
The Relationship between Students' Personal Factors and Cognitive knowledge of the Soft Power Principle of Foreign Policy of South Korea

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Abstract

The objectives of this research were (1) to study the level of students' knowledge and understanding of Soft Power principles in foreign policy of the South Korean government, (2) to study the relationship between students' personal factors and their cognitive knowledge in Soft Power principles of South Korea's foreign policy; (3) to suggest ways to develop knowledge and understanding of Soft Power in the country, and to apply it as a public policy for Thailand.

The research study is quantitative research. The target population and the sample group are students of Bachelor of Political Science, College of Politics and Governance, Suan Sunandha Rajabhat University, 235 students. The tools used for data collection were questionnaires. The basic statistics used in the research were descriptive statistics such as frequency, percentage, mean and standard deviation. The statistics used to test the hypothesis were influential statistics, Chi-Square statistics to find the relationship.

The results showed that most of the respondents were female students with 175 people, representing 74.50 percent, and most of them studying international relationship with 121 people, representing 51.50 percent, and most of them were third-year students with 127 people accounted for 54.00 percent

The level of students' cognitive knowledge in the Soft Power Principles of South Korean Foreign Policy. Overall, it was at a *high level* with the arithmetic mean $\bar{x} = 3.56$ and the standard deviation S.D. = 0.807

When analyzing each aspect, it was found that the level of students' cognitive knowledge in the Soft Power Principle of South Korea's foreign policy in *terms of culture at a high level* with the arithmetic mean $\bar{x} = 3.84$ and the standard deviation S.D. = 0.926

for the level of students' cognitive knowledge in the Soft Power principles of South Korea's foreign policy in *terms of foreign policy moderate* with an arithmetic mean $\bar{x} = 3.30$ and a standard deviation S.D. = 0.898.

Finally, the level of students' cognitive knowledge in the Soft Power principles of South Korea's foreign policy in *terms of values* was at a moderate level. with the arithmetic mean $\bar{x} = 3.37$ and the standard deviation S.D. = 0.907

For hypothesis testing, it was found that

1) Student's gender have correlation with students' level of cognitive knowledge in the soft power principles of South Korean foreign policy at statistically significant at the 0.05

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level with Pearson Chi-Square value = 52.070, P-value = 0.041 (less than 0.05, therefore accepting the research hypothesis).

2) Fields of study have no correlation with students' cognitive knowledge in the Soft Power principles of foreign policy of South Korea at a statistical significance of 0.05 with a Pearson Chi-Square value of 28.808 and P-value of 0.797 (greater than 0.05, therefore rejecting the hypothesis. research)

3) The Level of academic year have no correlation with the level of students' cognitive knowledge in the Soft Power principles of South Korean foreign policy with statistical significance at the 0.05 level with the Chi-square testing Pearson Chi-square 92.435 and the P-value = 0.857 (greater than 0.05, therefore rejecting the research hypothesis).

Keywords: Relationship, Physical factors, Cognitive Knowledge, Foreign policy

Introduction

“Soft Power” in international relations refers to the power to persuade or persuade other countries to act according to their will. By creating charm, image, admiration and willingness to continue to cooperate.

Many scholars believe that this type of power is more acceptable than hard power or compulsory power like military power. Joseph Nye, who proposed this framework, stated that Soft Power's power resources are divided into three areas: culture, values and foreign policy. At present, many countries have turned their attention to this soft power. Especially superpower countries such as the United States of America, China, Japan and South Korea because it is a power that creates wide charm, unlike Hard Power, which often has problems in gaining acceptance in the modern world.

After the Cold War ended in 1991, South Korea developed more international cooperation in various areas both regionally and globally, such as economy, finance and environment. It has also shifted its focus to soft power, one of the main pillars of foreign policy in the wake of South Korea's desire to strengthen its competitiveness following the 2017 Asian financial crisis. 1997

South Korea has adjusted the country's economic strategy. Instead of focusing on exporting heavy industrial goods such as automobiles, it has shifted to promoting popular culture products to revitalize its economy. Superpowers such as China, Japan, and Russia make South Korea's hard power use insufficient for protecting and developing the country. South Korea has turned to focus on soft power in foreign policy to enhance its country's status (Lee, 2009:1). The Korean government has focused on promoting Korean popular culture for two reasons. Create economic benefits from the export of cultural products. and second is the need to create pride in one's nationality (Kitti Prasertsuk, 2019: 127).

After that, the Korean cultural wave Or in Korean called “한류” (Hallyu) began to gain widespread popularity all over the world. It started from the movie and musical industry.

