

SOUTH KOREA'S SOFT POWER IN THE DRAMA SERIES "CRASH LANDING ON YOU": PROPAGANDA AGAINST NORTH KOREA

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ABSTRACT. This article examines South Korean propaganda aimed at influencing the public towards North Korea through the military-themed drama series *Crash Landing on You* interspersed with romantic stories typical of Korean dramas. The propaganda techniques used in the drama use glorification and demonization techniques. The purpose of this paper is to analyze South Korean soft power propaganda in the drama series *Crash Landing on You*. Propaganda in international relations is used as an analytical tool in this study, as well as the meaning of propaganda and propaganda techniques as supporting concepts for this study. The method used is a qualitative method, observations are made by observing the contents of the drama. The type of data used in this study is secondary data in the form of document studies, and the validity of the data is obtained by observing the drama series which is the research instrument. Based on the results of the study, it is concluded that South Korea uses popular culture as propaganda which contains elements of glorification and demonization. Korean dramas are the most easily accepted media and are easier to influence public perception. So through the drama series *Crash Landing on You* as a propaganda medium and wrapped in romantic stories, which have a significant influence in shaping public opinion about North Korea as a "backward" country and creating a positive image of South Korea. The broadcast of the drama had a negative impact on North Korea because the public increasingly viewed North Korea negatively as a country with a cruel dictator leader. This certainly benefited South Korea because the drama series was quite popular, but it also harmed North Korea because the country's image became worse in the eyes of the world. So from this propaganda, the relationship between the two countries became heated.

Key word: Demonization; glorification; propaganda; soft power

ABSTRAK. Artikel ini mengkaji propaganda Korea Selatan yang bertujuan untuk memengaruhi masyarakat terhadap Korea Utara melalui drama seri *Crash Landing on You* yang bertemakan militer yang diselengi dengan kisah romantis khas drama Korea. Teknik propaganda yang digunakan dalam drama tersebut menggunakan teknik glorifikasi dan demonisasi. Tujuan dari makalah ini adalah untuk menganalisis propaganda *soft power* Korea Selatan dalam drama seri *Crash Landing on You*. Propaganda dalam hubungan internasional digunakan sebagai alat analisis dalam penelitian ini, serta makna propaganda dan teknik propaganda sebagai konsep pendukung penelitian ini. Metode yang digunakan adalah metode kualitatif, observasi dilakukan dengan mengamati isi drama. Jenis data yang digunakan dalam penelitian ini yaitu data sekunder berupa studi dokumen, dan validitas data diperoleh dengan cara mengamati drama seri tersebut yang menjadi instrumen penelitian. Berdasarkan hasil penelitian, disimpulkan bahwa Korea Selatan memanfaatkan budaya populer sebagai propaganda yang didalamnya terdapat unsur glorifikasi dan demonisasi. Drama Korea merupakan media yang paling mudah diterima dan lebih mudah untuk mempengaruhi persepsi publik. Sehingga melalui drama seri *Crash Landing on You* sebagai media propaganda dan dibalut dengan kisah-kisah romantis, yang memiliki pengaruh signifikan dalam membentuk opini publik mengenai Korea Utara sebagai negara "terbelakang" dan menciptakan citra positif Korea Selatan. Tayangnya drama tersebut menimbulkan dampak negatif bagi Korea Utara karena publik semakin memandang buruk Korea Utara sebagai negara dengan pemimpin diktator yang kejam. Hal ini tentunya menguntungkan Korea Selatan karena drama seri tersebut cukup banyak diminati, tetapi juga merugikan Korea Utara karena citra negara tersebut menjadi semakin buruk dimata dunia. Sehingga dari propaganda tersebut, hubungan kedua negara menjadi memanas.

Kata kunci: Demonisasi; glorifikasi; propaganda; *soft power*

INTRODUCTION

In the study of international relations, films are part of popular culture which falls into the category of soft power in a country. Films are also often used by the government of a country as a propaganda tool to provide a positive image of the government in power or are shown to show the greatness of that country. Films that contain propaganda are films about military war or films about the history of people's struggles. Film and politics in international relations intersect in numerous

ways, providing a platform for conveying political messages, shaping public opinion, and reflecting or influencing diplomatic dynamics. Governments have historically used films as propaganda tools to shape public perception and rally support for their agendas. For example, In cold war era: The United States and the Soviet Union used films to promote their ideological stances. American films often depicted the virtues of democracy and the threats posed by communism, while Soviet films portrayed the capitalist West as corrupt and decadent (Weber, 2006).

