, which firstly was added to the PAT test in 2018, started ranking 5 out of 7, and is expected to increase more examinees in the future.

About more higher education, Korean language teaching has already been taught at the university level. Recently, there are more than 70 secondary schools that provided Korean language as the main course such as the famous one; Triam Udom High School. In the university level, Prince of Songkla University (Pattani Campus) became the first university which offer Korean language as an elective subject. Chulalongkorn University (1991) and Burapa University (1995) has followed, and the rest 7 universities in the second half of 1990s including, Sri Nakharinwirot University, Thammasat University, Naresuan University, Mahasarakham University, Ramkhamhaeng University, Silpakorn University, and Prince Songkla University (Phuket Campus, Hadyai Campus (2006)). 7 Rajabhat Institutes, also have contemporarily offered

courses in Korean language by Korean volunteers from KOICA. In case of the private higher institute, there is another one, University of Thai Chamber of Commerce having Korean language as a cultural class in 1980s).

Due to the popularity of Korean Wave, the demand of Korean language study has tremendously risen. Private tutors and language institute business has boomed within several years, along with the increase of Korean-related jobs which will turn back to reinforce the amount of Korean language learner again. Not only the demand of learners, but the Test of Proficiency in Korean (TOPIK), an official Korean language test for Korean non-native speakers has extended the number of tests from one to three times per annual, enlarged the limitation of applicant from ~300 to ~600 persons (all levels) per one time, and added more test venues from 2 to 6 places only in Thailand. The significant flourish of Korean language greatly affected many universities' decision in order to establish the department of Korean language or Korean studies. By the way, there currently are 10 universities that has already found their own Korean language for major including, Burapa University, Prince of Songkla University (Pattani Campus), Sri Nakharinwirot University, Silpakorn University, Mahasarakham University, Rajabhat Chiang Mai University, Naresuan University, University of Thai Chamber of Commerce, Bansomdejchaopraya Rajabhat University, Chulalongkorn University, and more several universities where able to providing only minor subject such as Chiang Mai university. Seeing the achievement of Korean language spreading in Thailand, Korean government and other Korean business

sectors has willing supported skilled workers production by providing funds and scholarships through the universities, Korean embassy and other agencies such as KSGP Scholarships, POSCO Scholarships. Korea Foundation Scholarships and so on.



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CHAPTER III

METHODOLOGY

For the distinct understanding about the impact of South Korea's soft power in Thailand and the significant interest in Korean language among Thai people, this chapter introduces the methodology that was applied to analyze and explain the background and progression of South Korea's soft power, its phenomenon in Thailand, the impact of soft power towards people motivation and the mechanism between Korean language, skilled-workers and soft power reproduction.

3.1 Research Design

This research is a kind of descriptive-qualitative research which emphasizes both South Korea's soft power and its importance in Thailand. Firstly, we have collected document information about the soft power development in South Korea, along with other contexts such as globalization and the progression of South Korea's soft power explosion in Thailand. For focusing the terms of the Korean language, the in-depth interview has run on 20 key informants who have learned the Korean language, to analyze the influence of soft power, their motivation and the significance of learning the Korean language.



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3.2 Data Collection

3.2.1 Documentary Research

Reviewing the previous researches, related case studies, statistics, figures and other reliable sources in the topics that covered South Korea's soft power, Globalization in South Korea, the Korean Wave (K-POP), the blooming of Korean language, K-POP in Thailand, Korean language in Thai Education and so on.

3.2.2 Online Sources

Familiar with the documentary research, credible online databases are required, especially up-to-date statistics, articles from news agencies and other online reports

3.2.3 In-depth Interview

The in-depth interview will run on 20 key informants who were chosen by using purposive sampling. They must be under the same condition that they have seriously learned Korean. The researcher will divide all key informants into two groups including, a group of undergraduate students and a group of general people, and give them 10-15 questions, which can show their perspectives toward South

Korea's soft power, the experience of learning intensive Korean, and the motivation of language learner. .

3.3 Interview Structure

Key informants: 20 key informants who has studied Korean language consisted of 9 undergraduate students and 11 general peoples

3.3.1 Guided questions for a group of undergraduate students

Demographic Data: name, age, sex, university name and current studied year

South Korea's soft power-related questions:

1. Have you ever been to South Korea before attending a college?
2. When you've started to know about South Korea? Where?
3. What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)
4. In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)



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5. What do you think about the future K-POP trend in Thailand?

Korean language-related questions:

1. How long you've learned the Korean language?
2. Why did you choose the Korean language as a major or a minor?
3. What did you expect from studying Korean language as a major or a minor?
4. Could you please tell me about your university? How about the study plan and in your opinion, is it enough to improve the language ability?
5. What are the pros and cons of the Korean language?
6. Did you ever use the Korean language in your daily life? How?

3.3.2 Guided questions for a group of general people

South Korea's soft power-related questions:

1. Have you ever been to South Korea before attending a college?
2. When you've started to know about South Korea? Where?



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3. What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

4. In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

5. What do you think about the future K-POP trend in Thailand?

Korean language-related questions:

1. How long you've learned the Korean language?

2. Why did you learn the Korean language?

3. What are the pros and cons of the Korean language?

4. Could you please tell me a little bit about your current career?

Does it relate to the Korean language?

5. Did you ever use the Korean language in your daily life? How?



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3.4 Analysis and Presentation of Data

To achieve the research's objectives, results from the in-depth interview and data analysis will be illustrated in the following chapters:

Chapter 4: *Data Analysis: South Korea's Soft Power Influence through the Korean language motivation*

Chapter 5: *Conclusion and Recommendations*



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CHAPTER IV

DATA ANALYSIS

According to the in-depth interview, this research has divided key informants into two groups including, a group of undergraduate students (9 people) and a group of general people (11 people). In this chapter, there are two main parts including, the demographic data, which presented the initial information of interviewees and findings and data analysis, which showed the influence of South Korea's soft power and Korean education in Thailand.

4.1 Demographic Data

4.1.1 A group of undergraduate students: name, sex, age, university name and year.

Table 3: Demographic Data of a Group of Undergraduate Students

Group of Undergraduate Student (9)	Amount
Sex	
Female	9
Male	0
Age	
18	1
19	2
20	3
22	2
23	1

University	
Srinakharinwirot University	3
Silapakorn University	2
Maharakram University	2
Bansomdejchaopraya Rajabhat University	1
Thammasart University	1
Year	
Freshman (1)	1
Sophomore (2)	4
Junior (3)	2
Senior (4)	2

According to the demographic data, all informants in this group are women, who aged between 18-23 years old. Almost of members are currently studying the Korean language as their major, and there is only one student studying Korean for a minor. Hence, the Korean language learners who have the intensive Korean language course seem to study the Korean language for their major or minor subject.

