

## ABSTRACT

*The research was centered around the cultural phenomenon of the Korean Wave (Hallyu) originating from South Korea. Despite the global popularity of the Korean Wave, there is a significant gap in understanding how the entertainment industry utilizes transmedia storytelling in promotion strategies, which has an important role in enhancing understanding of sustainable marketing practices and its potential to create meaningful engagement with audiences. This study aims to analyze how SM Entertainment employs transmedia storytelling in its promotion strategy for Aespa and contribute to a deeper understanding of innovative practices in the K-Pop industry. This qualitative research adopts a case study analysis, examining the use of transmedia storytelling in SM Entertainment's global K-Pop strategy for the Aespa girl group. This study use interviews, observations, literature reviews, and documentation as data sources, with a data analysis approach following the Miles and Huberman model. This study reveals that Aespa's promotional strategy, employing transmedia storytelling, serves as a unique approach by SM Entertainment to introduce the girl group with AE characters. This involves utilizing diverse media, from music videos to virtual concerts, fostering fan engagement through platforms like Instagram and Twitter, and integrating physical mediums like album sales. Despite facing challenges such as competition and algorithm changes, the study emphasizes the significance of transmedia storytelling in creating a rich fan experience, enhancing global support, and navigating the dynamic landscape of the K-Pop industry.*

**Keyword:** *Aespa, Digital Communication, K-Pop, SM Entertainment, Transmedia Storytelling*