



Hallyu Themed Cafe as a Tourism Attraction in Jakarta (Case Study: Loonami House Jakarta)

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Abstract. Hallyu/Korean Wave themed tourism in Jakarta is increasingly in demand and has its own charm for tourists. One of the tourist attractions/cafes that use the Hallyu phenomenon as a strategy to promote their business is Loonami House. Loonami House offers Korean food & drinks, authentic room designs, wallpapers, decorations, k-pop ornament and is often referred to as the K-pop Museum. The purpose of this study was to find out the concept and perceptions of tourists towards Hallyu-themed Cafés as a Tourist Attraction in. This research method is a qualitative descriptive with observation and interview techniques through case studies. The research location at Loonami House, North Kedoya, West Jakarta. The results of the study reveal that Loonami House is a tourism business that provides facilities and services for the provision of food and beverage products and event services with the concept of k-pop style decorations and the products offered become tourist attractions. Consumers are satisfied with the Hallyu culture-style products and services offered by Loonami House. Cafes with a Hallyu concept as a tourism business generally have attractive tourism products, affordable prices, generally strategic locations, attractive promotions via social media, visually appealing packaging, and quite a fanatical Hallyu cultural community.

Keywords: Café · hallyu · culture · k-pop · tourist attractions

1 Introduction

The development of tourism in Jakarta over the past 10 years, the number of visits by domestic tourists has continued to increase by an average of 2% per year, offering cultural tourism, dominated by tourists aged 25–34 years (millennials), dominated by psychographic aspects of tourists, namely netizens (information about tourist attractions via the internet) and escapists who want to escape from routine, as well as an increased preference for shopping and culinary tourism [1]. Based on this, it can be a tourism opportunity that needs to be developed by the Jakarta government. The development of tourism in Jakarta is influenced by the lives of its people. Trends or people's lifestyles in big cities, especially DKI Jakarta, are heavily influenced by social media, one of which is the influence of Korean culture which really grabs the attention of the general public.

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There is an annual event in Jakarta organized by Korean Cultural Indonesia (KCCI) and the Embassy of the Republic of Korea for Indonesia, namely the K-Festival. The K-Festival, which is always packed with visitors, presents a series of entertainment for lovers of Korean culture in Indonesia, especially Jakarta. Starting from music events, Korean food, to Korean movies [2]. This shows that the enthusiasm of the people of Jakarta is quite good for Korean culture. Studying the culture and traditions of a country is included in tourism activities. South Korea views the importance of spreading their culture in other countries. This is known as the Hallyu/Korean Wave. The development of Hallyu spread rapidly throughout the world. Hallyu is a world trend, especially among the millennial generation in the world, including Indonesia.

Hallyu or the Korean Wave is a term for the spread of Korean pop culture globally in various countries in the world since the 90's. Initially, Hallyu only triggered people in that country to learn Korean language and culture. Hallyu is divided into several waves which include popular music (k-pop), serial drama (k-drama), language, film, animation (manhwa), games, culinary (k-food), clothing (k-fashion), even beauty. (k-beauty). The Korean government is very supportive in spreading Hallyu to the international level. It is with this support that Korean society must create its own identity. Hallyu is a trend globally, especially among the millennial generation in the world. From this Hallyu phenomenon, various things about Korea became global. Examples include electronics brands Samsung and LG; Hyundai and KIA transportation; etc. [3] South Korean tourism continues to grow with the expansion of Hallyu worldwide.

One of its efforts, South Korea established a Korea Tourism Organization (KTO) under the Ministry of Culture and Tourism with the aim of promoting Korean culture and tourism industry in foreign countries [4]. KTOs were established in countries that aim to foster cooperation, one of which is Indonesia. Relations between Indonesia and South Korea have developed after the signing of the "Joint Declaration on Strategic Partnership: 2006 in Jakarta which aims to promote and cooperate between the two countries, especially in the political, economic and socio-cultural fields [5]. This was the beginning of the development of Hallyu influence in Indonesia with the existence of Indonesia-Korea business cooperation relations, the emergence of Korean language courses, the frequent holding of Korean cultural festivals (concerts, fan-meetings, etc.), the entry of products from Korea into Indonesia. Korean artists who appeared in Indonesia and the emergence of Korean-themed restaurants/cafes.

