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

The Habibie Center

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

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Korea Foundation

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About The Habibie Center

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

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

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

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

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

Foreword

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

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

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

In this regard, this South Korea in the Perspective of Millennial Generation: Survey Evidence in Surabaya is, at one point, a timely publication on the current state of people-to-people ties between Indonesia and South Korea.

At another point, the public opinion survey is the extension of the previous public opinion survey conducted in DKI Jakarta last year. These two study cases are designed to be further followed by similar surveys in other cities in following years in order to draw a nationally bigger portrait of Indonesia-South Korea relations at all diverse aspects and perspectives.

Produced by The Habibie Center with the generous support of the Korea Foundation, the report highlights a number of findings surrounding Indonesians' experience of interacting with South Korea, their perceptions of the country and its people, and their views of South Korean culture, products, and the wider bilateral relationship, as well as how such views are formed. I hope the findings and recommendations of the report shall prove useful for interested stakeholders and guide them in designing policies and making decisions for an even more special and strategic relationship between the two countries.

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

Jakarta, 30 November 2021

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

Mohammad Hasan Ansori, Ph.D.
Executive Director, The Habibie Center

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Executive Summary

The survey aims to capture a comprehensive range of perceptions and attitudes of the Surabaya millennial generation towards South Korea. It is conducted as a follow-up to the previous survey carried out in Jakarta in 2020 and is expected to gauge public perceptions towards South Korea in a major city beyond Jakarta. Surabaya has been chosen given it is the second-largest city in Indonesia, and it has also been collaborating with Busan through the Sister City program for more than 25 years.

The population of this survey was residents of Surabaya in 31 sub-districts aged 20 - 39 years old when the survey was conducted. According to the data from the Central Bureau of Statistics (*Badan Pusat Statistik*), the total population of Surabaya aged 20-39 years is 956.899 people. This group was chosen as respondents because they are in the productive age and have an essential role in bilateral relations between the two countries in the future.

The survey was conducted through multistage random sampling. Randomization was carried out in stages and took into account the population in each sub-district and based on gender. This public opinion survey involves 400 respondents. Data collection in Surabaya was carried out from 14 to 21 June 2021. Data collection was conducted through face-to-face interviews using questionnaires by trained enumerators. Data collection was carried out by prioritizing health protocols in which the enumerators wore masks when conducting interviews with respondents in the field.

Findings

- 1 Despite most respondents having very limited experience in interacting directly with South Koreans or in their experience of visiting South Korea, in general, the Surabaya millennial generation has a positive perception of South Korea.
- 2 The Surabaya millennial generation assessed that bilateral relations between Indonesia and South Korea have been going well and positively benefited Indonesian society. However, surprisingly, most of the Surabaya millennial generation barely knew the existence of the Surabaya-Busan Sister City Program.

- 3 Three areas of potential cooperation to be increased between Indonesia and South Korea in the future are science and technology, economy, and education sectors.

Recommendations

- 1 In the bilateral relationship between Indonesia and South Korea, cooperation opportunities can be developed by the two countries in the future, including in the fields of science, technology, economy, and education. The scope of those three fields includes cooperation in the development of environmentally-friendly electric cars. Then, improving economic cooperation as both countries have signed the Indonesia–Korea Comprehensive Economic Partnership Agreement (IK-CEPA) and collaboration with senior high schools in Indonesia in promoting Korean to Indonesian students.
- 2 The potential for cooperation in the Surabaya-Busan Sister City Program that can be enhanced includes expanding student exchanges at the university level, collaboration in research between universities, promoting creative economy products such as Micro, Small Medium Enterprises (MSMEs), Medical Tourism Surabaya, and the 1000 Startup program.
- 3 South Korea is one of Indonesia’s strategic partners in developing the potential for cooperation in handling the COVID-19 pandemic, namely the provision of medical equipment and technology as well as joint vaccine development.

INTRODUCTION

Background

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

It was perhaps in recognition of these facts that on November 9, 2017, President Moon Jae-In officially declared the Republic of Korea's 'New Southern Policy' significantly making that announcement during a state visit to Indonesia where he brought a delegation of 200 business leaders to meet his counterpart President Joko Widodo. The choice of location was not made absent-mindedly. There is also recognition from Seoul's side that closer ties with Indonesia must go beyond enhancing economic relations. As such, President Moon Jae-In has put forward the '3Ps' – People, Prosperity, and Peace – that lies at the heart of the Republic of Korea's 'New Southern Policy' with Southeast Asian countries, including Indonesia, and differentiate it from previous efforts. The placing of 'people' as the first of the '3Ps' serves to answer those who may assume the Republic of Korea's outreach to Southeast Asia is merely driven by transactional objectives.

However, since the launch of the 'New Southern Policy', it could be argued that many in Indonesia remain unaware of Seoul's initiative to achieve these aims. These include not only government officials but also business communities and the wider public who will be hard-pressed to identify

any initiative under the 'New Southern Policy'. In terms of recognition, it could be said that the Republic of Korea's 'New Southern Policy' pales in comparison to similar attempts by other major powers to engage with the Southeast Asian region. These include the U.S 'Free and Open Indo - Pacific Strategy' and China's 'Belt and Road Initiative.' The above suggests that the closeness of Indonesia - South Korea ties has not yet been effectively translated into the 'New Southern Policy.' Indeed, it calls for a closer examination of the state of Indonesia - South Korea relations that have until now been assumed to be strong, but which no empirical evidence exists. Such data would help officials and policy makers from both Indonesia and South Korea to help formulate better strategies in strengthening their bilateral relations and to better realize the effective implementation of the 'New Southern Policy'.

In this regard, The Habibie Center considers that further research is needed to gauge the perceptions of the Indonesian public, especially the millennial generation, of their understanding of South Korea. Hence, The Habibie Center conducted a follow-up public opinion survey in Surabaya that will look beyond DKI Jakarta to gauge understanding, attitudes, hopes, and concerns towards South Korea outside of the capital. Surabaya has been chosen given it is the second-largest city in Indonesia, and it has also been collaborating with Busan through the Sister City program for more than 25 years.

The age range group of 20 - 39 years was chosen as respondents to this public opinion survey research as they are assumed to be of productive age and have a vital role in the future. Through a survey of public opinion on the millennial generation in Surabaya, it is expected that this could be a description of the knowledge and perceptions of the Indonesian public towards South Korea from

various aspects such as political and economic cooperation, as well as socio-cultural linkages between Indonesians and Koreans.

The public opinion survey was augmented by a series of focus group discussions (FGDs) and in-depth interviews with representatives of various sectors to elicit deeper interpretations of the survey's findings as well as to look at more specific issues related to the millennial generation's perceptions in Surabaya of South Korea and how it impacts certain sectors. Through these activities, the project aims to make data-based policy recommendations on strengthening Indonesia - South Korea relations that are also relevant for parts of Indonesia beyond the capital as well as in light of major developments and shifts as a result of the COVID-19 pandemic.

Survey Methodology

The sample of the survey was residents of Surabaya in 31 sub-districts aged 20-39 years old when the survey was conducted. According to the Central Bureau of Statistics (*Badan Pusat Statistik*), the total population of Surabaya aged 20-39 years is 956,899 people. This group was chosen as respondents because they are in the productive age and have an essential role in bilateral relations between the two countries in the future.



Photo: Survey Illustration

The survey was conducted through a multistage random sampling technique. Randomization was carried out in stages and took into account the population in each sub-district and based on gender. This public opinion survey involves 400 respondents, so that this survey has a margin of error of +/- 4.9% at a 95% level of confidence. Data collection in Surabaya was carried out from 14 to 21 June 2021 through face-to-face interviews using a questionnaire by trained enumerators. Data collection was conducted by prioritizing health protocols where the enumerators wore masks for interviews with respondents in the field.

Demographic Profile of Respondents

Survey respondents had various backgrounds such as gender, age, ethnicity, occupation, and expenditure levels. In terms of gender, the survey respondents consisted of 50% female and 50% male. From the age category, 33% were 20 years old, 49% were between 21-30 years old, and 18% of respondents were between 31-39 years old. Further, from marital status, 66.3% of respondents were single, and 33.5% were married, and 0.3% were widowers/widows. From ethnic background, 87% of respondents were Javanese, Madurese 9.5%, Chinese 1.8%, Batak 0.8%, Betawi 0.3%, Toraja 0.3%, East Nusa Tenggara 0.3%, and Arab 0.3%.

Additionally, from the background of occupation, 29% of respondents stated that they were still students, 28% had permanent jobs, 17% did not have a job or were unemployed, 14% had non-permanent jobs, and 12% claimed to be housewives. Of the 42% of respondents who claimed to have permanent jobs and temporary jobs, 42.5% stated to work as private employees, 31.1% were entrepreneurs, 18.6% worked as online motorcycle taxi drivers, 3% worked as

teachers, 2.4% worked as employees in state-owned enterprises/municipally-owned corporations, 1.8% worked as civil servants, and 0.6% others.

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

RESULTS AND FINDINGS

Experience of Interacting and Visiting South Korea

Before asking respondents in Surabaya about their perceptions towards South Korea, it is important to identify beforehand whether they have personal experiences related to South Korea, such as interacting with South Koreans or visiting South Korea. The majority of respondents (93.0%) admitted that they have never had firsthand experience interacting with South Koreans in the past three years. Of the 7.0% of respondents who had experience interacting with South Koreans, 14.0% and 29.0% of those respondents stated that they interacted with South Koreans as business partners and school friends, respectively.

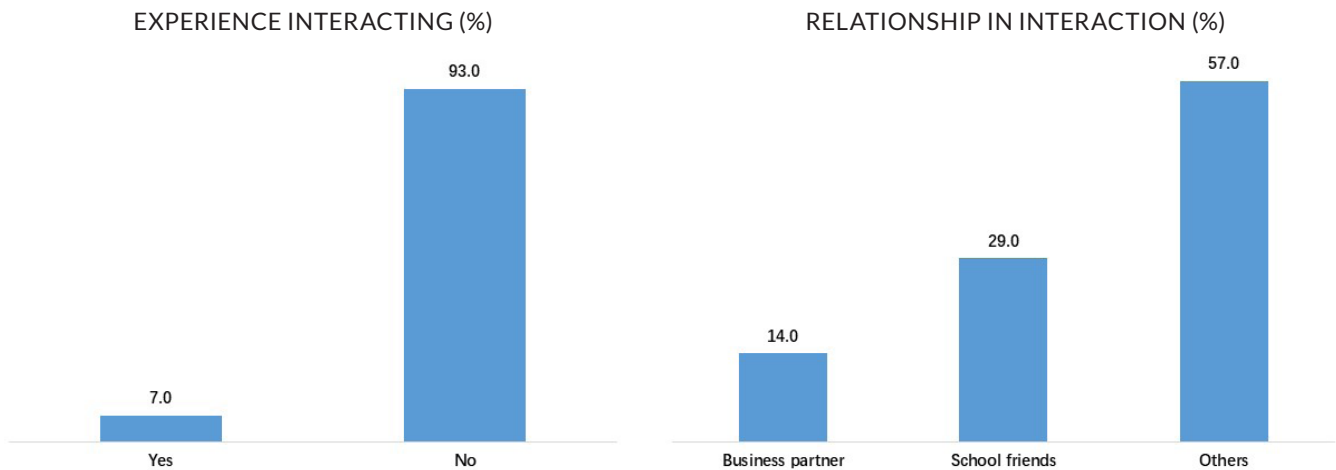


Chart 1. Experience Interacting with South Koreans

In terms of visiting South Korea, 99.3% of respondents in Surabaya have never had experience visiting South Korea. Only 0.8% of respondents have visited South Korea for education, tourism, and work in the past three years.

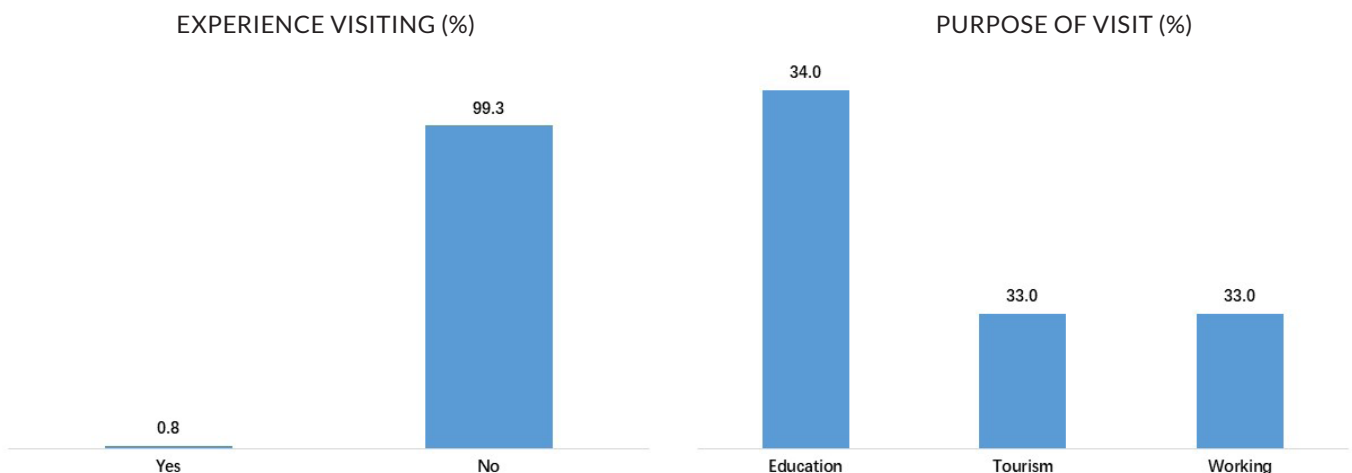


Chart 2. Experience Visiting South Korea

These findings denote that most respondents have not had any recent experiences directly related to South Korea. Thus, respondents' perceptions towards South Korea were constructed by information obtained indirectly, instead of their personal experiences, mostly through art and culture (74.5%).