These trends also affect other industries in South Korea, such as tourism. Korean restaurants abroad, cosmetics, fashion items, technology, electrical appliances Including traveling to study in Korea, which has become increasingly popular and can generate enormous income for South Korea.

In Thailand, the first movie that made Korea known among Thai people was "My Sassy Girl" (Prapavee Siwawetkul, 2013). After that, Thailand began to import more Korean series.

By the very popular stories such as "Autumn in my heart" and "Full Hose" "to achieve success. The male lead of the movie is Rain, who is a singer and has become famous. and caused a large amount of Korean music consumption (Tayakorn Sae-Tae, 2008)

From then on, major music labels in Thailand continually brought in artists from Korea to meet the demand. The artists that were very popular in Thailand at that time Rain, Dong Bang Shin Gi, Big Bang, Super Junior and Wonder Girls, etc. (Prapavee Siwathekul, 2013)

Thai society has been influenced by cross-cultural communication which has a large flow of information as well with exposure to both cultures from the west and from the east Raise yourself like a transnational culture that has an influence in Thai society, such as a culture in the Japanese style from TV dramas, etc. And vice versa when looking at the flow of Thai culture to other countries. The Ministry of Culture and various agencies It has been prepared as well, such as sending Thai dance performances to show abroad. But on the other hand, Thai society also opened a lot of cultures from foreign countries as well. It can be said that Thai society does not blocked the flow of multinational media.

It can be said that South Korea has been successful in adjusting the country's economic policy strategy who have turned to promote South Korean popular culture to the world to want to create economic benefits and to want to build their own national pride by using Soft Power according to the theory and concepts of Joseph Nay, an American theorist. who invented the Soft Power Theory and used it to develop the country for economic prosperity.

For Thailand, the concept of Soft Power is still a new concept that will be incorporated into economic policies to effectively create wealth and stability in the economy. With no thorough study in terms of both academic principles and suitable examples. Despite the absorption of South Korea's Soft Power policy.

And with the knowledge and understanding of the aforementioned principles as the basic foundation, it is still not enough. from such condition the researcher is therefore interested in conducting a research study on "The relationship between students' personal factors and the knowledge and understanding of the Soft Power Principle of Foreign Policy of South Korea to know the level of knowledge and understanding of the Soft Power Principle of Foreign Policy of South Korea. that there is any level and including the relationship between personal factors and knowledge and understanding of the Soft Power principle of Korea's foreign policy whether there is a relationship or not.

Research question

- 1) Cognitive knowledge of political science students at the College of Politics and Government Suan Sunandha Rajabhat University in the Soft Power Principle, the policy of the South Korean government. Which is the level?
- 2) There was a relationship between students' personal factors and their level of Cognitive knowledge in the Soft Power principle of South Korea's policy, or not, how?

Objectives

The objectives of this research were

- 1) To study the level of students' cognitive knowledge in Soft Power principles of foreign policy of the South Korean government.
- 2) To study the relationship between students' personal factors and Cognitive knowledge in Soft Power principles of South Korea's foreign policy.
- 3) To suggest ways to develop Cognitive knowledge in Soft Power principle in the

Thailand, and to apply it as a next public policy formulation development for Thailand.

Hypothesizes

- 1) The Gender of students were correlated with Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.
- 2) Fields of study of students were related with their Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.
- 3) The level of academic year of students were correlated with Cognitive knowledge in Soft Power principles of the foreign policy of the South Korean government.

Literature review

The Concept of Cognitive

Cognitive is something that is accumulated through study, research, or experience, including practical abilities and comprehension skills or information gained through experience, what has been received, heard, heard, thought, or acted. Professional organizations in each field as defined by the Royal Institute Dictionary (2003) and Bloom (Bloom, 1980) have classified the meaning between knowledge and understanding for the purpose of meaning as follows:

Knowledge refers to the behaviors and situations that emphasize memory, whether they are recalled or recollected. These are situations that occur as a result of learning, beginning with the collection of material until it develops into a state of knowledge. Further complexity is that knowledge may be separated into specialized knowledge and universal knowledge, for example.