In the era of globalization and ever-developing technology, the South Korean entertainment industry, such as films, dramas and music, is a symbol of South Korea's soft power. South Korea is also one of the countries that makes the most use of popular culture such as films, dramas and music for propaganda purposes. South Korean films or dramas that contain elements of propaganda are war films with romantic nuances, like other Korean dramas (Muir, 2003). Propaganda has become part of South Korea's national interests and influences its foreign policy. Propaganda through films is the easiest way because films can display images and scenes designed to influence the audience indirectly.

From the past until now, a country has used psychological warfare in the form of propaganda against other countries as a strategy to win the "war" in different way (Roy, 1984). One method is to use films as a tool to induce a planned psychological response in the other half. Serial drama films continue to be an effective medium of choice for propaganda messages embedded and embedded in them to be conveyed to all audiences both at home and abroad. The above phenomenon appears in the relationship between South Korea and North Korea in the form of propaganda as an example of psychological warfare.

The psychological competition between South Korea and North Korea is reflected in the balance of soft power of each country. South Korea, which has the advantage of international popularity through popular culture or Hallyu, often uses it for propaganda purposes. One type of Hallyu that is considered effective in South Korea's soft power propaganda is the drama series. Ideological differences between countries also greatly influence competition between countries in international existence. As a country with a liberal ideology, South Korea explores all avenues that are attractive to the international community. These attractions include cultural resources, foreign policy and political values (Korean culture, 2020).

In strengthening their country's branding image, South Korea and North Korea both utilize propaganda aimed at people at home and abroad. South Korea promotes its culture abroad through 42 international cultural centers and cultural promotion centers in 32 countries (Korean Culture, 2020). Meanwhile, North Korea has a communist ideology that was formulated by Kim Il-Sung himself, called Juche or chuch'e which means self-reliance, as the official ideology of North Korea. The concept of chuch'e is also used to eliminate foreign culture from entering North Korea, which has been implemented since 1945. This concept is also expected to raise awareness of North Korean national identity. This idea was also used by Kim Il-Sung to purge his political opponents who were considered dogmatic (Setiawan, 2020).

Efforts made by South Korea to carry out propaganda include South Korea producing many drama series films, one of which is entitled "Crash Landing on You" which was produced by a private production house called "Studio Dragon". The drama series "Crash Landing on You" was officially released at the end of 2019 and then gained many fans from within and outside the country. This drama series has won the "Grand Prize" award at The Korea Communications Commission Broadcasting Awards 2021 and has become TvN's drama with the highest ratings, namely an average of 21.683 percent and peaking at 24.1 percent. The series performed even better in Seoul, achieving an average score of 23.249 percent and having been watched by 3,334,033 people worldwide (Putsanra, 2020).

The drama series "Crash Landing On You" tells the story of a conglomerate woman named Yon Se-ri from South Korea, played by actress Son Ye Jin, who has a hobby of paragliding. One day, a storm occurred which caused the paraglider he was using to be hit by storm winds, causing Yon Se-ri to be carried all the way to North Korea and land in the North Korean demilitarized zone. There he met one of the North Korean soldiers named Captain Ri Jeong Hyeok, played by actor Hyun Bin. After a long debate and various considerations, Yon Se-ri was finally protected by Captain Ri and four of his men because Se-ri was suspected of being a spy from South Korea. Apart from telling the story of the love story between Captain Ri and Yon Se-ri, this drama series also contains a hidden propaganda message or one that smacks of demonization of North Korea and glorification of South Korea (Netflix, 2020).

In international relations, propaganda has become one of the issues that started from the instrument of secular activity, which continued to have a negative connotation in the 19th century when propaganda was used as a political instrument. Historically, propaganda when it became a political instrument was always associated with a negative connotation, because propaganda carried out by countries or propaganda actors used a manipulative approach, which was shown by a historical fact that in the 20th century, there was a phenomenon where propaganda was seen as a manipulative approach, so that the actual truth was manipulative (Marsili, 2015).