Then, when asked about the first thing that comes to respondents' minds about South Korea, 22% of respondents answered Korean dramas and 18% K-Pop.

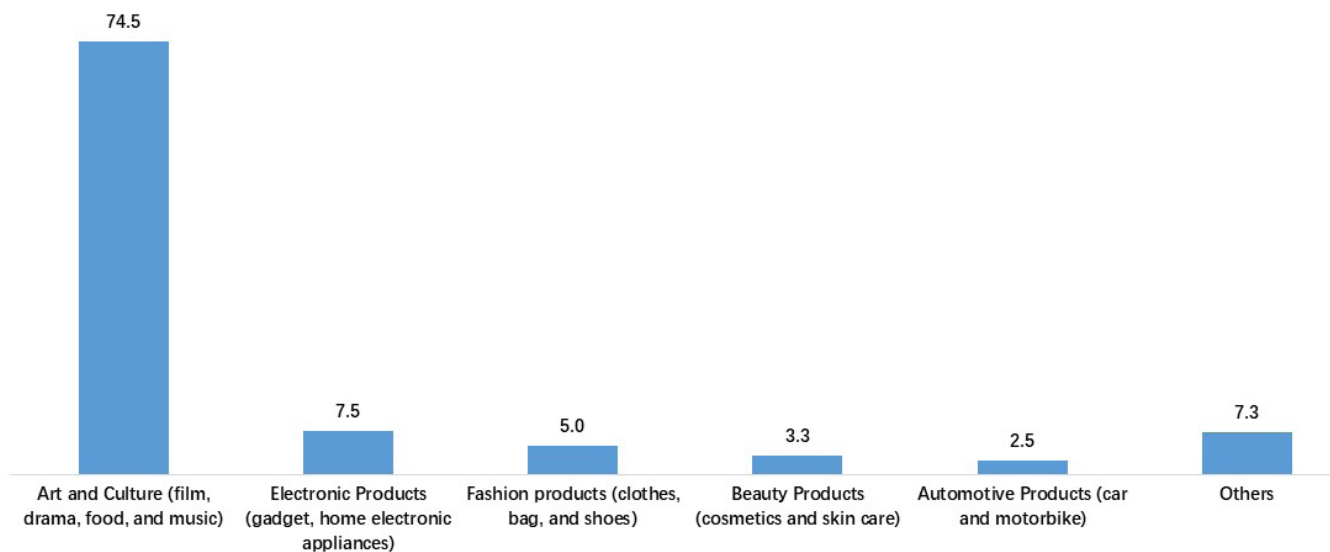


Chart 3. Aspects to Know South Korea

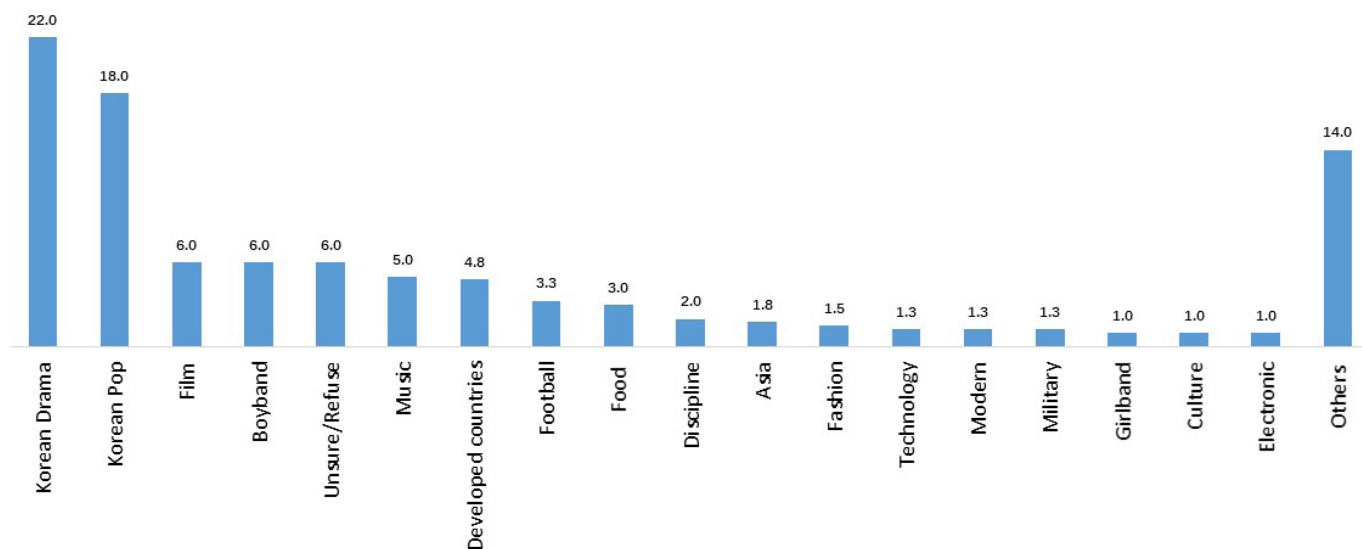


Chart 4. Views of South Korea

Perceptions on South Korea as a Country

In general, the respondents reaching just over 85% agreed with the assessment that South Korea's economy is advanced, 66% agreed that the social and political life of South Korea is democratic, 77% agreed that technology in South Korea is advanced, and 68.8% agreed that Korean culture is popular overseas.

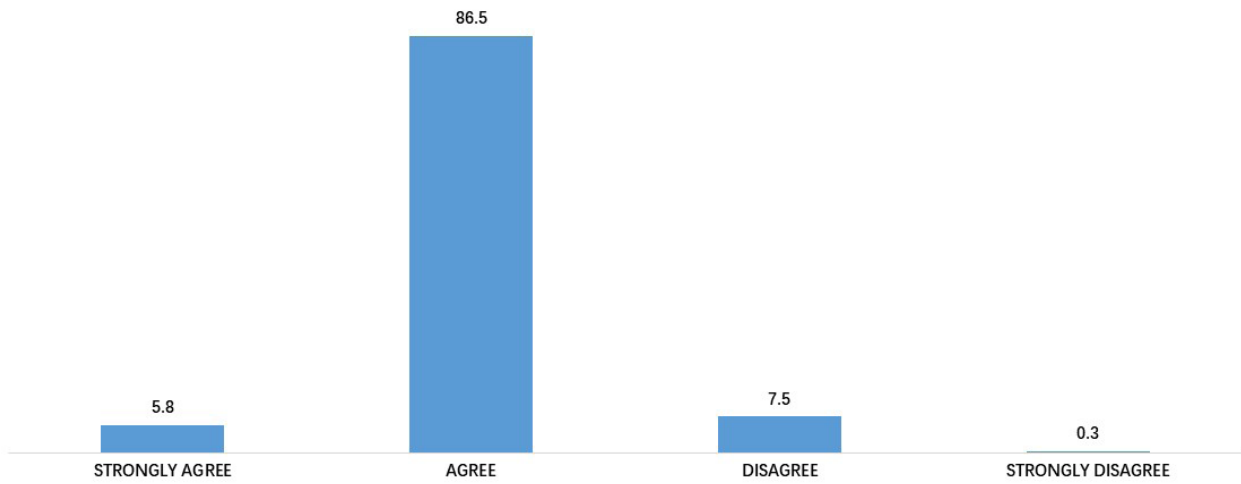


Chart 5. Economic Condition of South Korea

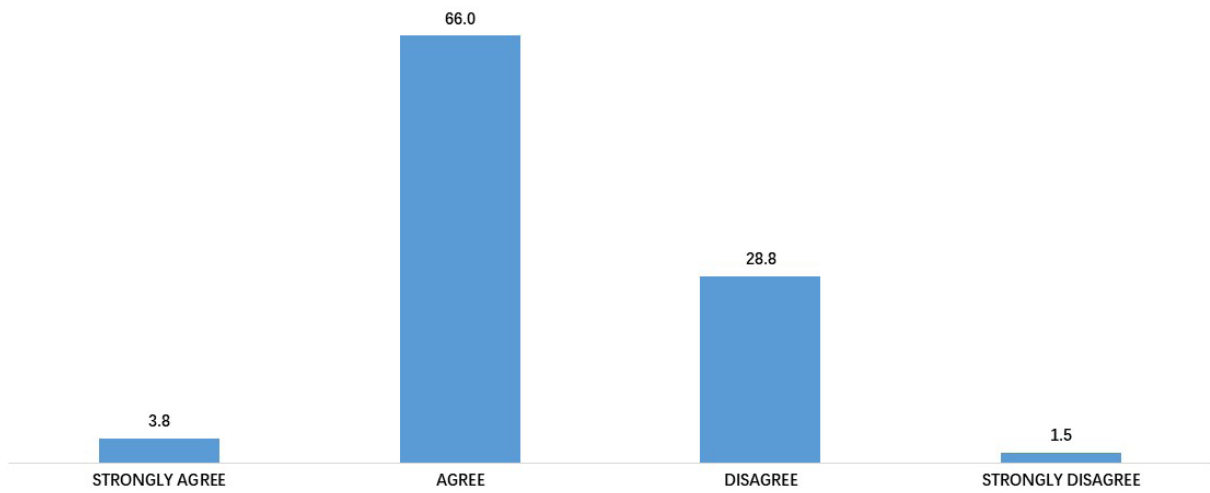


Chart 6. Political Life of South Korea

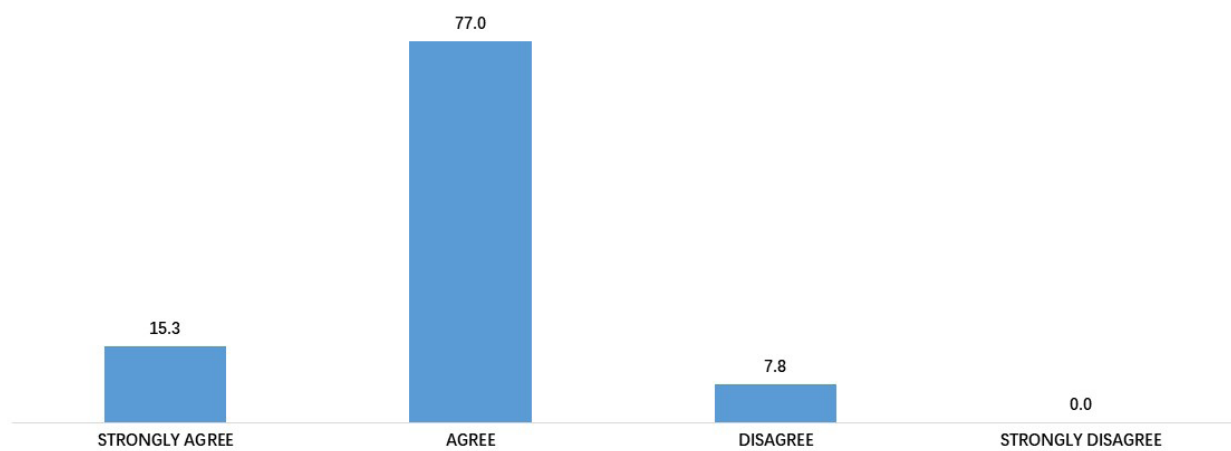


Chart 7. Technology in South Korea

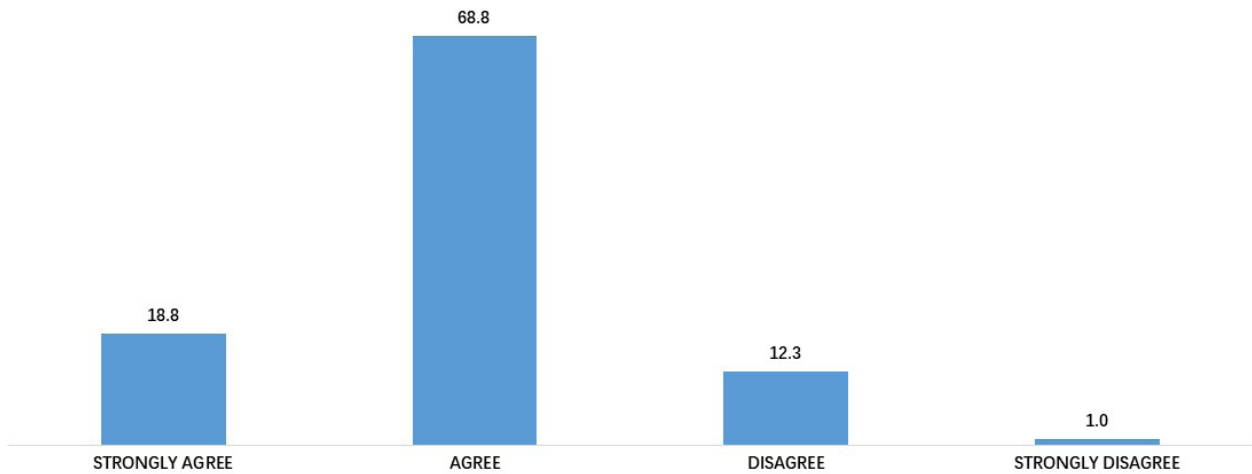


Chart 8. Korean Culture is Popular Overseas

Interest in Products of South Korea



With the Korean Wave gaining popularity globally, including in Indonesia, one of the questions on our survey sought to explore respondents' interest in several items, including Korean food, dramas/movies, K-Pop music, webtoon, electronic, automotive, fashion, and cosmetic products. More than 45% of respondents in Surabaya are interested and very interested in Korean food, where most of them have consumed Korean food once a month in the past month.

