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LAMPIRAN

Lampiran 1

Pertanyaan Wawancara

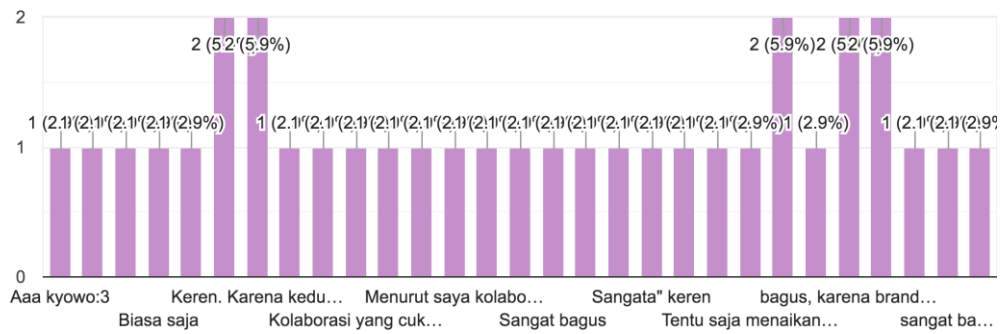
No	Pertanyaan
1.	Apakah anda pernah membeli smartphone samsung akibat dari pengaruh Korean Wave?
2.	Bagaimana tanggapan anda mengenai kolaborasi BTS dan Blackpink dengan Samsung?
3.	Dengan kolaborasi Samsung bersama BTS dan Blackpink apakah anda tertarik dengan produk Samsung yang di iklankan?
4.	Apakah ada yang membedakan smartphone Samsung dengan merek lain? kalau iya, jelaskan!
5.	Sudah berapa lama anda memakai smartphone samsung?

Lampiran 2

Jawaban responden

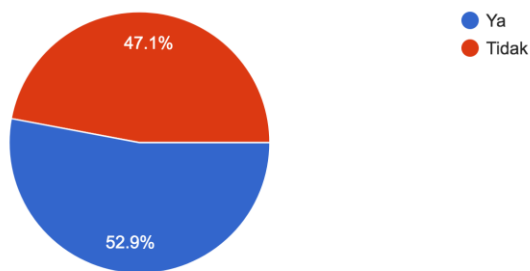
2. Bagaimana tanggapan anda mengenai kolaborasi BTS dan Blackpink dengan Samsung?

34 responses



3. Dengan kolaborasi Samsung bersama BTS dan Blackpink apakah anda tertarik dengan produk Samsung yang di iklankan?

34 responses



Lampiran 3
Kolaborasi Samsung S20 BTS Edition



sumber: Samsung Indonesia, 2020

Lampiran 4
Blackpink sebagai Brand Ambassador Samsung



sumber: Life Style Kompas, 2019

Lampiran 5
Produk Smartphone Samsung di Drama Hotel De Luna



sumber: Hotel Del Luna. Youtube/TVN Drama

Lampiran 6
K-Pop World Festival 2019 sebagai salah satu bentuk diplomasi publik



sumber: Ministry of Foreign Affairs of South Korea, 2019