REMODELLING OF THE KOREAN WAVE:IS IT POSSIBLE FOR TURKEY TO CREATE THE TURKISH WAVE?

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Abstract

Today's economic and political developments have led to an intense competitive environment in which countries compete in the international arena. In this competitive environment, differentiation of countries from other countries, preserving the country's image, creating new market shares to develop the economy, expanding country's targets and meeting the demands of citizens are directly related to government strategies. It is an inevitable fact that governments have turned to different strategic areas as an element of soft power and evaluated their alternatives; It has created many new economic leverages such as cultural and technological developments that will directly contribute to the national economy. New development strategies of countries are influenced by many factors such as global, political, economic and technological.

Nation and nation image, sales of its products, how other nations perceive and position the country in their minds have recently become an important factor in the country's policies. For this reason, governments, looking for new ways to develop the country's economy, have understood the importance of creating a successful nation branding and have started to take part in the international arena with new strategies. The international arena and fan groups, who recognize and become aware of the country's potential makes a great contribution to the national economy while at the same time make the country stand out in the world.

After the economic crisis in the late 90s, the South Korean government launched the Korean wave as a soft power to improve the economic situation, export cultural products and even improve the country's image. The Korean wave represented the popularity of Korean pop-culture spread throughout Asia.

The success of the Korean Wave soon after spread to other Korean industries such as tourism, food, electronics and the like. Realizing the importance of this concept since the late 90s, the Korean government has been the most important factor behind the spread and success of the Korean wave throughout the world, especially in Asia.

The aim of the study is to analyze the strategies and factors used for the success of the Korean wave and to find the possibility of forming a Turkish Wave

KORE DALGASININ YENİDEN MODELLENMESİ: TÜRKİYE'NİN TÜRK DALGASI YARATMASI MÜMKÜN MÜ?

Özet

Günümüzde yaşanan ekonomik ve politik gelişmeler ülkelerin uluslararası arenada birbirleri ile yarıştığı yoğun bir rekabet ortamı oluşmasına neden olmuştur. Oluşan bu rekabet ortamında ülkelerin diğer ülkelerden farklılaşması, ülke imajlarını koruması, ekonomisini geliştirecek yeni pazar payları oluşturması, hedeflerini genişletebilmesi ve vatandaşların taleplerini karşılayabilmesi hükümet stratejileri ile doğrudan ilişkilidir. Bunun yanı sıra son yıllarda hükümetlerin yumuşak güç unsuru olarak farklı stratejik alanlara yönelmesi, alternatiflerini değerlendirmesi; kültürel, teknolojik gelişmeler gibi ülke ekonomisine doğrudan katkı sağlayacak bir çok yeni ekonomik kaldıraç yaratmıştır. Ülkelerin yeni kalkınma stratejileri yaratması, global, politik, ekonomik, teknolojik gibi bir çok faktörden etkilenmektedir.

Ulus ve ulus imajı, ürünlerinin satışları, diğer ulus vatandaşlarının, ülkeyi nasıl algıladığı ve zihinlerinde nasıl konumlandırdığı son zamanlarda ülke politikalarında önemli bir faktör haline gelmiştir. Bu nedenle ülke ekonomisini geliştirmek için yeni yollar arayan hükümetler başarılı bir ulus markalaması oluşturmanın önemini anlamış ve uluslararası arenada yeni stratejiler ile yer almaya başlamışlardır. Ülkenin farkına varan, ülkeyi tanıyan; uluslararası arena ve hayran kitleleri ülke ekonomisine büyük katkı sağlayarak, ülkenin dünya üzerinde ön plana çıkmasını sağlar.

90'lı yılların sonunda yaşanan ekonomik krizden sonra Güney Kore hükümeti ekonomik durumu iyileştirmek, kültürel ürünlerini ihraç etmek ve hatta ülkenin daha iyi bir imaja sahip olması için yumuşak bir güç olarak kore dalgasını başlattı. Kore dalgası, Asya'da yayılmış olan Kore popüler kültürünün popülaritesini temsil ediyordu. Kore dalgasının elde ettiği başarı çok geçmeden, turizm, gıda, elektronik ve benzeri gibi diğer Kore endüstrilerine de yayıldı.

90'lı yılların sonundan beri bu kavramın öneminin farkına varan kore hükümeti, Kore dalgasının başta Asya olmak üzere tüm dünyaya yayılmasının ve başarılı olmasının arkasındaki en önemli faktör oldu.

Araştırmanın amacı, Kore dalgasının başarılı olması için kullanılan stratejileri ve faktörleri analiz edilerek, Türk dalgası oluşturma ihtimalini bulmaktır.

Anahtar kelimeler: Ulus Markalaması, Kore Dalgası, Popüler Kültür, Eğlence Endüstrisi

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I would like to thank my colleagues whose believed in me and tirelessly listening to my enthusiasm for this topic. I am grateful for all the precious moment with them. Keep that in mind, sleepless saturday mornings brings successful results in the end.

I would especially like to express my special thanks to graditude to my father Coşkun MÜFTÜOĞLU and my mother Nigar MÜFTOĞLU for their countinious support in this period. Especially, to my mother she was always there to help me when I lost my way. I would never succeed without them. Nothing else could make me feel more special than being the first woman in my extended family with a master's degree.

Finally, I hope that one day my country will realize the power of pop-culture at least as much as I realize it and take serious steps to turn it into a new economic power.

To Future Hopes
And Dreams

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1. Introduction

South Korea was one of the countries that experienced financial collapse during the Asian Crisis in 1998. However, to overcome this financial crisis, South Korea decided to use the Korean Wave as a soft power tool. Thus, they aimed to get rid of the economic crisis and move the country's economic situation forward. The country started the Korean Wave or "Hallyu" in its Korean name and turned this crisis into an opportunity.

After the Asian crisis, South Korea has managed to grow by doubling its gross domestic product. Today it has become one of the richest countries in the world. Developing rapidly after the Korean War, South Korea is a member of OECD and G-20. While an import-oriented policy was adopted after the war, it turned to an export-oriented strategy after the 1960s. In the 1970s, the heavy industry and chemical industry, automotive and electronics in the 80s, followed by a process that shifted towards cognition from the 90s. In 1997, South Korea followed various strategies to overcome the Asian Economic Crisis and turn it into an opportunity. Small and medium-sized enterprises, especially venture business aiming to make technological research and development have been supported. Korea, who experienced both the Korean War and the Asian Economic Crisis, knew how to turn these crises into opportunities.

There is not a lot country that has economic growth as fast as Korea. 50 years ago, a poor country whose main source of livelihood was farming has turned into one of the largest producers in the world in many fields such as industry, technology and construction in less than 25 years. South Korea is currently the third largest economy in Asia and the twelfth largest economy in the world with exports and trade figures. (Harvie and Lee, 2003).

The Korean Wave, also known as Hallyu, refers to the global popularity of South Korea's cultural economy which is exporting pop culture, entertainment, music, TV dramas and movies. (Roll,2018). Also, represents a strong cultural manifest coming from South Korea. The movement recently began too slowly, but certainly penetrates global markets in various ways.

The aim of this chapter is to present the background of the Korean Wave and the marketing strategies to spread the Korean Wave in terms of its origins and achievements. In addition to this, the current status of Turkey along with the potentials of the country is also presented. The main objective, strategic and possible marketing strategies opportunities will be discussing during the project.

Research questions, the scopes of the research and target audience are included to guide the reader to understand and perceive the idea behind this thesis.

1.1 Objectives

As mentioned in the introduction, learning how South Korea created the marketing strategies that launced the "Korean Wave" or "Hallyu" in another word and how it was made successful might help Turkey to improve its economic status as well as removing the negative image of the outsider's perception. In the preparation stage of this research; "A study of the Korean Wave in order to be a lesson to Thailand for establishing a Thai Wave" is based as a model for Turkey to analyzing the steps it can take to create the Turkish Wave. (Potipan&Worrawutteerakul, 2010) Apart from that this study would help Turkey to find new marketing strategies alongside to find its' existing potential that can create a better perception and better economical status in the international area. During the study period, it will be explored whether it is possible to create a perception that will take the current economic situation further. In order to answer this question, the study also needed to find the methods and marketing strategies that South Korea used to conduct the Korean Wave in the international area. First of all the study needs to find the factors behind this achievement and then compare it to Turkey's hidden potentials and other factors to find the necessary possibilities.

1.2 StrategicQuestion

   Is it possible for Turkey to create the Turkish Wave?

1.3 Research Questions

- How succesful Korean Wave in Turkey and in the world?
- What are the factors affecting the success of the Korean Wave?
- Which factors can play an effective role in the creation of the Turkish Wave?

1.4 Scope & Target of TheResearch

This research will focus on the rapidly growing South Korean entertainment industry, cultural elements and their impact. It is a well-known fact that the South Korean Wave rises under the guidance of government support, the private sector and South Korea's leading entertainment companies. Especially, entertainment companies artists contribute millions of dollars to the national economy with their albums, tickets and licensed product sales. For this reason, South Korea's rapidly rising entertainment companies will also be examined in the study. In addition to the entertainment industries; other concepts such as Korean food, tourism and other rising basic components will be discussed and analyise with selected theories.

In many respects, the Korean Wave contains successful factors and yet another aim of this project is that to find these successful factors behind the Korean Wave. Public and private sectors play an important role in the positive development of the country's image, so the formation or reorganization of a new country strategy can be beneficial for the public sector. Furthermore, government agencies and the private sector can work together to develop a common strategy for exporting cultural goods.

2. The Conceptual Framework

This section is designed to create a conceptual framework and view the overall table. In this section, detailed information has been given to readers within the scope of the target subject which constitutes the essence of the study and it has been shown that a meaningful whole has been created by using these methods throughout the study. Strong concepts are combined to create an easy to remember and easy to implement.
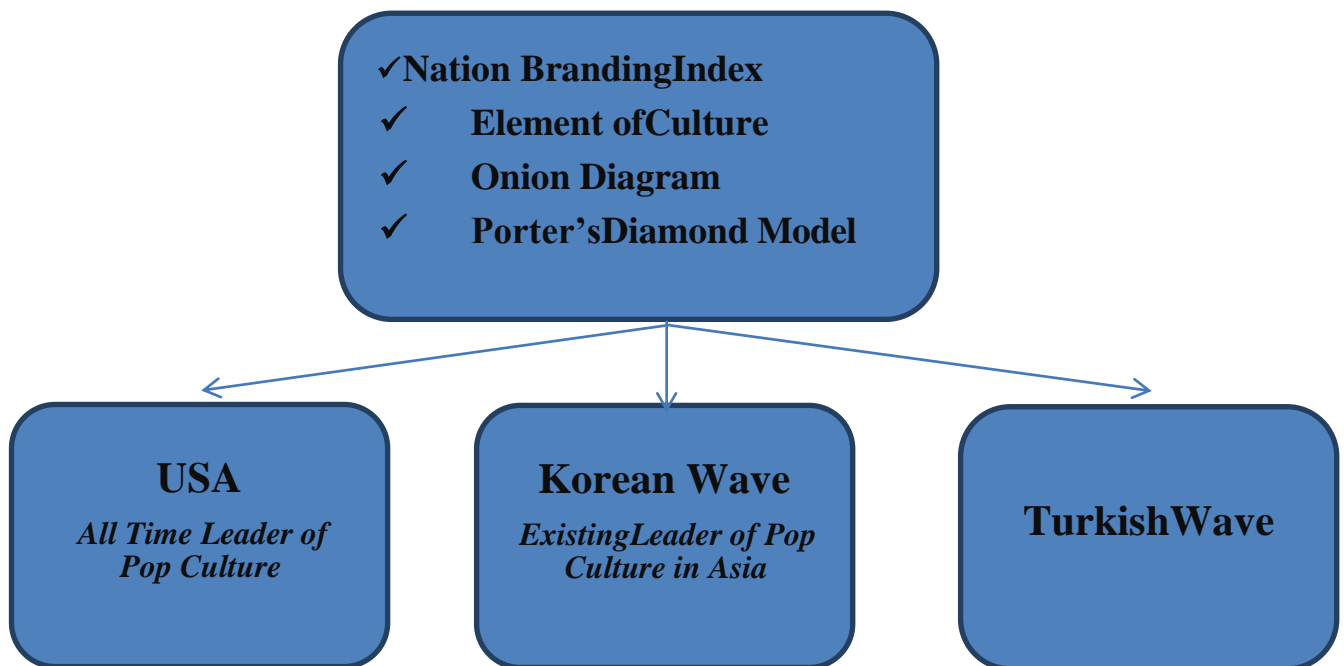
Figure 2.1 *The Conceptual Framework*

The first box on top shows selected theories used to analyze various factors to answer the purpose of this thesis. The first box on the bottom is the all time leader of pop culture in the world which is USA where basically pop culture were born. The second box on the bottom is represent the Korean Wave which is curently the leader of pop culture almost in whole asia and world instead of other countries and the role model for this study adopting for Turkish Wave. The last box on the bottom is representing Turkish Wave in which the author want to find methods to building it by adapting Korean Wave.

To create Turkish Wave, we must first understand the Korean Wave and its elements. It is vital for us to analyze what these elements are and how successful they are. Thus, we can make assumptions whether for Turkey to create the Turkish

Wave is possible or not. On the other hand, America has been a symbol in the world for over 50 years that has dominated populer culture, but in recent years this symbol has been replaced by other names or countries that using different strategies. The reason why South Korea is so successful is that can be found in comparing with the United States, which has always succeeded to become the leader of the sector, although it has been replaced by new names in recent years.

2.1 The Concepts of Nation Branding and Culture

It is crystal clear that, South Korea used the basics of a nation branding and culture strategy to promote their country. This strategy did not only improve the country's image positively, but it also made great contributions to the country's economy. In this chapter, the concepts of nation branding and culture are clarified to allowing readers to understand how South Korea uses these concepts into their advantage to promote their country.

2.1.1 Nation Branding Concept Review

National branding is the answer of the question 'How to sell a country'. It is not a new thing for nations to care about their image. However, in last few years nations have begun to make new breakthroughs that will positively affect their image. Nation brandings concept is one of the new breakthroughs. The term 'nation branding' was first coined by Simon Anholt in the 1990s and refers to the applicaiton of marketing strategies to individual countries. Nations have become far more cognizant of the value of their brand as an asset. Understanding valuation helps countries better understand the investments they make in their image. (Anholt,2006)

In a very simple way nation branding means applying corporate branding techniques to countries. Similarly, experts in the industry refer to "place branding" and "city branding" (Teslik,2007).

The aim is to create a unique image and an international reputation that will serve the interests of a nation in the most effective way. Strategies have become particularly important for countries aiming to develop their own niches in the international system as global markets expand and intensify international competition for trade, investment and tourism.

2.1.2 Culture Concept Review

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. (LiveScience, 2017)

At this chapter Raymond Williams culture analysis is going to pointing out. According to the Raymond Williams, there are three general categories in the definition of culture.

First, there is an ideal where culture is a state or process of human perfection in terms of absolute or universal values. The analysis of culture is the discovery and explanation of life and work, which constitutes an essentially timeless order or appears to have a permanent reference to the universal human condition.

Second, there is the 'documentary', in which culture is the body of intellectual and imaginative work, in which, in a detailed way, human thought and experience are variously recorded. The analysis of culture from such a definition is the nature of thought and experience, the details of language, the form in which they are active, and the effectiveness of the critique in which the contract is defined and evaluated. Such criticisms may vary from an ideal to analysis to the discovery of what is thought and written in the world, to the discovery of what has been written and to explore a particular kind of tradition that aims to relate them to certain traditions and societies, after the analysis of certain works with a process that emphasizes particular work.

Finally, third, there is the definition of art and social culture, a definition of a particular way of life that expresses some meaning and values not only in art and learning but also in institutions and ordinary behaviors. The analysis of culture is to clarify the meaning and values that are clear and certain in a given culture, in a particular life style.

Studies that adopt a culturally critical approach to the research of national branding tend to focus on the effects of national identities, social power relations and agenda setting (Kaneva, 2011). Following this approach, marketing and branding should be considered; marketing is not a worthless, neutral way of providing products or services to meet needs (Moufahim, Humphreys, Mitussis

and Fitchett, 2007).

Studies that adopt a culturally critical approach to the research of national branding tend to focus on the effects of national identities, social power relations and agenda-setting (Kaneva, 2011).

On the contrary, through the use of certain symbols, ideological discourses and practices, branding actively shapes social relationships, such as giving a central role in the lives of people in the consumption of goods (Moufahim et al., 2007).

Cultural Critical Researchers on Nation Branding aims to investigate how marketing and branding affect social space and how these practices change people's self-perceptions and national identities, and to link the discursive dimension of nation-branding with the constructivist ideas of nationalists.

2.1.3 Pop Culture Review

"Popular Culture" or "Pop-Culture" covers cultural developments and daily practices as a concept, which emerge as a collective culture, especially after the 20th century with social modernization. While popular culture is mostly an area jargon, pop culture is mostly accepted as medium jargon. In popular culture, a popular culture, produced and popularized in relation to the realization of commercial purposes, has been created.

The most popular meaning of popular is the one that belongs to the people. But today this concept is used to mean loved or chosen by many, meaning that the popular notion is the acceptance of executive events (eg music, TV programs, elections, parliamentary democracy, decisions based on representation system and preferences). This sovereign use of popularity has continued by moving to new areas, giving new forms of expression, and providing a new underlying role for the social system: popular TV program, popular movie star, popular athlete and pop culture.

Popular culture is not an unnecessary concept as many people thought. The difference between classical culture concept understanding and pop culture is that pop culture includes temporality, daily life and the ones that remain on the surface. Popular culture is a concept that highlights a culture and supports and shapes the

formation of culture in a society. Society can understand the culture of a society with what the popular culture brings. There are a number of standard patterns in which the popular culture helps to form, as are the negative consequences of the concept of culture but all of these give new meaning to the original culture. Popular culture is an eclectic; by using classical and permanent ways, it creates a concept of cult within itself.

Popular cultural factors in social life are strong enough to be able to pursue the masses and compare with each other. Almost all youngsters can be dressed similarly, no matter what the popular outfit of the period. Again, if you have any of the popular songs of the period, most people will have to listen to it.

2.2 Nation Branding Index

Nation Branding is a new concept that has recently been developed and used to describe the brand values of countries. In this respect, the Nation Brands Index (NBI), developed by British academician Simon Anholt in 2005, is a pioneering initiative to measure the power of different countries in this field.

Nation Branding Index is a survey that measures the global perceptions of countries in various dimensions. These criteriasare: culture and heritage, governance, export, people, tourism, investment and migration. NBI, measures the images of the countries on the criteria specified 4 times a year. Today, it is published once a year in partnership with GfK, which is called the Anholt-GfK Country Brands Index and follows the global perceptions of countries using a panel of 20,000 people in 20 countries.