Photo:
Korean Fried Chicken

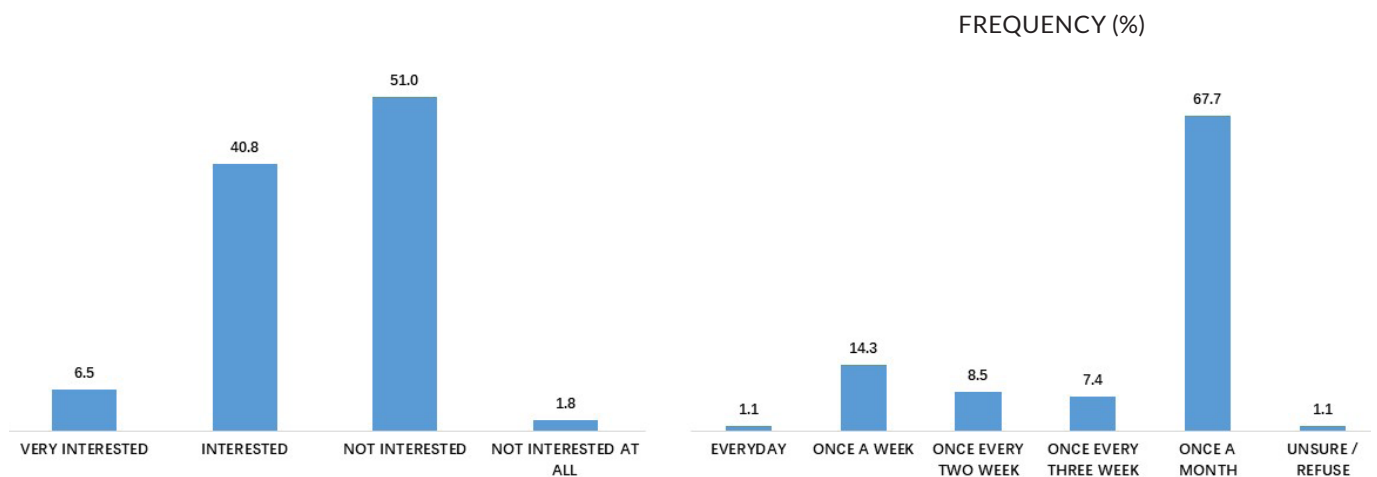


Chart 9. Interested in Korean Food

When posed with a question of their interest in Korean dramas or movies, 41.5% of respondents were interested and 13.5% of respondents were very interested. Most of them watched Korean movies or dramas once a month and once a week in the past month. A cross-tabulation table between gender and interest in Korean drama or movie variables illustrates those who were interested and who were very interested were female.



Photo: Squid Game Drama Poster

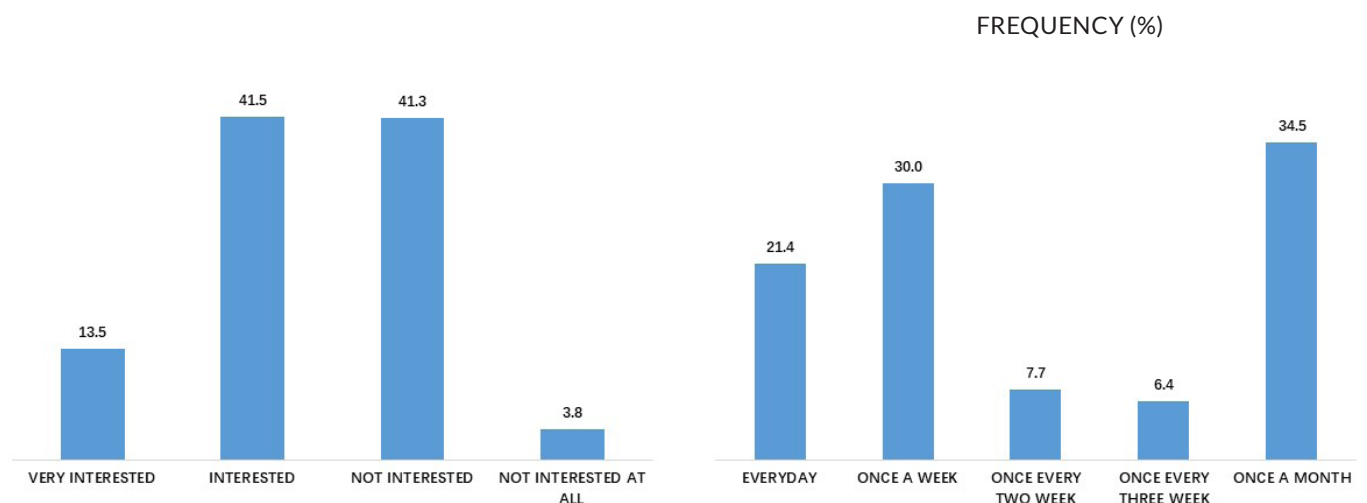


Chart 10. Interest in Korean Drama/Movie

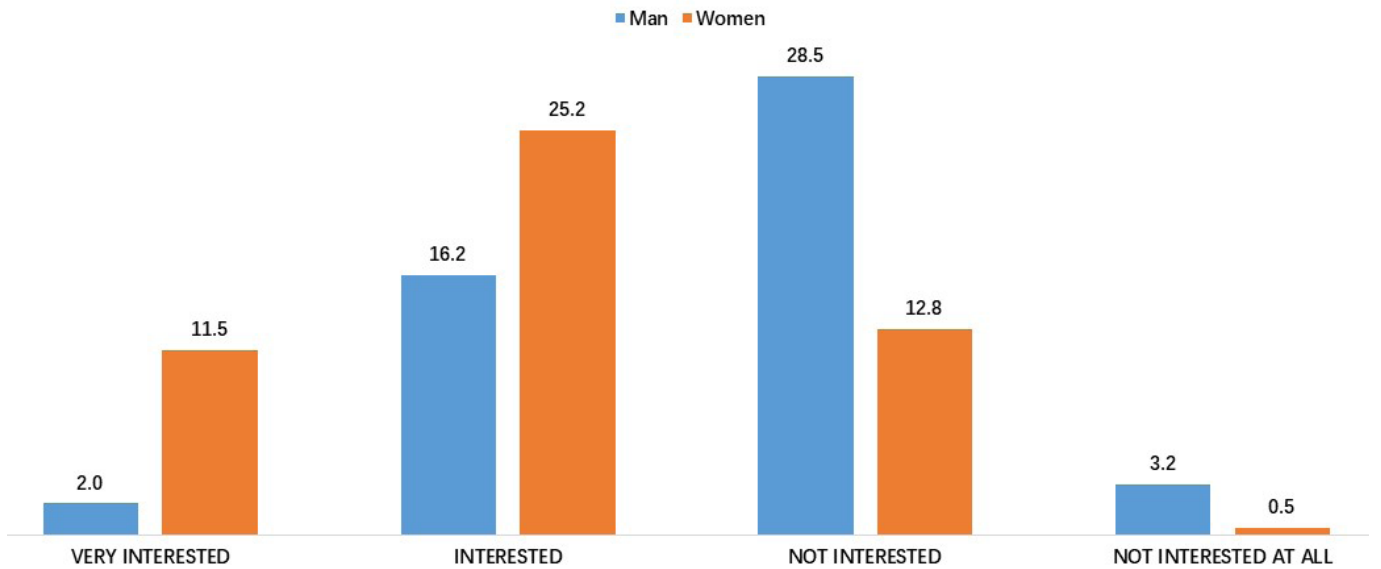


Chart 11. Interest in Korean Drama/Movie Based on Gender

In contrast, more than half of the respondents were not interested in K-Pop music (61.8%), with only 25% interested. Those who were interested said that they listened to K-pop songs every day in the past month. Cross-tabulation between gender and interest in K-Pop music variables also depicts that the respondents who were interested and who were very interested were female.



Photos: BTS, TWICE, Blackpink and EXO

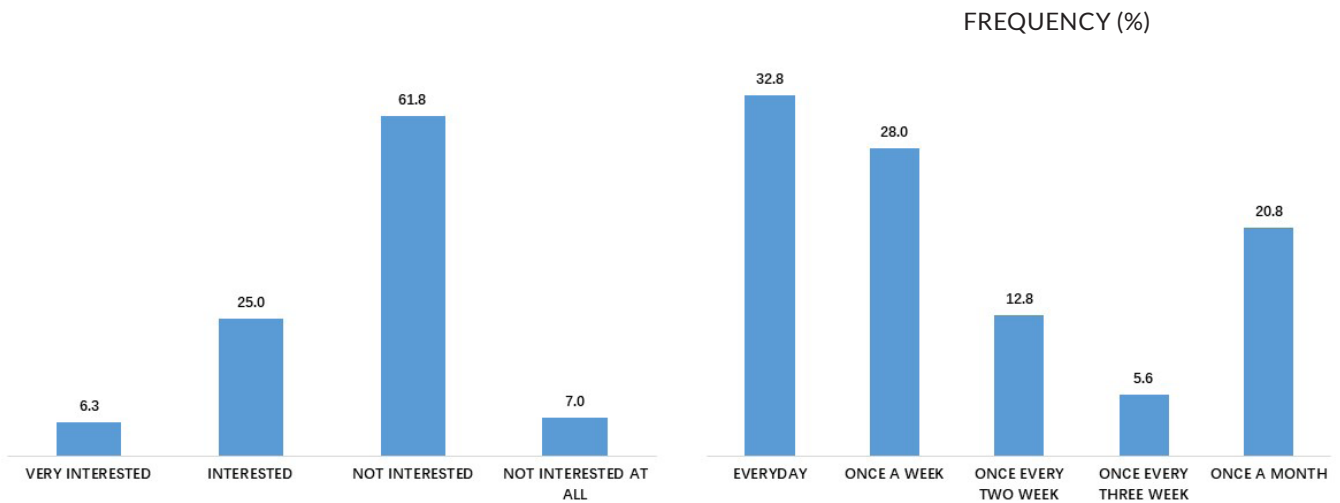


Chart 12. Interested in K-Pop Music

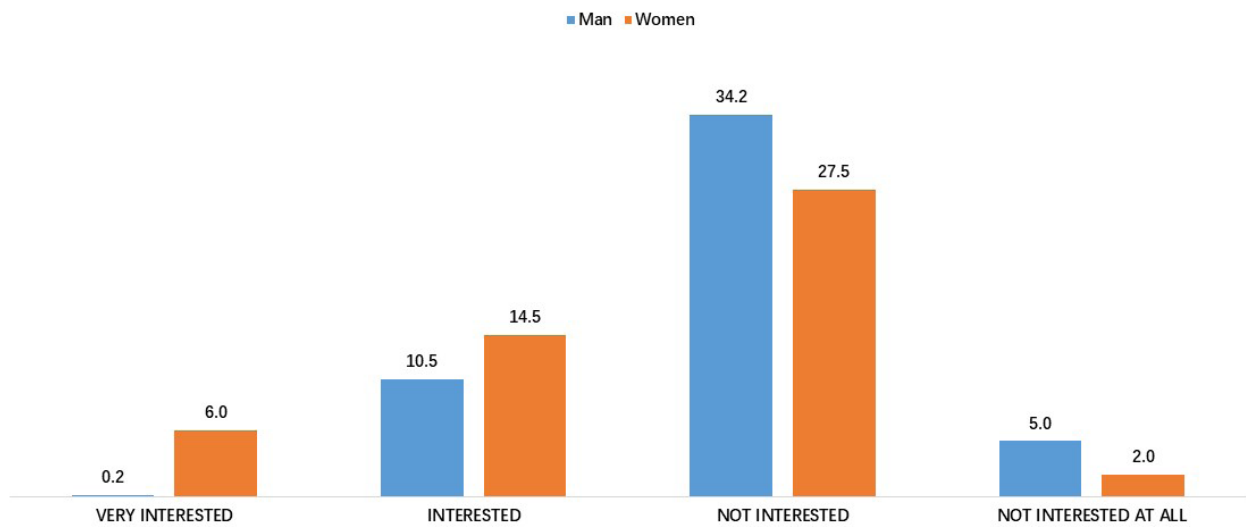


Chart 13. Interested in K-Pop Music Based on Gender



Additionally, as many as 71% of respondents in Surabaya also stated that they were not interested in Korean webtoons, and only less than 25% indicated that they were interested and very interested. Of the respondents who stated that they were interested and very interested, the majority read a webtoon once a week in the last month.