Qualter in K.J. Holsti's book defines propaganda as *"Deliberate attempt by some individual of group to form, control, or alter the attitudes of other groups by the use of the instruments of communication, with the intention that in any given situation the reaction of those so influenced will be that desired by the propagandist... In phase the deliberate attempt lies the key to the idea of propaganda."* (Holsti, 1984). Propaganda aims to change a person's mindset

without using violence, and to form and influence the target's image of the propagandist. Based on this definition, it can be concluded that propaganda is a form of communication that conveys the truth according to the version of the propagandist by using persuasive means to change or influence the target society or masses, or introduce new things.

The phenomenon of propaganda through film media has been researched in writings in the form of journal articles, as well as other research results. Majed, (2021) wrote about the propaganda justification for the United States' invasion of Iraq and Afghanistan in three American Hollywood films as research objects, including films entitled American Sniper, The Hurt Locker, and Lone Survivor. By using framing theory in framing the glorification of US soldiers and the demonization of Iraqis and Afghans.

Monika, (2021) discusses the propaganda carried out by the United States against North Korea through the film entitled The Interview. The content is about the United States' black propaganda against North Korea, which is aimed at forming a bad image of North Korea. Suwankaewmanee, (2021) democracy, liberty, equality, and patriotism through the life and identity of its protagonist Steve Rogers. From the blatant display of American cultures to American values to the artistic imitation of American policies, the Captain America trilogy incorporates all mentioned elements and presents the world the compelling stories where heroes are created, sacrifices are made, damages are done—all for the protection of humanity. As the curtain closes, superheroes always emerge as the saviors—to all. The assertion of power, as the trilogy demonstrates, is no longer through the brutal force of military power but wielded through soft power, namely culture, values, and policies. Only through careful analysis of the storyline, character traits, dialogues, and images, one may discover hidden messages in the art that imitates life. As stated by Joseph Nye (1990) discusses the white propaganda of the United States to form an image as a country that upholds the values of individuality, democracy, freedom, equality and patriotism through the life and identity of its protagonist. Lee, (2021) examines the white propaganda contained in the film entitled Parasite. South Korea is described as a country that is carrying out nation branding as a very dynamic country and also as an autocriticism of the North Korean government where the author suggests that while Hallyu can still be mobilized creatively to achieve foreign policy goals.

From several previous articles, this article discusses South Korean propaganda through the drama series Crash Landing on You but uses a

different perspective, namely using a soft power approach and also the propaganda techniques of glorification and demonization of North Korea. In addition to using a different perspective, what is new in this study is the research instrument regarding a country's propaganda presented in a drama series wrapped in a romantic story with a military theme. Research on propaganda through romantic drama series is interesting to study because it can provide a new perspective and become a special trick for a country in achieving its interests, especially those aimed at propaganda.

METHOD

The method used in this research is the case study research method, which is a research strategy that carefully investigates an event, activity, process, or group of individuals (Creswell, 2010). The qualitative method used in this study aims to understand how South Korean propaganda on the image of South Korea and North Korea through the Drama Series "Crash Landing on You". The research instrument is a qualitative instrument, using an observation checklist and documentation guidelines. Observations are made by observing the contents of the drama series being studied, starting from the scenes to the narrative in the drama series. While the documentation guidelines collect data from news, trusted websites and also related scientific articles.

RESULTS AND DISCUSSION

The Meaning and Purpose of South Korean Propaganda

Propaganda is an effort to influence public perception through persuasive actions using various media such as visuals, symbols, words and writing, as well as channeling complex human emotions towards the desired goal. In the 18th and 19th centuries, propaganda became more important in the political realm with the growth of literacy, liberal demands for freedom of the press, speech, and assembly, and representative government. Politicians and governments of all types recognize the importance of winning and shaping public opinion through propaganda and other methods of mass persuasion (United States Holocaust Memorial Museum, 2023).