Anholt, focuses on 6 important criterias while developing the index and making new rankings every year. These are; tourism (the country's ability to attract tourists and tourism), exports (general perception of the quality of products and services produced in that country), people (the level of tolerance and openness for foreigners and national character traits of foreigners living in that country), governance (the general perception of it interest, honesty and ability), cultural and historical heritage (general perception of the historical and touristic wealth of that country and its efforts to protect them) and investment and immigration (the potential of that country to attract human and foreign workers and opportunities

offered   to   businessworld)

Public opinion about national government competency and fairness, as well as its perceived commitment to global issues.

The population's reputation for competence, openness and friendliness and other qualities such as tolerance.

The public's image of products and services from each country.

Global perceptions of each nation's heritage and appreciation for its contemporary culture.

The level of interest in visiting a country and the draw of natural and man-made tourist attractions.

The power to attract people to live, work or study in each country and how people perceive a country's quality of life and business environment.

Governance
People
Exports
Nation Brands
Culture & Heritage
Tourism
Investment & Immigration

The Nation Brand Hexagon © 2000 Simon Anholt

Figure 2.2:*6 Key criteria determining the Nation Brands Index*

Places Branding

Place Branding Principles: In a globalized world, more and more places of interest. In such a competitive environment,place branding can help by creating a competitive identity to influence perceived images in relevant markets. In particular, a sustainable competitive advantage can be created by establishing the brand value for the country, region, local region or city or town identity.

From small cities to a whole country, place branding most probably one of the most complicated version of nation branding. Everyone whose living in the same area or country influences the brand itself in different ways. And most of the time, most of the major stakeholders disagree about what to do or how to do it for a designated area when it comes to branding plans. For this reason, branding process is very important in place branding and marketing.

Thinking that place branding is about filling in the gaps between them: the identity or location of the place; product offer; experience that visitors get when they visit a place (tourists, migrants, potential investors and traders); and the image of people having a place. (Govers,2015)

Robert Govers indicated that people often consider advertising when they talk about communication but communication is not the same as advertising. Communication is an important policy area that can be exploited in closing gaps,

but 'construction' and 'collaboration' are more important in place branding

Construction is the actions that promote product development through real actions and policies. Collaboration on the other hand means that finding a common ground to find out what makes a place special,uniqe and attractive between the stakeholders, residents and investors. By saying this he agreed and follows Simon Anholts' the eight principles of place branding which is mentioned below.

The 8 Priciples of Place Branding

1. Purpose and Potential

Place branding creates value for a city, region or state in three main ways: aligning the messages which the place already sends out, in accordance with a powerful and distinctive strategic vision; unlocking the talent of the people who live there to reinforce and fulfil this vision; creating new, powerful and cost-effective ways to give the place a more effective and memorable voice and enhance its international reputation.

2. Truth

Places mostly troubled with being out-dated, sloppy, uniform or cliche on peoples mind. It is one of the tasks of place branding to ensure that the accurate, full, contemporary image is conveyed in a focused and effective manner; do not compromise on the reality facts or never exaggerate irresponsibility.

3. Aspirations and Betterment

Place branding must provide a common vision for the economic, political and cultural well-fare of people whose living together in the same area. This provides economic, political, cultural and social benefits for all.

4. Inclusiveness and Common Good

Place branding should be used and organized for common, economic and political success.Therefore, directions of the common objectives and strategies it creates an inevitable responsibility for all the groups in the society not just for identified one.

5. Creativity and Innovation

Place branding should discover and use potential skills in the population and also should promote those discovered skill in a creative way in order to notdemostratesuccesfulinovation in education, business, government, enviroment and the arts. In another word place branding should be an another way to help finding talents in a population.

6. Complexity and Simplicity

The earmark of effective place branding is simplicity and directness because places are mostly intricate and contradictory. Increasing the diversity and richness of places and peoples in justicely is one of the most difficult tasks of place branding. Therefore, it is difficult to convey the place marking to the world in a simple, accurate, motivating, attractive and memorable way.

7. Connectivity

Another key element of the place branding is connecting people and institutions from both inwardly and outwardly the country. The common and shared goals of clever branding strategy can help bound government, the private sector and non-governmental organisations; It also increase the participation of the population and helps establish a strong, healthy bond between other places and people.

8. Things Take Time

Like in every aspect of branding and strategy, place branding has its own needs such as time, afford, patience. However, it is important to use these elements in the right place and at the right time. Consequently, place branding is an important long-term strategic move that needs to be considered wisdomly.

2.3 Elements of Culture

All the material and spiritual traits produced by a society in the historical process and transferred from generation to generation are called culture. Basically, culture is the way you do things around the place where you live or where you grown up. Culture could be related to a country, a explicit part of the community, or an organization. However culture is not something that you born with, indeed this is a

well-known fact that culture is something that you learned during your whole life process. So, culture contains everything that we have learned in elation to values and norms, customs and traditions, beliefs and religions, rituals and artefacts.

- **Education**

Education levels could be an huge impact on different business functions and strategies. Educational levels will have an impact on various business functions. Education shapes people's outlooks, desires and motivation. For this reason, it effects all views of culture, from economic development to consumer behaviour. The level of education in each market will vary, thus different market requires different strategies and communication.

• **Social Organizations**

The role of a woman or man or a children in society is different from one to another. This applies to social classes and family structures too. The level impact of a particular class or cast on a community needs to be taken into account. Social institutions have an impact on marketing in terms of the correct analysis and transmission of the message.

• **Aesthetic**

Aesthetic is about the feelings and the appreciation of the artistic structure of something including its smell, taste or ambience. As a cultural element, it represent to approaching towards beauty and great test of art, music, folklore and drama of culture. Aesthetics has a special importance for the marketer because of their role in interpreting the symbolic meanings of artistic methods used for brand identification, feature empowerment and differentiation. (Brooks,2004)

• **Language**

Language is one of the most important elements of culture because it is the way of reflecting a culture. When it is comes to promoting a product or country, language is the key of communication with other in a different countries.

• Belief System

Belief system is the impact of religion or any other beliefs in a society such as superstitions, taboos or rituals and it is critical for understanding of different market and market strategies. (Doole&Lowe, 2008). Belief is an important cultural factor, it often determines the value judgments of a society and therefore has an impact on marketing strategies.

Technology and Material Culture

Technology is a term that contains many other elements such as power, energy, ability of basis, economic. Technological developments were probably the main cause of cultural change in many countries. The material culture affects the demand level, the quality and types of the requested products and their functional properties together with production and distribution of these products.The level of ability to handle and using with a modern technology is the marketing implications of the material culture of a country and this marketing implications of a country is enormous in 21th ceuntry now.

2.4 Onion Diagram

Geert Hofstede who is a creater of the onion diagram is a sociologist with works on national and institutional intercultural interactions. Hofstede's work has shown that there are national and regional cultural groupings and that these have impacts on the behavior of societies and institutions and are permanent over time.

Although, there are many ways to visualise the concept of culture, one of the most famous and most widely used one is Cultural Onion Diagram.Onion model shows that culture has different layers, just like an onion. Just like peeling onion, some layers appear immediately, some layers appears as you keep peeling the onion. This means that in order to fully understand a culture, you must spend some time and energy to discover all secret layers and reach the core. Hofstede's model has three different layers and one core. The closer the layer is to the core, the harder it is to change it's content and the less conscious people are aware of its content. This means that the contents of the core are so deeply entrenched in that people do not even think about it. All layers are nested and the content of the core is reflected in the visible applications of the outer layers.
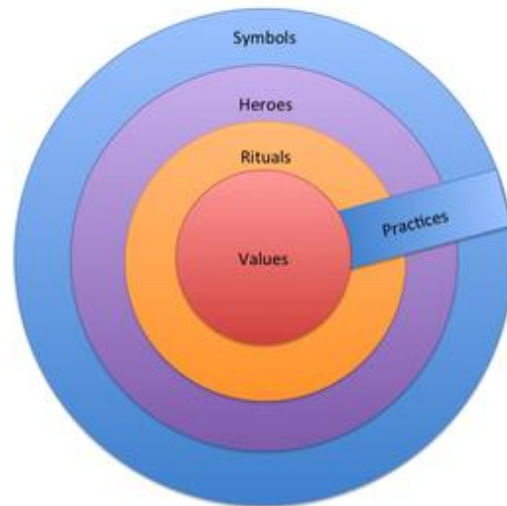
Figure 2.3: Hofstede's Model of Cultures "Onion Diagram"

• **Symbols**

The first and outer layer is related to the symbols of a particular culture. Symbols are any kind of picture, object, gesture or word that has a certain meaning only recognized by members of a culture. It can be changed relatively easily, according to the taste of new fashion.

Some examples belonging to symbols layer:

• words, idioms, jargon, accents

• flags, status symbols

• brand names, clothes, hair style, colors

Heroes

The second layer describes heroes of culture and role models with specific values and characteristics. Heroes could be repsresented both humans and imaginary character or in another word both real or non-real characters.

Some examples belonging to heroes layer:

• sports, music or movie stars (eg Michael Jackson)

• politicians and historic people (eg, Winston Churchill)

• Cartoons, heroes from books (eg, Harry Potter)

• people from one's family.

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- **Rituals**

Rituals are conventionalized behaviour patterns that are occur in particular situations. Examples for rituals are business meetings, church services, morning routine. These are activities which are take place on a regular basis in a particular course.

Some examples belonging to ritual layer:

• Hand shakes and gestures

• Greetings habits

- **Values**

Last but the most essential layer is the core. The core contains the certain values of a culture and it actually values are "the core of culture". Priorities that people respect the most or like the most such as religion, norms, attitudes are an examples of values that taught in the earlier of the growing stage. It is quite difficult to change these values and understand without a deeper analysis the interaction between the different layers.

Culture consists of interaction between layers and the core. While the core remains the same, it can develop sub cultures that affect the outer layers. Intercultural education helps people to look beyond three layers and understand the reason behind the visible layers. This means that symbols, heroes, rituals could learn through training and practice.

This model is especially valuable in showing how ambiguous and difficult the concept of culture is. When talking about cultural differences and even conflicts, it helps you to understand what layer is involved.Sometimes conflicts occur not in different values but in the outer layers of practice. In this case, solution of the conflict   is   much   easier.

2.5 The Diamond Model

Classical international trade theories say that partial advantages lie in factor pools that countries can leave to future generations. These factor pools; it includes concepts such as land, natural resources and population. Porter argues that nations can create their own advanced factor pools, such as skilled workforce, powerful technology, knowledge and culture. Porter explained the determinants of the National Advantage with the Competition Diamond Model.

With this model, Porter models the four factors that have an impact on firms' competitive advantage. The diamond has four factors: factor conditions, demand conditions, firm strategy and competitive structure, and the presence of relevant and supportive industries. Porter used this diamond model to determine which companies and industries had a competitive advantage, and the importance of the relevant and supporting industries encouraged interest in clusters. This model represents the areas that countries can build for the industries (Porter, 1990). Each point of the Diamond Model affects four components that will lead to national relative advantages. These; access to resources and skills; the decision by the organization on which opportunities to evaluate these resources and skills; objectives of the units; innovation and investment pressure on organizations
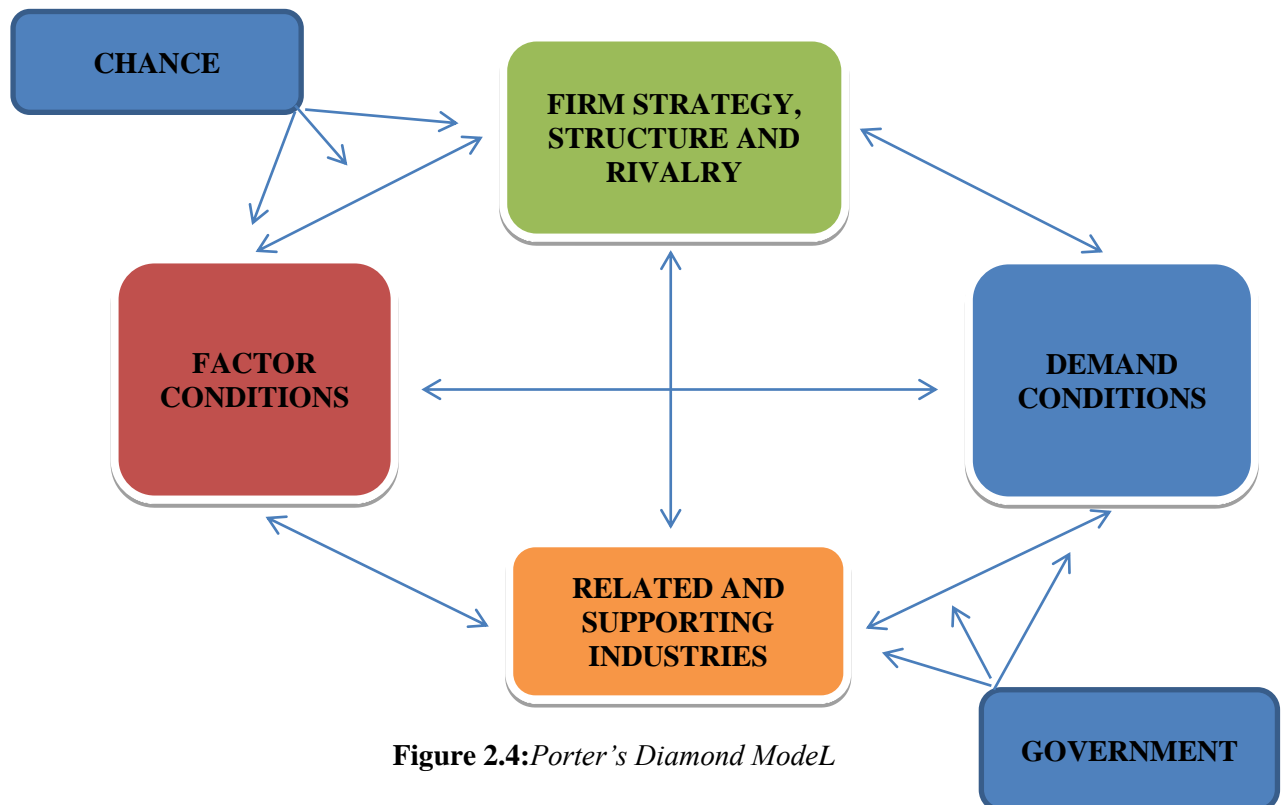

Figure 2.4:*Porter's Diamond ModeL*

- **Factor conditions**

A country can create its own important inputs such as resources and technology or human resource, physical resource, source of information, source of capital and infrastructure etc.Special resources can be important sources for a certain sector-specific competition. These special resources can also be used to destroy the disadvantage of competition. The disadvantages of regional input force organizations to develop innovation and new methods that can create a national relative advantage.

- **Demand Conditions**

When the demand in a domestic market for a product is higher than demand in outside markets, regional organizations give more importance to this product. The sophisticated local market buyers can provide companies with a competitive advantage in the local sector when they press companies to produce faster, innovative, or better quality products. A demanding local market can be a triggering element for growth and development. When this product is exported, it brings competitive advantage. The more demanding domestic market creates a competitive advantage. The market, which is strong and following changes, forces regional firms to monitor global changes.

- **Related and Supporting Industries**

Relevant and supportive sectors can create important inputs to promote international dissemination and innovation. These sectors create low-cost inputs, but they also play a role in development. This triggers innovation in other companies in the channel. For example; Italian shoe industry is good in the business of other sectors of the Italian shoe has brought a good place in the world.

- **Firm Strategy, Structure and Rivalry**

The goals and management methods that companies put in order to achieve the achievements are important. The formation of intense competition forces the company to innovate for its competitiveness. The low competition in the sector makes it attractive. From this perspective, firms prefer low competition, but regional competition forces firms to innovate and develop. As a result, high

regional competition leads to low global competition. For example, German firms are generally hierarchical, which can be very useful in sectors such as engineering, while Danish firms are quite horizontal and less hierarchical, which leads to success in sectors such as design.

Government; it also affects the 4 conditions listed above. Regional, national and international elements are evaluated under this factor. For example, how state's demand will be shaped affects how innovation capacity can be improved. Porter thinks that the role of the government in developing the international competitiveness of a sector is important but indirect.

According to Porter, it is important not to try to create a competitive advantage of the state, but to support the sector within the framework of the main elements of the four major components of the diamond model described above..

Chance; this factors are seen as events that cannot be controlled but still affect the sector and change the relative positions in the competitive environment. For example, wars, natural disasters, etc.

3. Methodology

This chapter describes all of the methods used in the research where different methods are put together and how a meaningful whole is formed. The content of this section is the answer to the question of how to create a Turkish Wave.

3.1 Choice oftopic

Choosing the research topic started with searching various branches of marketing. The main objectives of this study was to create a research topic that combines marketing strategies and pop-culture. The Korean Wave and Korean pop-culture news, which have been popular recently on online and offline channels, have made research turn to this area. The Korean Wave still is a popular concept which is better known in Europe and America than in Turkey. Finding the fact that the South Korean government's support and strategies have behind of this success pushed this research creating the same strategy and finding the same success for Turkey is possible too. When the nation branding would successfully implemented to a country, it could turn into an economic leverage for the nations and provided economic prosperity for the people of the country.

The fact that the concepts that became habit and mediocrity for people living in a country became an extraordinary concept for other nations, caused an incredible curiosity about how this could have been done. As mentioned earlier, in the 1950s South Korea was an undeveloped country with economic problems, less production and international recognition. However, it reached the status of developed countries in 2000s and made this in less than 50 years. The success of the Korean Wave, led to the increase of tourism revenues in Korea, interest in Korean products, popularization of Korean cuisine, and a positive increase in the image of the international community: The 13th largest economy of the world, South Korea's gross domestic product, according to 2016 estimates, is $ 1.9 trillion. The national income per capita is around 37 thousand 900 dollars. South Korea's growth rate was 2.8 percent in 2016, with exports of 511.8 and USD 391.3 billion. The unemployment rate in the country is around 3.7 percent.

Although Turkey serves as a bridge between East and West for hundreds of years, it could not evaluate this attribute as needed. Considering its cultural richness, Turkey is more advanced than many countries in the world. However, it is

important to use this wealth in the interests of the country. Turkish cuisine, tourism, natural resources and geographical structure of Turkey and with its talented people on many different area; Turkey is a country have brand value that could arouse the curiosity of people from all over the world to attract their interests. In order to raise the brand value the country owns, this research aims to reveal acceptable work by selecting a topic that could be a guide.

3.2 Choice of Theories

The most important step that was to be taken in order to establish a correct relationship between the chosen subject and the researches to be carried out and to maintain the continuity of the study was to choose the appropriate theories for the study. The product of which marketing strategies are being tried is not a concrete product; it is a nation's, country's cultural concept, entire subject should be based on nation branding. For this reason, the other subject of the nation branding index, which was to help with nation branding theory that Anholt had created and the details of this theory, was adhered to the place branding theory. Place branding and the identification of strategies for the applicability of nation branding have helped to carry out the analysis in accordance with the social and cultural structure of the country with certain criteria.

Cultural elements; for a country like Turkey where society feeds from certain values: In order to evaluate the effects of culture on the formation of Turkish Wave, it was selected and analyzed.

It is an inevitable fact that the culture of a country is a decisive factor on the nation branding strategy. To emphasize and analise this most important factor from its outside layers to inside layers Hofstede's onion diagram been used in the research. It should be remembered that especially symbols, heroes, rituals and values are important elements in determining popular culture. Onion diagram shows the dependencies between the parts of the country and nation branding process.