Based on the observations of researchers, the positive impacts in Indonesia with the Hallyu phenomenon include inspiring the music industry in Indonesia, development of fashion trends, increasing learning of foreign languages, namely Korean, with cooperation between countries, increasing foreign exchange and strengthening ties of friendship between Indonesia and Korea. However, the negative impacts that also arise, among others, can cause this phenomenon, the dominance of Korean pop music, and changes in people's lifestyles, especially in the millennial generation. Regardless of the impact caused by Hallyu influence, tours with Hallyu themes are increasingly in demand and have a special attraction for tourists. Tourist attraction is something that becomes an attraction and can impress tourists in the form of a sense of satisfaction, comfort, and pleasure to tourists who see it or carry it out. In this case, it can be in the form of natural, cultural, and man-made attractions [6]. One of the tourist attractions/cafes that use the

Hallyu phenomenon as a strategy to promote their business is Loonami House. Loonami House is a Hallyu -themed café, not only in terms of food, but in terms of room design and wallpaper made with the K-pop concept. It is in this aspect that makes the café instagrammable and attracts visitors to visit. Instagrammable is a millennial generation term which means something that can be shared on social media such as Instagram, Facebook, and others in the form of photos and videos. The average visitor who comes to Loonami House is a Hallyu lover. This uniqueness inspired researchers to further examine the relationship with tourism.

There are several previous studies related to South Korean culture in Indonesia and the concept of uniqueness in the tourism business. Among other things, the Hallyu phenomenon through k- drama, k-food, k fashion, k-beauty, and other things related to Korea is currently a marketing strategy used by many companies. [7]. Research by [8] reveals the success of the invasion of Korean pop culture in Indonesia because Indonesian people tend to be able to adapt to incoming foreign cultures. Hasanah and Rencidiptya's research [9] discusses the appeal of the mushrooming of South Korean restaurants in Yogyakarta to make people curious to taste South Korean food. Putra's research [10] suggests that the interior of a café restaurant is attractive and gives a positive impression on consumers who can create a sense of enthusiasm and cause consumers to return. Based on the results of previous research tracing observations, the theme of the Hallyu concept as an attraction has never existed. Previous research is used as additional material for thought which makes it easier for researchers to carry out research in a comprehensive and in-depth manner.

2 Objectives

The current trend of the people of Jakarta is heavily influenced by South Korean Hallyu culture, this has a positive impact such as attracting visitors to come to tourist attractions that carry the Hallyu concept. Many visitors are looking for instagrammable spots with the Hallyu concept so they can be published on social media. From the background of the problems that have been described, the purpose of this research is to find out the concept of Hallyu -themed Cafés as Tourist Attractions in Jakarta (Case Study: Loonami House Jakarta) and tourists' perceptions of the Hallyu -themed Café concept as Tourist Attractions in Jakarta (Case Study: Loonami House Jakarta).

3 Theoretical Review

Tourism can be defined as the traffic of people who leave their place of residence temporarily, to go on a cruise elsewhere solely as consumers of the fruits of the economy and culture, in order to fulfill their life and cultural needs or the diverse desires of their personality [9]. According to Mathieson and Wall, tourism is divided into 3 (three) elements, namely:

- a. A dynamic element, namely a trip to a tourist destination;
- b. A static element, namely stopping to the destination area; and

- c. A consequential element, or the result of the two things above (especially for local communities), which includes the economic, social and physical impacts of contact with tourists.

There are several requirements for a trip to be classified as a tourist trip, namely [11]:

- a. Is temporary/not permanent;
- b. Is voluntary and does not occur coercion;
- c. Must always be associated with recreation or leisure;
- d. Does not generate wages or pay/work, solely as a consumer in that place

A tourist attraction is something that becomes an attraction and can impress tourists in the form of a sense of satisfaction, comfort, and pleasure for tourists who see it or carry it out. In this case, it can be in the form of natural, cultural, and man-made attractions [10]. According to Pedit in Farozita [6], tourist attractions are places, facilities, activities with characteristics that attract tourists to visit, witness, do or enjoy. This is consistent with Wahab in Farozita [6] which explains that the appearance of tourism is dynamic, reflects motion, can move and is intangible. The tourist attractions in this study are associated with Korean Hallyu culture.

Hallyu is a designation for the success of South Korean culture which has attracted the attention of an international community such as K-drama, K-pop, K-fashion, K-beauty, K-food, manhwa, and many more related to Korea. It is this Hallyu phenomenon that encourages people to learn Korean language and culture. Thus, Korean culture is a mass culture that can be accepted by many people, especially the millennial generation, beyond national borders. K-pop is not an original Korean culture that is traditional, but a culture created through market-driven tastes [12].