South Korea's initial goal in carrying out propaganda began with the realization that they had resources that could be capitalized in the form of propaganda through their soft power instruments, both in social, cultural and economic aspect (international. sindonews.com, 2021). This encourages South Korea to try to build a good image in international relations by promoting the advantages of its country's existing

resources. In optimizing propaganda through its soft power, South Korea implemented a communication strategy in introducing a 'new' Korea and different from North Korea to the international public by utilizing its popular culture known as Hallyu which consists of music, drama, food, speaking style, and even language.

South Korean propaganda is not only aimed at the foreign public, but is also aimed at the people of North Korea as a neighboring country or its own rival and has sparked quite a strong reaction from North Korea. The rivalry that currently exists between South Korea and North Korea cannot be separated from the history of the two countries, which have been in conflict for a long time and to date have not succeeded in making peace. This rivalry encourages both parties to continue "fighting" through the power they have. In this case, South Korea chose to use soft power through propaganda which stemmed from the feud and competition between the two countries which had been going on for a long time, namely since the Korean War which lasted from 25 June 1950 to 27 July 1953. Since the war occurred Until now, relations between the two countries are still very dynamic and have not yet reached a mutually agreed point of peace. This encourages South Korea, as a country with a liberal ideology which is also an ally of the United States, to continue to spread South Korean culture throughout the world, including to North Korea as one of its targets, in order to spread influence and improve South Korea's image in international relations (Suryani & Nasution, 2023). This is the background for South Korea to release subtle propaganda, one of which is through Korean dramas with the romance genre, such as the drama series "Crash Landing On You". When viewed from a propaganda perspective, the drama contains many propaganda elements that corner North Korea and raise the image of South Korea through the content in the drama. This drama has been watched by many countries, including those in Southeast Asia such as Indonesia and also the Thai public.

The reputation of the drama Crash Landing On You has a fairly good rating, namely 21.6%, beating other drama series which are also in demand by many Korean drama fans (CNN, 2020). This drama series can be said to be one of South Korea's propaganda techniques against North Korea, because in each scene it shows many elements of demonization of North Korea and also glorification of South Korea. South Korea has a pretty good strategy in placing actors as propaganda "actors" in its drama series. Through the drama series Crash Landing On You, the actors involved are not directly the state but through individuals as actors. As stated by Qualter, the success of a country's propaganda is related to

foreign policy, culture and also political values. The propaganda carried out by South Korea through this drama can be said to be successful.

This success is proven by direct support from the South Korean Government which always supports the development of South Korean popular culture. There are also political values in the drama, namely with scenes showing that South Korea really wants to reunify with North Korea to reduce the intensity of conflict and tension between the two countries. The soft power propaganda in the Drama Series "Crash Landing on You" has had a direct impact on North Korean society. One example is the phenomenon where North Korean people create a special market for illegal trade, known as Jangmadang. This market continued to increase and develop from year to year until 2015. In 2015 the number of Jangmadang markets reached 396%, with total visits to the market reaching 10 thousand per day (undip, 2018).

The increasing demand for products from South Korea has encouraged South Korea to continue optimizing propaganda against North Korea through Korean dramas, and many scenes in the drama Crash Landing On You depict that North Korea is very behind and really likes all products. South Korean product. However, the presence of the drama series "Crash Landing on You" made North Korea react strongly by condemning the actions taken by South Korea. So the reputation of the drama Crash Landing On You in North Korea received a bad assessment because it was considered to discredit North Korea through the drama.

South Korea has created a very negative image of North Korea, especially the most sensitive issues, namely those containing elements of North Korean politics and foreign policy in the drama Crash Landing On You. Based on the researcher's point of view, South Korea, in this case, is taking advantage of the controversy that exists in North Korea's foreign policy, political values and cultural sources as an effort to fight North Korea's hard power, namely its possession of nuclear weapons. So, indirectly the propaganda content contained in the drama series can revive tensions between the two countries.

Glorification and Demonization in the Drama Series "Crash Landing on You"

Glorification and demonization often occur in propaganda content. This propaganda technique is tasked with leading and forming the desired perception by the propagandist. The word glorification comes from the English word glorification, which means the act of exaggerating something to make it look good and extraordinary. Glorification is the act of exaggerating the value or reputation of something or someone beyond its actual reality. The word

comes from the English word “glorify,” which means to make something appear excessively noble, great, or valuable. Glorification in propaganda can also be interpreted as referring to the technique of excessively praising or idealizing a person, group, idea, or cause in order to influence public perception and gain support. This method often involves exaggerating positive attributes while minimizing or ignoring negative aspects. In the context of its use, glorification is often found in social media, films, books, or in discussions of historical figures and celebrities, where the positive aspects are highlighted and the negative aspects or more complex realities are often ignored (Jowett, G.S., & O'Donnell, 2019).