Finally, Michael Porter's model of diamonds is a model to help nations understand the competitive advantage they have due to some of the factors available to them and to explain how governments can act as catalysts.

4. Data Collection

In the study of the formation of the Turkish Wave, which was made based on the Korean Wave that started in South Korea and spread to the world; primary data and secondary data collection methods were used. In the primary data, to see the impact of the Korean Wave in Turkey and the questionnaire method was used to gather the knowledge of the factors deemed necessary by the society to create a Turkish Wave. In secondary data, supportive research was used in literature review. The data obtained from secondary data and primary data are supported by the results.

4.1 Primary Data

Whether you want to know how many friends will come to your party or whether your customers think about your latest product or which parties will people vote for in the elections; surveys are the best and most reliable way to discover what people think and what they want. A survey is conducted to determine the level of knowledge, attitudes and opinions, characteristics or behaviors of the target audience.

In Turkish society, with the Korean Wave impact and success of Turkey in order to understand clearly the factors that may affect the likelihood and the possibility of creating a wave of Turkey, survey data collection methods were used in this study. Participants were asked to declare their opinions with questions that will enable us to obtain data that will be used to create Turkish Waves, selected from Turkish citizens at every age and education level who are interested or not interested in Korean pop culture.

At the basis of the research, the participants were asked whether they had any information about the Korean Wave; and, if they know, they are asked to declared their positive or negative opinions within the framework of certain criterias. Participants following Korean pop culture; It was asked whether there were similarities between Korean culture and Turkish culture; Thus, it was tried to understand whether the popularity created by Korea was created by societies from similar cultures.

The data want to obtained by the survey results; due to the fact that the Korean

Wave effect overflowed outside of Asia; to reveal that the reason for the transformation of popular culture into an economic lever is that it can be popular all over the world with applicable strategies, regardless of cultural similarities. Incoming data will be analyzed and evaluated under this thesis.

4.2 Secondary Data

Secondary data were collected from a large number of theses and articles which could be the source of the research. In addition to articles and theses; data from many websites and online sources are collected in the research. The data related to the Korean Wave, is still up-to-date since it is a popular topic recently. So Literature review is made from the current sources.

In addition, literatture review based on sociological studies have been used to better understand and analyze the reflections of Turkish culture. In addition to this, the works that the government has done in the past years and planned to do were examined and analyzed from official sites.

Finally, it is worth noting that the books of Simon Anholt, who created the notion of nation branding, as well as online resources, were greatly utilized.

However biggest inspirational source of this study is another master thesis that established from a two Thai master student; which is 'A study of the Korean Wave in order to be a lesson to Thailandfor establishing a Thai Wave'.

5. Findings

In this section, explanations of the concepts that will help the analysis of the theories used to answer the strategic questions used in the research are explained and examined in detail.

5.1 Korean Wave: Definition

South Korea is now attracting whole worlds' attention but not with it's military or economic resources. South Korea is about the take control of the world entertainment industury with due to its powerful strategies. Through out the history, nations have seen many times that old-school military or economic strategies does not work in the long run. South Korea has adopted a better and more powerful strategy and it is for sure more compatible with 21th. century. They have chosen popular culture as their strength agaist the whole world. The dedicated goal is to become the world´s leading exporter of their own brand of flashy, candy-colored pop culture. (AsiaExchange,2018)

The question is whether is successful or not? Until few years ago South Korean's language and culture have not exactly been very well known. However, nowadays, as a rising star, it has become a country that markets all it's culture to the world. Youths and adults listening to music and madly following South Korean soap operas, even though they do not understand a single word of the language. (AsiaExchange,2018) While South Korea aims to reach the whole world with the modernizations version of the entertainment industry, it has undoubtly discovered the one of the most effective ways of developing the nation's economy.

5.2 Hallyu and Hallyu Elements on Korean Pop Culture

A term commonly used to refer to the popularity of Korean entertainment and culture in Asia and other parts of the world, 'Hallyu' (the Korean name for Korean Wave), revealed in the mid-1990s after Korea entered diplomatic relations with China in 1992 and Korea. TV dramas and pop music gained huge popularity in Chinese-speaking communities. What Is Love which is one of the first successful TV series, was released by CCTV in 1997 it had an audience rating of 4.2% means more than 150 million Chinese audiencer watched this show. (KoreaNet,2018)

After introducing in on radio program from China, Korean dance and pop music started to raise attention among Chinese teenagers. Korean boyband called H.O.T performed a concert at the Beijing Workers' Gymnasium in February 2000. This was the moment that igniting Korean pop culture fever in China. For describing this news to audiences Korean new reporters used the term Hallyu or Korean Wave. After Beijing Youth Daily published an article in November 1999 adopting Korean Wave, and then finally Korean Wave officially recognize by Korean themselves.

When the TV drama Winter Sonata was broadcasted in 2003 in Japan, Korean Wave finally launched in Japan. Drama has become a huge hit in Japan, and the leading male actor has gained a great reputation also. Many places in Korea, including Namiseom Island where the series was filmed were visited by a lot of Japanese tourists.

Popularity of the Korean Wave helped to spread to Korean traditional culture, food, literature and language, and made people became increasingly curious.The vast majority of organizations related to Hallyu are K-Pop fan clubs, 90 million people from 92 different countries participated in these organizations. fan clubs can be seen as playing the role of a control tower, pushing Hallyu and increasing its influence. Most of fan clubs hold an annual meetings and also organize independent Korean cultural festivals. Instead of being passive cosumers, these
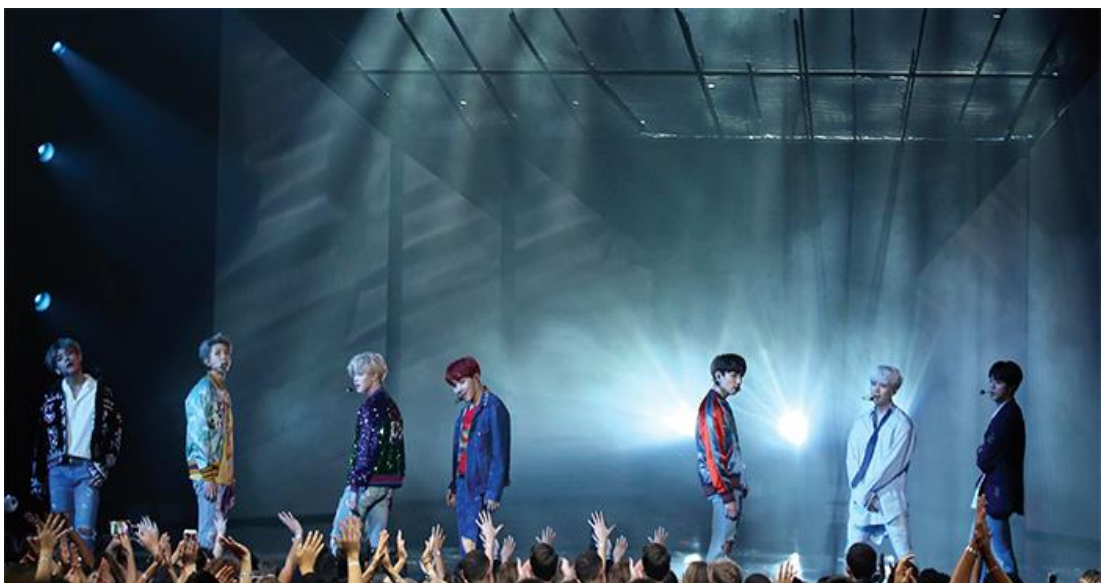
clubs are active in expanding Hallyu's reachness.(Korea.net)

• K-Pop

One of the fastest growing areas of the 21st century is K-Pop or Korean pop music broadcasting dance pop, pop ballad, techno, rock, hip-hop, R & B and so on. K-Pop, which gained its first popularity in East Asia, entered the Japanese music market in the early 21st century and became a subculture among young and young adults of East and Southeast Asia from a musical genre. Currently, the spread of K-Pop to other parts of the world through the Korean Wave is found in the immigrant settlements of Latin America, Northeast India, North Africa, the Middle East, Eastern Europe and the Western world.

The rise of K-Pop on the global stage is best represented by Psy's Gangnam Style, which probably scans the world at the end of 2012. The song was the first No. 1 K-Pop in the British Authority. Singles Chart ranked 2nd in the Billboard's Hot 100 in the US and took part in over 30 countries, including France, Germany, Italy, Spain, Russia, Canada and Australia. The YouTube video of the song has been viewed by more than 3 billion people after its debut on July 15, 2012.

Gangnam Style's success in the world was followed by an increase in K-Pop idol groups such as Big Bang, Girls Production, 2PM, EXO, Wanna One and BTS in South Korea. In 2009, girlband Wonder Girls entered the US market and became the first Korean idol to break the Billboard Hot 100 charts with the song, Nobody 2009.

In recent years, K-Pop has evolved from second generation groups such as the Big Bang and Girls's Generation to third generation groups such as BTS and TWICE that actively use social media. In May 2019, BTS won the summit of the Billboard 200 album and won the Best Social Artist Award at the Billboard Music Awards for three consecutive years. (The Billboard Music Awards is a music award given by Billboard magazine every year, based on sales and Billboard lists. The first award ceremony was held in 1990.) BTS is rewriting the history of K-pop collectively with the enthusiasm of its special fanbase known as ARMY. (Korea

Net,2018)

The popularity of K-Pop singers is largely based on excellent sound capabilities, glamorous scene presence and, among other things, well-designed, flawless dance performances. Even if they look relaxed and charismatic on stage, their performances are the result of years of hard work rather than innate talents.

The world-famous French daily Le Monde made a headline titled story "K-Pop Arrives in France" with great praise for BTS's performances. At this point, the readers of the most famous newspaper in France seen the effects of the kpop industry as the main topic in a morning newspaper as a headline.

On May 18, 2017, the Great Escape, a music festival in Brighton, England, staged en K-Pop Night Out, Great which included not only the idol groups, but the various genres of K-pop music. It was an opportunity for various Korean artists to draw attention from international media and viewers. The Great Escape, one of the biggest music festivals in Europe, introduced star musicians all over from europe and USA.

BTS has created a K-Pop sensation that has never witnessed in the US market before. In the United States, where K-Pop is still far away from the mainstream, the scenes of American fans singing in Korean and fluctuating in Korean writing were enough to surprise the world. Their performances were not only popularized by the Billboard Music Awards, but also three biggest talk shows of the US, such as The Ellen DeGeneres Show or Goodmoorning America received a lot of attention from both Americans and Korean. Same time created a big attenion from the European audience also. Just four years after their first appearance, BTS became the most successful K-Pop player in the world.

- **TV Dramas**

In addition to the series What is Love and Winter Sonata, which started the Korean Wave in China and Japan, the Hallyu craze continues. South Korea between 2003-2004, published historical series that introduced the Jewel in the Palace, Japan, China, Hong Kong and Turkey have been published in 87 countries. This series, even in Iran, an Islamic country, received more than 80% rating.

In 2011, the TV series such as Big Thing, Secret Garden and Love Rain was exported to Japan in exchange for a total of 9 billion Korean Wons, including 450 million per episode before its publication has ended.

That WinterThe Wind Blows, which was published in SBS in 2013 were exported to 10 Asian countries including Japan, China, Hong Kong and Taiwan. In particular, an export contract was signed for some local publications in the US region.

In 2014, the success of the SBS drama, Dol My Love from the star, was sold to China for $ 40,000 per episode, boosting the popularity of Korean dramas. Later, the price of distribution rights of Korean dramas increased in China.

Descendants of the Sun 2016 series, sold to 27 countries in the UK, including France, the United States, Japan and China for over 10 billion KRW.

- **Film Festivals in South Korea**

Hallyu stars of Korean films such as Bae Yong-joon, Jang Dong-gun, Lee Seo-jin, Kwon Sang-woo and Won Bin continuously increase their popularity abroad. The stars such as Lee Byung-hun, Rain, Jun Ji-hyun and Bae Doo-na have been featured in Hollywood films in the United States and Jang Keun-suk is becoming more popular in Japan. International film festivals in Bucheon and Jeonju, including the annual Busan International Film Festival, also play an important role in promoting Korean films abroad.

Through international film festivals Korean film and film directors are widely introduced abroad. Directors such as Kwontaek, Park Chan-wook, Hong Sang-soo, Kim Ki-duk, Kim Jeewoon, and Bong Joon-ho have come to the forefront in the film industry abroad. Films like Painted Fire, Secret Sunshine, Thirst, The Taste of Money have been introduced to overseas countries through overseas film festivals. Especially in September 2012, director Kim Ki-duk won the Golden Lion for the first time as a Korean director at the 69th Venice International Film Festival with his film Pieta.

Kim Chi-duk, who made his way into the film industry while working on fine art in Paris, has made such impressive works as Birdcage Inn, The Isle, 3-Iron. In

September 2012 he was invited to compete in the field of Contemporary World Cinema at the 37th International Toronto International Film Festival for 'The Thieves. Directors such as Park Chan-wook, Kim Jee-woon, and Bong Joon-ho have also entered Hollywood, attracting the attention of the world film industry.

The Thieves film, which was released in 2012, was followed by 12.98 million people at home and sold to 8 Asian countries including Singapore, Malaysia, Brunei, Indonesia. In the same year, the Masquerade film was watched by 12,12 million people. Apart from these films, there are more than 10 million films including Silmido (2003), Taegukgi: The Brotherhood of War (2004), King and the Clown (2005), The Host (2006) and Tidal Wave (2009).

At the same time, in South Korea at the Guanajuato International Film Festival in July 2011, South Korea was selected as a guest of honor and a total of 76 Korean films were screened in the festival (Korea Net,2018)

- **Music**

In 2011, five Korean young musicians at the 14 th International Tchaikovsky Competition, one of the three largest competitions in the world, received significant honors in the areas of piano, vocal and violin.

Jo Su-mi, Hong Hei-kyung, Shin Young-ok in the soprano section of the vocal music field; Kwang-chulYoun in the bass section; Musicians such as Samuel Yoon are actively working in the bass baritone section. In instrumental music, the pianist YeolEum Son and Dong-hyek Lim; violin virtuoso Sarah Chang and Zia Hyun-su Shin are quite successful musicians. Lee Hee-ah, also known as the four-finger pianist, is admired by his audience with his admirable stage performances. Han Tong-il and Kun-woo Paik are the first generation pianists of Korea who announced their names on the international scene since 1950-1970.

Myung-whun Chung, a permanent orchestra conductor for the Seoul Philharmonic Orchestra, served as guest orchestra conductor in places such as the Berlin Philharmonic, the London Philharmonic, and the Paris Orchestra. As a pianist, Myung-whun Chung, along with musicians such as Myung-wha Chung (cello) and Kyung-wha Chung (violin), has named the world music industry under the name of Chung Trio.

- **Musical Theater**

The cultural aspirations and needs of the general public gradually grew and activated the musical field and provided demonstrations throughout the year. Korean productors staged famous foreign musicals such as Cat, Chicago, Mr Jekyll and Hyde with creative opera techniques. (Korea Net,2018)

- **Modern Dance and Ballet**

In 1962, the Korean National Dance Society was established and this ensemble increased the interest of Koreans in modern dance. Shin Cha Hong is one of the representative contemporary dancers following the avant-garde trend. In the United States he worked in dance department and worked with choreographer Alwin Nikolais.

The Korea National Ballet Society is active in places such as the Universal Ballet Society and the Seoul Ballet Society. Kang Su-jin was the first Asian ballet dancer to enter the Stuttgard Ballet Society of Germany and is now a senior ballerina. In July 2012, HeeSeo became the first Korean principal dancer in the world class American Ballet Theater (ABT).

Kim Ki-min, a Korean male dancer in the Mariinsky Ballet Society of Russia, now known as the best classical ballet community in the world, is the first Asian to work there.

- **Modern Art**

Sculptors such as Kim Young-won and Choi Jong-tae, who performed the King Sejong statue in Gwanghwamun Square, are famous. Nam June Paik who passed away in 2006 is a world famous video artist.The paintings of leading painters are exhibited in 60 exhibition halls including Seoul Insadong and the Ghana Art Space, Samcheong-dong Center, Gongpyeong Arts Center and Kyungin Museum of Fine Arts.

Recently, many art centers have emerged in the Cheongdam-dong district in Gangnam, Seoul. The Gwangju Biennial, which has been held every two years

since 1995 as an international exhibition, is increasing its reputation.

- **Modern Literature**

The novelist Shin Kyung-sook has an essential role in the literature of the Korean Wave. Her novels like Please Mumma Good Look about the life and meaning of today's mothers has been a great success by converting to English in April 2011 in the US edition of Knopf Doubleday and rising to the 10th place on the Amazon bestseller list.

After being published in the USA, this novel was translated and published in 30 countries in Asia, Europe and Australia, including Japan. In June 2012, it was published in Slovenian and met with its readers in the Slovenian capital Ljubljana.

In 2011, poet Ko's book of poems was published in Germany and Turkey. Ko Un, a poet nominated for Nobel Prize for Literature, published Tuberculosis in 1958 and continued his works in a stable manner, influencing many people with his works in Turkey and abroad.

With the opening of Korean literature at Sofia University in Bulgaria in 1995, Cho Se-hui's works of Korean contemporary literature such as The Dwarf and Yi Munyol's Our Twisted Hero were published in the local language and attracted the attention of readers.

After the K-pop madness, Korean literary works attracted attention abroad and the number of people learning Korean increased. The number of King Sejong Institutes, which was responsible for Korean education abroad, increased from 13 in 2007 to 180 in 2019.

In September 2012, the 78th International PEN Congress was held in Gyeongju, the oldest city of the Silla Kingdom. It is the third event in South Korea after 1970 and 1988.

- **Korean Cuisine and Culinary Customs**

The Korean Wave was also influential in Korean cuisine. Korean restaurants are increasing all over the world, including metropolitan cities such as Paris, London and New York, and gourmets have been positively influenced by Korean cuisine.

Kimchi, bulgogi, bibimbap etc. Foods representing Korean food are now on the world menu lists.

In the US, fusion foods such as bibimbap burgers, gochujang sauce and cutlets have emerged. Kimchi hot dog and gochujang sauce also started to attract the attention of New Yorkers.

The number of Korean restaurants in Paris has reached up to 100. In the past, the Asians, including the Korean immigrants, were going to these restaurants, but nowadays the rate of local French citizens is 30-80%. The most popular food in the restaurants in Paris is bibimbap and bulgogid. It has gained a healthy image of food, especially consisting of bibimbap vegetables.

At the London Olympics in July 2012, a banquet of Korean food was held and praised for the 300 outstanding guests, including Baron Sebastian Coe, head of the London Olympic Games Committee at the Victoria and Albert Museum.

5.3 Success of The Korean Wave

William Tuk explored the Korean Wave when he came across four different views explaining South Korea's success.