Comprehension is an important step in communicating meaning through cognitive abilities and skills which may be achieved through the use of oral, written language or symbols. understood, can be divided into 3 The model is interpretation, interpretation and reference summary, which is consistent with (Sipol Ruenjaichon, 2006) given the meaning of the word knowledge according to Kut's Dictionary of Education (Good, 1973). As facts, criteria, and details that human beings have obtained and accumulated, similar to the meaning in The Lexicon Webster Dictionary (The Lexicon Webster Dictionary, 1997), which defines knowledge as knowledge. Knowing about facts, rules, structures arising from study or searching, or knowledge about places of delivery or persons obtained from observations, experiences, or reports, fact recognition must be clear and must be timely and close. With the meaning that Bloom (Bloom, 1980) has given that knowledge is about remembering specific things, remembering methods, processes or situations with emphasis on memory and (Sangchan Sophakarn, 2007) has given The meaning of knowledge means Perception of facts, events, details arising from observations, studies, experiences in both natural and social environments, basic knowledge or background of an individual, can be memorized or collected or measured and able to express in terms of observable or measurable behavior.

Bloom Taxonomy 1956: 62-197 (Chayanit Pluemudom 2014) According to Bloom's theory, knowledge can be classified into 6 levels as follows:

1. Knowledge (Knowledge) means learning that emphasizes on remembering and recalling thoughts, objects, and phenomena. which is a memory that starts from simple things that are independent of each other to the memory of complex and interrelated things
2. Understanding or Concept (Comprehension) is the intellectual ability to expand

knowledge. Extensive memory away from the original sensibly. Behavior in the face of meaningful communication and the ability to interpret, summarize or clarify anything

3. Application (Application) is the ability to bring knowledge (Knowledge) to understand concepts. (Comprehension) in any existing issue to solve the novel problem of that matter. By using various knowledge, especially methods and concepts, combined with the ability to interpret. Summarizing or expanding that idea

4. Analysis (Analysis) is a competence and skill that is higher than understanding and applying. It is characterized by separating things to be considered into sub-related parts, including exploring the relationships of parts to see if the sub-components are compatible or not, which helps to understand things. truly one thing.

5. Synthesis (Synthesis) is the ability to bring together parts or large parts together to form a single story. together to create a form or structure that is not yet clear, a process that requires creativity within the boundaries of a given thing.

6. Evaluation (Evaluation) is the ability to make judgments about ideas, values, results, answers, methods and content. For some purpose, with criteria as the basis for judgment, evaluation is regarded as the highest stage of cognitive traits. (Characteristics of cognitive domain) that requires knowledge and understanding.

The Concept of Public Policy

Thomas R. Dye Policy (1984) defined the meaning of the term public policy as It is an activity that the government can choose to do or not to do, for the part that the state chooses to do, it covers various activities of all government activities, both routine and occasional which aims to achieve the goal of the activities that the government chooses to do well in providing services to Membership in society that the government chooses not to act on is the essence of the policy.

Hans J. Morgenthau (1948) wrote "Politics among Nations: The Struggle for Power and Peace in relation to foreign policy", proposing that the state, through its authority, seeks power for various interests. both in terms of survival, security, safety well-being of the people and including the dignity and prestige of the country and concluded that in foreign affairs The state is constantly struggling for power. And the pursuit of power is therefore one of the main issues in the implementation of the state's foreign policy.

The Concept of Soft Power

Joseph Nye (2004) stated that there are three main sources of soft power:

1. Culture (Culture) If the culture of one country aligns with the interests and values of other countries. There will be more opportunities for such culture to become the Soft Power of that country. Whether it's a trade visit communication and exchange

2. Political Values If a country has political values that are consistent with other countries, the Soft Power of that country will increase. On the other hand, if the values of that country clearly conflict with those of other countries, that country's soft power will decrease. US soft power in Africa is less, etc.

3. Foreign policies (Foreign Policies) If a country implements a policy that is

hypocritical. (hypocritical) aggressive and indifferent to the attitude of other countries. There are few opportunities to create a soft power, as was the case with the US invasion of Iraq in 2003, without listening to other countries' objections. crash Opportunities to create soft power will be abundant.

Nye also noted the sources of soft power: Cultural Radiation, Political Values Inspiration, Foreign Policy's Influence, and Collaboration. at the national level (National Cohesion).

And Nye went on to suggest that the key to making Soft Power practical is public diplomacy, meaning relationships that are not targeted at foreign governments. Instead, it primarily targets individuals and non-governmental organizations. Which, in addition to creating a good image for one's own country, also aims to create a good atmosphere in the long run to support foreign policies that will follow in the future, is also the meaning of public diplomacy.

South Korea's soft power policy was outlined in the 2011 Diplomatic White Paper with three key objectives:

- (1) to build a global cooperation network
- (2) for commercial and economic gains; and
- (3) To enhance Korea's role and prestige in the international society.

According to Nye's analysis, the three soft power resources mentioned above are considered.