4.1.2 A group of general people: name, sex, age, education level, career and salary.

Table 4: Demographic Data of a Group of General People

Group of General People (11)	Amount
Sex	
Female	11
Male	0

Age	
15-20	1
21-25	2
26-30	3
31-35	2
36-40	1
Educational Level	
Bachelor Degree	7
Master Degree	4
Career	
Korean-related	7
Non Korean-related	4
Salary	
Below 15,000 baht	2
15,001-30,000 baht	2
30,001-45,000 baht	4
45,000 baht above	3

According to the demographic data, all of the key informants in this group still are women. Noticeably, most of the Korean language learners are women, so South Korea's contents seem touched for women more than men. In this group, there are more details about key informants' salary and careers, which can imply to their purchasing power and diverse consumption.

4.2 Findings and Analysis Summary

4.2.1 A group of undergraduate students

Referring to the answers from South Korea's soft power-related and Korean language-related questions, due to the range of age, all key informants have their first impression about South Korea from the entertainment contents such as music, dramas and TV programs, which South Korea has exported actively since the late 1990s, and it has flourished in Thailand since the 2000s. These contents lead them to know other outstanding resources including, transportation, technology, plastic surgery, cosmetics, etc. One of the key-informants commented that the media contents or entertainment contents are the most effective and easiest way to persuade or attract people's mind. Therefore, they fall for South Korea's soft power by consuming the entertainment contents.

From the in-depth interview, the most influential point among the undergraduate students is Korean celebrities such as Idol groups, singers, models, actors, and actresses. In order to directly understanding these celebrities' related contents and other entertainment contents, undergraduate students have started learning the Korean language, thus, they started from the integrative motivation. However, Studying in university or choosing as a major, for Thai undergraduate students, it is very important. 90% of key-informants (8 out of 9) has changed their integrative motivation to instrumental motivation after deciding on majoring Korean

language. Even though the reason why they have decided to study the Korean language is caused by the integrative motivation; the influence of Korean wave, they tried to change their demand to the instrumental motivation, which probably brings them career opportunities in the future. Most students expect to be a translator, interpreter or any works that they can use Korean language skill. Consequently, these undergraduate students attempt to be Korean-related workers, which almost involved in South Korea's soft power production.

Moreover, it is very interesting that 66.7% (6 out of 9) of key-informants in this group has not ever been in South Korea before, but 90% (8 out of 9) of them are currently majoring in the Korean language. This consequence has indicated that South Korea's soft power is powerful enough to motivate people learning the Korean language, both integrative and instrumental terms.

All key informants have positive opinions on the future trend of Korean Wave, they expected that the Korean wave will maintain their popularity among Thai people for a long time, also they would like to participate in Korean-related business and organization in the future.

4.2.2 A group of general people

With reference to the answers from South Korea's soft power-related and Korean language-related questions, this group consists of education-related people, employee and business-related people. All key informants in this group have ever



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been in South Korea at least twice or more, and 77% (7 out of 11) has reached a salary more than 30,000 baht. It signifies the high purchasing power and the high wage of Korean-related career. Although the overall is relatively similar to the previous group that, most of the key informants have noticed entertainment contents first, they would like to start learning the Korean language, this group tended to prefer more diverse contents than the undergraduate students due to their high purchasing power.

If considering the age term, the group's first impression and life period are corresponded to the first booming of Korean wave in Thailand (2000s), when Thailand has imported various Korean contents, and those contents were so new to Thai people. Furthermore, these people have purchasing power. Thus, people from this group seemed to have a wide range of interests and objectives. Some people who have graduated from the Korean language major, are using Korean as the main tool for working such as embassy staff, interpreters, and translators. In contrast, key informants who did not graduate from the related-field, have started learning Korean for upgrading their profile as the third language, the recreation and enjoyed more about their favorite contents. These people have all motivations; the integrative motivation, instrumental motivation, and two-mixed motivation.

According to the sub-groups, there are only one of the key informants that started studying the Korean language by the language interest; a professor. She has explained that, at that time, the Korean wave does not exist, she has known South



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Korea from her mother's Korean restaurant, and the Korean tourists who came to travel in Thailand. And then, she decided to learn Korean because she thought it was a new language, eventually, she gradually fell for the language. On the other side, the businessman has used the Korean language for their additional skill. One businessman claimed that the Korean language is excessively niche but worth for learning as an additional language, not for the main usage. Therefore, she has used Korean for consuming entertainment contents and communication with her friends and clients.

Due to the diverse genres of people in this group, their perspective of the Korean wave seemed unlike the group of undergraduate students. Most of the key informants noted that the Korean wave popularity is now stable or downtrend. Most of the comments mentioned that Korean products are now an oversupply. Besides, both global and Thai economy was hit by the recession. The purchasing power keeps reducing. As a result, the Korean wave has no way to be more flourishes. However, in terms of language, which was greatly supported by many organizations, tends to continue growing. Many universities have planned to open the Korean language as their major subject because the language was certified by NIETS. As a consequence, the skilled-labor market certainly was affected as the number of Korean-speaking workers will continuously increase in the future.



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CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

When the era of the battle war is ended, the United States, who seeks to show its own power, has seen the new opportunity to spread out its influences. The US has turned from using Hard Power to the Soft Power, which focuses on persuasion and making the targets willing to accept its influence by themselves through exporting cultural resources, high-technology and any products which everyone can easily access.

The technology and developed instruments from Globalization intensively enhance the soft power export. Globalization allows everyone to connect and exchange information freely. It has motivated human's curiosity, and also help people to pursue new knowledge from all over the world. South Korea is one of the countries that has overcome the aftermath of the war. Its economy was developed rapidly, furthermore, similar to the US, South Korea discovered the opportunity in using the Soft Power. It firstly adopted the Soft Power influence from the US and then reproduced as their own brand. South Korea started to export and expand influence through media that be easily reached, then distribute various products.



