

## **ABSTRACT**

*South Korean popular culture or the Hallyu/Korean Wave has developed worldwide, including Indonesia, especially in Tasikmalaya city, even though Tasikmalaya has its own identity as an Islamic city and Sundanese culture. This fact does not change that some people still like Korean culture in Tasikmalaya. Hallyu/Korean Wave influenced the development of the Malaya Park Tasikmalaya tourist attraction, which refers to the Regional Regulation (PERDA) of Tasikmalaya city number 8 of 2014 concerning the Implementation of Tourism. This study will discuss deeply about how the hegemony of South Korean popular culture is contained in the development of the tourist attraction of Malaya Park. Furthermore, it aims to determine the process of hegemony of South Korean popular culture and its influence on the Karangresik Tourism Park in Tasikmalaya. The theory used in this research is Gramsci's cultural hegemony and used qualitative research methods with a case study approach.*

*Based on the results of the study, South Korean popular culture is very influential in the process of developing Malaya Park attractions because South Korea is currently intensively promoting its popular culture around the world, including Indonesia, especially Tasikmalaya. By featuring Hallyu, Malaya Park managed to get a lot of enthusiastic visitors whose lifestyle has been heavily influenced and dominated by South Korean popular culture. Through Hallyu, South Korea is hegemony over the world community and the city of Tasikmalaya in particular to imitate and follow the wishes of South Korea to continue to enjoy and consume its popular culture. This is proof that cultural hegemony based on Gramsci's theory of hegemony carried out by South Korea has been quite successful in being applied to the Malaya Park tourist attraction by using popular culture in the form of Hallyu as a hegemonic tool which is also directly supported by the Korean Cultural Center Indonesia (KCCI) as a representative from South Korea.*

**Keywords: Popular Culture, Hegemony, Tourism Development**