The Hallyu phenomenon is unique in that it has succeeded in attracting the attention of the public, especially the millennial generation around the world, especially Indonesia. One of the uniqueness of Hallyu, one of which can be taken from K-drama which has strong themes and messages for the audience and relates to everyday life and has storylines that arouse curiosity so that the audience can watch the drama series further. And indirectly the audience also learns culture in Korea through K-drama. In addition to storylines that have daily life values, especially in Asian countries, K-dramas are also driven by the cast of the drama series. For the uniqueness and appreciation of the acting abilities of the players, which makes the audience able to watch it to the end [8].

The existence of Hallyu development is not only seen through K-drama content, but what is currently trending is through K-pop. The development of Korean pop music, always growing every year. Because every year boy groups and girl groups that are still active always release their newest albums, moreover every year several new groups appear [8]. Through various Hallyu cultural content throughout the world, one of them is Indonesia. All aspects of the themes of the various film stories, the values of everyday life that can be taken in drama series, the art of music that is able to attract the attention of the public, Korean foods that captivate the tongues of people in various countries and

can compete with the cultural products of other countries, several impacts emerged from the popularity of Hallyu on several aspects of life in Indonesia, namely [8]:

- a. Increasing Indonesian people's interest in aspects of clothing, food, social relations with Koreans and tourism in Korea. Korean tourism can usually be found on filming locations for Korean films and drama series. Of course, these things greatly affect the improvement of the economy in Korea.
- b. Increase the curiosity of the Indonesian people in learning Korean. This can be proven in the sales of Korean books increasing as high as 40%. But now there are also not a few who open Korean-language courses, either offline or online.
- c. Increase sales of Korean brand products such as Samsung, LG Electronics, Hyundai and KIA cars in Indonesia. Many cosmetic and skin care brands from Korea have also entered Indonesia, such as Innisfree, Peri Pera, Somebymi, Nature Republic, Etude House, and others. Usually, they promote goods produced from Korea by inviting guest stars from Korea, such as NCT, EXO, and other artists as brand ambassadors for these products.

4 Methods

This study uses a descriptive approach with qualitative methods that are holistic in nature, which examines one object, not just examining one aspect. By using qualitative research, the researcher is referred to as a key instrument, which means that the researcher must be interactive in obtaining data sources in order to obtain meaning from the research being studied. The researcher made a visit to the scope under study. Data collection was carried out through observation techniques and in-depth interviews. In order to be able to find out the problems and situations within this scope, where the sources chosen by the researcher are the owners and workers at the cafe as well as consumers who come to the location. The sampling technique used is purposive sampling technique which is part of non-probability sampling. Based on certain considerations from the sources and a predetermined time period from the start so that it can make it easier for researchers to research the cases under study.

According to Miles and Huberman [13], argued that activities in qualitative research are interactive or carried out continuously until complete so that the data is saturated. This activity contains the following steps: Data reduction where important or valid data will be separated from data that is considered unimportant so that the research focus can be narrowed and clearly visible so that it is easily understood by the reader. Data Presentation, where the data will be organized and neatly arranged into a relationship pattern, so that it will be easier to understand. Drawing conclusions or verifying evidence that is valid and consistent.

5 Findings and Discussion

5.1 Overview of Loonami House

Loonami House is a company engaged in the Food & Beverages sector which is under PT Kuliner Anak Bangsa. The ownership of Loonami House is individual, which until now has 2 branches, namely in Kedoya, West Jakarta and Sunter, North Jakarta. Open since November 15th, 2018 the first branch is located in West Jakarta (Fig. 1).



Fig. 1. Loonami House, West Jakarta. Source: Researcher’s personal documentation, 2022

Loonami House’ is the newest name that originally stood under the name Loona House. Loona House is taken from the word ‘Lunar’ or Moon, but many k-pop fans misinterpret the name and think that Loona Café is a café that contains the k-pop band “Loona”. Since then it has been the talk of the Loonami House team and finally Loona House decided to change its name to Loonami House. Loonami House provides opportunities and offers new experiences for Korean communities, especially k-pop in Indonesia, especially in Greater Jakarta to hold k-pop events. Loonami House has a vision and mission that play a role in realizing the goals of Loonami itself. Loonami House’s vision and mission are as follows:

- a. Vision: To become a food & beverage company that focuses on world development kpop in Indonesia.
- b. Mission: Always innovating by developing the quality of food & beverage products, and innovating in the development of k-pop in Indonesia so as not to be left behind by competitors and providing the best food & beverage standards to customers.