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Within a short period, Thailand has consumed all South Korea's soft power resources, starting from entertainment media, technology, fashion, food, et cetera. The Korean-related business values in Thailand are extremely increased. The popularity of Korean language is flourished, from elective subjects with less than ten students in several universities to more than hundreds nowadays. The huge attention in the Korean language has contributed profits to the language institute business, many secondary schools have opened the Korean language course as the main subject. Likewise, in many universities, they have opened the Korea center and Korean majors. The importance of the Korean language was gradually highlighted, for example, the Korean language was added to the admission, scholarships and funds from many organizations and so on.

According to the in-depth interview, despite the diverse causes in learning the Korean language, all key informants are associated with the influence of South Korea's soft power in one way or another. Whether using language for one's integrative motivation such as enjoying hobbies and communicating with Korean friends or for instrumental motivation for instance, supporting one's own works and doing foreign business, everyone has recognized the significance of Korean language because they realized that it was the best path to rapidly and validly access their desires which related the resources from South Korea's soft power. Therefore, the extension of Korean language learners in Thailand has increased the number of skilled workers who are able to use Korean language, this phenomenon will lead to

the extension of Korean-related business sectors such as import-export goods, technology, cosmetics, restaurants, fashion, mobile game, et cetera, which were brought to sale for Thai consumers, once again arouse their demand, and finally return to the progression of soft power reproduction, or being as the cycle that was illustrated in the conceptual framework (1.7). Lastly, this trustworthy cycle will continue to enhance the popularity of Korean Wave in Thailand, at least if there is no tremendous change in Thailand.

5.2 Recommendations

5.2.1 Recommendation to Korean Learners

The researcher proposed that even though Korean trend is still maintaining their popularity among Thai society, referring to the product life cycle theory, if it had reached the maturity stage, then the decline stage may come after facing these the turning points:

5.2.1.1 The rapid change of world trend and the socioeconomic transformation in Thai society

5.2.1.2 The enormous development in Thai trend

5.2.1.3 The government intervention

Hence, it is important for any people who plan to study Korean language or start a business about Korean, to carefully concern before making their decisions. As

same as, the related-sectors, they have to start thinking about the risk management and figuring out a contingency plan earlier.

5.2.2 Recommendation for Future Study

For more valid analysis and the reliable result in similar topics, quantitative research is important to continue. Numerous people will emphasize the relation between language and South Korea's soft power in Thailand more effectively.

About comparative research, the researcher must be aware of the differences between contexts. For example, if the researcher wants to compare with the J-POP case, there are many distinguished points such as the history of relation, kinds of soft power resources, socioeconomic transitions in Thailand and so on. Moreover, I think that the entertainment sections are interesting and worth studying in order to apply in Thai entertainment.

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APPENDICES



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The in-depth interview scripts

Group of Undergraduate Students (9 Persons)

1. Key Informant: Sasikamon Prawatdee

Age: 20 Sex: Female

University: Bansomdejchaopraya Rajabhat University

Year: Sophomore (2)

Q: Have you ever been to South Korea before attending a college?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: I've known about South Korea since I was 10 years old. It was spread from my neighbor sister, she watched the channel of Korean song every day.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: My first impression of South Korea is a Korean Boy Band (Singer). I think there is a system that quite different from Thailand. It's so amazing. Recently, I satisfy their modern society, their cheap and good quality cosmetics and their transportation, which all people can access every service by using just one card.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I think their celebrities (Singer, Actor and Actress), because people can perceive their contents so easily.



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Q: What do you think about the future K-POP trend in Thailand?

A: If there are more various contents and the fans of Korean celebrities are still supporting, the Korean Wave will tend to be continued.

Q: How long you've learned the Korean language?

A: 2 years

Q: Why did you choose the Korean language as a major or minor?

A: Actually, I chose it because I like the Korean Boy Band. I'd like to know what they talk, but when I seriously studied, I found out that this language is very new and complicated than I've thought. I used to give up and decide to re-admission again, but finally, I've tried challenging myself again, and right now I really love the Korean language from the language itself. Even though in the future, I'll no longer interest in the Korean Boy Band, I'll still happy in learning the Korean language.

Q: What did you expect from studying Korean language as a major or minor?

A: I want to be an interpreter.

Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: Our University has recently opened a Korean major, so there are few students. I think it's advantageous because the professors can access all over students. About the lectures, I have to study the Korean language 4 hours per day. There are grammar, listening-speaking, reading-writing and the translation for music and movies. I especially prefer the translation course, because I can listen to music during the class and it's not much stress. In my perspective, if you study hard, this study plan is enough in order to live in South Korea.

Q: What are the pros and cons of the Korean language?

A: In the Korean language, there are indicative words, which signify what is subject or verb or object in the sentence. Even changing the position of phrases if the indicative



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words are put in a corrective way, It is able to understand the sentence. Anyway, one of the disadvantages in the Korean language is complex in usage and a lot of grammatical patterns.

Q: Did you ever use the Korean language in your daily life? How?

A: Yes I do, I still use it every day. Being a fan of Korean Boy Band, I have to follow the Korean news sources such as Twitter. If I have some free time, I'll translate my favorite songs from Korean to Thai. I've tried to watch Korean TV programs without subtitle although I'll not understand all of the programs. If I feel any doubts about the language, I'll ask Korean native speakers via chatting.

2. Key Informant: Anonymous (praew.s_tk@hotmail.com)

Age: 22 Sex: Female

University: Silapakorn University

Year: Senior (4)

Q: Have you ever been to South Korea before attending a college?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: Since I was in junior high school, I've known about South Korea from the music and travel TV programs.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I've started from listening to Bigbang's songs, which made me feel strange and interested. I was following up their songs along with learning about South Korea's tourism. My current impressions are the ways South Korea developed its own country and cultural preservation. I think it's very effective and interesting.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Transportation, It's quite comfortable and easy to get in various areas. It's very beneficial, especially for foreigner tourists.

Q: What do you think about the future K-POP trend in Thailand?

A: I think it is getting more popular in Thailand.

Q: How long you've learned the Korean language?

A: 3 years.

Q: Why did you choose the Korean language as a major or minor?

A: I love to listen to Korean music, but I don't know any meanings at all. Therefore, I decided to learn the language. I'd love to go around South Korea for learning their culture as well.

Q: What did you expect from studying Korean language as a major or minor?

A: I'd like to do work about the hotel and tourism management that I can communicate in Korean.

Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: There are around 30 persons in a senior year and we have to study Korean 18-20 hours per week, I'd rather choose listening-speaking courses than grammar courses, because I think it's more useful and related to my career interesting.

Q: What are the pros and cons of the Korean language?

A: In case of pros, Korean has an easy alphabet set. Even you don't know the meaning, you can read it easily. In contrast, its pronunciation and complicated grammars also are important cons as well.



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Q: Did you ever use the Korean language in your daily life? How?

A: Not much, because I didn't usually study with Korean native speaker and almost classes were taught in Thai. Except for Korean classes, I can only use Korean when I chatted with my Korean friends or traced the sources of K-POP news.

3. Key Informant: Anonymous (twitter @3_3iq)

Age: 20 Sex: Female

University: Maharakram University

Year: Junior (3)

Q: Have you ever been to South Korea before attending a college?

A: No, I haven't.

Q: When you've started to know about South Korea? Where?

A: I knew South Korea from drama series since I was in primary school.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: It began from watching drama series. I think the contents are interesting and not cliché. Since then, I started to listen to Korean music and followed Korean singers. Right now, my most favorite Korean celebrity is a Korean boy band named EXO, which has a lot of talented members and creative concepts.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I think it is entertainment celebrities because the contents are cushy to consume. Moreover, South Korea also has provided the promotion of contents in foreign countries around the world.



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Q: What do you think about the future K-POP trend in Thailand?

A: Their popularity tends to be continued due to the huge K-POP fans in Thailand.

Q: How long you've learned the Korean language?

A: About 5 years

Q: Why did you choose the Korean language as a major or minor?

A: I chose it because my favorite boy band uses Korean to communicate. I will be pleased if I know their messages or what they want me to know directly.

Q: What did you expect from studying Korean language as a major or minor?

A: I might not get Korean-related work, but if there are any opportunities, I'd like to do work on translation.

Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: I have about 60 classmates, and we have to study Korean for at least 3 hours per class and 2-3 classes per week. All lectures will cover all the abilities we needed; listening, speaking, reading, writing and grammar. Anyway, I think we should find more materials for themselves as well. Personally, I like reading and grammar, because it suits my learning style that highlighted on analyzing and comprehensive reading.

Q: What are the pros and cons of the Korean language?

A: About the pros, a set of the alphabet is not complicated and sometimes we can talk without indication words. On the other hands, it's hard to find the differences between some vowels such as e (ㅔ) and ae (ㅐ), and the grammar is quite indistinguishable.



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Q: Did you ever use the Korean language in your daily life? How?

A: Not much as it should have. I mostly talk with myself because there is no native speaker to make a conversation.

4. Key Informant: Chutikarn Yothatip (pinchtk@gmail.com)

Age: 18 Sex: Female

University: Srinakharinwirot University

Year: Sophomore (2)

Q: Have you ever been to South Korea before attending a college?

A: No, I haven't.

Q: When you've started to know about South Korea? Where?

A: Since I was in primary school, I knew it from K-POP.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: It may start from a singer, but when I was learning more about South Korea, I've impressed its technology the most. Owing to having many big technological businesses, South Korea seems to always improve itself, and has the potential to be one of the technological leaders in the future.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Entertainment media and celebrities. South Korea attempted to export various cultural products, and used the celebrities and entertainment media as the tools for promoting all around the world.



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Q: What do you think about the future K-POP trend in Thailand?

A: The trend will be continued because the Korean entertainment industry already knows their targets so well.

Q: How long you've learned the Korean language?

A: 2 years

Q: Why did you choose the Korean language as a major or minor?

A: I love Korean celebrities, but when I deeply learned more about the Korean language, I've become more interested in the language, and also Korean culture.

Q: What did you expect from studying Korean language as a major or minor?

A: I want to be an interpreter or a Korean coordinator staff.

Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: There are 54 students in my class. We have both Thai and Korean professors, so normally we divide all classes into 2 sections, and students have to study the Korean language 3 hours per class and 2 classes per week. In my opinion, this plan isn't enough in order to boost the language ability. I like the lecture, Korean for communication, the most because I can talk with the real native speaker.

Q: What are the pros and cons of the Korean language?

A: We can learn something news; cultures, society, etc. through the Korean language, but sometimes some contents are too hard to understand.

Q: Did you ever use the Korean language in your daily life? How?

A: Just a little, mostly using for reading news, social network service.

5. Key Informant: Anonymous (daear@gmail.com)

Age: 19 Sex: Female



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University: Srinakharinwirot University

Year: Sophomore (2)

Q: Have you ever been to South Korea before attending a college?

A: No, I haven't.

Q: When you've started to know about South Korea? Where?

A: I knew it from the historical drama series since I was young.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I'm firstly impressed with historical drama series, and continued to the Korean art nowadays.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Entertainment, cosmetics, celebrities, plastic surgery and the medical profession

Q: What do you think about the future K-POP trend in Thailand?

A: It will gain a lot of popularity.

Q: How long you've learned the Korean language?

A: 4 years

Q: Why did you choose the Korean language as a major or minor?

A: I like language itself, the culture, and I just want to get my third language.

Q: What did you expect from studying Korean language as a major or minor?

A: I want to be a flight attendant or a translator.



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Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: Normally, we have to study 3 hours per class and 3-4 classes per week. I think it's enough for me. I especially love the cultural lecture.

Q: What are the pros and cons of the Korean language?

A: This language is very easy to learn, however, it's quite not boom as I've expected.

Q: Did you ever use the Korean language in your daily life? How?

A: I usually use it for watching drama series, TV programs, and listen to music.

6. Key Informant: Anonymous (twitter @yourdione)

Age: 19 Sex: Female

University: Srinakharinwirot University

Year: Sophomore (2)

Q: Have you ever been to South Korea before attending a college?

A: No, I haven't.

Q: When you've started to know about South Korea? Where?

A: Perhaps grade 1, my mother's colleague is Korean.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: My first impression is a TV program named "Star King", but right now I love fashion, arts and music. I think South Korea values these things more than Thailand. Korean fashion grows very fast, as same as Korean music, which is unique and various.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Entertainment media! Many people were fallen into South Korea after experiencing its entertainment contents, which has influenced people so easily. In fact, Korean technology is more influenced and distinguished than entertainment, but people didn't notice it much.

Q: What do you think about the future K-POP trend in Thailand?

A: It will be the same as these days because South Korea is continuing to improve itself.

Q: How long you've learned the Korean language?