Photo:
Yumi's Cell, a Korean Webtoon

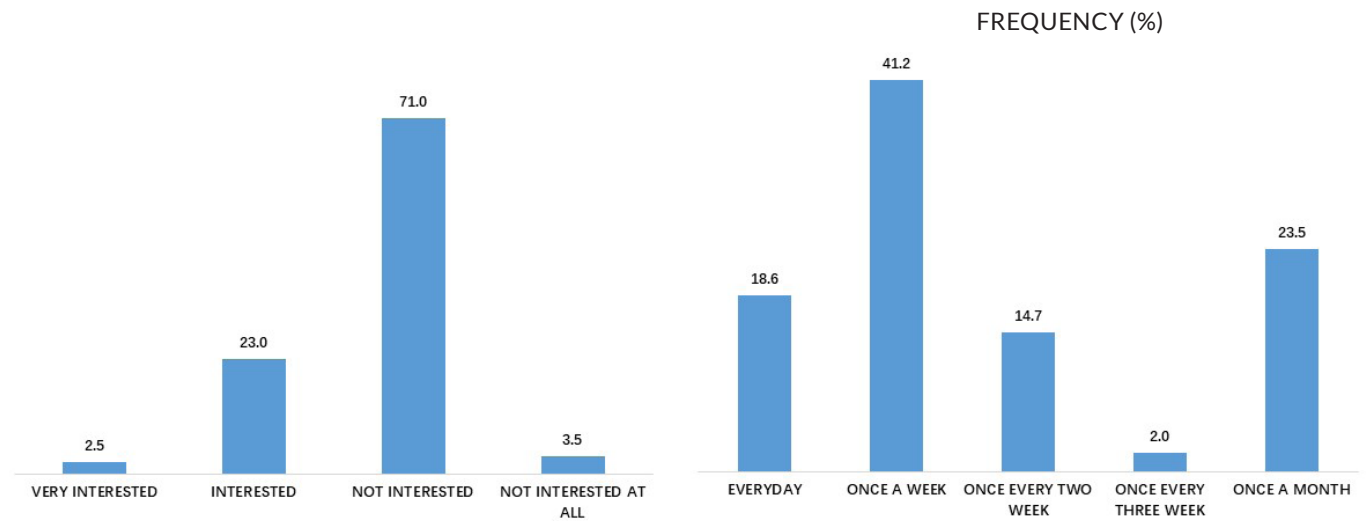


Chart 14. Interested in Korean Webtoon

In terms of Korean electronic products, 47% of respondents stated that they were interested, while 53% stated that they were not interested. The top two things that are the reasons respondents are interested are because the product quality is good and the technology is advanced.

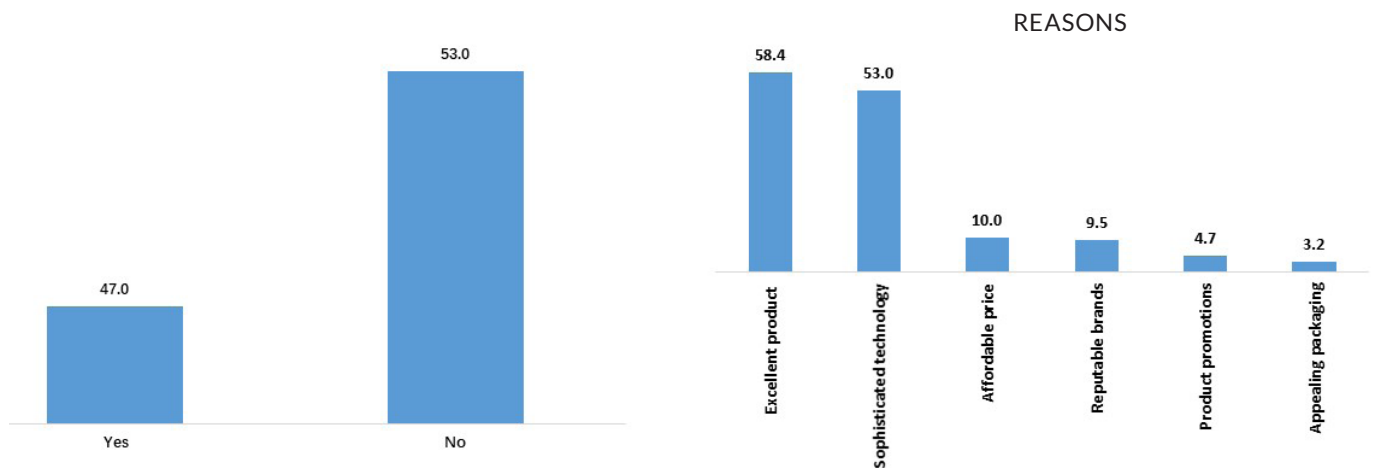


Chart 15. Interested in Korean Electronic Products

Moreover, for Korean automotive, fashion, and cosmetic products, the results showed that the number of respondents who were not interested was higher than those who were interested. Only 1.8% of respondents expressed their interest in Korean automotive products, while around 98% were not interested. Furthermore, for Korean fashion and cosmetic products, the respective numbers of interested respondents were 18% and 21%.



Photo: Hyundai in Gaikindo Indonesia Internasional Auto Show

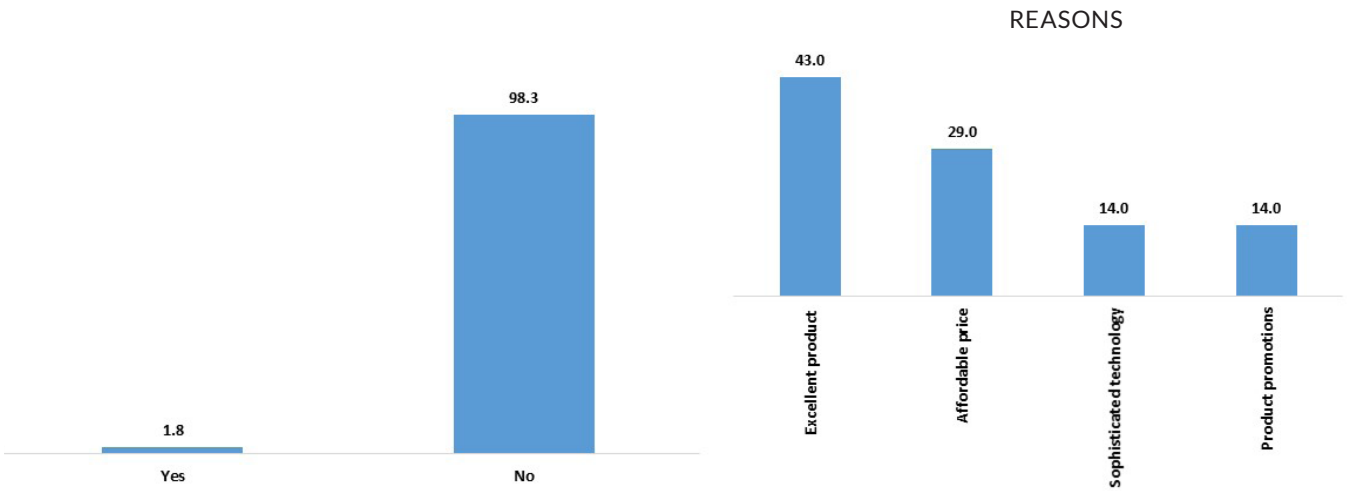


Chart 16. Interested in Korean Automotive Products

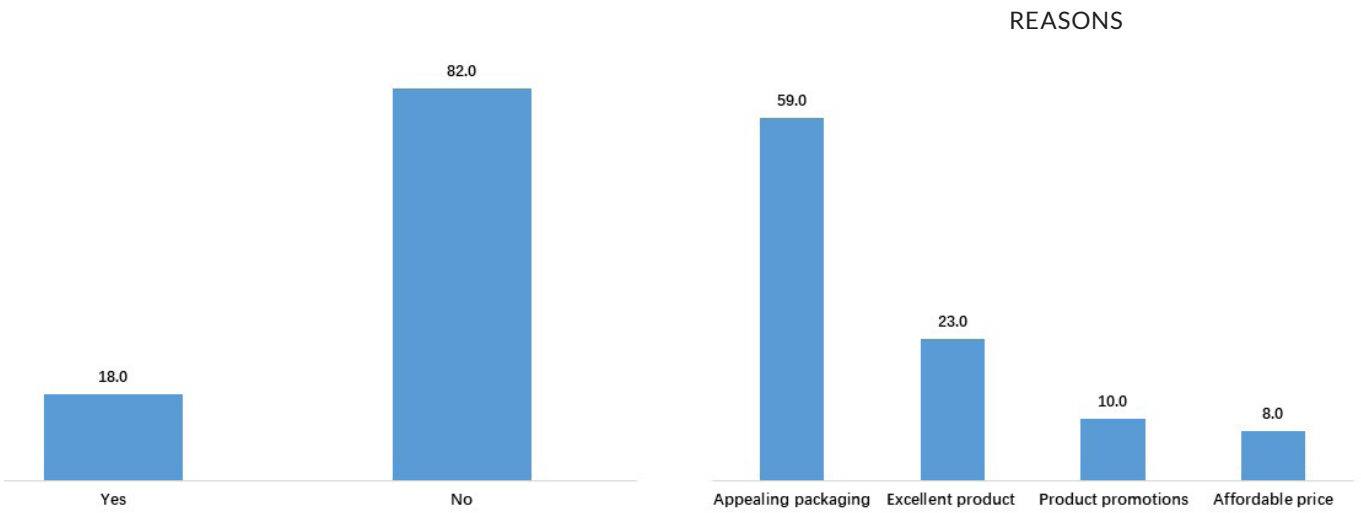


Chart 17. Interested in Korean Fashion Products

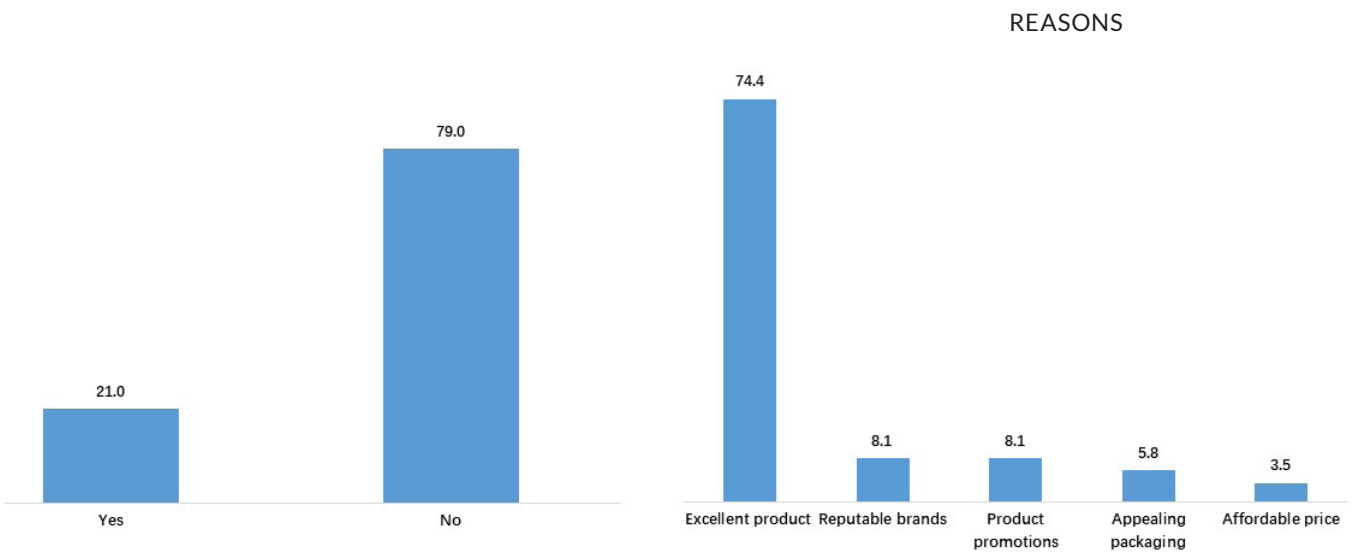


Chart 18. Interested in Korean Cosmetic Products

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

The questionnaire was developed to explore the millennial's preferences in Surabaya on products of South Korea in various spectrums, both from cultural, showbiz, lifestyle, and manufacturing products. The survey results indicate that although most millennial citizens of Surabaya are aware of the rising South Korean trends in various aspects, however, respondents also consider dramas/movies, foreign languages, and products from other countries beyond South Korea.