Demonization in propaganda refers to the tactic of portraying individuals, groups, nations, or ideologies as malevolent, evil, or dangerous. This technique is used to generate fear, hatred, and hostility among the audience towards the targeted entity, thereby justifying aggressive actions or policies against them (Jowett, G.S., & O'Donnell, 2019). As one of South Korea's propaganda media, the drama series *Crash Landing on You* was quite successful in attracting public attention. This drama series presents an interesting storyline, actors and actresses who are much loved by the audience, as well as the romantic genre which is much in demand by the audience.

In the Drama Series “Crash Landing on You”, the foreign policy depicted in the Drama Series “Crash Landing on You” is related to South Korea's view of the dynamics of its relationship with North Korea. As two countries that were separated due to the struggle for ideological influence between western bloc liberalism and eastern bloc communism during the cold war, South Korea and North Korea are two countries that have the same identity, but are separated by two opposing ideologies. Content related to foreign policy in South Korea's soft power illustrates the desire for reconciliation for the two countries which are often at odds. One of the scenes in the drama explicitly conveys the possibility and desire of South Korea to reconcile with North Korea. However, if viewed from a propaganda perspective, this desire for reconciliation can be interpreted as imaging South Korea as a country that prioritizes peace and avoids feuds with other countries, especially with North Korea as an allied country (Moon, 2012).

Explicitly or implicitly, the scenes and dialogue in this drama series relate to elements of demonization and glorification of foreign policy in both countries. One element of glorification of South Korean foreign policy is in the scene which shows that South Korean citizens are very friendly towards foreigners as shown by the behavior of employees working at the Se-Ri company in receiving foreign

guests they do not know before (In Figure 1) (Netflix, 2020). This scene depicts the glorification of the hospitality of South Korean citizens when receiving foreign guests from North Korea. This part is included in benignity, namely friendly attitude and politeness towards opponents. The key to the value of benignity is convincing other parties that a party has good intentions to help and cooperate with other parties.



Figure 1. Officers are helping Captain Ri's friends when they visit Se-Ri's office

Another glorification is that the source of soft power political values contained in the drama *Crash Landing On You* are values regarding ideology, especially the ideology of South Korean liberalism which is the basis for implementing political values in South Korea including aspects of democracy, human rights. Humans, individual freedom of expression in various areas of life, as well as the values of capitalism which are used as the basis for the South Korean economy. South Korea in this drama series is depicted as a country that is advanced in terms of technological development and has high economic growth and social welfare. This image is a glorification of South Korean capitalist values which aims to shape public opinion that South Korea is a country that has successfully implemented these capitalist values.

One of the elements of demonization in the drama is the demonization of North Korean foreign policy, in this drama it is depicted through efforts to build public opinion to see that many high-ranking officials in North Korea commit crimes and protect criminals for personal gain. In this scene, it is told that one of the military elites in North Korea is collaborating with robbers of valuables from tombs by protecting them from the law by asking for rewards (In Figure 2).

The collaboration between high-ranking North Korean military officials and the tomb thief syndicate did not last long, because high-ranking North Korean military officials took cunning action by killing the criminal syndicate. In this case, the element of demonization of North Korea illustrates that crimes in North Korea are commonplace and

are even protected by high-ranking North Korean military officials. Another scene that contains elements of demonization of North Korea is related to the existence of a mafia within the North Korean Security Agency and there is also dialogue which states that to be able to join the North Korean military bureaucracy you need kinship relations with people in the military service. And it also describes nepotism in North Korean military service agencies, which tells that one of the conditions for getting a promotion to the rank of a military officer is to approach the wife of a senior colonel, so that all the wives of military soldiers continue to try to approach the wife of a senior colonel so that they can be liked and get help. subjective promotion by carrying out various gratification efforts (Netflix, 2020).