A: 4 years

Q: Why did you choose the Korean language as a major or minor?

A: I interested in learning languages, so I've chosen the language that I will see in my daily life.

Q: What did you expect from studying Korean language as a major or minor?

A: I want to be an interpreter, a translator or an author

Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: I have 55 friends in my sophomore year, and we have to study the Korean language 6 hours per week. I feel it's too little, and it's similar to passive learning. I didn't use all abilities as it should be.



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Q: What are the pros and cons of the Korean language?

A: Hangeul system (the alphabet system) is a piece of cake! Anyway, the grammar is extremely different from Thai. It made me confused, also the natural sense of usage requires the native speaker's experience to understand.

Q: Did you ever use the Korean language in your daily life? How?

A: Mostly spend on listening and reading Korean contents

7. Key Informant: Ploypailin (twitter @goboyoen)

Age: 22 Sex: Female

University: Maharakram University

Year: Junior (3)

Q: Have you ever been to South Korea before attending a college?

A: No, I haven't.

Q: When you've started to know about South Korea? Where?

A: I've known South Korea from a historical drama series named Dae Jung Geum

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Korean Entertainment! Firstly, I just like music, it's pretty catchy and easy to listen. After that, I've tried to study more about South Korea, then I found more interesting contents such as language and culture.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Technology. South Korea technology is so innovative. There are many big export-oriented companies, which brought South Korea is well-known, and they also have

imported other technologies for improving their homeland such as T-MONEY card and so on.

Q: What do you think about the future K-POP trend in Thailand?

A: K-POP played a role as a dynamic force for Thai entertainment developing. Its music or performance will force Thai entertainment in order to adapt itself. According to the K-POP trend, the goods from South Korea will increasingly be imported to Thailand.

Q: How long you've learned the Korean language?

A: 4 years.

Q: Why did you choose the Korean language as a major or minor?

A: It's easy for me to read and my previous Korean professor is so impressive. I want to learn more Korean because of her.

Q: What did you expect from studying Korean language as a major or minor?

A: I want to be a teacher.

Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: For the required subjects, I have to study for 3 hours per class. It will cover the following abilities; listening, speaking, reading and writing. Only for the junior year, there are several subjects that were added including, printing media, teaching, hotel and tourism and so on. Personally, I think it's not enough to improve language ability due to the wrong instruction. Some professor has tried to give me a test, therefore it has forced me to focus only on learning to memorize answers. I have to find more materials outside my class such as TOPIK. There are about 55 students in my batch.



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Q: What are the pros and cons of the Korean language?

A: In the case of cons, I think Korean grammar is very difficult, especially, the causative and passive sentence (피동사동). Some Koreans told me that the usage is up to the feeling.

Q: Did you ever use the Korean language in your daily life? How?

A: I mostly use Korean for talking with professors and friends.

8. Key Informant: Anonymous (twitter @sesawol)

Age: 20 Sex: Female

University: Thammasart University

Year: Freshman (1)

Q: Have you ever been to South Korea before attending a college?

A: No, I haven't.

Q: When you've started to know about South Korea? Where?

A: Since I was in grade 6, it began from music first.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: As I told you earlier, I've started listening to K-POP, then right now my most favor definitely is the entertainment (especially, drama series). Korean drama series isn't cliché, and always minds about the consumer's demand.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)



A: Celebrities. Nowadays, K-POP trend gains so much attention from people around the world. Korean music has broken out the language barrier and spread out its unlimited music to the world such as BTS and Blackpink.

Q: What do you think about the future K-POP trend in Thailand?

A: Thanks to the globalization, Korean Wave is still going up in Thailand.

Q: How long you've learned the Korean language?

A: 6 months

Q: Why did you choose the Korean language as a major or minor?

A: I interested in the Korean language, and I want to use it for communicating with people.

Q: What did you expect from studying Korean language as a major or minor?

A: I plan to apply a scholarship for study in South Korea and perhaps get ome jobs in the entertainment industry.

Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: My University only has the Korean language for a minor. I have to study the Korean language or Korean-related subjects for 8 subjects, so I've decided to enroll for one subject per semester. Every Korean language class will have 25 students per class, and almost the Korean language classes will inform the grammar and vocabulary as a main. I have to study for 3 hours per week, and It's enough for me to take a language proficiency test; TOPIK.

Q: What are the pros and cons of the Korean language?

A: The Korean language is beautiful and delicate. Its alphabet form is cleaner than Chinese or Japanese. Nevertheless, many hierarchies of its grammar made me confused, similar to the irregular rules and pronunciation as well.



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Q: Did you ever use the Korean language in your daily life? How?

A: Yes, I do it for my hobbies such as watching drama series, listening to music, following celebrities' Instagram, reading Korean news, etc.

9. Key Informant: Weerawan Kasom

Age: 23 Sex: Female

University: Silapakorn University

Year: Senior (4)

Q: Have you ever been to South Korea before attending a college?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: I've known from TV drama series; Dae Jung Geum and Full House.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Maybe the entertainment media. In my perspective, it has access to people so easily, then other things are able to follow up. Recently, the interesting thing for me is Korean food. It made me surprise every time I've seen the new fusions of Korean food in a restaurant or a convenience store.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I think its technology from the Chaebol groups such as SAMSUNG; smartphone and electronics appliances.



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Q: What do you think about the future K-POP trend in Thailand?

A: Its popularity will be stable at the current rate or decrease. Actually, it has declined from previous years but didn't fall apart yet. The trend will keep continuing at least 10-20 years ahead.

Q: How long you've learned the Korean language?

A: 4 years.

Q: Why did you choose the Korean language as a major or minor?

A: I love Korean celebrities.

Q: What did you expect from studying Korean language as a major or minor?

A: Anything that uses the Korean language frequently.

Q: Could you please tell me about your university? How about the study plan? And in your opinion, is it enough to improve the language ability?

A: I have to study the Korean language 13-15 classes per week, so it's definitely enough. I have 30 friends in the same year (both major and minor) and I like cultural subjects the most.

Q: What are the pros and cons of the Korean language?

A: The alphabet is easy to pronounce, but there are so many homonym and synonym words, which required the context perception.

Q: Did you ever use the Korean language in your daily life? How?

A: So-so, I mostly use for translation.