The first is Anti-Japanese and Anti-American feelings. Yonsei University Sociology Professor HaeJoong Cho is an academician who makes this point into academic subject. In Asia, Japan and America are not loved because of their aggressive policies. South Korea shares similar values and culture from Asia and Confucius. This is why Japan and America do not pose much threat and Korean products are preferred to other country products but this view does not explain the spread of Korean culture beyond Asia.

The second view focuses on the role of Korean governments and deals with the period immediately preceding the Korean Wave. The government plays a major role in shaping films and industry. South Korea sees the economic crisis and culture trade tool while the Korean Wave will be launched.

The third view belongs to the assistant professor Koichi Iwabuchi, who teaches Media and Cultural Studies at the International Christien University in Tokyo. According to him, Koreans exported a culture that could not be understood which

country they belonged to be kept outside Asia. In explaining this, they say that the Japanese watch the same way in the anime.

The final view belongs to Dooboo Shim, an assistant professor at the National University in Singapore. Popular Korean culture is defined as a mixture of east and west. Korean series and films are influenced by Hollwood, and Kpop contains more foreign voices. (Tuk, 2012)

William Tuk thought that these views were insufficient to explain the success of the Korean Wave and reached the following information:

South Korea of the 1980s has rapid economic development and an authoritarian political system. In 1968, the average salary ranged from $ 54 to $ 390 in 1978 and $ 1770 to $ 3120 in 1984 to 1988. This rise in revenue makes it possible for Koreans to spend their money on recreational activities.

In 1980, the military coup occurred and general Chun Doo Hwan became Korea's new president. They keep the people away from politics in order to prevent the opponents of the new regime. Stand up for the government's slogan 3S: sport, sex and cinema. KBS and MBC channels are under government control and censorship is published on political issues. So in the 80s Korean series focus on historical issues.

In 1987, Koh Tae Woo became the new president with a democratic election and opened the Korean market to foreign companies. In these years, South Korea is forced to use foreign products. After the protests of national democracy, the filmmakers become a bit more liberated, but it is necessary for Hollywood films to enter South Korea.

In 1990, SBS also joined the KBS-MBC competition. There is no independent music industry in the '80s, and in the 90's the newly opened TV channels broadcast interviews with music videos, concert clips and pop singers to fill the flow of broadcasts. SM, HV and JYP companies broadcast on television.

In the 2000s, the excessive demand of China and Japan to the Korean series was a success that South Korea did not expect, because the Koreans have seen themselves as sacrificed for years and now pride their pride in being noticed in the

world. They see the Korean Wave as a war with the countries they have fought for years.

Turkey joined the Korean Wave in 2009 with tv series called Jewel in the Palace. Today, some TV channels are still broadcasting Jewel in the Palace on weekdays. The South Korean government and its media play an active role in this success. Instead of financially supporting series and filmmakers, they publish on the official sites of the overseas businesses of the series players. Kpop maintains the Korean Wave, and factors such as visuality and performance are very important for Kpop.

In South Korea, Japanese and American pops have only 20% share. This makes South Korea one of the few countries that prefer their music. Nowadays more than 830 fanclubs worldwide have over 19 million members.

5.4 Development of Korean Wave and Goverment Supports

As we have seen in the previous chapter, all of the factors that make up the Korean Wave are composed of cultural contents. Such as Kpop, Korean dramas, Korean movies, theater activities.

As a result of international media and academic interest, the Korean Wave has spread to the world and has become a new phenomenon. Realizing that this phenomenon can be transformed into economic power on a national scale, the Korean government has undertaken the promotion works of Hallyu and established The Korean Culture and Information Service (KOCIS) under the Ministry of Culture, Sports and Tourism and started to organize many activities under this center. Thus, Hallyu is defined as a popular cultural strategy that has influenced all the entertainment and shopping markets along with government-backed marketing strategies.

The fact that Kim Young Sam, President of the Science and Technology Advisory Council of the Prime Ministry, was influenced by the fact that the income from the m Jurassic Park film in 1994 was equivalent to the sale of 1.5 million South Korean automobile brand Hyundai, caused South Korea to realize its potential. The government of Kim Dae Jung has made more solid foundations in 1999 and makes a significant investment in the cultural industry from the national treasure. The following governments also continue these investments. This national policy agenda strengthens the popularization of Hallyu. The rhetoric about the growth of the cultural content industry, which legitimizes the government's efforts, thus becomes inextricably linked to Hallyu. Accordingly, consumption patterns for Korean popular media and different levels of admiration in Korean regions outside Korea make up the linear and gradual spread of the Korean Wave. (Hwang ve Epstein, 2016: 1).

The most likely explanation of increasing the popularity of Korean series, songs and films throughout Asia is currently described as the high income level of South Korea and the cultural proximity shared with neighboring Asian countries. However, the spread of the Korean Wave across Asia, including America, shows that the concept of cultural intimacy is insufficient to explain the reasons for this.

The most basic explanation of the Korean Wave is that people from other parts of the world adopt more easily and faster hybrid technologies from different cultures through out digital technologies. People who describe the Korean Wave as the transnational effect of hybridized national, cultural and ethnic boundaries throughout the world in the 21st century define these assumptions as an answer to East Asian, especially Hollywood-type cultural products. Shin states that South Korea has created a new marketing strategy against globalization, creating a hybrid and homogeneous global culture. (Marinescu, 2014: 6).

Although South Korea has a significant disadvantage in terms of language in the popularization of the popular culture of South Korea (at this point Turkish count as one of the disadvantaged languages also), the multicultural and multifaceted content of media and cultural products have increased their visibility and turned into advantage.

An important element in the success of Korean cultural products is the development of marketing strategies based on industrial infrastructure and communication sector and the increasing demand for new products related to communication technologies to support economic progress (Marinescu, 2014).

5.5 Top Entertainment Companies and Strategies

South Korean entertainment industry is based on entertainment companies. These companies have different artist training policies from other countries of the world. Although their structuring is based entirely on strategy, it is seen that they often achieve successful results based on their strategy. These companies, which constitute the building block of the media and entertainment industry, make great contributions to the national economy with their successful results.

As of 2018, according to the South Korean Ministry of Culture, Sports and Tourism, approximately 1000 entertainment companies are reported to be active. Looking at total sales and global prestige among these companies, SM Entertainment, YG Entertainment and JYP Entertainment are the three major recording companies that stand out in Korea and in the world these companies are mentioned as big three.

SM Entertainment is likened to an elite school where its artists are given extensive training in singing and dancing, while YG Entertainment tries to maximize the strengths of trainee idols instead of completing their weaknesses, (K-Pop stars are called trainee when it was discovered by music companies at an early age.) JYP Entertainment prefers foreign-language speaking skills and focuses more on education for artists to communicate with international fans. (Kim &Ahn, 2013)

- **SM Entertainment**

S.M. Entertainment is an entertainment company founded by Lee Soo-man. The company works as a record company, talent agency, travel agency, film production company, music production company, concert organization company and music publishing house. It has hosted the original idol groups of Korea and has achieved domestic and international successes. In 2012, the total market value of the company increased to 1.38 trillion won (ie $ 1.24 billion).

SM is trend setters in country. First of all, they were the first to enter the Chinese market. EXO which once was the biggest boyband in asia had many Chinese members. In 2016, a big company like Alibaba invested $ 30 million in SM Entertainment. This was done to help the digital music industry in China. SM Entertainment may have made a bad pressure with K-Pop training centers. However, this challenging work between their abilities was a revolution in the K-Pop industry.

SM knows the adaptation and pivot which are very important in determining trends. They also look at AI technology and work with the Korean Creative Content Agency to create AI idol stars that fans can chat with in Kakao (Korean messenger service). SM Entertainment's YouTube channel has more than 19 million subscribers by the end of 2018. This is number 1 in all Asia. More than 90% of subscribers showing SM Entertainment's global power are not Korean.

Figure 5.2:*SM Entertainment currently is the biggerst entertainment company in South Korea with the $532 Million (605 bn won) generated revenue in 2018*

- **YG Entertainment**

YG Entertainment is a South Koreanentertainmentcompanyfoundedby South KoreabasedYangHyun-suk. Thecompanyworkswithitsownmusicpublisher, as well as a company of record, talentagency, clothingline, cosmeticscompany, eventmanagementandconcertproductioncompany, musicproductioncompany. Thecompany's name is "YangGoon", an acronymforthefounderYangHyun-suk.

YG Entertainment sharespricesincreasedmorethan 60% in 2012 duetothesuccess of morethanone artist. On 23 November 2011, it became a publiccompany. On September 13, 2014, L CapitalAsiaannouncedthat it invested $ 80 million in YG Entertainment. Singapore-based L CapitalAsiabecamethsecondlargestinvestor in YG Entertainment with 11.5 percent.

Figure 5.3:*YG Entertainment is the second largest entertainment company in South Korea with $248 Million (284 bn won) generated revenue in 2018*

- **JYP Entertainment**

JYP Entertainment is a South Korean record label and talent agency. It is a record label, talent agency, music production company, and music publishing house.1997 by Park Jin Young. Its first name was Tae-Hong Planning Corporation, but it was

named after its founder. Park said in an interview that the success of the artisans depends on the brand he created for them.

Figure 5.4: *JYP is currently 4th largest entertainment company in South Korea with $109 Million (125 bn won) generated revenue in 20018*

- **Big Hit Entertainment**

Big Hit Entertainment is a South Korea-based record company founded in 2005 by former JYP producer Bang Si-hyuk. It currently manages only solo artist Lee Hyun and idol groups BTS and TXT. Also, known as the home of BTS which is now biggest boy band group in the world.

Big Hit Entertainment's success comes from just one group. BTS (Bangtan Boys) was one of the most successful of all time. Big Hit was just a small company, but with the BTS they were able to create one of the greatest men's groups of all time. Only BTS is said to have a net worth $ 40 million. Big Hit is different from the other BIG 3 because they work with two groups and put their attention on them.

Big Hit Entertainment revealed that its net profit in 2017 surged over 170% compared to the previous year. According to the full-year audit report of the Korean entertainment label, net profit increased by 172.7% from 2016 to KRW 24.5 billion or about 22.9 million USD. The company achieved the highest rate since its establishment in 2005. Big Hit has announced a cry of 61.2 billion KRW or about 57 million US dollars since 2007, when the company was almost bankrupt before it successfully hit new groups. At the end of the '00s and the beginning of the 10s.

The growth of the past year was largely attributed to the sale of BTS's Love Yourself: Her EP, become the highest album to date and sell over 1.49 million copies, of which 7 is the Billboard 200 chart. It became the best-selling Korean physical album of 2017. The 2017 Wings tour of the law also increased earnings with its group selling around 550,000 tickets. Big Hit's sales rose to KRW 92.4 billion in KRW last year, compared to $ 86 million in KRW in 2016.

Big Hit Entertainment is aprivately run company, but in december the CEO and founder Bang Si-hyuk told Bloomberg that there was a possibility of a public offering. According to The Korea Herald, between 2012 and last July, the label has received 16.5 billion KRW (about $ 15.3 million) in investments since 2012. Only when BTS and solo artist Lee Hyun are currently on board, but the company's intention to create new actions is a good indicator for its financial future.

Figure 5.5:*Big Hit Entertainment rose rapidly in the market with the global succes of worldwide group BTS and currently 3rd largest entertainment company in South Korea with $196 Million (224 bn won) in 2018*

Although the Big Hit has earned less than 3 large companies, it has earned the highest of 2017 due to lower costs and expenses. According to experts, Big Hit became the most successful company of the year with this high profit rate.

Considering that only one group has been active until 2019 under the Big Hit label, the results are quite successful. With successful international promotions and tours, BTS has enabled the company to increase profitability. The company is expected to continue growing with the worldwide reputation of BTS.

5.6 Traineeship Strategy

The most important strategy is the internship system. Unlike the American or Western music industry that paid cash back to singers in the hope of a return on investment, the Korean pop music industry meticulously prepared idol groups as final products in an internship system. This internship system is used to ensure that ın final products are sold well and meet market demands. This system is the system that the entertainment companies apply to the potential artists; it involves the practice of decentralization and globalization, mostly for overseas markets (Jung and Shim 2014). By organizing audits in many countries, he recruits foreign trainees and incorporates foreign language courses into the training package. Even though entertainment companies organize auditions every year, they can sometimes discover artists in luck. These popist artists become trainees after passing auditions. Korean pop trainees usually receive a cynical, structured and

rigid education after being selected. Education includes singing, dancing, acting, learning languages, developing interview skills, and more (Messerlin and Shin 2013). Each should also develop special individual skills, such as dancing, rolling or sound imitation. Strict diet control for hundreds of cosmetic surgeries has all been included in training packages paid by institutions (Song 2011, Oh & Park 2012). Training periods range from several months to several years. All living expenses during the education period are paid by the agencies, including meals, dormitories, attire, specialist teacher fees and all training classes. (Kpopalypse 2014). It should also be noted that the agreement signed to become a trainee in a company is never a guarantee, meaning that being an intern does not necessarily mean that the intern will be companies official artist someday.

Brian Joo, a member of Fly to the Sky (the R & B duo, who debuted under SM Entertainment in 1999 and left in 2004), talked about his regular day at SM Entertainment: My day starts at 7am. We danced with two different choreographers, vocal training, how to talk to the camera, how to approach people. (Forbes 2013). Oh & Park (2012), Universal music CEO Koike Kazuhiko said that the Korean idols have professional excellence in music, vocal, dance, visual presentation and entertainment; and such perfectionism is absent in Japan (Jung 2010, Oh & Park 2012).

Reflecting the scope of the training, it can be assumed that the cost of looking at a singer in the Korean pop industry is nowhere cheaper. SM Entertainment's founder, Lee Sooman, claimed that his company spent $ 3 million to raise the solo singer BoA of the SM, an amazing success in Japan (Oh, 2012). To make an idol group, of course, it will take a lot more time, as there will be at least 4 or 5 members in a group. The estimated cost of expanding an idol group is US $ 400,000 (Financial Review 2012). At SM Entertainment, 20 to 30 trainees offered a contract lasting approximately 15 years, usually up to about $ 100,000 per year, and usually lasting for up to 15 years (Bevan2012). Trainee's contract can be canceled anytime by the company, if the trainee is not good enough for the company (Leung 2012).

An idol group member has no rigth the choice of music and image. Before the first release of a group, the company would also decide the group's image and the

personality of the members (Jung and Shim 2014). For example, H.O.T was introduced with a legendary and mysterious image. In 2012, one of its former members, Moon Hee Jun, explained that because of his mysterious and legendary image, members could not even go to the toilet on the broadcast station because they could ruin his images (Strong Heart 2012).

When it comes to K-pop genereallyThe whole business emphasized on business strategy of the mass production of idol groups who posses multinational and transitional skill, yet with low price. After the internship becomes the official artist of the company; In the K-pop industry, the majority of the work of the artist was made to the company, and the artist received the lowest wage. This process usually continues until the company earns its investment and makes a profit.

5.7 Media Planning and Marketing Strategies

South Korea sees cinema, tv series as a field of art and investment. (Ot Journal Editor, 2017) Therefore, especially the South Korean government and the investments of the big companies in the media sector, promotion and marketing policies have caused the sector to be recognized and effective in the world.

The birth of Hallyu coincided with a strategic shift in South Korea's economic policy and in its cultural ambitions since the early 1990s. With the entry into force of the 1990 Broadcasting Act, the government introduced new guidelines for local broadcast networks. Broadcasting networks have been created to allocate at least 80 percent of publications to purchase and broadcast content created by independent publishing companies for local productions.

One of the major reasons behind the successful recognition of the South Korean entertainment industry and marketing strategies is the South Korean producers and broadcasters. Basic structure of Korean audience, it can easily see that ordinary people have chosen to follow the narratives such as daily life, social relations, problems, victories followed by desperation and reflect these preferences in their monitoring rates.

SBS channel (Seoul Broadcasting System A national radio and television network in South Korea) launched the TV Drama Attack stream, taking into account the viewing rates of the Korean viewers, and increased the number of published

sequences. (Shim, 2008). With the advertising and marketing strategies, the topics of the increasing series have created the phenomenon of pleasure, korean sequences created by the visual aesthetics of the original scenarios, the shootings made in foreign countries and professional series production.Korean producers plans everything to satisfy the audience. Fans have a key role for Korean producers as they create ideas about arrays and the sales-guaranteed market of products on arrays. The filmmakers make fan meetings on television stars for fans and organizes their advertising marketing in a way that will satisfy fans. (Shim, 2008)

As a result of South Korea's policy of neoliberal commercialization, the broadcasting industry in the domestic market is expected to increase the export of more media products abroad. In terms of financing of media industries, promotion planning and international distribution, it has structured three major television channels (SBS, KBS, MBC) in Korea (Ju, 2017). On the other hand, independent production companies have been established by taking into account the increasing number of monitoring ratios and foreign exports. These companies are usually founded by the names of the TV series, TV producers, directors, screenwriters, entertainment agencies, etc. (Ju, 2017). In recent years, these three major television channels have reformulated their global trade departments to distribute their own series abroad. In particular, it makes agreements with online monitoring sites to bring the series to more international audiences. For example, MBC has made agreements to publish its own series on a multi-lingual video broadcasting service, the DramaFever site in the United States, and SBS on the follow-up sites such as DramaFever, Hulu and Netflix. (Ju, 2017)

In the mid-2000s, K Drama wave is replaced by another Hallyu phenomenon Kpop. K-Pop; pop music, electronics, electro pop, hip-hop and R & B, rock, ballad music, such as a wide variety of music includes expressing. The use of the word K-Pop by Korean idol singers and groups as a term specifically defining dance and music begins in 2011 with a SM Town concert in France. As of 2011, the Hallyu concept starts from Asia to Europe. (Hwang and Epstein,2016)The most important tools for raising K-Pop globally; The Internet, the prevalence of social networking sites and the video sharing site has been YouTube. Since the late 2000s, YouTube has become the primary share site in the K-Pop boom worldwide. YouTube, the

world's largest online video service, according to Ploeg, has been an indispensable element of K-Pop's worldwide distribution, marketing and advertising process.