For this reason, the café concept can be seen in the interior design concept. Loonami House West Jakarta branch has 2 floors. The concept used on the 1st floor is an industrial concept. For the 2nd floor, it is focused on the main marketing, namely the k-pop concept. The concept of k-pop is in the form of a gallery or semi- art space with the theme of Korean idols. Loonami House chose this concept with the reason to attract interest from Korean communities in Indonesia, because the Loonami House manager thinks that the k-pop market in Indonesia is quite large. Here are some documentations of the decoration concept at Loonami House (Figs. 2 and 3).

Loonami House targets consumers in the Korean community, especially in the k-pop field, who hold community gatherings. Apart from targeting the k-pop community, other target consumers are families and office workers around the café. Loonami House provides a private room that has projector facilities for meetings or other group activities.

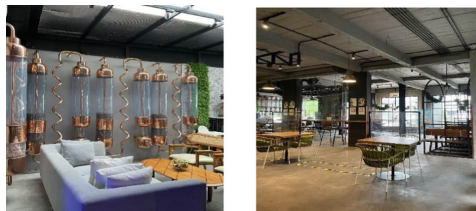


Fig. 2. Industrial concept (2nd floor). Source: Researcher’s personal documentation, 2022



Fig. 3. K-pop gallery decoration concept (2nd floor). Source: Researcher's personal documentation, 2022

During the 2 years running, the response from café consumers was quite high at the beginning of the year. But the response that was quite big at the beginning of the year was also maintained by replacing or adding accessories to the k-pop gallery or art space on the 2nd floor. Loonami House also maximizes spots so they can be instagrammable. The spots provided by Loonami House are an attraction to add consumers and attract consumers to come back.

The decoration concept which is the advantage of Loonami House, is supported by an area of 500 m² which can accommodate 150–200 people at a time or event. Events at Loonami House could be held 4–5 times a month before the Covid-19 pandemic. In addition, the food and beverage products offered by Loonami House are global, not only providing Korean menus. Given that not all people can enjoy with one taste. There are various food and beverage products on Western, Japanese, Thai and Indonesian menus. Loonami Café wants to provide a menu of food and drinks that are still suitable for the tongue of the Indonesian people. However, Korean food and drink remain central to Loonami House's menu.

The consumers that the researchers interviewed gave opinions about Loonami House. Consumers know Loonami House from friends and social media, namely Instagram. Consumers expressed interest in Loonami House's interior design and the menu provided. They can spend $\pm 1-2$ h because it is a comfortable place to spend time with friends and the prices for food and drink are affordable, especially for teenagers. Consumers express the advantages of Loonami House in the art gallery that is provided on the attractive 2nd floor. For Loonami House's weaknesses, it is stated that there is a lack of lighting on the 1st floor.

The food and beverage products offered by Loonami House are global, not only providing Korean menus. Given that not all people can enjoy just one taste. There are various food and beverage products on Western, Japanese, Thai and Indonesian menus. Menu variations are created from various foods in different countries, such as Thai chicken basil from Thailand, omurice from Japan, oglio olio pasta from Western combined with sambal matah from Indonesia, and others. Loonami Café wants to provide a menu of food and drinks that still suits the tastes of the Indonesian people (Fig. 4).

One of the consumers, who the researchers interviewed, gave an opinion regarding the taste of Loonami House food products in general, which is quite good. Suggestions



Fig. 4. Loonami House Product Menu. Source: (pergikuliner.com, 2021)

given by consumers regarding increasing food menu products to increase the variety of Korean food menus.

Loonami House business before the Covid-19 pandemic, applying quantity over quality, every month Loonami House could hold 4–5 events. Many Korean communities work together with the Loonami House venue to hold the event. Usually, these events celebrate the comeback of the idol you like, the gathering of fellow fandoms (fandoms are the fan clubs of Korean idols), or the anniversary of the fandom, and many other events. During the Covid-19 pandemic, the Loonami House business experienced a decline in income of up to 70–80%. At the end of March, due to government regulations in determining the PSBB, Loonami House was temporarily closed. Loonami House reopens in June. Slowly there is an increase in income up to 50% from before. Many visitors either before or during the pandemic, namely weekends. During the Covid-19 pandemic, Loonami House tried marketing innovation by selling products online. Previously, Loonami House had not dared to work with third parties such as grabfood or go-food due to their unfamiliarity and limited staff. However, over time, in order to overcome decreased income and various obstacles during the pandemic, Loonami House added marketing innovation with online services with grab-food by selling frozen and ready-to-go products. Loonami House continued to maintain and improve quality so that it was well controlled, especially hygiene and sanitation. The quality of the food is maintained, but the priority is cleanliness under any circumstances. Loonami House is doing various kinds of promotions. One of them is distributing flyers, then intensifying promotions on various social media (Instagram, Twitter, Tiktok, and others). Loonami House also holds various promos with the collaboration of third parties, especially on grab-food.