Group of Workers and Other Related-persons (11 Persons)

1. Key Informant: Anonymous (@mimoriin)

Age: 27 Sex: Female

University: Sookmyung Women's University

Certification: M.A. Korean Language

Current Career: Employee

Salary: more than 50K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: 13 years ago, by watching a Korean TV program.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I've started from watching Korean movies, and extended to more contents since then.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Entertainment. I think South Korea has emphasized on this strength, it also has provided the funds for promoting Korean entertainment.

Q: What do you think about the future K-POP trend in Thailand?

A: In the promotion like nowadays, K-POP can keep its popularity continuously.

Q: How long you've learned the Korean language?

A: 6 years

Q: Why did you learn the Korean language?

A: I want to communicate with Korean people by myself.



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Q: What are the pros and cons of the Korean language?

A: It's quite easy at the beginning because of a few numbers of alphabets. Anyway, this language only uses in Korean, hence, the opportunities will be limited.

Q: Could you please tell me a little bit about your current career? Does it relate to the Korean language?

A: My current company is the plastic surgery hospital, so I normally use the Korean language in my everyday life.

Q: Did you ever use the Korean language in your daily life? How?

A: Yes, I use it for daily communication.

2. Key Informant: Anonymous (twitter @sweetyyok)

Age: 28 Sex: Female

University: Ehwa Women's University

Certification: M.A. in Business

Current Career: Assistant Officer

Salary: more than 50K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: Since 2001, via K-POP

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: K-POP



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Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: K-POP

Q: What do you think about the future K-POP trend in Thailand?

A: It will more boom for sure.

Q: How long you've learned the Korean language?

A: 10 years

Q: Why did you learn the Korean language?

A: K-POP

Q: What are the pros and cons of the Korean language?

A: For the cons, I think the sentence structure is very different from Thai.

Q: Could you please tell me a little bit about your current career? Does it relate to the Korean language?

A: Now, I'm working at the Royal Thai Embassy in Seoul, South Korea, so Korean was used every day.

Q: Did you ever use the Korean language in your daily life? How?

A: Yes, I do. As I told you earlier, I used it for explaining works details or contact with Korean officers in my office.

3. Key Informant: พิมพ์พลอย ไวยากรณ์

Age: 26 Sex: Female

University: Silpakorn University

Certification: B.A. Korean Language

Current Career: Employee

Salary: more than 50K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: I've firstly known a Korean singer since I was in grade 10.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: My first impression is a Korean singer, and right now I'm staying in South Korea. Since living in Seoul, I really like transportation. Besides convenience, it helps people a lot in order to arrange their daily life. Furthermore, I'm still thinking that good transportation will lead to economic development as well.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: The entertainment industry. Without drama series, music, TV programs or celebrities, there will no South Korea's success as today.

Q: What do you think about the future K-POP trend in Thailand?

A: The trend will probably continue or gain more popularity. We can't compare Korean Wave to other trends such as J-POP or C-POP due to focusing on different targets. Moreover, South Korea has tried to blend itself to the globalization, they've scouted many foreign celebrities, and added them into the Korean entertainment industry.

Q: How long you've learned the Korean language?

A: 7-8 years

Q: Why did you learn the Korean language?

A: Korean Singers

Q: What are the pros and cons of the Korean language?

A: It's easier than Japanese and Chinese, but only use in Korea.

Q: Could you please tell me a little bit about your current career? Does it relate to the Korean language?

A: Now I'm a temporary officer in the Royal Thai Embassy in Seoul, South Korea.

Q: Did you ever use the Korean language in your daily life? How?

A: Even though I have to use Korean every day due to staying in South Korea, I only use just 20-30 percentage in my office, because there are more Thai people than Korean in the office.

4. Key Informant: Anonymous (ongor.rp@gmail.com)

Age: 28 Sex: Female

University: Silpakorn University

Certification: B.A. Korean Language

Current Career: Preparing for a Master degree

Salary: below 15K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: Since I was in high school, via Korean celebrities.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.

A: I started with Korean celebrities, but right now I prefer its transportation and tourism.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Korean celebrities. I think when they're famous enough, the popularity will boom rapidly. As a result, it is able to support the advertisement, cosmetics business, tourism and so on. For example, there are A's (A celebrity name) trip, the cosmetics and goods trend (following celebrities), etc.

Q: What do you think about the future K-POP trend in Thailand?

A: As long as these Korean Idols are continuously produced, the trend will keep continuing.

Q: How long you've learned the Korean language?

A: 4 years in university and 9 months in a language institute.

Q: Why did you learn the Korean language?

A: I just want to know what my favorite singers say.

Q: What are the pros and cons of the Korean language?

A: For pros, it has brought me to learn more about South Korea such as technology, knowledge, etc. For cons, job opportunities are limited, it will be problematic in the future if the demand and supply aren't compatible together.

Q: Could you please tell me a little bit about your current career? Does it relate to the Korean language?

A: I used to be an interpreter, but now I'm preparing for my master degree which will start very soon.



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Q: Did you ever use the Korean language in your daily life? How?

A: Yes, I use it for studying and living.

5. Key Informant: Anonymous (@_cminoon)

Age: 23 Sex: Female

University: Srinakharinwirot University

Certification: B.A. Korean Language

Current Career: Freelance

Salary: below 15K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: Since 2007, I knew South Korea from drama series.

Q: What is your first impression of Korean Wave or South Korea? and How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: My first impression of South Korea is a neat city and convenient transportation. Nowadays, I interested in tourism, new creative cafes and restaurants.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I think it's the entertainment media. It's glaringly obvious that Korean Idols can continue to make money for South Korea.

Q: What do you think about the future K-POP trend in Thailand?

A: It will go on, not only Korean idols but also products endorsement, etc.



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Q: How long you've learned the Korean language?

A: more than 5 years

Q: Why did you learn the Korean language?

A: Except Korean Idols, I've studied Korean because I think it's a new language, easy to memorize and it will be good for finding some jobs in the future.

Q: What are the pros and cons of the Korean language?

A: It brings me jobs, and help me communicate with friends. About disadvantages, Korean grammar is very different from Thai, so it will obstruct foreign people in order to use it naturally.

Q: Could you please tell me a little bit about your current career? Does it relate to the Korean language?

A: I mostly do work as an interpreter and general staff for Korean events in Thailand.

Q: Did you ever use the Korean language in your daily life? How?

A: Sometimes, for talking with Korean friends, reading news and Korean novels.