1) Korean Cultural Soft Power

Culture is the most pervasive resource of Korean soft power, known as the “Korean Wave” or “Hallyu,” which developed after Korea became more democratic. and the censorship policy was lifted (Lee, 2013, pp. 188-189). Korean television dramas began to gain popularity abroad in the late 1990s, especially in Japan. Hong Kong, Taiwan and China. A major factor in the rapid spread of Korean popular culture is the increase in cultural exchange by importing foreign cultures of Asian nations along with the advent of modern technology such as the Internet. Moreover, the contents of Korean cultural goods are of higher quality to be accepted abroad (Yoon, 2008, p. 193).

The Korean government has focused on promoting Korean popular culture abroad for two reasons. First, to generate economic benefits from the export of cultural products. after the Asian financial crisis Korea wants to generate more income to the country. which industrial products alone are not enough and there are more competitors. The second is the need to create pride in one's own nation.

2) Korean Value Soft Power

Korea is trying to push forward the development of its own country. which can be regarded as values or concepts that Korea is outstanding to be widely accepted on a global scale Korea is proud of its achievements in both economic and democratic development. and later focused on the sustainable conservation of natural resources as well economic and democratic development

Korea's development achievements have been recognized by the world community. become a high-income country Despite the economic crisis in 1997, the economy was able to

recover quickly. Partly because of the export of cultural products mentioned above as well. Therefore, at the G20 Economic Leaders' Meeting hosted by Korea in 2010, Korea's economic and democratic development direction, known as "Seoul Consensus"

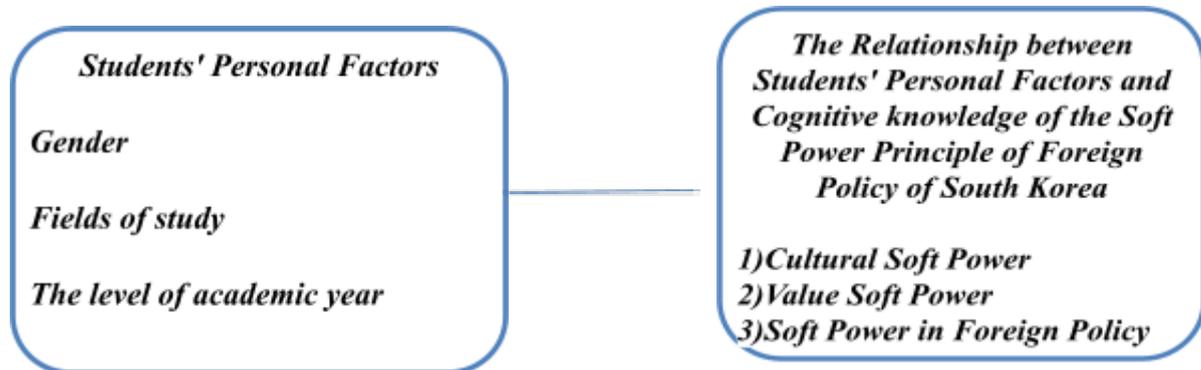
For Korea's development direction, it includes economic reforms through government policies and industrial capacity enhancement. Emphasis on exports with market intervention from the government. The government will help with information, subsidies and imposing tariffs on foreign goods. Reduction of import duty on scarce raw materials for the private sector operating businesses in accordance with the guidelines or strategies of the government in the targeted industry policy. The government-sponsored conglomerate has grown into a national conglomerate known as the Chaebol, and has focused on industrial restructuring (Lim, 2010). from labor intensive light industry to heavy and chemical industry It is a capital- and technology-driven Heavy-Chemical Industry (HCI). for finance The Korean government has reformed the country's finances to become more liberal since the 1980s for technology. has reformed to a country with advanced information technology (Information Technology or IT), the government invests and encourages the private sector to invest in high-speed internet IT reform is an important part of Korea's development. And it is an industry that creates an image for Korea as a leading country in the world's IT industry.

Economic development has become a driving force for political arousal and people's desire for freedom. This led to a democratic union (Cho, 2013, pp. 401-402) that became a movement for democracy in the 1980s until the authoritarian government was unable to resist the people's demands. Therefore, he had to accept the proposal for political reform to democratize in 1987 and never return to authoritarian politics. Factors that make the development of Korean democracy stable include (1) the strong role of the movement or civil society (2) success in economic development. As a result, there is a diversity of occupations and gatherings to negotiate benefits. Thus reducing political interference in another way and (3) social change. that changed from an agricultural society to an industrial and service society The emergence of a middle class that recognizes democratic rights (Cho, 2013, pp. 90-95)

3) Soft Power in Foreign Policy

Foreign policy is considered a soft power in building image. Strengthen relations with foreign countries and protect Korea's own national interests. There are three main characteristics of Korean foreign policy implementation: (1) raising the country's status on the world stage, (2) utilizing cultural diplomacy through cultural performances abroad, and (3) leaders' visits.