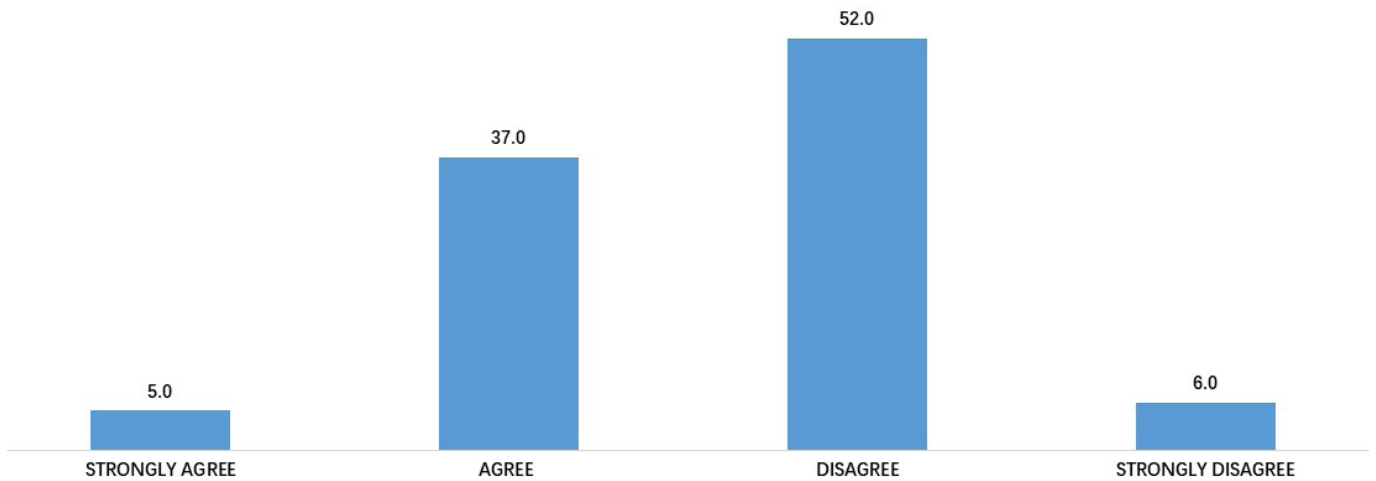


Chart 19. Preference on Korean Drama/Movie Compared to Drama/Movie from Other Countries

According to the survey findings, most of the millennial generation in Surabaya disagreed (52%) and strongly disagreed (6%) with the statement that they prefer to watch Korean dramas/movies compared to dramas/movies from other countries. Meanwhile, 37% of the millennial said they agreed and 5% said they strongly agreed with the statement.

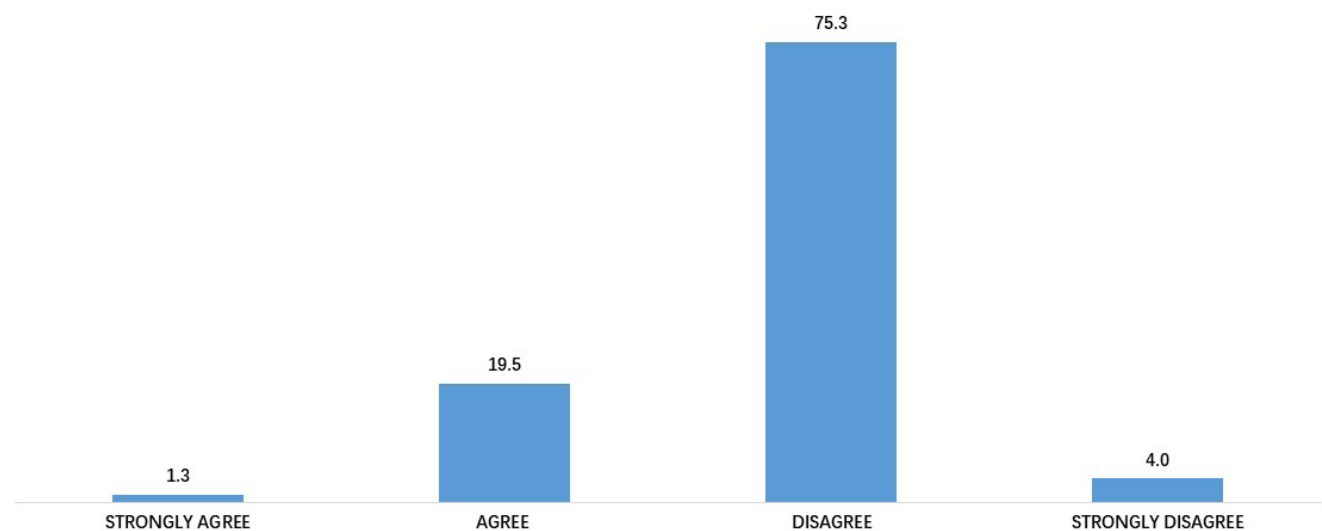


Chart 20. Preference on Korean Language Compared to Other Foreign Languages

This survey also revealed that most of the millennial generation in Surabaya disagreed (75.3%) and strongly disagreed (4.0%) with the statement that they prefer to learn Korean compared to learning

other foreign languages. Whereas, 19.5% of the millennial agreed, and 1.3% stated they strongly agreed with the statement.

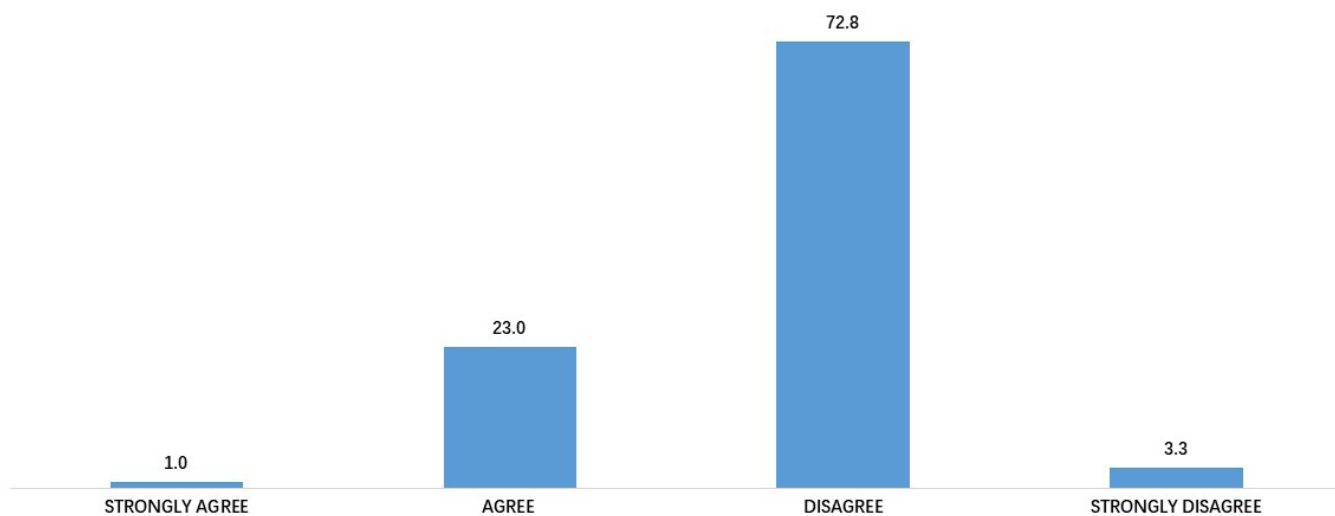


Chart 21. Preference on Fashion Products from South Korea Compared to Fashion from Other Countries

In the fashion product's preferences, the majority of millennial in Surabaya disagree (72.8%) and strongly disagreed (3.3%) with the statement that they prefer to use Korean fashion products rather than using other countries' fashion products. In contrast, 23% of the millennial agreed, and 1% strongly agreed with the statement.

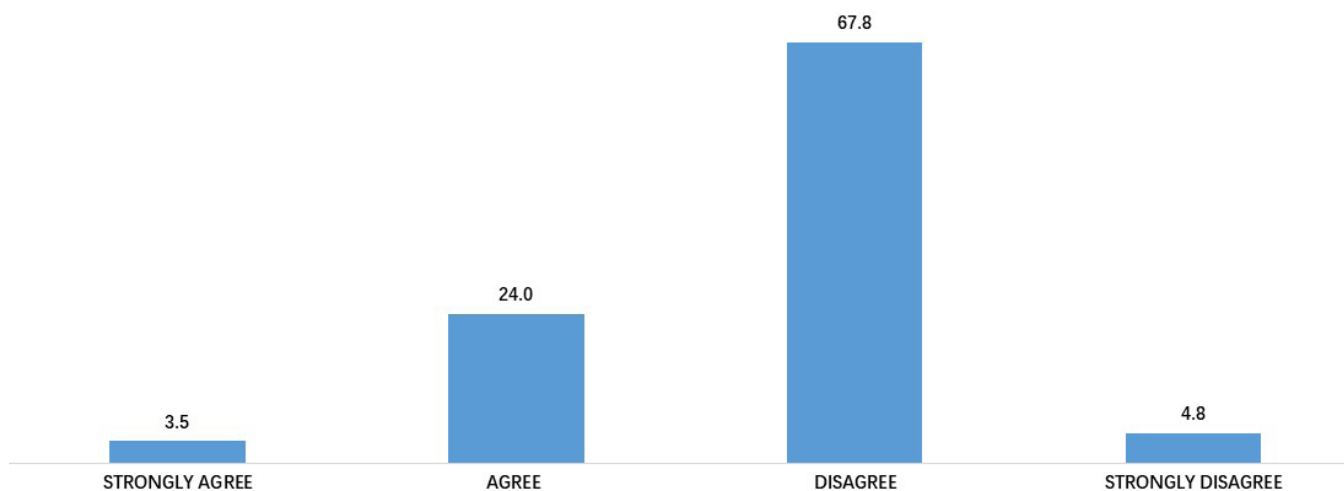


Chart 22. Preference on Cosmetics Products from South Korea Compared to Cosmetics from Other Countries

Most of the millennial generation in Surabaya disagreed (67.8%) and strongly disagreed (4.8%) with the statement that they prefer to use Korean cosmetic products rather than using other countries' cosmetic products. Whilst, 24% of the millennial agreed, and 3.5% chose strongly agreed with the statement.

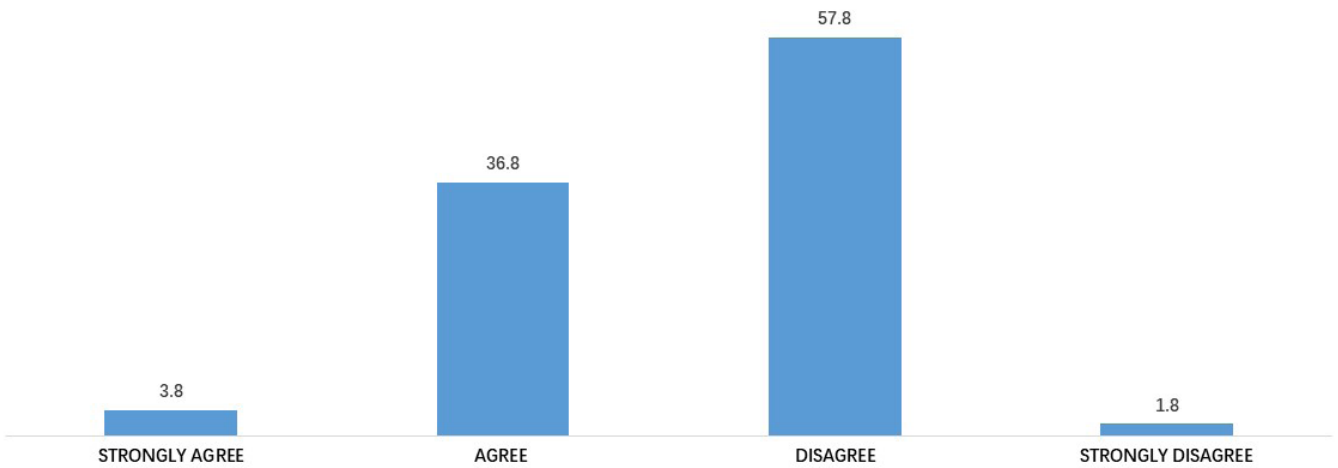


Chart 23. Preference on Electronic Products from South Korea Compared to Electronic Products from Other Countries

In the aspect of electronic products from South Korea, the majority of respondents disagreed (57.8%) and strongly disagreed (1.8%) with the statement that they prefer to use Korean electronic products compared to other countries' electronic products. Meanwhile, 36.8% of respondents agreed, and 3.8% stated they strongly agreed on their preference towards the product.