6. Key Informant: Anonymous (wanwaan309@hotmail.com)

Age: 23 Sex: Female

University: Silpakorn University

Certification: B.A. Korean Language

Current Career: Freelance

Salary: more than 15-30K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: Since I was in junior high school, I knew South Korea from watching a TV program.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: The first crush is K-POP, but after visiting South Korea once, I prefer transportation, cosmetics, and idols.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Entertainment, because it was spread out not only in Asia but around the world right now.

Q: What do you think about the future K-POP trend in Thailand?

A: It tends to drop from earlier.

Q: How long you've learned the Korean language?

A: 5-6 years

Q: Why did you learn the Korean language?

A: I love K-POP

Q: What are the pros and cons of the Korean language?

A: It has become a significant skill in finding jobs more easily.

Q: Could you please tell me a little bit about your current career? Does it relate to the Korean language?

A: I'm now an interpreter.

Q: Did you ever use the Korean language in your daily life? How?

A: Of course! It's my main tool.

7. Key Informant: Patcharapa Sutherakarn (@p_chrp)

Age: 26 Sex: Female

University: Mae Fah Luang University

Certification: B.A. Business Chinese (Exchange Student of Duksung Women's University, South Korea)

Current Career: International Coordinator

Salary: 30-50K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: I've known about South Korea from my family's business. We have some Korean clients who wanted to build a golf course in Thailand. And then, 2009, I started listening to K-POP music, and enjoying with my younger sister. We finally decided to visit South Korea for K-POP concert in 2010.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: It started from my first time visiting South Korea. At that time, I and my sister were very young, so everything in South Korea seemed fantastic to me. Its technology was on the cutting edge. Transportation was very convenient as same as the city, Seoul, which was so clean and neat. Tourist attractions were interesting, and its industries have attracted attention from people all around the world.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: No.1 definitely is K-POP. It's so influenced since the past until now.



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Q: What do you think about the future K-POP trend in Thailand?

A: I think that this trend will continue for a while because, in the entertainment industry, the old one will out and the new one will come instead, like a cycle. About Korean-related business, as a business insider, there is no one can be stable, especially, the business that has used Korean celebrities for endorsement, They aimed to get a target; a fan club, but hiring Korean celebrities didn't make them rooting for products, because they only love their favorite idols, not products. The marketing plan like this could not be expected for long-term success. It will temporarily increase the number of sales, but when the popularity of presenter has declined or the endorsement contract was ended, the number of sales also decreased as well. Hence, there is no brand signed a long-term contract with celebrities. Other businesses that also related to the Korean wave is a retailer, restaurant or a lot of things that used the "Korean Style" concept. These businesses were established by relying on the Korean wave, some owners did not even know the products or how to do business. Therefore many businesses have to shut down themselves, not only in Thailand but in South Korea itself as well. Furthermore, the Korean wave rapidly changes all the time, so if you want to succeed any related-businesses, you have to up-to-date and be a fast adjustment more than anyone else.

Q: How long you've learned the Korean language?

A: I learned it myself and with a private tutor since 2010, then more seriously studied when I've been in South Korea for being an exchange student in 2014.

Q: Why did you learn the Korean language?

A: I just like it and want to know what Korean people talked, but right now I think it is beneficial for me. The more abilities mean the more opportunities.

Q: What are the pros and cons of the Korean language?

A: About the pros, firstly, it gets rid of a language barrier in order to enjoy Korean contents such as drama series, movies, music, etc. Secondly, it's very helpful for people who want to go to travel or have to do business with Korean people who



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didn't use English so well, thirdly, the language is easy to learn by oneself. Lastly, there is still a few numbers of Korean speaker in Thailand, so it will bring more work opportunities for people who is looking for some languages to learn. In contrast, the Korean language is still too niche, it can't compare with other worthy languages such as Chinese, and the complicated structure of language will be problematic for the advanced learners.

Q: Could you please tell me a little bit about your current business? Does it relate to the Korean language?

A: My family's business is about the agricultural equipment and machinery. Sometimes, I have to contact with Korean companies.

Q: Did you ever use the Korean language in your daily life? How?

A: As I told you, I use Korean sometimes for communicating with Korean suppliers, friends and clients.

8. Key Informant: Orapa Ngamprasertsit

Age: 29 Sex: Female

University: Thammasart University

Certification: B.A. Psychology

Current Career: English Private Tutor

Salary: 15-30K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: I didn't exactly remember the first time, but it's more appeared when I was in junior high school, maybe from the girl band named Baby V.O.X.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I've firstly crushed in South Korea after watching a Thai movie, "กวน มีน โส (Hello Stranger), 2010" Therefore, my friends and I decided to make a trip to South Korea. I personally think that there are many new things were added every time I visited, so It feels fresh and also the convenient transportation and good accommodations. I think I impressed its tourism the most.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Celebrities and entertainment media. South Korea can export its entertainment industry to all around the world in a few years. It hit many markets such as the SEA countries. I can guarantee that Korean entertainment has gone more viral than the previous countries (J-POP and C-POP).

Q: What do you think about the future K-POP trend in Thailand?

A: It will break even or continue going up.

Q: How long you've learned the Korean language?

A: My Korean study is quite occasional. I firstly studied Korean since I was a sophomore, as an elective subject. Then I started a private course outside a university, and now I'm continuously studying by myself.

Q: Why did you learn the Korean language?

A: Frankly speaking, I've just followed my friends, I thought that it seems so niche and worth as being my third language.



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Q: What are the pros and cons of the Korean language?

A: About advantages, it has become my new language skill. Currently, there are many Korean businesses that has grown in Thailand. I think learning Korean will lead to gain new opportunities from the Korean wave. Actually, not only Korean but learning any languages is beneficial for every people. Languages are worth a try.

Q: Could you please tell me a little bit about your current business? Does it relate to the Korean language?

A: I mainly focus on being an English tutor, but sometimes I teach basic Korean too.

Q: Did you ever use the Korean language in your daily life? How?

A: Except using for teaching, I barely speak Korean in my daily life, just use it for reading and watching online media contents.

9. Key Informant: Chonpapat Payom (twitter @phoebee_store)

Age: 28 Sex: F

University: Chulalongkorn University

Certification: B.S. Food Technology

Current Career: Teacher and Online Vender

Salary: 30-50K per month

Q: Have you ever been to South Korea?

A: Yes, I have.

Q: When you've started to know about South Korea? Where?

