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The 2018 Pyeongchang Olympic as an Opportunity for Reunification in The Korean Peninsula

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Abstract :

The research entitled “The 2018 Pyeongchang Olympics as An Opportunities for Reunification in the Korean Peninsula” compiled based on the holding of the 2018 Pyeongchang Winter Olympics which made South Korea the host country. On that opportunity, South Korea invited North Korea to participate in the Olympics. This research was analyzed using the concept of Soft Power Diplomacy by Joseph Nye and Sport Diplomacy mechanism by Havard Mokleiv Nygard and Scott Gates. In this 2018 Pyeongchang Olympic, South Korea use their Soft Power source that combines sports and entertainment events to establish good relations with other countries, especially North Korea, and creating a different way of opportunities for reunification in the Korean Peninsula. South Korea’s efforts in organizing the 2018 Pyeongchang Olympics use the Sports Diplomacy mechanism in the form of Image building, Building a platform for dialogue, Trust-building, and Reconciliation, integration, and anti-racism. According to the data, South Korea turned The 2018 Pyeongchang Olympics into a “Peace Olympic” and interaction in sports events continued to be a discussion of high-level delegations between South and North Korea.

Keywords: *The 2018 Pyeongchang Olympics, Soft Power Diplomacy, Sports Diplomacy, Reunification, Korean Peninsula.*

1. INTRODUCTION

The Korean Peninsula is known as an area of conflict between the State of South Korea and the State of North Korea. The division of South and North Korea was caused by the division of power after World War II after Japan handed over control of Korean land to the allies. Before standing as an

independent state, the Soviet Union with communist ideology controlled North Korea, and the United States with its liberal ideology taking power in South Korea.

The Korean War began in 1950 and physically ended with a ceasefire in 1953, but the conflict between the two countries has not yet been resolved

and there has been no peace agreement. Several times North Korea has provoked South Korea by testing nuclear weapons and missiles in the border area. During 2017, relations between South and North Korea heated up, but it was different at the beginning of 2018. South Korea was appointed to host the 2018 Pyeongchang Olympics⁷

North Korean leader Kim Jong Un in his 2018 New Year speech declared North Korea's participation in a series of Olympic events. The dialogue between South and North Korean representatives agreed that the two countries would be under one flag and join forces in the opening and closing parades of the Olympics⁸. The dialogue regarding participation in the Olympics then opened the discussion to discuss other topics, namely the High-Level Conference between the leaders of the two countries to the possibility of reunification of Korea and denuclearization of the Korean Peninsula. (BBC Indonesia, 2018).

This improving relationship between South and North Korea creates opportunities for reunification on the Korean Peninsula. The idea of reunification has long been proposed by previous South Korean leaders through policies during his reign. This research will try to discuss the development of relations between South and North Korea and efforts to reunify the Korean

Peninsula with the initiative of the South and North Korean states themselves after North Korea participated in the 2018 Pyeongchang Olympics.

2. RESEARCH METHOD

The method used in this research is descriptive qualitative which emphasizes data collection in the form of words in telling the effect of one phenomenon on another. This research is intended to reveal as much data and information as possible about how South Korea seeks to open up opportunities in the reunification process on the Korean Peninsula through the 2018 Pyeongchang Olympics. The subject of this research is South Korea, the data source of this research is secondary (data obtained from books, or other literature such as journals, papers, print media such as newspapers and articles that are credible on the internet, government data)¹⁰. The data collection technique is a literature study. The data analysis technique uses the Analysis Interactive Model from Miles and Huberman which divides the steps into 4 parts, namely data collection, data reduction, data display, and conclusion. This research will be analyzed with the concept of Soft Power Diplomacy and Sport Diplomacy Mechanism (Miles dan Huberman, 2007).

3. RESULTS AND DISCUSSION

3.1 Soft Power Diplomacy Korea (2018 Pyeongchang Olympics)

In organizing the 2018 Pyeongchang Olympics, South Korea combines Soft Power sources, namely sports and entertainment events to establish good relations with countries, especially North Korea, and create opportunities for reunification on the Korean Peninsula. South Korea chose Soft Power Diplomacy to deal with North Korea because it is following the values in South Korea's policy of prioritizing peace, in the perspective of reunification, South Korea from the beginning was more lenient and prioritized the pursuit of peaceful relations. This was also supported by the South Korean leader who was very optimistic about the relationship with North Korea.

