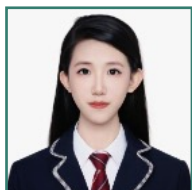


Entertainment Industries Promotion Policies: The Case of the Cooperation with Commercial Brands in South Korea



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South Korea's cultural policy has propelled the nation into global prominence through the success of its entertainment industries, particularly K-pop. This paper explores the intersection of entertainment policy and brand collaboration through case studies of BTS and BLACKPINK, demonstrating how these idols serve as cultural and economic ambassadors. The study highlights how entertainment contributes to national GDP and global brand positioning.

Keywords: K-pop, Brand Collaboration, South Korea, BTS, BLACKPINK, Cultural Economy.

Biography:

Ms. Jinxiu Yu is a Master's student in Korean Studies at Chulalongkorn University, Thailand. Her research focuses on cross-cultural brand communication and the soft power of Korean and Thai entertainment industries, analyzing how K-pop idol collaborations empower regional brand economies.