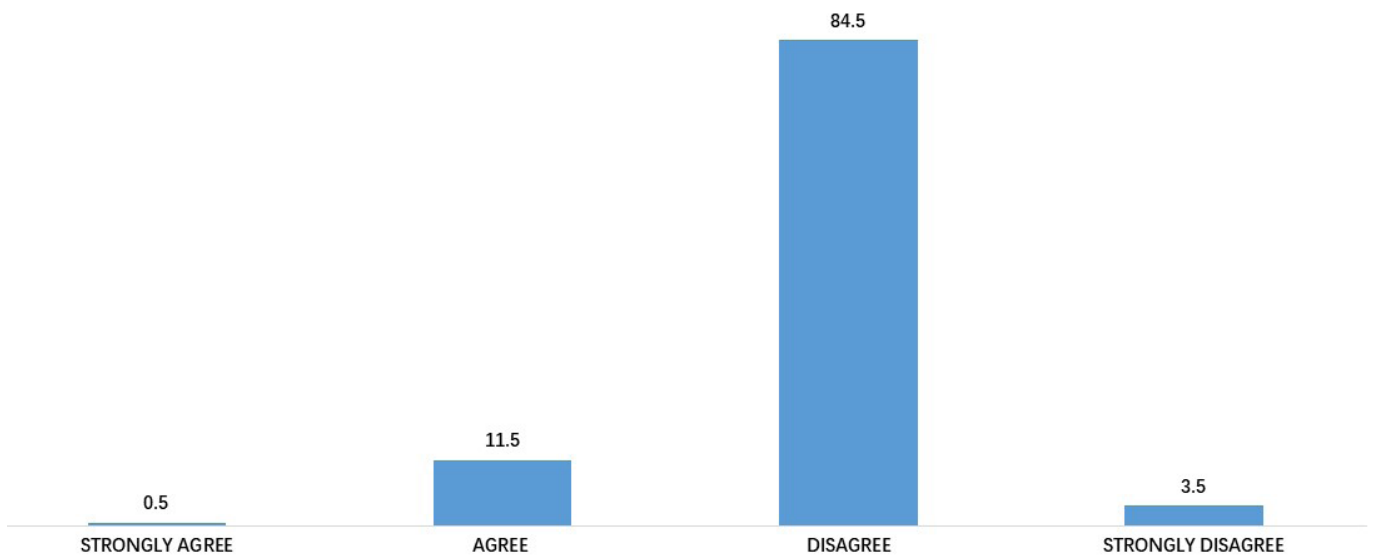


Chart 24. Preference on Automotive Products from South Korea Compared to Automotive Products from Other Countries

Most of the millennial generation in Surabaya disagreed (84.5%) and strongly disagreed (3.5%) with the statement that they prefer to use Korean automotive products rather than using automotive products from other countries. While, only 11.5% of the millennial agreed and 0.5% chose strongly agreed to use the products.

Perceptions of Indonesia–South Korea Bilateral Relations

This sub-chapter explores the perception of millennial in Surabaya toward bilateral relations between Indonesia and South Korea. The general results indicated millennial in Surabaya perceive this cooperation has provided benefits to Indonesia. The top three expectations are that the countries should seek deeper cooperation in science and technology, economy, and education realms. When it asked more profound about the local Surabaya context, the millennial barely knew the existence of the Surabaya-Busan Sister City Program and the Korea Trade-Investment Promotion Agency (KOTRA) Surabaya office.

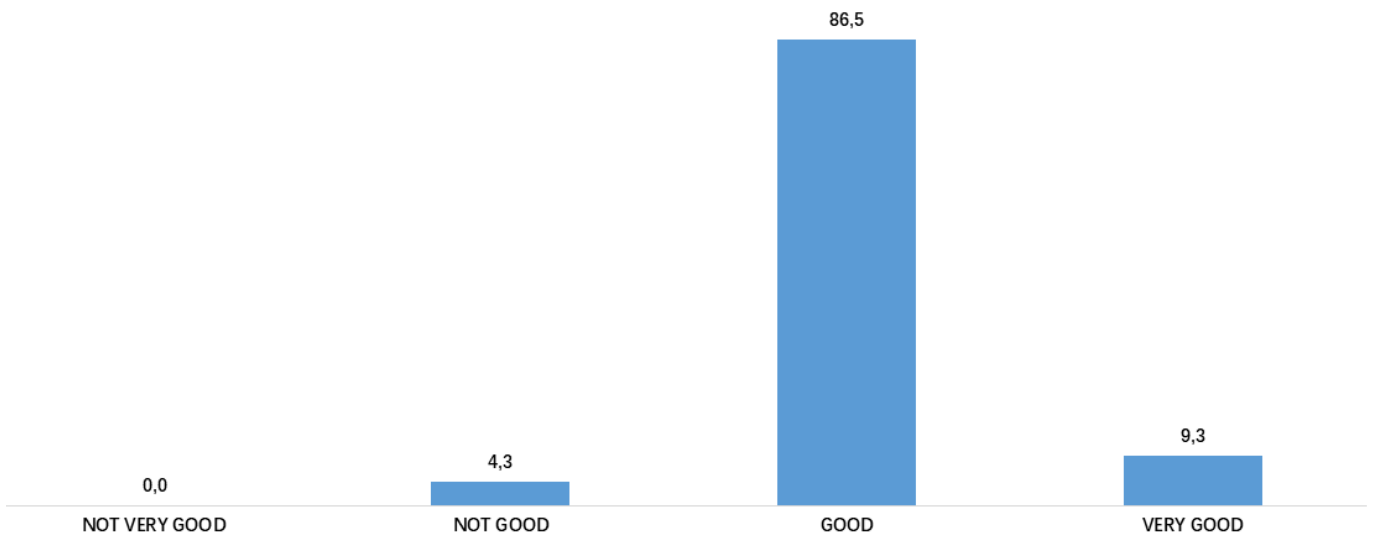


Chart 25. Assessment of Bilateral Relations between Indonesia and South Korea

The majority of millennial in Surabaya assessed that bilateral relations between Indonesia and South Korea are ‘good’ with total respondents answering 86.5%. While only 9.3% of respondents answered ‘very good’, this survey earned 0% of the respondent to say ‘not very good’. Millennial in Surabaya perceive cooperation in a positive attitude.

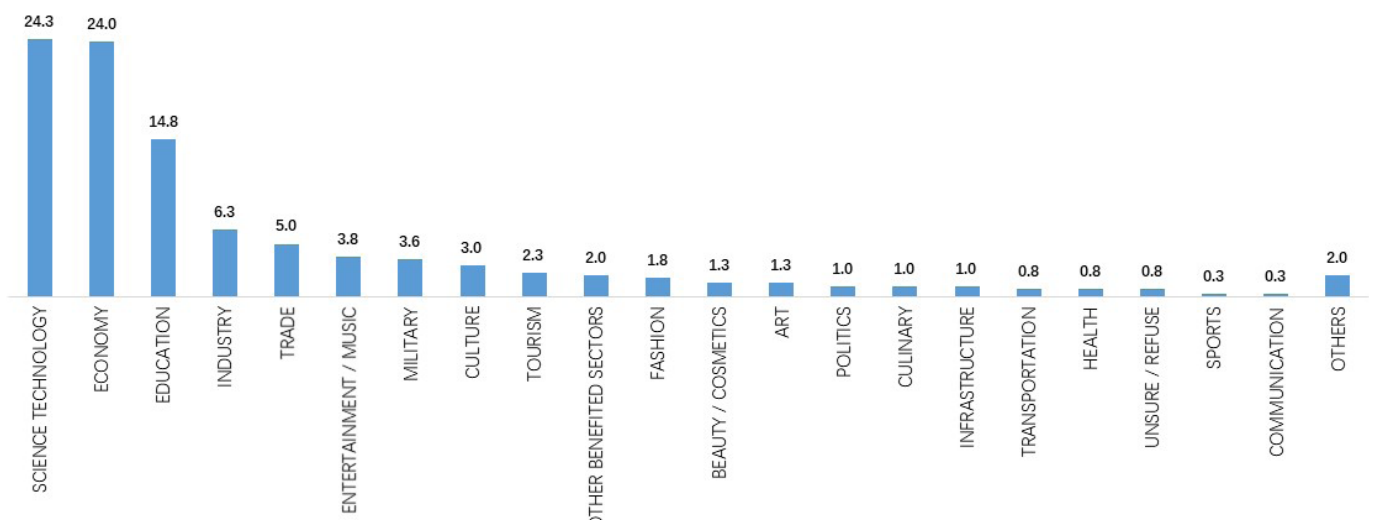


Chart 26. Cooperation between Indonesia and South Korea in the Future

Millennial in Surabaya suggested improving the cooperation between the two countries in three main fields, which are science and technology (24.3%), economy (24%), and education (14.8%). In contrast, the least aspects under 1% are communication, sport, health, and transportation fields.

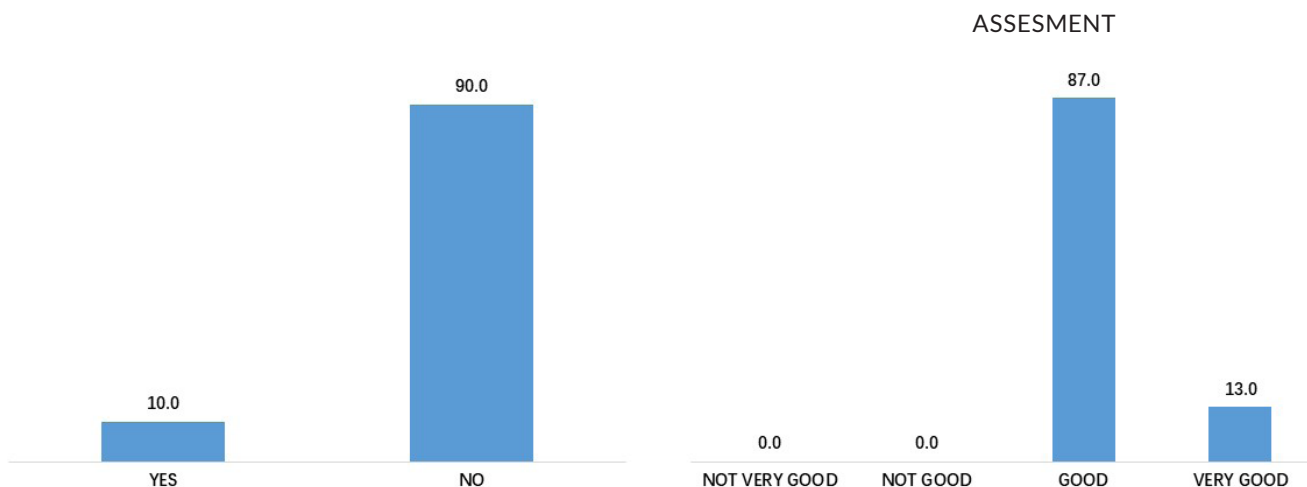


Chart 27. Sister City Cooperation between Surabaya and Busan

Millennial in Surabaya are not well-informed about sister city cooperation, as 90% of them answer 'no' on the subject. However, when asking the respondents who are aware of the cooperation, 87% express a positive attitude assessment.