In implementing Soft Power Diplomacy it must be with the awareness of both parties so that the interests of a country can be conveyed properly and can create a collaboration. The spectrum of behavior is making agenda sets sourced from the institution, then attracting attention (attraction) that comes from values, culture, and policies, and then cooperation can be achieved (Nye, 2008).

On September 21, 2017, President Moon Jae In attended the UN General Assembly in Newyork, and on this occasion, President Moon Jae In announced the 'Pyeongchang Peace Initiatives' Where South Korea will attract North Korea's participation in the 2018 Pyeongchang Winter Olympics and turn the Olympics into a peace Olympics. President Moon Jae In's statement was realized through the Ministry of Unification as the official government body that openly invites North Korea to participate in organizing the Olympics, together with making agenda-setting by turning the 2018 Pyeongchang Olympics into an Olympics that bring peace. In his new year's speech, Kim Jong Un responded to South Korea's invitation and said he would send a delegation and his best athletes to compete in the Pyeongchang Olympics. North Korea's response demonstrates North Korea's willingness to be free from South Korea's coercion.

South Korea attracts North Korean attraction with sources of Soft Power in the Pyeongchang Olympics, the first source is culture. The Pyeongchang Olympics itself is a source of culture in the form of mass culture or pop culture. In the Olympics, South Korea also displays traditional and modern culture that builds the identity of the Korean people and can attract North Korea's attention. The next source values, values

that South Korea holds, and wants to show to the international community and North Korea on this occasion is peace which is then highly reflected in government policymaking. The third source is policies (policies) in this context, namely foreign policies or policies related to and attracting the attention of North Korea that reflect peace, namely through the 'Pyeongchang Peace Initiatives'. The 2018 Pyeongchang Olympics as a source of Soft Power and South Korea's Soft Power Diplomacy media by making it a momentum to work with North Korea in creating an activity agenda and attracting North Korean participation without coercion from South Korea, to further achieve reconciliation of conflicts on the Korean Peninsula and open up opportunities for reunification (Nye, 2004).

3. 2 Sports Diplomacy in the 2018 Pyeongchang Olympics

3.2.1 Image Building

The first mechanism is to build the country's image during the 2018 Pyeongchang Olympics. South Korea, which hosted the Olympics, of course, received the attention of the international community. How the event is held will determine the assessment and views of the international community in South Korea. In organizing this Olympics, South Korea wants to build an image of peace on the Korean Peninsula.

The first image-building effort was to determine the Olympic mascot. South Korea incorporates Korean traditional beliefs and culture to build an image of peace and unity through the Mascots for the 2018 Pyeongchang Olympics, Hoorangi, and Bandabi. In its philosophy of belief which is symbolized by the Olympic mascot, South Korea uses the traditional beliefs of the Korean Peninsula which includes the two Koreas. South Korea wants to show that South Korea and North Korea have the same culture and ancestral beliefs because of the same history, also South Korea wants to build a peaceful and friendly image towards North Korea and is always open to working together and forging better relations with Korea North.

The second image-building effort is to make South and North Korea into a contingent and hold a joint flag parade under the united Korean flag at the Opening Ceremony and Closing Ceremony. Flag with the emblem of the Korean Peninsula without demarcation lines. Togetherness between North and South Korea builds the image of a safe and peaceful Korean Peninsula and builds an image of good relations between South and North.

The efforts to build South Korea's image in the Olympics are also aimed at the international community, South Korea wants to show that it is a country

that supports the peace of the Korean Peninsula by integrating culture in a series of international sports events. The South Korean culture that is displayed attracts attention and adds to the enthusiasm of the international community to participate in watching the series of Olympics, which later the moment of unity between South Korea and North Korea in this event can also attract the world's attention as a rare historic moment.