Figure 2. High-ranking North Korean military officials who collaborate with criminals

Public's Reactions and Responses to the Drama Series "Crash Landing on You"

The North Korean public's reaction to the South Korean drama series "Crash Landing on You" has been varied, especially among North Korean defectors. Defectors have generally praised the series for its relatively accurate depiction of North Korean life. Kang Nara, a North Korean defector who advised the production team, mentioned that about 60% of the portrayal of North Korea in the show is accurate. She noted that the series effectively captures details like the layout of North Korean homes, the use of kimchi caves for food storage, and the nuances of North Korean dialects and military uniforms. The depiction of everyday life in North Korea resonated with many defectors, some of whom felt that the series reflected their personal experiences. For instance, one defector mentioned how the show accurately portrayed cultural practices such as making kimchi with seawater and taking steam baths under plastic sheets during the winter. However, there were also critiques about certain aspects being overly dramatized or romanticized. For example, the glamorous fashion choices of some characters were seen as unrealistic, given the restrictive nature of North Korean society regarding clothing. Overall, while the series has been praised

for its effort to portray North Korean life accurately, the reactions highlight a mix of appreciation for its authenticity and recognition of its fictional elements for entertainment purposes (koreaboo, 2024).

"Crash Landing on You" which portrays a cross-border romance between a South Korean heiress and a North Korean army officer, has garnered significant attention both domestically and internationally. The series has been praised for its detailed depiction of North Korean life, which even included consultations with North Korean defectors to ensure accuracy. Despite its fantastical plot, some North Korean defectors have confirmed the authenticity of certain elements depicted in the show, such as the portrayal of North Korean markets and social behaviors. In terms of political implications, "Crash Landing on You" was produced and aired during a period of relative diplomatic thaw between North and South Korea, which may have influenced its reception and the South Korean government's tolerance for such content. The series might have faced different circumstances if produced during times of heightened tensions (The Korea Herald, 2020).

Responding to the broadcast of the drama, Kim Jong Un as the leader of North Korea issued a ban on the use of satire. This was done because he did not want to be criticized by his people after continuing to try to build missiles during the Covid-19 pandemic. This satirical expression caused a commotion in the drama Crash Landing On You, the ban on satire was immediately implemented after Pyongyang wanted to eliminate South Korean influence in its country. What is prohibited is a sentence that, when translated into English, says a sentence to the tune of, "Who died and made you a general?" or "You think you are a general or who?" (Antara News, 2020).

Radio Free Asia (RFA) said that law enforcement authorities in North Korea had launched an investigation into several speech styles South Korea used to criticize North Korean leader Kim Jong Un. This phrase is being questioned because it is considered a conversation used when someone is acting arrogantly and overly confident. So the action taken by North Korea was that the country's officials immediately studied and analyzed how North Korean people could learn new phrases and also investigated how Hallyu and media from South Korea managed to enter North Korea. They said the impact was most severe on young people in North Korea, because according to North Korean officials a lot of illegal content from South Korea entered North Korea and also the smuggling of smartphones from South Korea which was considered a threat to North Korea, as a result of the drama (Antara News, 2020).

Another threat to North Korea is that many young people are more interested in speaking with South Korean accents and many access dramas from South Korea and become addicted to them. So the drama caused a bit of tension in relations between the two countries, and one of the North Korean officials expressed quite sharp criticism and said that the making of the film resulted in a show that insulted and degraded their integrity, dignity and conscience as artists and was blind to get money (Antara News, 2020). The response to the drama *Crash Landing On You* did not only come from North Korea, but South Korea also had a response to the drama produced by their country. Criticism coming from within North Korea towards the drama *Crash Landing On You* was accused of violating South Korea's National Security Law (NSA) because it was deemed to have glorified North Korea. The Seoul Metropolitan Police Agency, said that it is reviewing the allegations made by the Christian Liberal Party against TVN as the channel that aired the drama. The problem alleged was that the party said that North Korea had never once lowered the weapons that had been directed at South Korea. So according to them, this cannot differentiate between enemies and citizens who have been incited. Referring to the National Security Law, they say that a person must not follow or praise anti-national organizations that have endangered South Korea (Antara News, 2020).

