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Line Cafe sebagai salah satu wisata tematik di Korea Selatan mempunyai daya tarik yang khas dengan tema Line. Tema Line yang digunakan tidak hanya semata-mata untuk menarik perhatian wisatawan tetapi juga dapat mencerminkan budaya dan kehidupan sehari-hari masyarakat Korea Selatan. Budaya Korea Selatan dapat tercermin dalam *Line Cafe* melalui beberapa aspek yaitu karakter Line, desain yang terdapat pada *Line Cafe*, dan produk yang tersedia di *Line Cafe*. Berkat keunikan tersebut *Line Cafe* Menjadi populer di Korea Selatan bahkan kalangan internasional. Dibukanya *Line Cafe* di beberapa negara membuat masyarakat luar negeri menjadi lebih familiar dengan Korea Selatan dan dapat memunculkan keinginan untuk mengunjungi Korea Selatan secara langsung. Dengan demikian *Line Cafe* mempunyai peranan yang cukup besar terhadap promosi wisata Korea Selatan.

Kata kunci : *Line Cafe*, Korea Selatan, Wisata.



ABSTRACT

Line Cafe, as a thematic tourism in South Korea, has a unique attractiveness with its theme Line concept. Line themes that are used not only to attract the attention of tourists but also to reflect the culture and daily life of people in South Korea. The culture of South Korea reflected in this Line Cafe can be seen through several aspects, which are Line characters, the designs found in the Line Cafe, and the products available at the Line Cafe. Since the Line Cafe has a unique concept, it became popular in South Korea and even the international community. The opening of the Line Cafe in several countries has made foreign people more familiar with South Korea and can lead to the desire to visit South Korea. Thus the Line Cafe has a significant role in South Korea's tourism promotion.

Keywords: Line Cafe, South Korea, Tourism.



초록

한국에 있는 형용사 관광지 라인 카페는 특별한 매력을 가지는 라인 주제다. 사용되는 라인 주제는 관광개 관심을 받기 위해서만 아니라 한국 문화 일생활도 반영할수있다. 한국 문화를 반영된 라인 카페에 몇 것을 통하여 라인 카페에 있는 생산물, 라인 카페에 있는 디자인, 하고 라인캐릭터이다. 그런 독특함으로 라인 카페는 한국뿐만 아니라 극저에서도 유명해진다. 라인 카페도 몇게 나라에 짓으니까 외국들이 한국에게 더 진수해되고 바램 한국에직접으로 가는곳을 솟어나게 한다. 그런데 라인 카페는 팔촉 관광지에게 큰 역하리 있다.

키워드: 라인 카페, 한국, 관광지.