6. Comparison OfContries

	South Korea	Turkey	USA
General information	An independent kingdom for much of its long history, Korea was occupied by Japan beginning in 1905 following the Russo-Japanese War. Korea regained its independence following Japan's surrender to the US in 1945. After World War II, Korea divided into two countries to be South Korea and North Korea.	Modern Turkey was founded in 1923 from the remnants of the defeated Ottoman Empire by national hero Mustafa Kemal ATATURK, who was later honored with the title Ataturk or "Father of the Turks. Under his leadership, the country adopted radical social, legal, and political reforms.	The United States f America is the fourth largest country in the world in area . The national capital is Washington. The United States is the world's greatest economic power, measured in terms of gross domestic product (GDP). The nation's wealth is partly a reflection of its rich natural resources and its enormous agricultural output, but it owes more to the country's highly developed industry.
Nationality	Korean	Turkish	American, others
Population (people)	51,311,689	82,793,062	328,716,528
Population annual growth rate	0,4 %	1,5 %	0.7%
Ethnic groups	Korean but mostly homogeneous	Turkish 70-75%, Kurdish 19%, other minorities 7-12%	Hispanic and Latino Americans 17.8%, non-Hispanic or Latino 61.3%, Americans 12.7%
Religions	Protestant 19.7%, Buddhist 15.5%, Catholic 7.9%, none 56.9%	Muslim 99.8% (mostly Sunni), other 0.2% (mostly Christians and Jews)	Christianity 70.6%, Jewish 1.9%, Muslim 0.9, Others 1.5%
Language	Korean	Turkish	English
Literacy rate	98%	99%	99%
Work force (2019 est.)	62.62%	53.20 %	63 %
Real growth rate (2017 est.)	3.1%	7.4%	2.97%
Per capitaGDP (2017 est.PPP)	$39,500	$27,000	$59.531
Natural resources	arable land, forests, mineral resources.	natural gas, coal, lignite, ıron ore, copper, gold, arable land	natural gas, coal, uranium, copper, iron, silver, gold, mercury, zinc etc.
Industry	electronics, telecommunications, automobile production, chemicals, shipbuilding, steel,tourism	textiles, food processing, automobiles, electronics, mining (coal, chromate, copper, boron), steel, petroleum, construction, lumber, paper,tourism	tourism, textiles, agricultural processing, aerospace, automotive, biopharmaceuticals, energy, chemicals, onsumer goods, financial seviceds, environmental technology, media and entertainment, software and IT services
Government type	republic	republic	federal government

Table 6.1: Country's profile
Source: CIA Factbook and U.S. Department of State

7. Nation Branding

In this section, nation branding strategies of the countries based on the study will be analyzed.

7.1 South Korean Nation Branding

The Presidential Council on Nation Branding was established on January 22, 2009 with the aim to promote Korea's global image: in order to correct misunderstandings about Korea, its culture, products and people. Through governmental initiated strategies and policies to raise respect for Korea so as to support Korean businesses and nationals abroad. The Presidential Council on Nation Branding lies directly under the control and authority of the current President of South Korea, Moon Jae-in.

Nation branding concept is occured with the concern of South Korea global image and gathered with South Korea global image. In May 2006 Simon Anholt who is the createrof nation branding concept was the keynote speaker at the "Nation Brands in the Global Market" conference in Seoul, held by the Korea Image Development Committee. According to his observations Anholt declared that Korea had "a major image problem" in the West. Anholts' observations point out that despite the country's "great advances in prosperity, stability, transparency, productivity, education" and culture, and the success of Hallyu, nation brand index survey respondents has still confused North and South Korea, and had therefore described the Korean government as "dangerous", "unstable" and "unpredictable" (Anholt, 2011) By using his national brand index results he proved his claim as follows: In the 2000s, the Korean image was distorted in consecutive nation-brand surveys; Indeed, from 2005 to 2008, Anholt-GfK fell from 25th to 33rd in the Anholt-GfK Roper Nation Brands Index. (Schwak,2016)

However, South Korea has achieved significant gains since the start of the council in 2009, and when South Korea acquired a country brand above the OECD (Organisation for Economic Co-operation and Development) average, it seized countries such as Spain, Finland and Ireland, with Norway and Italy approaching New Zealand to surpassed in the next few years. In 2012, South Korea's nation brand ranked 17th on the way to the Council's 15th goal of 2013.

Importance of the Nation Branding Concept

Keith Dinnie is a leading authority, business and nation branding expert on place branding for cities, regions and nations released a book named "Nation Branding: Concepts, Issues, Practice" in 2007 and has mentioned South Korea in the book several times. Dinnie analyzes that despite a strong economy with many internationally renowned companies such as Samsung, LG and Hyundai South Korea has still a weak nation branding strategy among other developed countries.

Dinnie associates the cause of this weakness with the failure of past South Korean governments to not show the necessary attention that nation branding needs. He also believes that the nation branding activities, which have been active since the Lee Myung-bakgoverment, will make an extraordinary contribution to the international recognition of Korea in a short time. (Dinnie,2009)

In many countries, political leaders or governments do not understand or appreciate the importance of nation-branding concept, so the policy pursued by the South Korean government is described as unusual and unique. "The current administration's efforts to boost Korea's brand is positive. It's great that the president is taking a personal interest in nation branding" he said. He also declared that it is vital to show the importance of the nation branding to reshape Korea as a country that can keep up with other developed countries.

South Korea Nation Branding Concept Vision: Under the general motto "Korea, A Loving Embrace" the South Korean government aims to developing its country as a contributing nation with respected people and global corporations, and a caring society that promotes togetherness.

Strategies for achieving their goals include:

1 Increasing national capacity through cooperation between people, companies and government,

2 Managing the national brand by creating a master plan and developing the brand index,

3 Monitor customized policies according to the needs of different sectors and

4 To create a national brand motivating force through the dissemination of a common national intervention.

The Presidential Council on Nation Branding follows 5 strategic rules to increase national brand value:

1Contribution to the international community,

2The adoption of multiple cultures consideration for foreigners

3 Cultivation of global citizenship,

4 Advertisement of modern technology and products,

5 Introduce an attractive culture and tourism

7.2 USA Nation Branding

Especially in the last century, America has been the most known, prestigious and strongest country in the world in terms of nation branding. However, in recent years, this image of America has declined and positive perceptions have slowly started to shift in the negative direction. In the latest survey, based on Anholt's National Brand Index, America, which once ranked top in the products and services, is now lagging behind Germany. Although "Made in Germany" label is more valuable than "Made in America" label, America has 60% of the world's 100 most valuable global brands, while Germany has only 6%. According to the same index, in the tourism category, America ranked 6th in the list of the most desired destinations and it is set the in the 3rd rank among all the destinations. When nation branding considered, America ranks 5th in the world in hireability and 13th in hospitality. According to the research, another finding that disturbs American citizens was the low cultural score of America with the 21st place. According to this, America ranks 25th in the world of cultural heritage.

America's problem is peoples' general recognition of the good of America at widely; most people have heard a great deal of money, labor, progress and information they have contributed to helping America to reduce poverty, to dilemmas in health care and education in the third world. The main problem is that people distinguish between the American behavior and military support. Information about all good things is justified in the defense of the country. Although it wants to fix the wrong ideas about the country, it is usually not in vain in contradiction with the viewer. Unfortunately, people hang prejudices.

Considering the political and economic developments in recent years, we can say that the American Brand has suffered a decline and started lose image. But it is America's own duty to define at what point they are as a nation and how their citizens perceive it. For this reason, the analysis of the Nation Brands Index, which characterizes America as a brand, is an issue that should be considered for any member of the American community, as this directly or indirectly affects the entire American nation. As we all know, economy is often based on perceptions. While perceptions help to create the perception of a brand, it is not the real product itself but also the brands that make it real success. As a result of the research, the US believes that Brand America can bring it back to the point where it is needed, by setting a sustainable target at the same time as a sustainable goal and acting in a common vision and strategy to achieve these goals. Thus, the United States aims to regain its values that are innovative, libertarian and part of a dream in the eyes of other nations for years.

The fact that there are fewer American brands in the first 100 compared to the early years of the 21st century shows that Brand America has taken a serious blow. However, this is also related with the market changes and images of corporate firms as well as Brand America. Even so Brand America has damaged it should be noted that over 60% of the world's most valuable brands are still Americans, despite globally anti-American demonstrations and radical changes in consumerism.

Despite the loss of prestige, in more than half of the last century America was the most powerful and famous brand in the country of freedom and respect for life. Brand America and world-renowned American brands are still resisting challenges by working hard on creative positioning and powerful communication methods.

7.3 Turkey Nation Branding

Turkey has been a cultural capital for centuries that hosted the eastern and western civilization. Turkey and its people have been the home of incredible potential for time out of mind. (Turquality, 2004) Republic of Turkey has followed a different path and opened its doors to the whole world, since the reform that made in 20th century. The attempts to become a member of the European Union, the steps taken in the development of industry and trade, and the development of import-export

routes, have opened Turkey to the outside world and keep its image fresh. Despite all the publicity and communication activities carried out were insufficient to create the brand of Turkey and no-concrete results have been achieved so far.

When it comes to examine Turkey's current nation branding situation, Simon Anholts who is the creator of the nation branding theory has got something to say about Turkey. According to Simon Anholts, the Turkish government needs to develop new policies to develop the nation brand.

For years, Turkish governments spend millions of dollars to promote in a positive aspects of Turkey's image yet it can not be said that overcomede cultural biases. Simon Anholt states that the strategy that brings the country to a respected point in the cultural arena is not just communication, if Turkey wants to be the bridge between east and West it must also create and use a concrete policies.

Turkey has to find ways of making itself indispensable to other peoples through policies, cultural relations, exports, its diaspora and its behavior in the international arena and by ensuring that people in other countries feel glad that Turkey exists. Then, people will start paying attention to Turkey and be prepared to change their minds" Anholt said. (DailyNews,2011)

According to Anholt Turkey's best chance to increase its reputation in the world is "to be the bridge between Europe and Asia, between Islam and other religions."

Anholt-GfK The Roper Nation Brands Index includes a large international study that measures 50 countries and 50 cities each year with a survey of more than 25,000 participants from 26 countries. In 2008 Turkey ranked 36th out of 50 countries and up ranked 33rd place in 2009.

Simon Anholts indicates that the image is less important than the product itself does not mean that more marketing and communications work is the solution. His analysis about Turkey's nation branding continues with the following words: "The problem is getting people sufficiently interested in Turkey to abandon their prejudices and be prepared to change their minds" and then adding "Image comes from policy, not from communications. The Turkish government needs to abandon the naïve and wasteful belief that national reputation can be directly manipulated through marketing communications, Turkey should start thinking about how it can

actually earn a better reputation. Creating a vision for the future of the country and its role in the world with the full participation of business and civil society is the first stage" Anholt said. (DailyNews,2011)

According to Anholt, activities to promote a country can contribute to creating images in a slowly and indirectly way. "In the case of tourism promotion, these are of course necessary. But you can't really call this 'nation branding' because it has little or no direct impact on overall international perceptions of the country. It is a simple selling operation" he said. (DailyNews,2011)

In the past few years countries that have joined the EU have experienced a significant improvement in their governance scores in the Anholt Nation Brands Index. Especially if it need to specify Turkey's candidacy to the European Union would contribute greatly to the nation branding effort and will prove its worth in an effort to build cultural bridges argues.

Turkey is number 34 in the nation brand index. According to Antholt; Turkey's performance is not at a level that is considered so impressive, in fact, the main difference from Russia is another country in a similar situation to him in this country, Russia's known to be a country deficient in many respects, Turkey, is not yet sufficiently known and therefore this is in case of blank canvas. For instance, while Turkish brands are almost unknown in the field of export, this country is still in a more prestigious position in the textile sector. In addition, cultural and historical heritage even as housing that Turkey is the strongest it could not make itself known enough, according to the Anholt is a significant deficiency. Therefore, to enhance the brand value of the most valuable investments a country, Turkey's much more intelligent and comprehensive projects needs to improve.

7.4 The Role & Support Of The Proactive Government

In South Korea

The Korean Ministry of Culture, Sports and Tourism has set an important budget for the Korean Wave introducing Korean art and culture abroad, and in 2014 Korea, Japan and China launched an East Asian culture and art creative city program. This program aims to prevent anti-hallyu feelings and promote cultural exchanges between the three countries. In addition, the Ministry of Culture, Sports

and Tourism has set up a $ 12 billion ($ 10.7 million) fund to set up the K-Arts Academy to support original South Korean musicals and create new cultural products. They prepared plans involving long-term policies that commercialized the Korean Wave and carried out joint work with the Ministry of Strateg.

According to some of these studies, the Ministry of Culture will support the production of new cultural contents, train professionals who can lead the culture and art industries, combine art and culture with industry and technology and increase the cultural exchange for sustainable Hallyu.

In the cultural industries, the Korean government, Korea's cultural policy, based on the depths of developmentism, developed a unique style with the uniqueness of Korea. Almost all administrations have structurally developed stated developmental principles. Since the management of Kim Young-sam, all consecutive governments have developed their cultural policies, especially in the name of economic imperatives. Regardless of their political aspects, governments did not consider cultural diversity very much, but the objectives of supporting the Korean Wave were mainly economic necessity.

Hallyu often seems important as a series of addresses, which direct the nation's cultural policies. The government continued to use Hallyu as a major strategy because it combined overseas cultural diplomatic policies and maximized its cultural impact. On the one hand, it helped cultural industries with financial assistance and institutional support. On the other hand, it launched several cultural initiatives, such as the establishment of King Sejong Institutes to teach K-pop concerts in many countries where Hallyu gained popularity and to teach Korean language (Korea International Cultural Exchange Foundation, 2014). In particular, the government stressed this strategy by developing a cultural policy link between economic imperatives and cultural diplomacy. This means that the government embodies cultural products through legal support to the country's economy and develops cultural products to increase the national image.

They realized that one of the most important ways of increasing the power of the nation was the Korean Wave. In other words, they used Hallyu as a cultural diplomacy mechanism by further embracing the popular culture in order to increase the power of the nation.

In Turkey

In 2017, the world entertainment industry reached $ 2 billion. including eating-drinking market in Turkey 13 billion dollars. 2018 global entertainment and media sector with an annual average of 5 percent to 2.27 trillion dollars, while the Turkey is expected to rise to 18 billion dollars. Turkey, among the fastest growing sector in 9 countries. As the growth figures are in this situation, the interest of foreign and domestic investors is high.

The new film law drafted by the Ministry of Culture and Tourism plans to provide financial support to Turkish TV series in more than 140 countries around the world. There will also be refunded up to 30 percent of spending in Turkey for foreign movies will be filmed in Turkey.

Turkish series reached a figure of more than $ 350 million annually and ranked second in the sector following the US. The draft law on amendments to the Law on the Evaluation and Classification of Cinema Films has been started to be discussed in 2018.Edit with Turkey's domestic or co-produced series to be released, provided the qualities that will contribute to the promotion of overseas films will be given financial support. Moreover, Turkey is aimed at making photographic film base and promote tourism. Cinema supports in creating a new era of growth in the number of works and the nature of the arrangement will start, produced works to provide the meeting with more audience, create new support mechanisms, Turkey is aimed at making film production and shooting base and support the film tourism.

According to the draft, in the feature film, first director, documentary, animation, short film, scenario and post-production support under the headlines will be added to 5 new incentives. In this context, co-productions, foreign film productions, post-production productions, local film and series production will be supported. The draft, thereby contributing to the promotion of Turkey, is scheduled to be brought to the significant financial support for foreign films in order to improve the film tourism. In this regard, foreign movies will be filmed in Turkey for expenditures made in Turkey to be reimbursed up to 30 percent. If the draft is enacted, the support for foreign films will be at the same level as those in France, South Korea, Estonia and Hungary.

The Ministry of Culture and Tourism has supported 485 feature films since 2005 with TL 187,719,646. 28 of the 180 indigenous films released in 2018 were supported by the Ministry.

In 2018;

- TL 5.039.000 for 72 documentary film production projects,

- 508.000 TL for 44 screenplays and dialogue writing project,

- 407.000 TL for 29 short film production projects,

- 10.000 animated film production projects

- TL 6,184,000 was supported by the Bank.

Total of TL 24.399.000 of support was provided to 127 projects, 38 of which were foreign and 89 of which were domestic.

In USA

The Bureau of Education and Cultural Affairs shares America's rich performance and visual arts culture with international audiences, while providing Americans with international artists and establishing long-term relations between the United States and other countries.

The American Film Show brings award-winning contemporary American films to audiences around the world to present a view of American society and culture seen by independent documentary filmmakers.

The Art Ambassador Program shares the best of the US art community with the world to promote intercultural understanding and co-operation and show common values and aspirations.

Heritage Linked Communities connect the US and international institutions that focus on cultural heritage. The program links cultural / academic institutions, communities, especially young people in the United States abroad for cross-cultural shopping that brings together innovative, community-based projects to explore tangible and intangible cultural heritage issues.

8 Analysis

8.1 Nation Branding Index

The Eight Principles of Place Branding

1. Purpose and Potential

Because of the change of government in the US, it is seen that although the country has conflicts in itself and in the international arena, it has not taken any concrete steps to correct its image in recent years. This may be because the government, as one of the superpowers of the world, believes that its image is good enough and that it does not need to change. Considering the entertainment industry, America is still one of the largest sectors in the world, and has a guiding and positive image with film, music, dance and Hollywood. America has not followed a different strategic vision to develop this image it already has; South Korea, by rearranging the brand activities, has been acting very effectively in this regard by planning strategies to attract consumers to their countries through cultural products and activities, and has continued with a different strategic vision over the years. In order to develop and reinforce this vision, it has received the support of the artists working in the entertainment industry and, when necessary, has supported its artists as a government.

BTS seven person boyband, who gained unprecedented international popularity since their debut in 2013; In 2018, he won two of Billboard Top 200 albums and a Top Social Artist award from America. American toy producer Mattel announces that the group has signed a license agreement to produce toy dolls of members; Thus, the American company's shares increased by 7.7 percent. According to the Hyundai Research Institute, the group's contribution to the annual South Korean economy is more than $ 3.6 billion.

BTS is the most successful symbol of Hallyu phenomenon of Korean pop culture exports such as K-pop, TV series and films. Although Hallyu is known in Asia in recent years, its worldwide popularity is pointing to a new level of global success for Korea. In general, the international popularity of BTS and Hallyu is an example of the diffusion of Korea's soft power through ingenious processing of an image and a message echoing across cultural boundaries. In 2018, BTS was

invited to speak at the opening ceremony at the New York Unlimited Generation headquarters in New York, where UNICEF is a partner. In the same year Korean government, honored the group members with a fifth-classHwagan Order of Cultural Merit for their contributions to the learning and spreading of the Korean language by spreading popular lyrics around the world.

2. Truth

Although America has always been a world brand, as mentioned earlier 'made in Germany' label has reached the top and it most valuable than the 'made in America' label, due to the reliable image created by Germany. Korean brands such as Samsung, Hyundai have replaced with Japanese giants like Sony and Toyota in Asia. Today, South Koreans' worlwide brand Samsung in position that it can figth with American giant Apple. Samsung's production of technological products is not only confined to telephones and computers, but also with the production of white goods. Now, the products produced by this brand are marketed as 'Korean premium' to the consumers with the increase in the price of their products and people are not thinking any more that these product are low quality products compared to the past. All this findings proving that strong strategic planning can effectively increase nation branding.

Turkey still remains insufficient to create global brand that will increase nation branding in a positive direction. Turkey once was a devoloping country in agriculture and industry, while Turkey was a country of choice for the production of famous brands, now shows a negative image due to the economic uncertainty. In order to correct this negative image and convince people of Turkish credibility, the government needs to put a lot of effort into the plan to support the nation branding strategy and give the best result to this plan.

3. Aspiration and Betterment

The fact that there are 60 American brands among the world's 100 largest companies has benefited not only the stakeholders of this brand, but also the country's economy and the citizens living in this country. The global recognition of a brand will lead to the country's economy and better status for the people living in the country. Turkey does not have any spesific nation branding plan would

benefit to it's current economic situation, government itself or the nation. Consequently, do not have a strong positive profile like America and South Korea. Besides the already existing economic uncertainty and negative imaging of the country, Turkey must understand the importance of the improving the country profile. Nation branding strategies will help to overcome this problem.