Even though it received a negative response from North Korea and was also criticized by the domestic Party, the public response to the drama *Crash Landing On You* was quite positive and was well received because the drama was included in the drama category that is worth watching. Several reasons the public makes this drama worth watching, namely first, because of the main character. The main actors in the drama *Crash Landing On You* are Hyun Bin and Son Ye Jin who are considered to have quite good acting and both are well-known actresses and actors who have many awards and have a good reputation (Tirto.ID, 2020). Second, the storyline is quite interesting which tells a romantic story wrapped in military elements. This adds insight to viewers who don't like films with a military theme, so the drama *Crash Landing On You* succeeded in making the public interested in watching it even though in several scenes there are military and political elements. Third, this drama tells the love story of two very different people from countries with different ideologies. Even though the drama tells the story of two people who fall in love from countries with different ideologies, the storyline is quite interesting and easy to understand and adds insight to the audience so that they understand the differences between liberal and communist ideologies (Tirto.ID, 2020).

From the various public responses shown, researchers assess that the drama *Crash Landing On You* has been successful in influencing public opinion towards the two countries. There are many elements of glorification and demonization which indirectly influence the audience, which contain elements of propaganda with concepts containing benignity, brilliance and beauty. So researchers see that South Korea has succeeded in creating a good image of its country and has indirectly succeeded in discrediting North Korea as its rival. This was done by South Korea to counter the threat of North Korea which continues to test ballistic missiles which is a threat in the Asia Pacific region. So the resistance carried out by South Korea is to use soft power, because this method is considered more effective than using hard power which will further increase tensions in the Asia Pacific region.

The political relationship between South Korea and North Korea is complex and has evolved through various phases of tension, diplomacy, and intermittent cooperation between the two countries, ranging from historical context to the stability of the North Korean leadership. Historically, the division of Korea into North and South Korea at the end of World War II marked the beginning of an era marked by ideological conflict, war, and prolonged hostility. The Korean War (1950-1953) reinforced this division, leading to the establishment of the Demilitarized Zone (DMZ) and the ongoing military stalemate (Oberdorfer, 2013). Cold War dynamics further divided the Korean Peninsula, with the US supporting South Korea and the Soviet Union and China supporting North Korea. To this day, relations between the two countries continue to experience ups and downs, and speculation about Kim Jong Un's health and leadership stability periodically causes uncertainty in inter-Korean relations, as potential shifts in power can lead to unpredictable policy changes.

Despite the ups and downs of relations between the two countries, the drama series *Crash Landing On You* shows that South Korea always wants to show that its country is better than North Korea, especially in terms of social life and military integrity. In the drama series *Crash Landing On You*, the composition of propaganda elements in the form of demonization and glorification is quite balanced. Indirectly, by displaying elements of demonization towards North Korea, elements of glorification towards South Korea are also displayed which show that South Korea is better, more advanced, and more modern than North Korea. The attitude taken by South Korea by conducting propaganda using glorification and demonization techniques is a form of soft power in countering North Korea's hard power which has

always conducted nuclear missile tests around the Korean peninsula and also in the Asia Pacific region. South Korea, which is in the same region, certainly feels that its security is threatened by North Korea's attitude which continues to conduct nuclear tests. Therefore, in the researcher's view, another effort to pressure and counter North Korea is to "bring it down" subtly, namely through propaganda drama series packaged with romantic stories, in which there are many implied propaganda messages, especially demonization of North Korea. Relations between South and North Korea remain an unstable mix of cautious diplomacy and deep-rooted distrust. While the period of rapprochement offers hope for peace and reunification, deep-rooted political, military, and ideological differences continue to pose significant challenges.

CONCLUSION

The drama series "Crash Landing on You" is a propaganda instrument that can have a significant impact on efforts to shape public opinion about a country's image. Efforts to build a positive image of South Korea by discrediting North Korea as an opposing party in the drama series also involve many actors, including actors outside the government. The response issued by North Korea is an explicit indicator that shows that this drama series is seen as quite a threat to North Korea. Thus, propaganda through film is a new dynamic whose existence deserves to be taken into account as a "weapon" whose role can be an alternative to hard power which has been seen as a significant force to control the international public or other countries.

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