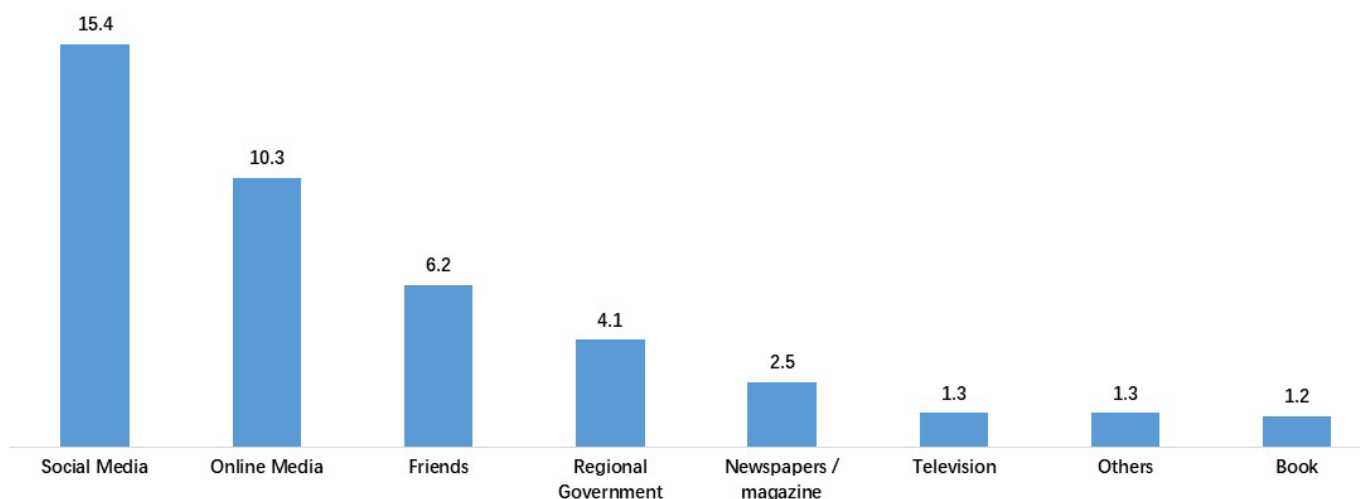


Chart 28. Source of Information about Sister City Cooperation

Social media play a primary role in disseminating the information on the Surabaya-Busan Sister City Program for millennial in Surabaya to gain knowledge on the cooperation, with 15.4% answering this channel. Following emerging channels are online media (10.3%) and friends (10.3%). Books are least contributed for millennial in Surabaya to gain information about the cooperation with only 1.2%.

BENEFIT OF SISTER CITY COOPERATION (%)

COOPERATION ASPECTS	VERY BENEFICIAL	MODERATELY BENEFICIAL	BENEFICIAL	NOT BENEFICIAL
ECONOMY	27.0	63.0	10.0	0.0
EDUCATION, CULTURE, SPORTS	32.0	53.0	15.0	0.0
URBAN PLANNING DEVELOPMENT	27.5	62.5	5.0	0.0
SCIENCE AND TECHNOLOGY	35.0	62.5	2.5	0.0

Chart 29. The Benefit of Sister City Cooperation

Under 10% of respondents who knew the Sister City cooperation and broke down the benefit assessments, the millennial in Surabaya perceived the cooperation as ‘moderately beneficial’ in the economy, education, culture and sport, urban planning development, as well as science and technology. Moreover, no one answered ‘not beneficial’ on these four aspects.

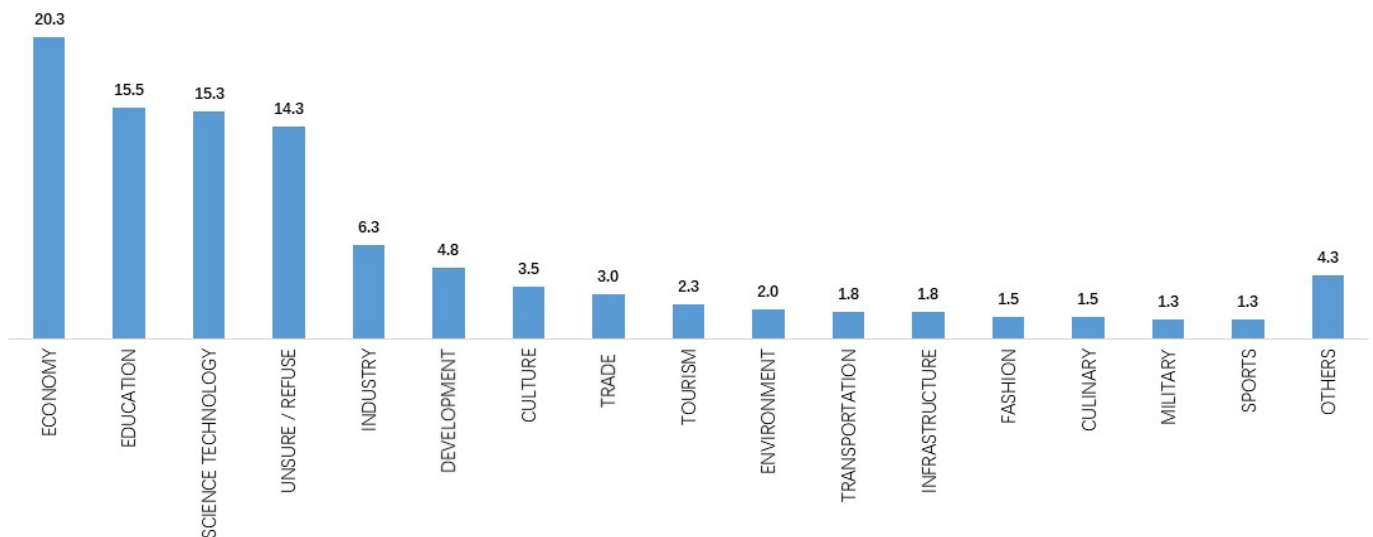


Chart 30. Sister City Cooperation in the Future



Millennial in Surabaya suggested improving three main fields under sister city cooperation, which are economy (20.3%), education (15.5%), science and technology (15.3%). While the least aspects which under 2% are transportation, infrastructure, fashion, culinary, military, and sport.

Photo: Taman Korea (Korean Park) in Surabaya

KNOWLEDGE AND PERCEPTIONS OF THE INDONESIA - KOREA COOPERATIONS
BY AGE, GENDER, AND EXPENDITURE LEVEL OF THE RESPONDENTS

	SAMPLE BASE	INDONESIA - KOREA BILATERAL RELATION				SURABAYA - BUSAN SISTER CITY COOPERATION	
		NOT VERY GOOD	NOT GOOD	GOOD	VERY GOOD	NOT KNOWING	KNOWING
Gender							
Man	500	00	25	415	60	440	60
Woman	500	00	18	450	32	460	40
Age							
17 - 20	330	00	10	285	35	295	35
21 - 30	495	00	25	418	52	452	42
31 - 39	175	00	08	162	05	152	22
Expenditure Rate							
under IDR 1.000.000	488	00	18	405	65	438	50
IDR 1.000.000 - IDR 3.000.000	410	00	22	362	25	372	38
IDR 3.000.001 - IDR 5.000.000	88	00	02	82	02	78	10
above Rp 5.000.000	15	00	00	15	00	12	02

Chart 31. Knowledge and Perceptions of the Indonesia - South Korea Cooperation Relationship by Age, Gender, and Expenditure Level of the Respondents

Surabaya women millennial are more well-informed toward the knowledge of Indonesia - South Korea bilateral relations. But not about the Sister City cooperation between Surabaya and Busan. The cross-tabulation analysis resulted in women’s scores being higher than men for the ‘good’ category while men had higher scores for the knowledge of Sister City cooperation.

Indonesia - South Korea Cooperation amidst the COVID-19 Pandemic

THE PERFORMANCE OF THE SOUTH KOREAN GOVERNMENT
IN HANDLING THE COVID-19 PANDEMIC (%)

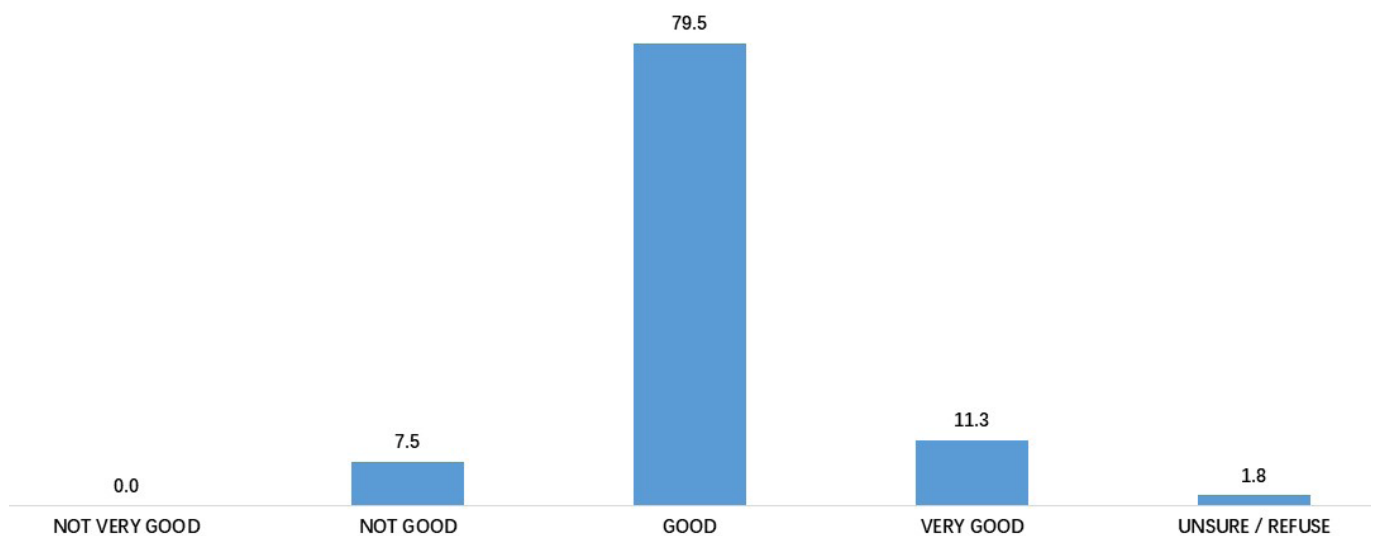


Chart 32. South Korea’s Performance in Handling the COVID-19 Pandemic

The survey revealed that millennial in Surabaya assess that South Korea is 'good in handling the COVID-19 pandemic as the majority 79.5% expressed it. Only 7.5% answered 'not good' and 11,3% expressed 'very good' handling the pandemic.

INDONESIAN - SOUTH KOREA COOPERATION IN MANAGING THE COVID-19 PANDEMIC (%)

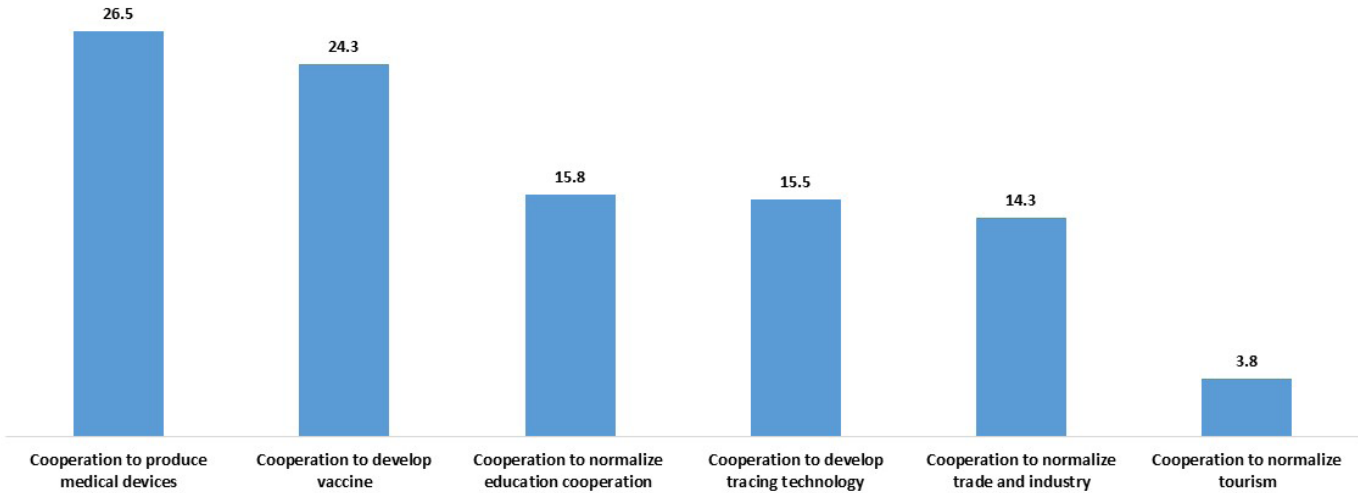


Chart 33. Indonesia - South Korea Cooperation in Managing the COVID-19 Pandemic

Millennial in Surabaya suggested Indonesia to pursue cooperation with South Korea to manage the COVID-19 pandemic in the top three areas, which are: (1) cooperation to produce medical devices (26.5%); (2) cooperation in developing vaccines (24.3%); (3) cooperation to normalize education cooperation (15.8%). While tourism is the least important aspect to pursue with less than 4%.