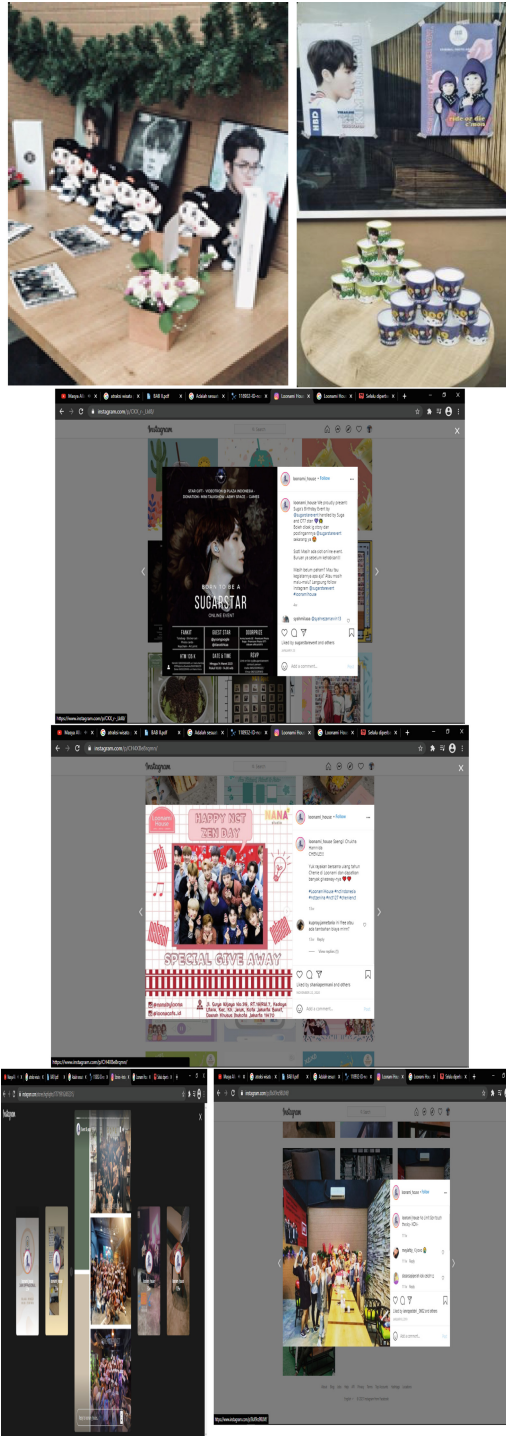


Fig. 5. Hallyu Community Event at Loonami House. Source: IG @ Loonami House, 2022

5.2 Loonami House as a Tourism Business

Regarding the question regarding the tourism business, the cafe management clearly understands that the tourism business provides goods or services to meet the needs of tourists such as tour services, providing tourist transportation, MICE (Meeting, Invention, Convention, Exhibition) relating to organizing events, as well as food and beverage businesses and others. Including Loonami House, which is a type of tourism business that not only offers food and beverage products, but also offers event services, so far the events at Loonami House are large enough to attract consumers not only from within the city but also from outside the city. This is in accordance with the understanding of Law No. 10 of 2009 regarding the definition of tourism where the place can be tourism or leisure activities are carried out supported by various facilities and services provided by employers. In line with theory [14] which reveals tourism includes product, price, place, promotion, packaging, programming, people, and partnerships that are interrelated. It can be concluded that Loonami House is a tourism business that provides facilities and services for the provision of food and beverage products and event services with the concept of K-pop style decorations as its superiority. The following are photos of the hallyu event held at the Loonami House and Korean food and beverage products served at the Loonami House (Fig. 5).

Like Loonami House which has similar main tourism potential, namely the concept of decoration with *colorful* and *cheerful* colors in the style of *k-pop*, known as *kpop art space*, which is carried out as a tourist destination for photographs or currently widely known as “*instagramable*”. This was supported by consumer sources who were interviewed, although they did not really understand tourism in general, consumer sources revealed that Loonami House has an interesting decoration concept with an *Instagrammable Area/Spot* at Loonami House for consumers to be able to relax, have fun in harmony with the aim of the tourist concept. The following is a photo of the *Instagrammable Area/Spot* at Loonami House (Fig. 6).