4. Inclusiveness and Common Good

One of the best examples of how a nation-branding strategy can be a strong strategy is Germany and Japan after World War II. In both countries, it has become economically weak after the war. However, with the industrial and technological developments, they have grown to become one of the world's leading economies and become world leaders. It is one of the most important examples of how the national branding strategy can raise people's standard of living with a good strategy.

If Turkey can manage to create a well planned nation branding strategy, such as Germany and Japan did, it will strengthen its economic situation and will lead to a better standard of living for people living in the country.

5. Creativity and Innovation

South Korea's plans to promote nation branding strategy include government-sponsored projects such as supporting national sports and athletes, supporting arts and artists, developing state-of-the-art technologies, helping Koreans become global citizens. However, like the starting point of each plan, it needs skilled people in sports, arts, science and technology to realize their plans.

Turkey must be enthusiastic about implementing to same strategy with its skillful citizens, should bring together talented people and for the welfare of the nation should follow a joint strategy with these people.

6. Complexity and Simplicity

Some countries may have difficulty in implementing the strategy of complexity and simplicity, which is one of the most difficult areas of nation branding. Korea attaches importance to communication with foreign countries as well as domestic and tries to avoid misunderstandings.

But in a country where different ethnic roots living together in the same geography as Turkey, even experienced domestic misunderstanding leads to big problems. Therefore, as Turkey continued the task of being a bridge between east and west as for hundreds of years and if it succeeds in establishing this bridge pozition on its own citizens from different ethnic root, it will provide a solid positive and succesful image abroad on global area.

7. Connectivity

We should not forget that there are two important factors that play a role in the development of the state economy; public institutions and private sector. In order for the strategy and plan to be consistent, these two important powers, which play an active role in the economy, should work together. Although the political developments in the United States occasionally lead to the separation of these two powers, South Korea is more stable in this respect. A plan that connects two forces and works together will lead to positive results in terms of nation branding.

8. Things Take Time

Collobaration is the key word to build a strong country profile and succesful nation branding strategy. It should not be forgotten that good results come with time, successful plans and patience implementation of these plans. Nation branding strategy can be successful with state aids, private sector supports, the support of skilled people in the field and the efforts of all those who volunteer to contribute

Korea continued its studies in the 80s and 90s without giving up in the 2000s, and now it has become more and more well-known in the world with its cultural elements and entertainment industry. As a popular, economically strong country, it's sending a positive image to almost the entire world.

8.2 Element of Culture

Social Organizations

Look at the winter sonato series, which has break record in Japan and is a pioneer in the Korean Wave; The main reason why the series was so popular in Japan was that the male character reflected in the series and the love story projected in the series were realistic. The Japanese fans were very impressed. In short, the audience likes the sequences that reflect the realistic social structure far from exaggeration.

In American TV series, objects such as home, car and clothing are brought to the forefront, while audiences' desire for consumption is triggered but in Turkish TV series topics such as intrigue, human relations, male-female relations, love, passion and contention present to audience. These concepts used in Turkish TV series are not extreme, do not disturb the viewer, do not contain radical elements, maintains the concept of realism. In fact, this model is cliché but still popular among the audience. At the same time this model and handle receipt forms of concepts, new and a welcome sense of fantasy in nations that have similar concepts and values with Turkey as middle east also fully in society from different cultures such as Latin America and Europe has also caused a stir. Most of the foreign viewers found that old-style romance in Turkish series was realistic, so this strategy through social structures is an issue to be emphasized.

Belief System

Turkish enterteinmant industry, director, screenplay and acting in terms of acting from the middle of the 2000s could represented on a world-wide cultural performance. First of all, it is necessary to emphasize the importance of watching these tv series in the Middle East. While American descent is going through a completely different cultural climate, the main source of Turkish origin tv series is the fact that the majority of the population is in a Muslim country. Most of the tv series is an attractive example of the fact that the secular life can be found in an Islamic culture. Especially for the Arabic rooted womans; It is related to being a new option, model within the patriarchal pattern in the Arab world. A culture export. This export has carried sector forward. It has helped to produce better, professional products.

Technology and Material Culture

Now some of the well-educated audience is watching the series on the internet. This is a part of middle and high level that adopts a secular lifestyle. It has a high purchasing power and consumption habits. Arrays in our country are mostly made to be sold abroad, but the situation is not different in the world. producers who see this change in the industry, Korea, America and Turkey began building online platforms such as broadcast over the Internet in the country. Among the best-known example of this platform in the world with Netflix in global, Blu TV and Puhu TV in Turkey.

Language

One of the most effective ways for communities to recognize and understand each other is to learn foreign languages. To learn a language, in a sense, to look at the world from a different perspective, a culture different from its own culture or to explore. The language is meant for communication. However, in recent years, language barriers have been removed and new ways of communication have been found all over the world. In the ranking of the world's most powerful languages, English is ranked 1st, Korean is 16th and Turkish is ranked 18th. However, Korea is higher in terms of nation branding, cultural promotion and popularity. The fact that all Asian continents speak different languages did not prevent Korean artists and Korean series to become popular in countries like Japan and China. In the same way, it has not prevented the Turkish series and its players from being popular in countries such as Latin America and the Middle East. Audiences are interested in learning a new language through the Turkish or Korean patterns they hear from the tv series, so with the new strategies developed, governments are encouraged to learn their own language by establishing language institutes in other countries, trying to reach different nations. This strategy should be developed and expanded by our country.

Aesthetic

When we consider the Turkish entertainment industry, Istanbul is one of the most well-known marketing elements of Turkish series. In this context, Istanbul's claim to uniqueness; The fact that it is the intersection point of Eastern and Western civilizations is based on the fact that it is a historical city as well as being the administrative center of the Ottoman Empire. To become a favorite tourist destination for both local and foreign audiences, the withdrawal of most of the series of films in Istanbul is the element that supports this. While Istanbul is first in the list of the most livable cities in the world, it is argued that although Istanbul is cosmopolitan, busy and young in terms of population, it is a bridge between civilizations, thoughts, religions and peoples, not only continents but also historical and social structure. This beautiful and attractive aesthetic structure of Istanbul attracts many viewers.

However, it is not enough to limit the aesthetic structure of Turkish TV series to the beauty of Istanbul. It is an effective factor in Turkish players. Both western and eastern female and male lead actors are the most important factor especially for middle eastern viewers to follow Turkish series. Turkish players' popularity from Middle East to Latin America strengthens this judgment.

When we look at the Korean series, as in our country in recent years, the publication of fast or fun music in the background, the popular spread of this music among the public is another aesthetic element. The music of many popular series is published, albumed and sold as a soundtrack.

8.3 Onion Diagram

Symbols

As the most outermost layer of the Hofsted's culture model, symbols may appear generic and unimportant. However, when you look at the whole, almost all of the values that represent a country are the reflectein of the outside.This reflection may be superficial but it is certain that it creates a perception. Take America into account, people have been under the influence of the American dream for years. The American dream perception was created by what people saw on television or

cinema, what they heard from people around, and the products they used. After a while, it became a well-known concept in the whole world.

South Korea is basically did the same thing. Although the channels of communication have changed today (the internet that replaces the television, the social media that replaced the press, etc.), the symbols that create the perception have not changed. A small peninsula country with a population of 50 million people in Asia sells millions of dollars of pop music by selling its culture to other countries and contributes billions of dollars to the national economy with the products it sells. For example, although chopsticks have been used in Asian countries for hundreds of years, they are hardly ever used in Europe and America (If you are not in a restaurant with Asian cuisine). Now, with increasing popularity, people started to use chopsticks, sell them and even produce them in various designs. A symbol that had remained ordinary for hundreds of years in the outer ring of the onion has became well-known and popularized all over the world.

Symbols show the image of a society itself. As a bridge between Eastern and Western countries for hundreds of years Turkey, has a lot of symbol that can be used in its favor. Tourists visit our country by being influenced by the TV series published in their country, and maybe they go on a tour by paying money in the bosphorous that people in our country see everday or coming to Turkey just for visiting Cappadocia only is a few examples for these.

Heroes

The heroes represent individuals who have patterns of behavior by culture, because the characters who are living, dead, real or imaginative can act in accordance with the cultural values of the society.

Real names such as Abraham Lincoln, Georg Washington, Michael Jackson, Madonna, James Dean or fictional names such as Tony Star, Tony Montana, Anakin Skywalker, Rocky Balboa. Basically, all of them have contributed to the economy by giving direction to American culture in both domestic and foreign markets. These characters form the contents of layer 2 of the onion diagram.

When we look at Korean dramas, we usually encounter scenarios based on romantic relationships. In fact, despite being a conservative country like Turkey, in

Korea the writers are doing their best to show different their the lead male role in a drama. The characters are generally polite, gentle and rich. This situation is not different in Turkish series. Unlike the structure of Turkish society, the leading male roles are often gentle and rich with their European appearance. This profile has been particularly influential on middle-eastern viewers and has made popular names such as KıvançTatlıtuğ and HalitErgenç also made popular among middle-eastern viewers. We can say that the Korean and Turkish filmmakers have been successful in giving the audience what they want by assuming what television viewers want. It is obvious that these names have a strong graphic in representing the country profile. Turkey able to have represent itself in the international community, it has strong cultural representatives. However, in order to reach the korean level, it must continue to create heroes who can clearly show the level of culture.

Rituals

Korean TV Dramas or movies are very successful in representing people's rituals in daily life. For example; Koreans always eat moss soup on birthdays or never go home with shoes. The concept of family has an important place in the culture. Mothers and fathers are eager to find a match for their single son or they never disrespect against their elders. Such rituals are reflected in a very realistic way even in scenario.

The same perception is not different in Turkish series or movies. In many ways ritualized behaviors such as family concept, holiday visits, priority to the little one, respect for the big one are reflected in a realistic way. Otherwise, the creators of these productions know that they will receive a severe response from the public. Overseas viewers can easily reach the concrete concepts related to our culture when they follow Turkish productions. Because these concepts are often reflected in a way that is far from exaggeration. So, foreigners could learn and know more about Turkeys' popular or traditional culture to take an interest in our culture.

Values

Values and behaviors, what is right and what is wrong in a culture, what is beautiful and what is ugly, what is important and what is not important. is defined

as an indicator of Elements such as social structure, religion, language, education and economic situation play an important role in the formation of values. Values are the measures that give meaning and direction to the lives, behaviors, expectations, and viewpoints of the cultural individuals. The individual acts according to these values that are taught to him / herself, otherwise they are excluded from society.

In the light of this definition, it can be stated that the values are preceded by attitudes and they affect behaviors first.

There are usually two types of ending in Korean tv series and they are often unpredictable. There is no distinction that the good ones will live happily forever and the evils will find what they deserve. Although scenario trends are similar to our country most of the time, most of the sequences have different finish styles. Of course, all of them are prepared by polling the pulse of the audience. Good people end up being tragic, bad can sometimes win. On the other hand, Turkish TV series are generally designed to give the audience what they want which often means that the good will win. If you want to punish the evil ends badly, if the good wants to be happy, the good will surely reach the happy ending. The Turkish audience is highly dependent on value judgments. Therefore, it is very difficult to break their shells and change their minds. It is often impossible for them to be open-minded, regardless of culture or country, when faced with something contrary to value judgments. In this case, they will get bored quickly, lose interest and will soon make series fail.

8.4 Porter's Diamond Model

Factor Condition

America and South Korea are at the top of the list of developed countries when compared to Turkey. Both countries are economically developed, independent and countries that have production in various areas. Although South Korea is a country with limited natural resources, it has developed itself in the field of technology and in recent years has created more than one world brand such as Samsung, LG and Hyundai. The US already has 60% of the world's 100 largest brands already known to everyone. South Korea and Turkey were faced with the economic crisis

after 1950. However, after 1980, South Korea has succeeded in getting out of the economic crisis with its production and culture. At that point has turned its cultural products into a product and started to export it to abroad. In this sense, cultural exportation has become one of the country's largest income sources. Turkey on the other hand, has not made necessary investment and inadequate to create a world brand as a country. Therefore, it still struggles with the same problems today. Turkey should raise the image of the country should use the concept of creating global brands as effective and must find new export routes. Using their own resources, it can take their place in the competition and move to an advantageous position.

Demand Conditions

America has dominated the entertainment industry for many years with the help of international production companies, wide network and international music and art awards. However, America's journey to opening up to the world first began in the local market. In addition to the entertainment industry, it has not only served its own population with its wide technological infrastructure, advanced industry and production, but also started to serve everyone by opening up to the world. When we look at South Korea, we see that the same thing applies to the Korean entertainment industry and the Korean Wave. Since the late 90s, Korea has rapidly rising and advanced in the entertainment industry with the demand of its own people. Then it went on to rise first in Japan and China, then in the whole of Asia.This demand has spread to the world by opening the continent of Asia.

If you consider Turkey, to give a simple example Koç Holding managed to enter into the world's 500 most successful brands, it has started to sell the brand Arcelik in Turkey first. Opened to the world in line with increasing demand. When referring to demand conditions, we must first take into account the demands in the domestic market and then turn this demand into an advantage in the foreign market.

Related and Supporting Industries

Keep in mind that a brand that ranks high in the sector can lead to others. When we look at the example of South Korea; Founded in the 90s, we can see that the

SM Entertainment Company is a great example for all the current entertainment companies. Japan, which was the leader of the popular culture in Asia in the beginning, has left this title to Korea in time. The reason for this is that Korean entrepreneurs, who see that the popular culture is rising in Japan, are created and developed their own systems and becoming more successful. For example, the traineeship strategy and strict training rules is not available in Japan, but SM Entertainment has developed tens of artists with this strategy, and after these artists have opened up to the world they brought millions of dolars to their company. After SM entertainment company lead the way, YG Entertainment and JYP Entertainment , succeeded in using the same strategy and became known in the market. They even called Big 3 in the market. Many of the new entertainment companies have watched this way that SM entertainment lead the others, and these companies have surpassed worldwide companies like Sony or Universal Music to make Korea a world-known name.

Maybe not in the music industry but Turkey is deffinetly powerful in television industry. Turkish TV series are being exported to over 100 countries from Middle East to Europe. The annual export before 2008 was 100 thousand dollars, now it is around 300-350 million dollars. Sounds like a billion-dollar sector, but this figures are still in low rate. The government's target for 2023 is $ 1 billion. Turkish TV series are seen as Turkey's 'soft power'. In fact, Its influence has so great that media leader such as CNN and BBC came to Turkey just to make a special programme about it. They're had interview with actors and the public. Actors and producers are seen to created the effect that politicians couldn't create. That's why the state supports this sector. Award ceremonies are held, the most successful producers and artists are given prizes every year, the excitement of the sector is keeping stable in that way. Turkish TV series are increasing the number of tourists and contributing to 'made in Turkey' label

The export path that few production companies started is now following by many other production company and contributing to the exports numbers. Thus, Turkey became a well-known name in the world in television industry.

Firm Strategy, Structure and Rivalry

As the entertainment industry accelerated, domestic competition in South Korea started to increase. Entertainment companies have almost mass production in idol groups to make more profits and to increase their names. Becaming more part of the media , selling more concert tickets, and winning more than by-products prevented international success. Larger entertainment companies have begun to overtake small entertainment companies and have led to the bankruptcy of many small companies. Nevertheless, especially in recent years, it has managed to grow by maintaining its stability in the supply-demand scale from domestic and foreign markets.

In Turkey the same thing in the construction and industrial sectors, though intense domestic competition is not possible to say for the entertainment industry. Rather than competing among themselves, many production companies have chosen to compete with large-scale companies around the world. Netflix which is a new player in the Turkey market was seen seen as a threat to turkish companies therefore they started to act jointly against it. In fact Turkish online broadcasting applications such as Blu Tv, Puhu Tv were established and began to fight with international competitors. Recently, it has been seen that the competition made with foreign countries accelerated the domestic sector. Users have begun to prefer domestic applications that publish both domestic and foreign productions rather than international broadcasting practices.

The situation is better for the cinema industry. With the Law on Evaluation and Classification of Cinema Films, the support given to the film productions increased from $ 5.4 million in 1990-2002 to $ 217.7 million in 2012-2018. Thanks to the supports, the number of domestic films released in 2002 was 9 and it has reached 178 with an increase of 978 percent in 16 years. The number of domestic film audiences increased from 2 million in 2002 to 44 million in 2018, an increase of 2 thousand 200 percent. 1st in Europe for 7 years with the domestic film audience figures in Turkey, reached 63.5 percent last year and broke the record of all time. Nine of the 10 most followed films in the past year have produced domestic films. Having reached more than 6 million viewers, "Müslüm" was the most watched local film in 2018. This was followed by "Arif V 2016" and "AilecekŞaşkınız"   with   4   million   viewers.

9 Conclusion

Result of The Eight Principles of Place Branding

As noted in the analysis conducted during the survey, It is not impossible for Turkey to create the Turkish Wave. Because of uniq location of Turkey absence of another similar is the biggest advantage. In Asia more than a one country implementing nation branding strategies on their cultural elements, such as Japan, China, South Korea thus increases the competitive environment in Asia, which is forming a repetitive structure. For this reason, the popular culture spreading from Asia to the world is actually a reflection of many similar cultures. However, the situation is different for Turkey. It is the owner of many different cultures that can be popular with its location and history. The fact that it is the only country in the Middle East and Europe with this structure shows that it can transform this advantage with an economic leverage with the right strategies.

Well-planned nation branding strategy will help to decrease in Turkey's economic and political uncertainty and increase a better image as Turkey needs. Nation branding and place branding strategies with the support of the government will improve the country's image in the eyes of foreigners, it will manage to make further raising the quality status of Turkey compared to other countries and its naighbours.

Result of Element of Culture

Throughout the research, 3 different countries were examined and analyzes. South Korea, the United States and Turkey; between these three countries, although Turkey and South Korea have cultural similarities   (such as similar family structures and networks for example reflected in the tv series) Asia, Europe and America have many different cultural structures. However, the fact that these structures were different did not prevent the three countries from becoming popular on each other's societies.

South Korea's biggest difference from America and Turkey; Korean goverment supports the Korean Wave with strong policies. Turkey still lacks a government unfortunately the factors supporting the entertainment industry and cultural elements. The biggest negativity to create a Turkish Wave would be lack of

government support.It can be observed from the analyzes mentioned in the previous paragraph are supported with survey results at the end of the research.

Result of Onion Diagram

As mentioned earlier, Turkey is different than Asian countries sharing the similar culture where popularr culture really famous. If Turkey decides to have a strategic vision on the presentation of its rituals, symbols, heroes and values that recieved during hundreds of years from the western and eastern to the whole world; this strategic vision could spread to the world with Turkish TV series, films, songs, with all popular cultural elements, and it can now obtain a similarity of its popularity in the Middle East on the whole world. Although Turkish artists mostly have a westerner appearance; except for adaptationed productions, their music, series and film scenarios are specific to them and Turkish culture. Considering that one of the reasons for the success of the Korean Wave is Korea's unique style, the Turkish Wave has a chance to succeed.