3.2.2 Building a Platform for Dialogue

Organizing international events involves various countries and provides opportunities for countries to meet and have a dialogue. The dialogue between countries on this occasion was the beginning of the normalization of conflicting state political relations. Its success depends on how the country makes the best use of this moment.

A high-level delegation from North Korea, Kim Yo Jung, deputy director of the Central Committee of the Labor Party who is also the younger sister of the President of North Korea, was sent to attend the opening ceremony of the Pyeongchang Winter Olympics on February 9, 2018. Along with this occasion, the North Korean delegation met with the Korean President. South for discussion, ⁷ delivered a letter from the President of North Korea to the

President of South Korea, and agreed to hold a meeting again (KBS, 2018).

Following up on the meeting at the Olympics, South Korea sent representatives to dialogue with North Korea several times and resulted in an agreement to hold the Inter Korea Summit on April 27, 2018. The 2018 Pyeongchang Olympics succeeded in building a dialogue platform between South and North Korea to improve and normalize relations between the two countries. North Korea's cooperation and participation in international sporting events then opened up other discussions regarding the security, politics, and peace of the Korean Peninsula, which culminated in the Inter Korea Summit on April 27, 2018.

3.2.3 Trust-Building

Sports can be used to build trust which then creates peace together. The peace that is realized from interactions between individuals from different communities in a sporting event. This interaction builds trust between the countries involved and the trust of the international community, how the international community believes in interactions, and about a country, after the sporting event ends. South Korea's building of trust through the 2018 Pyeongchang Winter Olympics can be seen with South Korea's efforts to invite North Korea to participate. The

involvement of high-level delegates and North Korean athletes in the Olympics can build trust in the Olympics as an Olympics of peace.

Trust can be built due to more intense interactions. The intense interaction was when South and North Korea combined their athletes into a “Korean” team in a Women’s Ice Hockey competition. In this match together, it means that not only North Korea has cultivated its trust, but the international community has also gained trust. The trust built in the 2018 Pyeongchang Olympics can further normalize relations and peace. The trust that is formed in the international community will change the viewpoint of the Korean Peninsula and recognize the determination of the two Koreas to end the conflict and create a stable political environment (KCCI, 2018).

3.2.4 Reconciliation, Integration, and Anti-racism

Sports are used to build peace through reconciliation, integration, and anti-racism. The 2018 Pyeongchang Winter Olympics succeeded in creating interactions between South and North Korea and dialogues between the two countries so that the culmination was agreed to be the Inter Korea Summit (Summit) between South and North Korea. South Korean President Moon Jae In and North Korean President Kim

Jong Un met at the Inter-Korean Peace Hall, Panmunjom, South Korea on April 27, 2018. The meeting resulted in an agreement between the two parties for reconciliation and a formal peace agreement. then called the Panmunjom Agreement. The agreement ended the state of conflict and created a peaceful regional condition. North Korea’s participation in the 2018 Pyeongchang Winter Olympics is a testament to the peace efforts.

4. CONCLUSION

South Korea uses the 2018 Pyeongchang Winter Olympics as momentum to regain good relations and end the conflict with North Korea and foster peace on the Korean Peninsula. The peace that grows on the Korean Peninsula is an opportunity for the reunification of the two countries. South Korea took advantage of this momentum because this effort was a different effort from government policies in opening reunification that was previously owned by South Korea. Sports events can create positive interaction and togetherness between South and North Korea and reduce tension between the two.

South Korea in realizing its policies uses the efforts of the Sports Diplomacy Mechanism which includes image building, building a dialogue platform, building trust, and finally reconciliation, anti-racism, and integration. The Sports

Diplomacy mechanism is deemed effective and suitable for the situation on the Korean Peninsula because South Korea puts forward the use of a soft and low political approach. The Sports Diplomacy mechanism is carried out to achieve normalization of relations between South Korea and North Korea. Reconciliation was achieved by South and North Korea on April 27 2018 with the Panmunjom Inter Korea Summit Agreement officially marking the end of the two-Korean conflict since the 1950 Korean War and resulting in an official peace agreement on the Korean Peninsula. North Korea is also willing to cooperate with South Korea to implement agreements that have been mutually agreed upon, hold separate family reunions, and make efforts to stop nuclear development.

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