The concept of kpop art space decoration with colorful and cheerful colors which is an instagramable spot is a tourist attraction at Loonami House. Decorations may change according to current kpop trends. Supported by the typical Korean food and beverage products offered. The concept of decoration and the products offered become tourist attractions that attract consumers to be enjoyed, then can be shared through consumer social media. This is in accordance with the definition of a tourist attraction, namely something that is an attraction for tourists which can be in the form of a man-made attraction. Wahab [6] which explains that tourist attractions are dynamic and intangible.

Questions regarding Loonami House customer satisfaction, management claims that consumers are quite satisfied with all the products and services that have been provided, Loonami House management always tries to keep up with trends by replacing or adding various decorative accessories so consumers don't get bored. Consumer informants were quite satisfied with the Hallyu culture-style products and services offered by Loonami House. Although there are similar cafes such as Chuseyo coffee, mujigae, magal, and house of noodles. This is in line with Putra's research (2018) [10] which suggests that the interior of a café restaurant is attractive and gives a positive impression on consumers who are able to create a sense of enthusiasm and cause consumers to return.

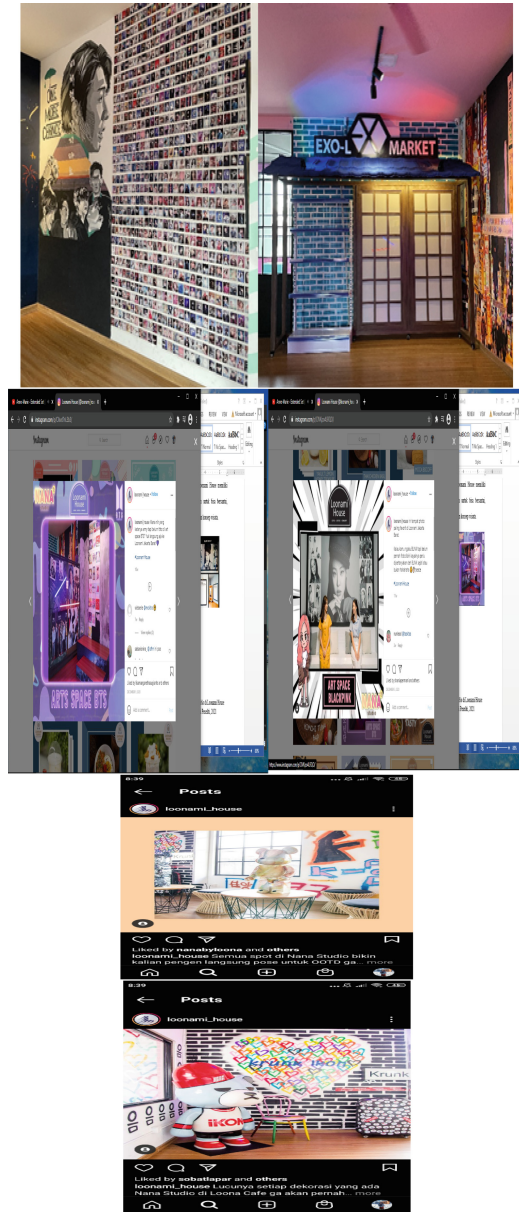


Fig. 6. Instagrammable Area/Spot at Loonami House. Source: Personal documentation of researcher and IG @ Loonami House, 2022

5.3 Hallyu Culture

Regarding questions regarding Hallyu culture, the management of Loonami House does not know anything about Hallyu culture specifically, but keeps abreast of trends in order

to improve the café concept. Consumer sources and external parties know clearly about Korean Hallyu culture, especially in the fields of k-pop, k-drama, and Korean food and its developments. Hallyu culture became interesting for all the speakers because of the nature of the Indonesian people who are open to new things. This is also in accordance with previous research, Amellita's research (2010) [8] revealed the successful invasion of Korean pop culture in Indonesia because Indonesian people tend to be able to adapt to incoming foreign cultures.

All the sources shared the same reason that Hallyu culture could develop rapidly, namely because of the Korean government's great support for promotional activities for Korean products, be it tourism products, k-pop products, k-dramas, Korean food products, and others to the international world. Promotion with internet media that reaches a wide area is very effective in popularizing Hallyu culture. People can follow Hallyu cultural trends via the internet without having to go directly to Korea. Promotions focused on visuals or marketing techniques are good at promoting Hallyu culture on an international scale. In accordance with research [1] which reveals the psychographic aspects of tourists, namely netizens (information about tourist attractions via the internet) greatly affect Jakarta tourism.