Result of Porter's Diamond Model

America is one of world's superpower, South Korea is in developed countrt segment, but Turkey does not draw a high profile among these two countries. However, as mentioned many times during the study, one of the most important factors that enabled Korea to reach the developed country segment by getting rid of its economic problems has been nation branding. The South Korean government undertook the most important task for it.

The South Korean government has created a serious nation branding with both private and public institutions. The public institutions, the private sector and the media worked together to support each other and supported the artists who were the flag bearers of this strategy. Turkey, like the creator of nation branding concepts Simon Anholt said, spents millions of dollars each year to promote the country but could not create an image like as South Korea. Turkey, if Turkey wants to create waves, all institutions and organizations with the government's strong support for the plan and should work together in an effective manner.

As the first research question, we asked how successful the wave of korean is in Turkey and in the world?

In the data collection section, participants were asked whether the Korean Wave was known and successful in the world and in our country. Most of the participants stated that Korea is a brand value and that it is successful in the international community, while the Korean Wave has contributed to this success. Although the Korean Wave in our country stated that they do not think that they are as successful as they are in other countries of the world, they said that the cultures they admire have an impact on their consumption habits.

Exports of TV series not only contribute to the economy through this agreement. People living in the countries where the series are exported learn about the habits of the homeland of the directory, are curious about their culture, are trying to learn the language and advertise to potential audiences by mouth. This situation also contributes to the national economy with other channels than exports.

As the second research question, the factors affecting the success of the Korean Wave were asked. Although there are many different factors behind the success of the Korean Wave; during the research, it was discovered that there were several main factors. Government support, advertising and promotional work, being popular among the younger generation was one of them. South Korea had discovered a very effective way of spreading culture, popular culture. Popular culture in the concept of space, series and movies, such as pop music. The filmmakers succeeded in successfully placing cultural elements in the series and films they created and attracting millions of people from around the world to their own culture. Especially the Asians who have similar culture have found Korean tv series scenario realistic and close to them. Therefore, Korean productions have become more popular in Asia. In Europe and America, the situation was the opposite. The audience wanted to know and learn a different culture from their own culture, even a different language. Therefore, the Korean Wave has become popular in Europe and America.

At this point government supports should be mentioned; The government supported South Korean entertainment industry manufacturers to produce high-quality TV series, movies and music. The government has established units

responsible for the Nation Branding and South Korean entertainment industry, making sure to allocate budgets and produce good products. However, it should not be forgotten; one of the reasons for this support is the fact that Korea's political status is already strong, and that they have many stable brands in industry and technology. Finally, as we have seen in the recent theories, South Korea has succeeded in working with all its units as a whole and help benefit to the development of the country. Although there are many world brands in the private sector, they have not seen each other as rivals and they serving together in the interests of their countries. The companies operating in the entertainment industry and technology companies in advertising and promotion activities, use their products in series and films, or use the artists' songs in advertising to serve these associations all over the world. This is one of the major factors in the success of the nation-branding strategy and the success of the Korean Wave.

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As the last research question: Which factors can play an effective role in the creation of the Turkish Wave?

As a result of the research, due to Turkey's rich cultural products and geographical location Turkish Waves were seen to have the potential to be created. The Turkish series, which are already popular in Middle Eastern countries with similar cultures, are similar to South Korea's success in other Asian countries. Although Latin American countries have different cultures, we have been successful in Latin America and attracted the attention of the people. Looking at the South Korea

success in Europe and America, it is quite possible to say that Turkey is a chance in the same markets.

Turkey has become a center of attraction with the locations of TV series used in filming. Especially İstanbul in recent years began to atract many tourist that seen İstanul from TV series. Many tourists take part in private tours organized for the shooting of the series.

Turkish cuisine is another factor that will affect the formation of the Turkish Wave. Recently, cultural tours, influencers and other users, especially through social media, are introducing new places to many people who want to see different cuisines of the world. Turkey is one of destination. With the support of the government, the introduction of Turkish cuisine can reach a different point and get a strategic place in the nation branding plans.

Turkey does not live economically and politically stable times, though has been so often in the history of the Republic of Turkey. However, unstable economic and political conditions have not prevented the development of plans for the development or development of the country. The development of the entertainment sector without the support of the government, the nation branding strategies are difficult to implement. Therefore, there is a need for strictly material-spiritual government support.

Finally, if you want to succeed in all this strategy, Turkey should understand the importance of working together in cooperation and effectively implement on cooperation in the external and internal strategies.

10. Findings of The Survey

The following questions were asked to the respondents for the survey used in the primary data. Information of the demographic characteristics of 300 respondets is given in the table below.

The Demographic Profile Of The Respondents

Table 10.1 Distribution of the survey respondents by gender
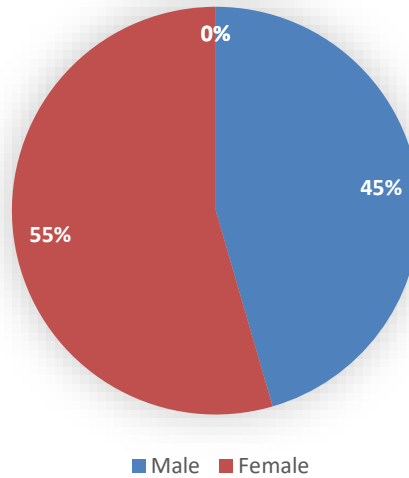
Of the 300 respondents, 165 were female and 145 were male. Accordingly, 55% of the distribution consists of women and 45% consists of men.

Table 10.2 Distribution of the survey respondents by age
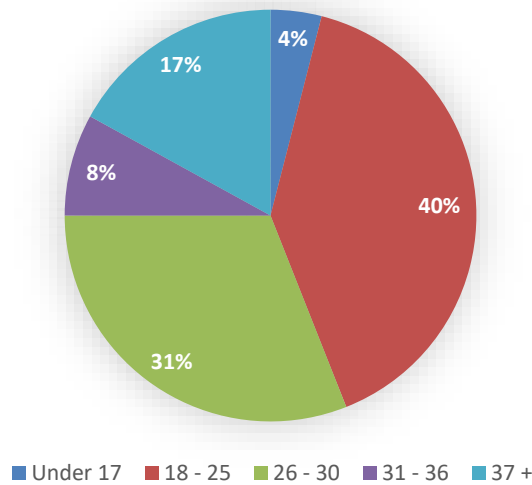
Table 10.3 Distribution of the survey respondents by education

- ■ Master Degree
- ■ Less Than High School Degree
- ■ High School Degree
- ■ Bachelor/ Assoociate Degree
- ■ Doctoral Degree
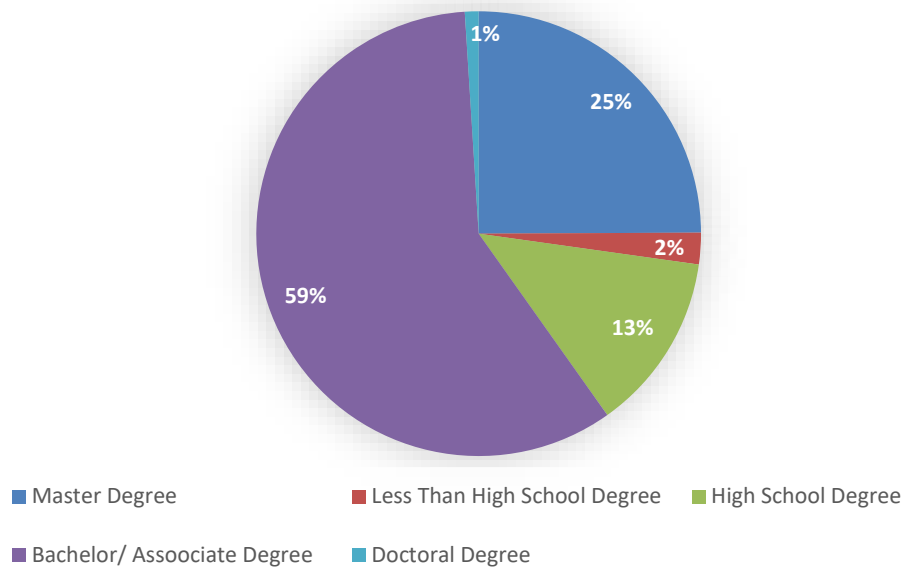
Respondents' Information Of The Korean Wave

Table 10.4 Have you ever heard of the Korean Wave before?

- ■ Yes ■ No ■ Partly
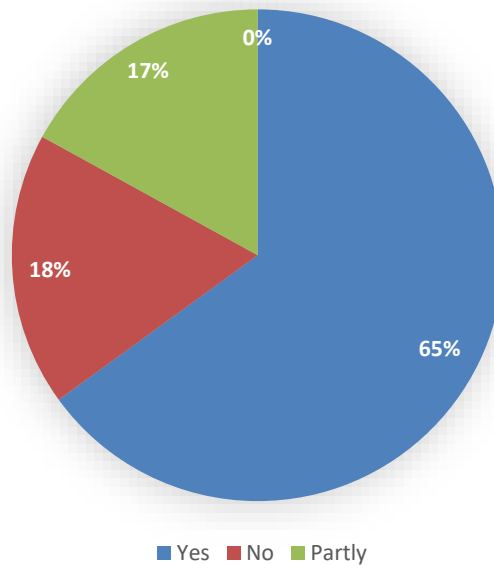
More than half of the respondents were familiar with the Korean Wave. 38% of the respondents never heard the Korean Wave before, 11% partially familiar.

Table 10.5 How did you hear the Korean Wave?

■ Social Media   ■ Press (TV, Magazines, News etc.)   ■ From family, friends   ■ Abroad
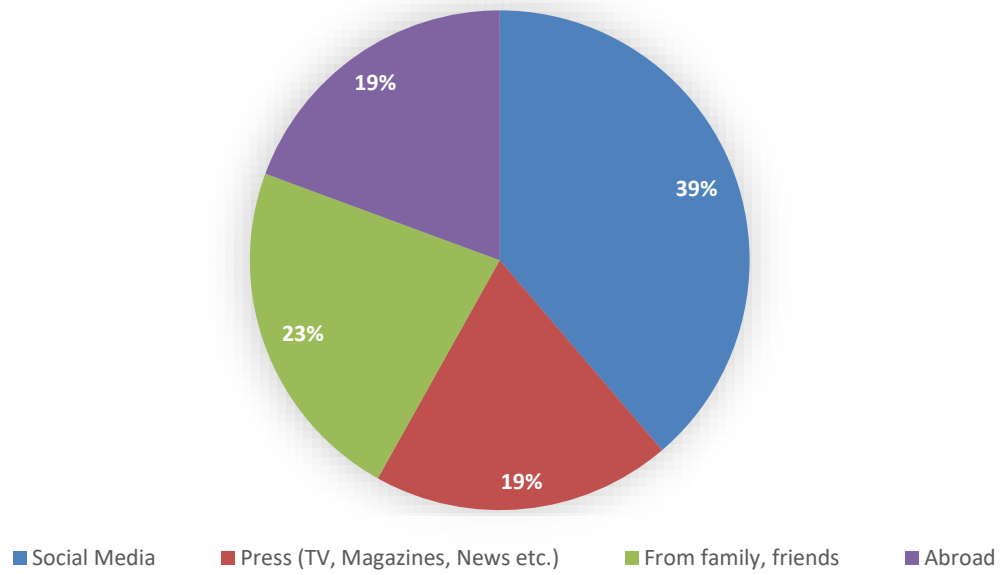
While 39% of respondents heard the Korean Wave through social media, 23% heard from relatives, 19% heard it through press and other 19% heard from their travels abroad.

Table 10.6 Which Korean Wave elements have you heard before?
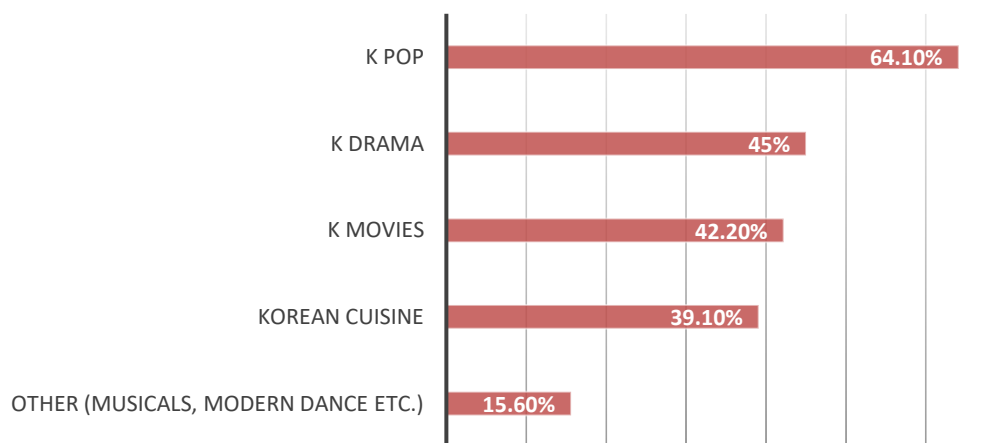
K Pop was the most popular choice as a Korean Wave elements among respondents who could make multiple choices.

Table 10.7 Do you have anyone close to you (family members, friends, etc.) who are fans of Korean pop-culture?
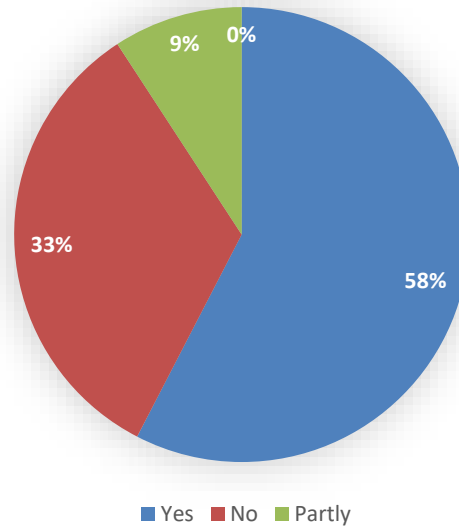
More than half of the respondents have relatives who are fans of Korean pop culture.

Table 10.8 Do you follow Korean pop music (K-Pop) ?
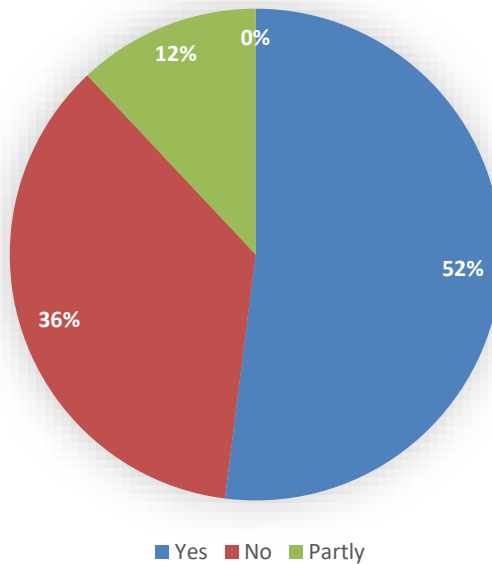
More than half of the respondents stated that they were following the K-Pop.

Table 10.9 Do you follow Korean TV series / movies?
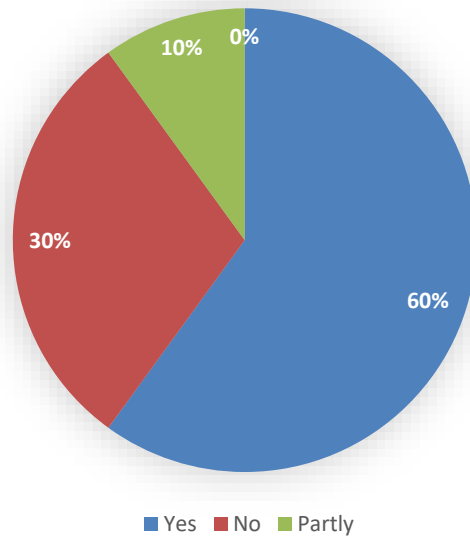
More than half of the respondents stated that they were following the K dramas and movies.

Table 10.10 Which of the pop culture elements of the Korean Wave do you find close to your own culture?
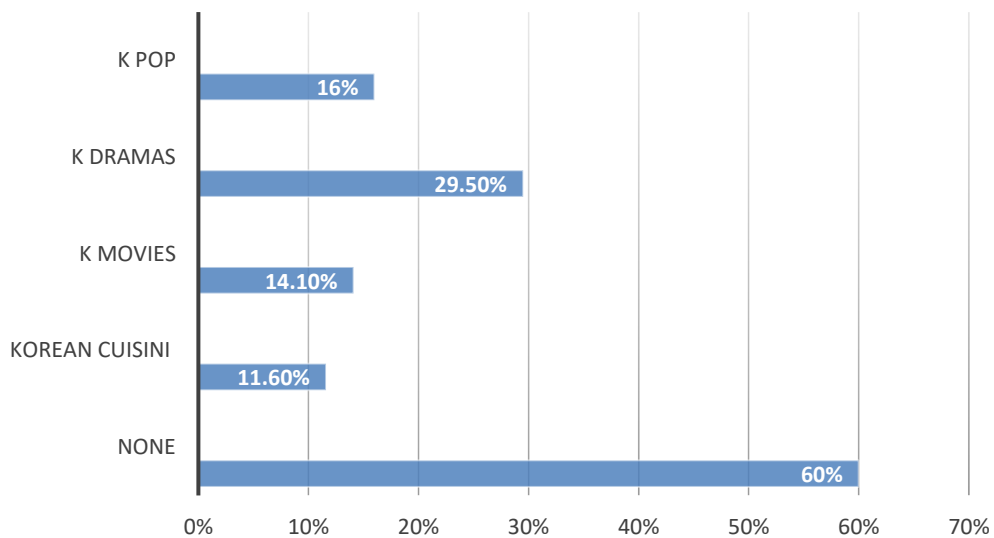
With the help of a successful strategy and tools like social media or advertising any country can make its own culture popular on different population in different parts of the world. Thus, this kind of popularity is not related to having similar cultural characteristics among nations.

Respondent's Opinion on The Korean Wave

Table 10.11 Do you think the Korean Wave has an impact on the
society you live in?
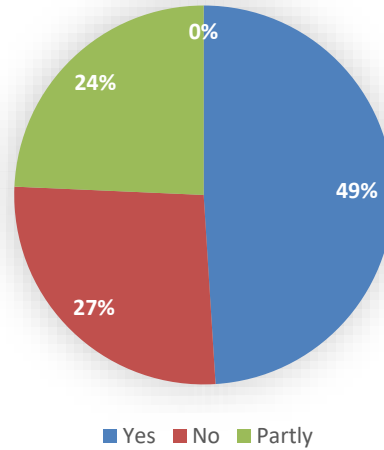
Although some of the respondents thought that the Korean Wave had no effect on the society in which they lived, some of them stated that the Korean Wave had an impact on the society because culture that they admire can affect consumption habits.

