

Abstract: *The increasing interest in Korean culture, particularly through music and dramas, has significantly grown in the digital era. This phenomenon presents a great opportunity for Korean language courses, including Telkom University Language Center. However, the high interest in Korean culture has not been directly proportional to the increase in course participants. Therefore, strategic efforts are needed to raise awareness and interest in the Korean language courses offered. This study aims to design an innovative and attractive brand experience for the academic community of Telkom University, especially the younger generation who are fond of Korean culture. This brand experience is expected to enhance the brand salience of the King Sejong Institute Korean language course program and position the Telkom University Language Center as a leading Korean language learning center. The research methods used in this study include observation, in-depth interviews with target audiences, literature review, and questionnaire distribution. The data obtained was then analyzed using SWOT analysis, comparison matrix, and AISAS model to identify strengths, weaknesses, opportunities, threats, and consumer behavior. The result of this study is a brand experience concept called "Sejong World". This event is designed as a series of activities that encompass various aspects of Korean culture, ranging from cuisine, traditional games, to music performances. Through "Sejong World", participants can directly experience the fun and in-depth Korean language learning experience. Booths provided during the event will also provide complete information about the King Sejong Institute Korean language course program. It is expected that with the presence of "Sejong World", the interest of the public, especially the academic community of Telkom University, in Korean language courses can increase significantly. In addition, this brand experience is also expected to strengthen the position of Telkom University Language Center as a quality Korean language learning center that is relevant to market needs.*

Keywords: Korean language course, brand experience, brand salience, Korean culture

PENDAHULUAN

Ketenaran Bahasa Korea menjadikan peminat pelajar Bahasa Korea melonjak 195 persen dari tiga tahun terakhir di Asia Tenggara. Pengaruh budaya memengaruhi keinginan orang untuk mempelajari bahasa suatu negara. Penetrasi budaya ini membuat bahasa Korea mulai banyak dipelajari orang di luar penutur asli. . Salah satu pemicu orang belajar bahasa Korea adalah kemunculan drama Korea.”Penetrasi budaya ini membuat orang ingin mempelajari bahasa setempat, antara lain agar bisa memahami secara langsung pesan yang disampaikan oleh idola mereka, tanpa menunggu terjemahannya. Selain itu, berwisata ke negara-negara tersebut juga semakin jamak dan orang ingin agar bisa memahami bahasa setempat secara langsung,” kata Haina Xiang Marketing Director Duolingo dalam konferensi pers pada tanggal 12/10/2023