A: I'm not sure, just knew it from the drama series, which aired on Thailand's free broadcast (Channel 7).

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: First and current impression is still the same, Korean celebrities. They are my entertainment and my comfort zone.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Entertainment. I think the government has so much emphasized on it, and of course, it's worth.

Q: What do you think about the future K-POP trend in Thailand?

A: I think it will keep continuing.

Q: How long you've learned the Korean language?

A: 3 years, as occasionally.

Q: Why did you learn the Korean language?

A: I just want to directly communicate with my favorite celebrities.

Q: What are the pros and cons of the Korean language?

A: The hardest point for me is pronunciation. The advanced grammar is very difficult as well.

Q: Could you please tell me a little bit about your current business? Does it relate to the Korean language?

A: I normally pre-order any goods from South Korea such as CDs, cosmetics, stationery, etc. A Korean language is a tool in order to contact with suppliers.

Q: Did you ever use the Korean language in your daily life? How?

A: Yes, approximately 20 percentage, I mostly use it for consuming media contents.

10. Key Informant: Supaporn Boonrung



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Age: 38 Sex: Female

University: Ehwa University

Certification: M.A. Korean language

Current Career: Professor at Chulalongkorn University

Salary: 30,000-50,000 baht

Q: When you've started to know about South Korea? Where?

A: Since grade 9, my family has a Korean restaurant in Phuket. I'm not sure about the actual time, maybe 1995.

Q: What is your first impression of Korean Wave or South Korea? How about the recent impression? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: There was no Korean wave at that time, I chose Korean language because it was a newest major, and I just want to teach Korean for Thai guides. After continuing study, I've become clicked with the language. Nowadays, I still impressed the language, I feel like it's my way, that's all.

Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: Monitoring from the past until now, it can't deny that Korean Wave is a very powerful influence. Looking back to 2000, there are below 10 persons in the Korean class, almost students only have focused on the language. But when I was in Seoul, studying master degree, there initially are group tours from Thailand which aimed to watch Dae Jung Geum's scene locations. I got little jobs from being a volunteer guide. I came back to Thailand after finishing master degree, and saw that many Korean singers started gaining popularity over Thai people such as RAIN. Nowadays, no one doesn't know Korean celebrities. 80-90% of my current students chose studying Korean language because of K-POP.

Q: What do you think about the future K-POP trend in Thailand?

A: In my opinion, the Korean wave currently a little bit dropped down. Actually, the real powerful South Korea's soft power, which always is motivated by government is the technology. Korean wave is still unstable, it depends on many trends, and therefore it is unpredictable.

Q: Do you think that Korean Wave will continuously impact the Korean education in Thailand?

A: If you implied that Chulalongkorn University has released Korean language major because of Korean wave, it is definitely not. We has opened the major for producing skilled-workers, who using Korean language. Frankly speaking, people who decided learning Korean because of K-POP, usually quit when they have reached their expectation, for instance, they can read the song lyrics, or basically understand drama series. Most of people will stop at intermediate level. Nevertheless, adding Korean to PAT, it was caused by the Korean wave's influence. Thai government has seen opportunities from Korean wave, and aimed to provide a chance to students, who want to change their crush to their career path. Adding Korean to PAT, their parents will think that learning Korean isn't worth anymore.

Q: How about the current status of Korean education in Thailand?

A: There are about 70 secondary schools teaching Korean as their main program. The number of Korean students in Thailand is approximately 30,000 students. Comparing with the first time I was lecturer (2007), there were just 5 persons per class, but right now there are 100 persons per class (an elective subject).

Q: What are the pros and cons of the Korean language?

A: Beginning is easy, but there are many hierarchies of language and a complicated grammatical system.

Q: How long you've lectured the Korean language?

A: 7 years. 12 years including study master degree.



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Q: What did your students normally do after graduation?

A: An interpreter, a flight attendance, an employee in Korean company, Study abroad, a lecturer, etc.

11. Key Informant: Isariya Patee

Age: 32 Sex: Female

University: Ehwa University

Certification: M.A. Korean language

Current Career: Professor at Chulalongkorn University

Salary: 30,000-50,000 baht

Q: I've heard that now Chulalongkorn University already releases the Korean major, could you please tell more about the Korean major?

A: It has just started in 2018, and the first generation will be approved in this coming semester. We expected that our first generation will have about 40 persons. It depends on the students' grade.

Q: How about the study plan? Are there any special lessons or programs for students?

A: Firstly, we have prepared 4 skills-lectures; speaking, reading, writing, listening, cultural lectures and entertainment lectures for our students. Furthermore, there is a special lectures, which Ehwa University has associated and many scholarships and educational funds from Korean organizations such as Korean Foundation, POSCO, SNU, etc.

Q: When you've started to know about South Korea? Where?

A: 2002 FIFA world cup, then I've become a fan of a Korean football player named Ahn Jung Hwan.



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Q: In your perspective, what is the best strength point of South Korea? Why? (Ex. Entertainment, Language, Technology, Society, Games, Arts, Transportation, Tourism, Cosmetics, Goods, Celebrities, etc.)

A: I think South Korea is really good at entertainment. Its dramas series can endorse both goods and tourism at the same time.

Q: What do you think about the future K-POP trend in Thailand?

A: I don't know how long the Korean wave will continue, but right now it's still booming. It may depend on the current trend, however, within 5 years I think this language is worth to learn.

Q: How long you've lectured the Korean language?

A: About 3 years.

Q: Why did you learn the Korean language?

A: Hearing soundtracks from Korean movies and drama series, I think the sound is beautiful and attractive, so I started learning Korean language since then.

Q: What are the pros and cons of the Korean language?

A: For advanced users, there are many jobs waiting for them, because most people will often stop studying at the intermediate level. As you already know, almost people learned Korean just to understand entertainment contents, so there are still a few numbers of fluent users.

Q: Have you ever ask your students about why they want to learn the Korean language?

A: Of course. Most of the students were influenced by their favorite celebrities.



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Q: Do the Korean celebrities really have so much impact on your students?

A: Why not? I also was motivated by a Korean football player, and continued with TVXQ; a Korean Boy Band. It has brought me to want to be an interpreter. There actually are rarely students who only focus on the language itself.

Q: What did your students normally do after graduation?

A: Most of them further study both in Thailand and abroad. Someone goes work in Korean companies, teaching in a language institute, being a private tutor, an air hostess, an interpreter, doing freelance, etc.



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VITA

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