Supported by statements from sources external to the government in the field of tourism, explaining that cooperation between the Government of Indonesia and the Government of South Korea has increased the magnitude of the invasion of Hallyu culture in Indonesia. This is in accordance with what was stated [5] that the relationship between Indonesia and South Korea has developed in terms of promotion and cooperation in the political, economic and socio-cultural fields. In line with [3] which stated that the Korean government was very supportive of the spread of Hallyu to the international level, the Korean people had to create their own identity. This is supported by statements from consumer sources and external parties explaining that k-pop songs are very interesting because they are easy to sing and dramas have exciting stories, different types of drama from other countries, and have moral values that are highlighted.

Regarding the question of business success with the concept of Korean Hallyu culture. All sources, both café management, consumers and external parties, answered the same, namely that businesses with the concept of Korean Hallyu culture will not always be successful. Even though currently the Hallyu phenomenon through k-drama, k-food, k-fashion, k-beauty, and other things related to Korea is currently a marketing strategy used by many companies [7]. All of the informants stated the same reasons, namely the success of a business depends on the ability of the entrepreneur, the intended target consumers, not all of them are compatible with Korean culture such as the taste offered by Korean food, depending also on the chosen field/type of business.

5.4 The Hallyu Concept (Loonami House) as a Tourist Attraction

Question points regarding Hallyu concept cafes (Loonami House) are associated as tourism businesses and tourist destinations. All informants have the same perception that Hallyu -concept cafes (Loonami House) include tourism businesses and tourist destinations. Cafes with the Hallyu concept provide facilities and services for the provision of Korean food and beverage products and can also provide event services with the concept of K-pop decoration as an advantage that is promoted to become a photo tourist

destination or currently widely known as “instagramable”. This is in line with Law No. 10 concerning tourism, namely tourism destinations are tourist destinations that have uniqueness, beauty, and value in the form of natural, cultural and man-made diversity.

The concept of kpop art space decoration with colorful and cheerful colors which is an instagramable spot is a tourist attraction at Loonami House. Decorations may change according to current kpop trends. Supported by the typical Korean food and beverage products offered. The concept of decoration and the products offered become tourist attractions that attract consumers to be enjoyed, then can be shared through consumer social media. This is in accordance with the definition of a tourist attraction, namely something that is an attraction for tourists which can be in the form of a man-made attraction [10].

The interior design offered can provide an atmosphere like being in Korea. This is the reason for the interest of consumer sources and external parties to want to visit a cafe with a Hallyu cultural concept. It can be concluded that external parties are interested in the products sold by hallyu- themed cafes and usually hallyu-themed cafes have instagrammable spots that can make visitors last longer in the cafe. This is in line with Hasanah and Rencidiptya’s research (2020) [9] which revealed that the Hallyu factor provides special branding for tourist attractions in Indonesia, especially restaurants and cafes because tourism enthusiasts, especially the millennial generation, are curious to taste Korean food and are very interested in restaurants/cafes that provide spots-spot to take pictures. Based on the statements of sources, cafes with the Hallyu concept generally have the same product concept standards, facilities and services. As a consumer source said, other Hallyu -concept cafes include Chuseyo coffee, mujigae, magal, and house of noodles. Here are photos of other hallyu concept cafes (Fig. 7).

Providing Korean-themed food and drinks, spots with Korean-themed atmosphere equipped with Korean song backgrounds, and more. However, the standards that differ in each cafe are the image of taste and the products sold. There are cafes that sell snacks to heavy meals, there are also those that only sell snacks but are still themed on Korean food/k-food.

Statements from sources regarding their interest in visiting various cafes with hallyu concepts. Sources from the Korean lover community and the government in the field of tourism expressed their desire to visit, arguing that they believe hallyu -concept cafes will generally have very comfortable facilities, lots of Instagrammable spots, delicious Korean food and drinks at relatively affordable prices, especially for young and the location quite strategic. This is based on the experience of the informant visiting several restaurants or cafes with a hallyu concept before. In line with research [11] which reveals that Korean Hallyu culture is actually not Korean original culture which is traditional in nature, but rather a culture created through the direction of market tastes (market-driven) so that it becomes a mass culture that is acceptable to most people, especially the millennial generation, beyond national boundaries.