**Table 10.12** What do you think encourages people to follow
Korean pop-culture?
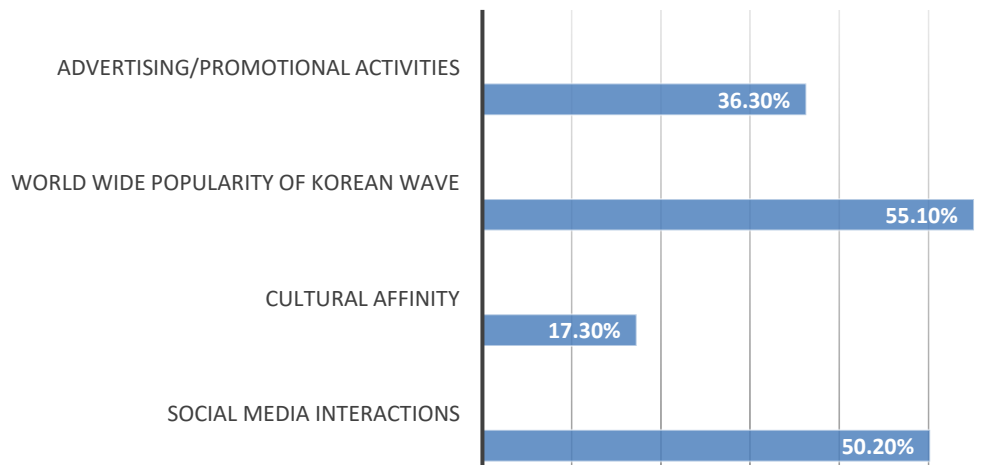
Most of the respondents think that being popular around the world is the biggest impact on the spread of the Korean Wave. This ranking follows with social media interactions; advertising and promotional activities rank third. Respondents stated that having cultural affinity had little importance in following the Korean Wave.

Table 10.13 Do you think the Korean Wave is succesful globally?


Yes ■ No ■ Partly
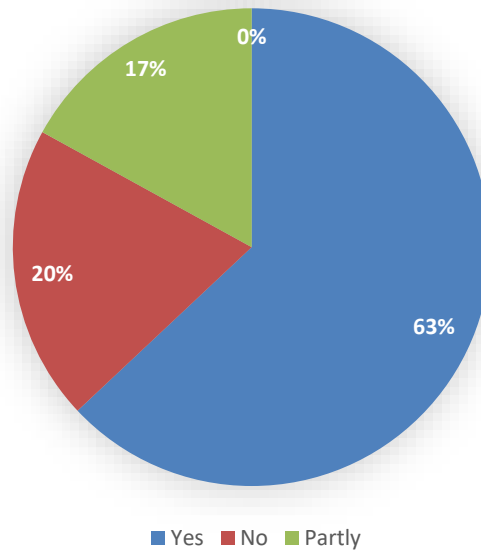
Of the total 300 respondents, 180 respondents think that the Korean Wave is successful globally, while 75 respondents think it is partly successful. 45 of the respondents think that the Korean Wave is not successful globally.

Table 10.14 Do you think the Korean wave is successful in Turkey?

Yes ■ No ■ Partly
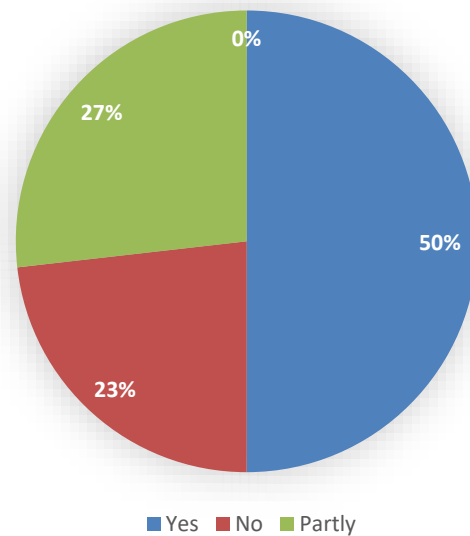
Out of the 300 respondents, 150 respondents think that the Korean Wave is successful in Turkey, while 81 respondents think it is partly successful. 69 of the respondents think that the Korean Wave is not successful in Turkey

Table 10.15 Would like to visit South Korea?
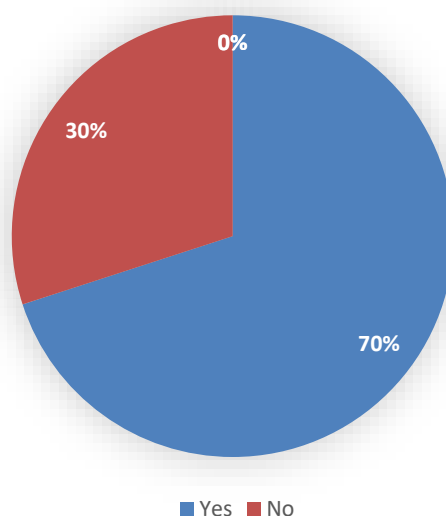
210 respondents stated that they would like to visit South Korea one day for touristic purposes.

**Respondents' Opinion on Brand Values of Countries**

Table 10.16 What are the key factors for a country to be recognized globally?
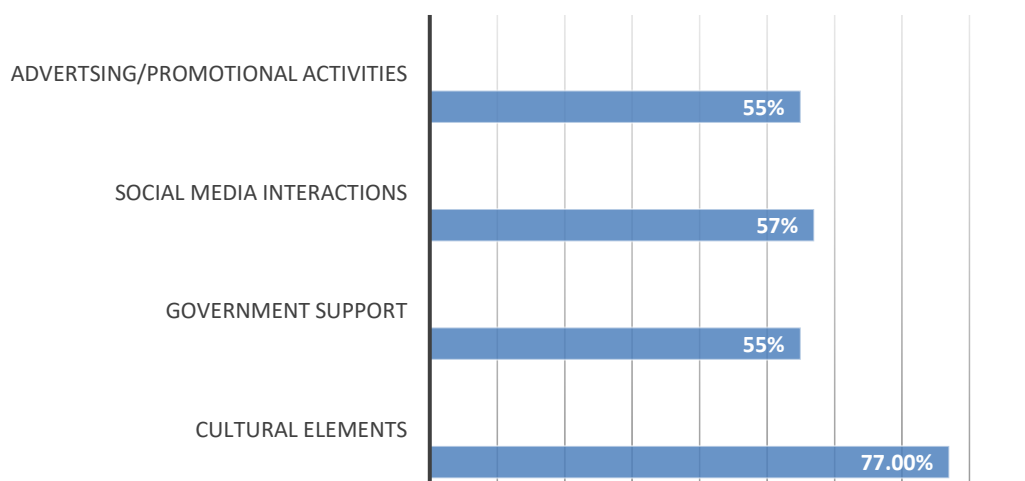
Respondents think that the most important factor in the global recognition of the countries is the 'cultural elements' of the country and the second most popular answer was 'government support' in the international arena which can positively affect the country's image, third most popular answer was 'social media interactions' on a designated country among international users , lastly
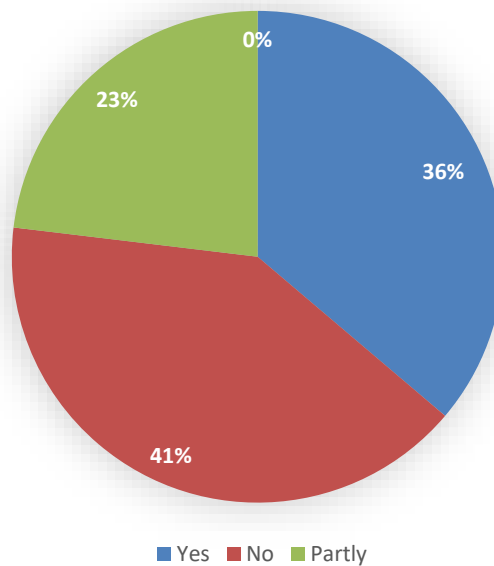
'advertising/promotional activities' was the last most popular answer for a country to be recognized globally.

**Table 10.17** Do you think countries have a brand value?
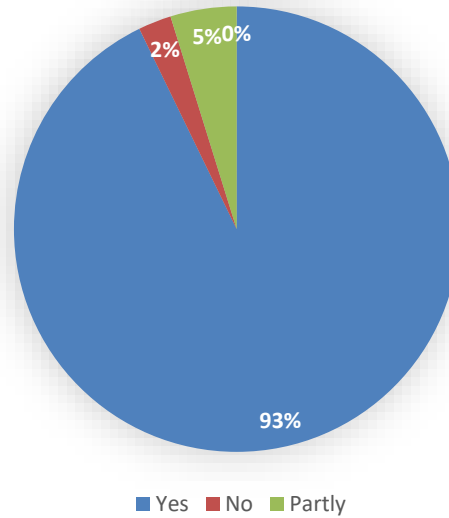
Almost all respondents think that countries have a brand value in their own right.

Table 10.18 Do you think Turkey has a brand value?

36% of the respondents think that Turkey has a brand value, 23% of the respondets think that the country partially had brand value. The ratio of those who think that Turkey has no brand value of 41%.

**Table 10.19** Do you think Turkey is a globally well-known country?
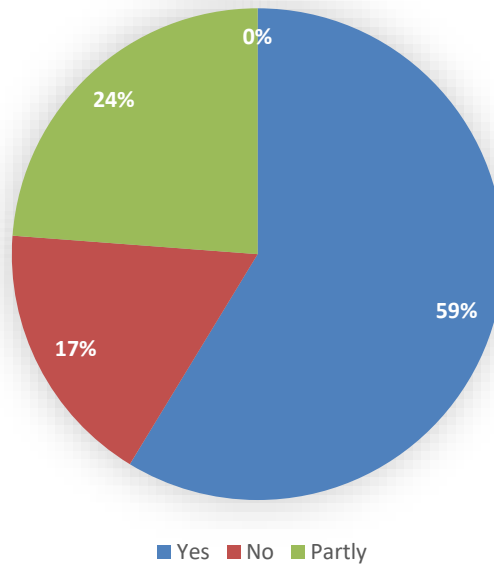
The ratio of respondents who think Turkey is globally recognized is 59%, the ratio of respondents who think it is partially recognized is 24% while the ratio of respondents who think that Turkey is not globally recognized is 17%.

**Table 10.20** Do you think Turkish pop culture (TV series, movies, music, etc.) have a brand value?
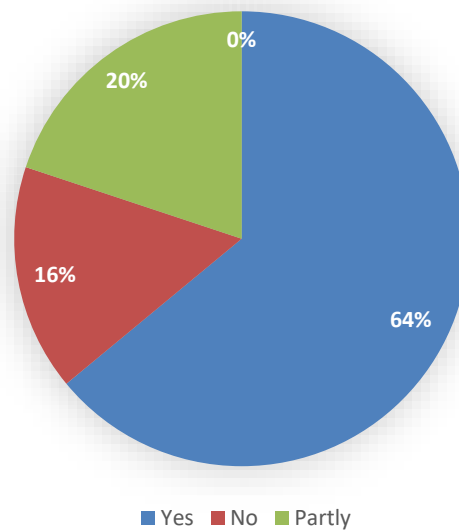
The ratio of respondents who think that Turkey's pop-culture elements such as TV dramas, pop music or Turkish cuisine that can represent the country globally have a brand value is 64% of respondents rate, the proportion of people who think partly that it has 20%, while the ratio of those who think that the country do not have a brand value is 16%.

Table 10.21 Do you think Turkish pop culture attract attention abroad?


Yes ■ No ■ Partly
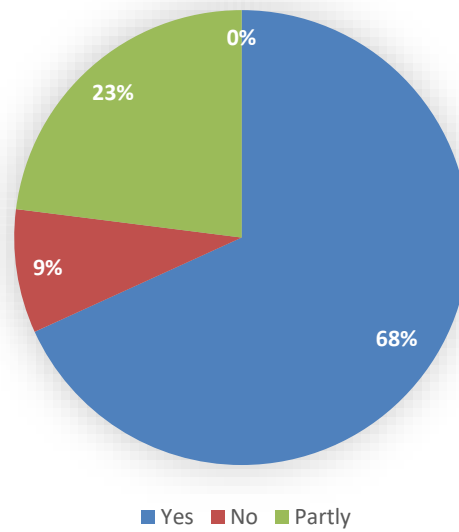
More than half of the respondents think that Turkish pop-culture elements will attract interest abroad.

Table 10.22 What comes to your mind when you think of Turkey?
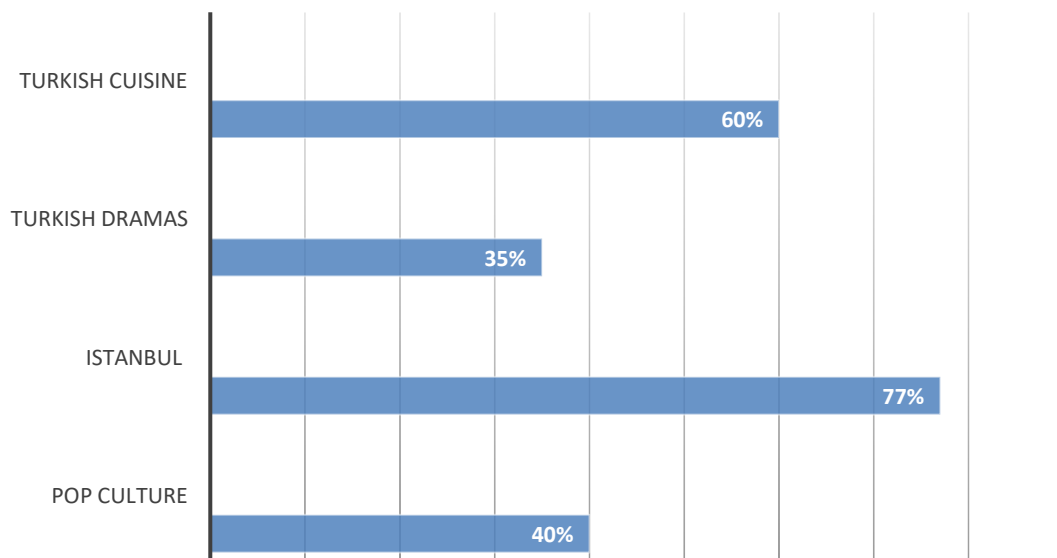
To determine an appropriate starting point for the nation branding, asked respondents first options that comes to mind when they think of Turkey. Istanbul was the first options for many of the respondents. Therefore, Istanbul can be a strategic starting point for the applicability of a new nation branding strategy.

Table 10.23 Do you think it is possible for Turkey to create the Turkish Wave?

Yes ■ No ■ Partly
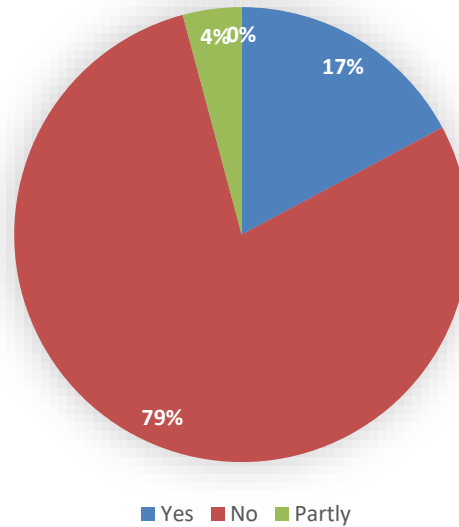
Finally, asked respondents if it is possible for Turkey to create the Turkish Wave; 79% of the respondents think that it is possible to create a Turkish Wave, while 17% think it is possible to partially create it, a small part of the total number of respondents think that it is not possible to create a Turkish Wave.

Results of Survey

Today's economic and political developments have led to an intense competitive environment in which countries compete with each other in the international arena. In this competitive environment, differentiation of countries from other countries, preserving the country's image, creating new market shares to develop the economy, expanding country's targets and meeting the demands of citizens are directly related to government strategies. It is an inevitable fact that governments have turned to different strategic areas as an element of soft power and evaluated their alternatives; It has created many new economic leverages such as cultural and technological developments that will directly contribute to the national economy. New development strategies of countries are influenced by many factors such as global, political, economic and technological.

Nation branding and the use of cultural elements together with the right marketing strategies provide benefits for the economy and citizens of the country as well as gaining reputation to country itself. Nation branding, which is often seen as a new

method of marketing a nation against other nations, also expresses the dimension of the image of the nation. While the name of the nation is a verbal part of the reputation of the nation, nation branding represents a visual and numerical value.

It is important to create a successful nation branding because it has a significant impact on the image of nation and nation, the sales of its products, how other nationals perceive and position the country in their minds. The international arena and fan groups, who recognize and become aware of the country's potential makes a great contribution to the national economy while at the same time make the country stand out in the world.

Turkey's potential of the pop-culture elements has already discovered by the Middle Eastern countries with its tv series, music and foods. On the other hand Turkey's pop-culture elements is waiting to be discovered in continents like Europe, Asia, America. Government support is vital to the success of this discovery.This study dealt mainly nation branding strategies and possibility of creating the Turkish Wave. In this respect, the respondents were asked whether it was possible to create a Turkish Wave and the majority of the respondents expressed their belief in possibility of the creation of the Turkish Wave with the answers they gave to the questionnaire.

At the end of the research Turkish society knows and understand the Korean Wave and under right conditions respondents strongly believes that Turkey can create the Turkish Wave. However, both as a result of survey and primary data, creation of the Turkish Wave without the support of government and nation branding strategies are difficult to implement. In recent years Turkey does not have a strategy and objectives to create Turkish Wave; therefor possibility for Turkey to create   Turkish   Wave   is   hard   to   achieve.

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Appendix

Survey Questions

1) Distribution of the survey respondents by gender
2) Distribution of the survey respondents by age
3) Distribution of the survey respondents by education
4) Have you ever heard of the Korean Wave before?
5) How did you hear the Korean Wave?
6) Which Korean Wave elements have you heard before?
7) Do you have anyone close to you (family members, friends, etc.) who are fans of Korean pop-culture?
8) Do you follow Korean pop music (K-Pop)?
9) Do you follow Korean TV series / movies?
10) Which of the pop culture elements of the Korean Wave do you find close to your own culture?
11) Do you think the Korean Wave has an impact on the society you live in?
12) What do you think encourages people to follow Korean pop-culture?
13) Do you think the Korean Wave is succesful globally?
14) Do you think the Korean wave is successful in Turkey?
15) Would like to visit South Korea?
16) What are the key factors for a country to be recognized globally?
17) Do you think countries have a brand value?
18) Do you think Turkey has a brand value?
19) Do you think Turkey is a globally well-known country?
20) Do you think Turkish pop culture (TV series, movies, music, etc.) have a brand value?
21) Do you think Turkish pop culture attract attention abroad?
22) What comes to your mind when you think of Turkey?
23) Do you think it is possible for Turkey to create the Turkish Wave?

Curriculum Vitae

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Merve Müftüoğlu was born on 27 December 1992, in Istanbul. She received her BS degree in Management Information Systems in 2017 and M.S. degree in 2019 in Business Administration both from Işık University. Her research interest include nation branding, marketing strategies, campaign management and digital marketing. She briefly worked as a media planning assistant at an international media investment company. Since 2018, she has been working as an assistant specialist in marketing and customer management department at a private insurance company.