VIEWS ON INDONESIAN - SOUTH KOREA COOPERATION IN MANAGING THE COVID-19 PANDEMIC (%)

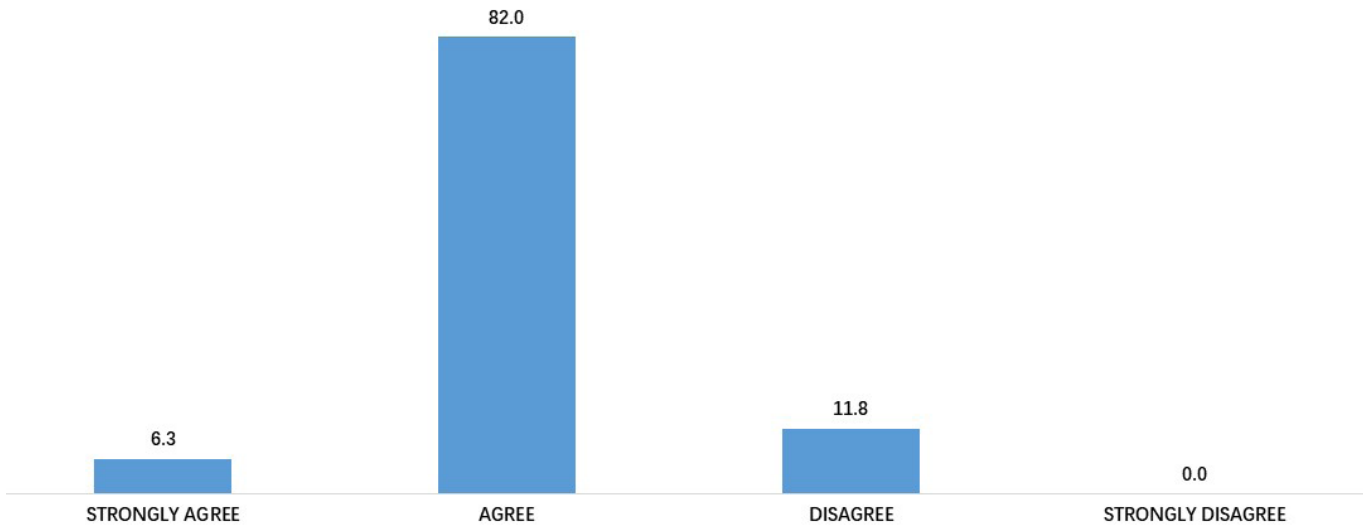


Chart 34. Views on Indonesia - South Korea Cooperation in Managing the COVID-19 Pandemic

Millennial in Surabaya agreed that Indonesia and South Korea should cooperate closely to manage the COVID-19 pandemic, with the total answer being 82% of respondents. While there was no one answer strongly disagreed and 6,3% of respondents disagreed.

OTHER COUNTRIES AS MOST STRATEGIC PARTNER IN PANDEMIC MANAGEMENT COOPERATION (%)

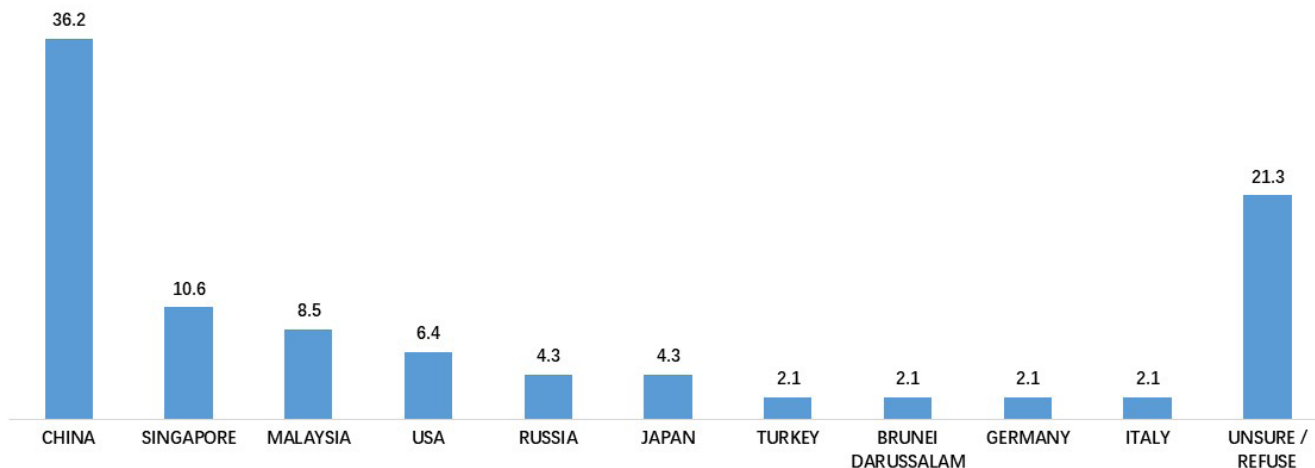


Chart 35. Other Countries as Most Strategic Partner in Pandemic Management Cooperation

Compared to other countries, millennial in Surabaya chose China as the most strategic partner to manage the pandemic in Indonesia, with a total of 36% answers. After China, the survey revealed Singapore (10.6%), Malaysia (8.5%), and the USA (6.4%).

DISCUSSION AND ANALYSIS

The survey findings illustrate that most respondents representing the Surabaya millennial generation admitted that they have never had firsthand experience interacting with South Koreans. In addition, most respondents also admitted that they have never had experience visiting South Korea in the last three years. These findings denote that the majority of respondents have not had any recent experiences directly related to South Korea. Thus, perceptions of respondents towards South Korea were constructed by information obtained indirectly, instead of their personal experiences, primarily through art and culture.

As we know, Korean culture is very popular and liked in various walks of life, including Surabaya's millennial generation. This is evident from the results of the survey that Korean dramas and K-Pop are the first two things that come to the minds of some respondents about South Korea. In the era of globalization, information technology also plays a role in expanding the spread of Korean culture throughout the world. Moreover, according to the Director of the King Sejong Institute (KSI) Surabaya, the success of the Hallyu Wave is also inseparable from the role of the South Korean government, which pays serious attention to the development of the film and music industry. This is shown by establishing a special new department, namely the Hallyu Department at the Korean Ministry of Culture, Sports, and Tourism.

In addition, the survey results regarding the level of interest of the millennial generation in Surabaya towards food products, dramas/movies, music, and webtoons from South Korea showed different variations. In terms of food products and dramas/movies from South Korea, the proportion of respondents who said they were interested was more significant than the

proportion of respondents who said they were not. However, different findings were obtained in terms of interest in K-Pop and Korean webtoons, the large proportion of respondents who claimed to be interested was far less than the proportion of respondents who claimed not to be interested. Furthermore, regarding the experience of the millennial generation in Surabaya in purchasing electronic, automotive, fashion, and cosmetic products made in South Korea, the results of their experience survey in buying these various products also tend to be varied. In the case of electronic products made in South Korea, the large proportion of respondents who claimed to have bought and who had never bought the product was relatively balanced. However, different findings were obtained in the experience of purchasing automotive, fashion, and cosmetic products. A large proportion of respondents claimed to have never bought and those who had purchased a very significant difference.

The findings of this survey are understandable, considering that in terms of automotive, fashion, and cosmetic products in Indonesia, these products have long been dominated by products made in other countries. Meanwhile, automotive, fashion, and cosmetic products from South Korea have only recently entered Indonesia. For instance, automotive products in the Indonesian market are dominated by those made in Japan. This is in line with the Ministry of Investment/Investment Coordinating Board (BKPM) official's statement that establishing a new electric vehicle battery factory has begun in Karawang, West Java, in collaboration with Hyundai and LG. Setting this factory is also targeted to expand the market for automotive products from South Korea in Indonesia in particular and in Southeast Asia in general. In addition, of course, technology transfer is also expected so that Indonesia does not serve only as a marketplace.

Regarding the perception toward the Indonesia and South Korea bilateral relations, Surabaya millennials overwhelmingly believed that Indonesia-South Korea ties were good in the context of bilateral relations. The relationship between the two countries was also assessed by most respondents to have brought positive benefits to Indonesian society. It is in line with the Ministry of Investment/Investment Coordinating Board (BKPM) officer's statement that in terms of economic cooperation, South Korea positioned as the 5th largest investor in Indonesia in 2021 and in the past five years has shown positive growth.

In contrast, in the specific cooperation on the Sister City Program between Surabaya and Busan, unfortunately, most of the Surabaya millennial generation barely knew the existence of the Sister City cooperation. In fact, the Surabaya-Busan Sister City Program has been running for 27 years since 1994 where the most prominent collaborations are in the fields of education, culture, and capacity building of human resources. Based on the results of interviews with a representative from the Surabaya City Government, the cooperation carried out in the field of education is in the form of student exchange at the junior and senior high school levels. Moreover, in the field of culture, the Surabaya and Busan city governments exchange art delegations by sending their respective art ambassadors, in which the Indonesian delegations introduce Indonesian traditional musical instruments to South Korea. Finally, cooperation in human resource capacity is conducted by sending sub-district heads, village heads, teachers, and school principals to receive education and training in South Korea.

The survey findings show that the millennial generation in Surabaya is not aware of the Surabaya-Busan Sister City Program. It is

necessary to carry out a broader socialization by utilizing social media to reach youth. In addition, representatives from the Surabaya City Government considered that the level of cooperation under the Sister City Surabaya-Busan umbrella needs to be reviewed whether it is only at the government-to-government level or has touched people-to-people level.

Moving on to the context in responding the COVID-19 pandemic, the millennials perceived a positive perception toward the performance of the South Korean government in handling the pandemic. South Korea is considered as one of the most anticipative countries to respond to the coronavirus spreading in the initial phase of the pandemic. The public in Indonesia sees the tracing technology application as one of the current needs in the country to manage the pandemic. Overall, from the discourse, South Korea is considered one of the most strategic partners for Indonesia to address the pandemic through technology collaboration such as producing medical devices, developing vaccines, and normalizing education cooperation.

CONCLUSION AND RECOMMENDATION

Conclusion

The Government of South Korea has been successful in harnessing its soft power diplomacy through the Korean Wave to promote their culture internationally, including in Indonesia. This effort has brought heightened attention to South Korea and garnered positive responses from Surabaya millennials, which has also shaped their perceptions towards South Korea. It could be seen that despite there are still very few Surabaya millennials who have had firsthand personal experience with South Korea, either in terms of visiting the country or interacting with South Koreans, they generally have a positive perception of South Korea.

However, what remains to be done is to socialize the Surabaya-Busan Sister City Program more broadly by utilizing social media to reach the millennial generation. In addition, the level of depth of cooperation under the umbrella of the Surabaya-Busan Sister City Program needs to be evaluated whether the implementation is only at the government-to-government level or has touched people-to-people at the grassroots so that the benefits can be experienced widely.

Recommendation

1 In the bilateral relations between Indonesia and South Korea in general, cooperation opportunities that can be developed by the two countries in the future include in the fields of science and technology, economy, and education. In the technology field, cooperation in the development of eco-friendly and affordable electric cars can become one of the focuses for the two countries. Indonesia and South Korea could focus more on improving economic cooperation in the economic sector as

both countries have signed the IK-CEPA as an essential milestone. As one of the most potential sectors, the Indonesian government should create and simplify the regulations in its bureaucracy to attract foreign direct investment from South Korea. Halal tourism cooperation also has promising opportunities if the COVID-19 pandemic conditions have improved, considering that Muslim tourists from Indonesia are one of the main target markets for South Korea. Lastly, in the education sector, the South Korean government could cooperate with senior high schools in Indonesia to promote the Korean at the student level.

2 Under the umbrella of the Sister City program between Surabaya and Busan, cooperation opportunities that can be explored in the future include education, economy, and technology. In education, the student exchange program, which currently only involves junior and senior high school students, can be expanded to students at the university level. Joint research collaborations can also be explored between universities in Surabaya and Busan to produce knowledge products that are beneficial for the progress of the partnership. In its implementation, the Sister City program has been focusing more on cooperation in the socio-cultural field or people-to-people interaction but has not optimized the economic aspect yet. Therefore, to strengthen the Sister City cooperation, economic cooperation opportunities that can be developed are the creative economy, such as promoting Surabaya's SMEs products to Busan and vice versa. In addition, the latest innovation, namely Medical Tourism Surabaya, can

also be targeted through health services, it will automatically drive the economy, such as tourism, hotels, and restaurants in Surabaya. Finally, in technology, Surabaya and Busan can collaborate in developing the 1000 Startup program for youth.

3 In the aspect of COVID-19 pandemic cooperation, as the curve flattens in Indonesia and South Korea, both countries should open collaboration in medical cooperation for producing basic personal protection equipment, joint research on COVID-19 vaccines development, and developing technology for contact tracing of patients that are confirmed positive of COVID-19.



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