Related to the question of what hallyu concept cafes can improve is the need to add Korean menus. The source said that the cafe could be more creative with the food and beverage products offered. Like making a seasonal menu every month, in order to attract more visitors to come back. The resource person also revealed that to ensure that the cafe must follow the latest trends in hallyu culture, for example, Korean dramas which are

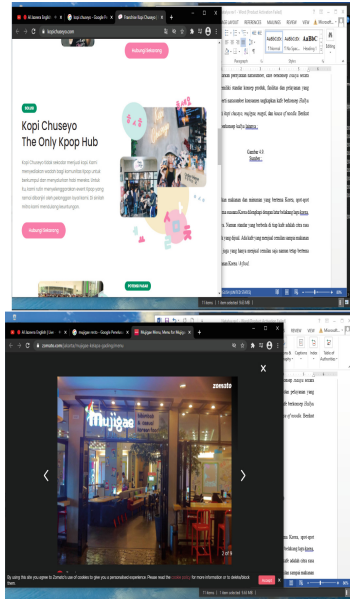


Fig. 7. Chuseyo Coffee and Mujigae (Source: kopichuseyo.com, 2021 and Zomato.com, 2020)

currently attracting attention can be seen from the viewing ratings and much discussed on social media. Currently, the drama ‘Start Up’ is known as one of the famous scenes where actors the cast of the drama eats a typical Korean snack “corn dog” (fried sausage wrapped in bread dough). If this product is sold in a cafe with the addition of interesting promotional words that are widely promoted via social media, it can attract the attention of consumers. In line with research (Amellita, 2010) [8] which reveals all aspects of films or dramas, such as Korean food, it is able to attract the attention of the audience to try it. Supported by promotions via the internet (social media) focused on tempting food visuals or charming actors and good marketing techniques, they have succeeded in promoting Hallyu culture on an international scale. In accordance with research [1] which reveals the psychographic aspects of tourists, namely netizens (information about tourist attractions via the internet) greatly affect Jakarta tourism. This can be a good alternative for business development innovation for cafe entrepreneurs or other businesses related to hallyu culture.

Another thing that can be improved by hallyu -concept cafes is the interior design of the business premises which is more creative and unique compared to the existing ones, so that visitors don’t get bored with the same design. Or with the cafe adding interior accessories so that there are differences in each “instagrammable” cafe spot. Many visitors are attracted to cafes only by “instagrammable” spots. This is in accordance with research [16] which reveals that the online media Instagram is a quick way for visitors to select attractive cafes, not only in terms of food but also the atmosphere provided by the place has a major effect on visitor occupancy levels.

It can be concluded that cafes with a Hallyu concept are a tourism business because they generally have attractive tourist products, affordable prices, generally strategic

locations, attractive promotions via social media, visually attractive packaging, and quite a fanatical Hallyu cultural community. This is in accordance with the meaning of Law No.10 of 2009 related to the definition of tourism where the place can be carried out tourism or leisure activities supported by various facilities and services provided by entrepreneurs. In line with theory (Yulita, 2016) which reveals tourism includes product, price, place, promotion, packaging, programming, people, and partnerships that are interrelated. As well as having tourist attractions which are an attraction for tourists, namely the concept of decoration and Korean food and beverage products which are man-made attractions [6].

6 Conclusion

This research examines *hallyu*-themed cafes as tourist attractions with the aim of examining the concepts applied as well as tourist attractions and consumer perceptions regarding this matter. Based on the results of analysis and discussion of interview data, observations and documentation obtained, the researchers draw the following conclusions:

- a. Loonami House is a tourism business that provides facilities and services for the provision of food and beverage products and event services with the concept of K-pop decoration as a distinct advantage carried.
- b. The main tourism potential or tourist attraction of Loonami House is the concept of decoration with colorful and cheerful colors like k-pop in the form of a k-pop semi-art space to become a tourist destination for “instagramable” photos.
- c. Loonami House’s consumer perceptions are quite satisfied with the products, prices and services offered by Loonami House culture in the style of Hallyu culture. Especially the interior design that creates a feeling of comfort and wants to spend more time at Loonami House.
- d. The perception of all interviewees is that Hallyu culture can develop rapidly, namely because of the Korean government’s great support for product promotion activities that are focused on visuals or good marketing techniques.
- e. Perceptions of all informants regarding business success with the concept of Korean Hallyu culture will not always be successful but depend on the ability of the entrepreneur, the intended target consumers, not all of which are compatible with Korean culture such as the taste offered by Korean food, also depending on the field/type of business being chosen.
- f. Consumer perceptions regarding recommendations for cafe development, namely innovation in food and beverage products that are offered more creatively, ensuring that cafes must follow the latest hallyu cultural trends, increasing promotions via the internet (social media) and innovating interior design business premises that are more creative and unique.
- g. Cafes with the Hallyu concept as a tourism business generally have attractive tourism products, affordable prices, generally strategic locations, attractive promotions via social media, visually attractive packaging, a quite fanatical Hallyu cultural community.

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