Conceptual Framework



Methodology

A questionnaire was constructed and administered to Political Science student residents, Collage of Politics and Government, Suan Sunandha Rajabhat University, Bangkok, Thailand.

The Likert five scales questionnaire was designed to investigate the Level of Cognitive knowledge of the Soft Power Principle of Foreign Policy of South Korea from the perspectives of Political Science student residents.

The population (2022) included all in Political Science student residents, Collage of Politics and Government, Suan Sunandha Rajabhat University, Bangkok. The simple random sampling technique was performed to obtain a sample group that included 235 residents the same proportion. Taro Yamane (1973) Technique was utilized to obtain an accurate sample group.

The dependent variables of this study included the demographic variables, Gender, Filed of Political Science and the level of academic year. The independent variables are the level of Cognitive knowledge on Soft Power Principle in Policy of South Korea (Joseph Nye (2004)).

Descriptive statistics utilized in this research, including percentage, mean, and standard deviation and then Inferential statistics, Chi-Square utilized to hypothesis testing, to find relationship between dependent variables and independent variables, with the statistical significance level set at 0.05

In addition, 30 pilot questionnaires were tested and each question had to pass the Cronbach Alpha criteria with at least 0.7 Moreover, the validity of the questions was evaluated by using the IOC technique with three experts.

Results

Table I. Demographic Characteristics of Student

Demographic	Sample (n = 235)	Percentage
Gender	Male	25.50
	Female	74.50
Fields of study	Government	48.50
	International Relations	51.50
The level of academic year	Freshman	32.30
	Sophomore	13.60
	Junior	54.00

Table I represents participant demographics. We found that there was a roughly even distribution of Gender ,Male and Female with 25.50 % for male and 74.50 % for female, respectively. And there're not much different between the percentage of Fields of study ,International Relations with 51.50 %, and Government with 48.50%. And finally, The

average of The level of academic year was Junior with 54.00 % , Freshman was 32.30% and Sophomore with 13.60 %

Table II. Level of Cognitive knowledge in Soft Power Principle of Foreign Policy of South Korea

Level of Cognitive Knowledge	Mean	S.D.	Result
Variables			
1. Culture	3.84	0.926	Much
2. Value	3.37	0.908	Middle
3. Policy	3.31	0.899	Middle
Sum	3.57	0.808	Much

Table II represents Level of Cognitive knowledge on Soft Power Principle in Policy of South Korea. In the total picture, the level of Cognitive knowledge in the Soft Power Principle of Students on much level with Mean = 3.57 , S.D. = 0.808

And when analyzing each aspect, it was found that the level of students' Cognitive knowledge in the Soft Power Principle of South Korea's foreign policy in *terms of culture at a high level* with the arithmetic mean $\bar{x} = 3.84$ and the standard deviation S.D. = 0.926 for the level of students' Cognitive knowledge in the Soft Power principles of South Korea's foreign policy in *terms of foreign policy* moderate with an arithmetic mean $\bar{x} = 3.30$ and a standard deviation S.D. = 0.898. And Finally, the level of students' Cognitive knowledge in the Soft Power principles of South Korea's foreign policy in *terms of values* was at a moderate level. with the arithmetic mean $\bar{x} = 3.37$ and the standard deviation S.D. = 0.907

The Hypothesis testing about the relationships between Cognitive knowledge towards Students' Personal Factors are shown in the tables respectively.

Table III. Relationship between The Gender of students and Cognitive Knowledge
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.070 ^a	36	.041
Likelihood Ratio	58.049	36	.011
Linear-by-Linear Association	3.068	1	.080
N of Valid Cases	235		

a. 59 cells (79.7%) have expected count less than 5. The minimum expected count is .26.

Hypothesis 1 : The Gender of students were correlated with Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

H_0 : The Gender of students were not correlated with Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

H_1 : The Gender of students were correlated with Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

The results of the hypothesis testing with Chi-Square statistics revealed that the relationship between the personal factors in terms of gender and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy found that Pearson Chi-Square = 52.070, df = 36 and, sig = .041 ($p < .05$) meant that The Gender of students and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy was significantly *correlated at the 0.05 level*.

Table IV. Relationship between Field of study Factors and Cognitive Knowledge
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.808 ^a	36	.797
Likelihood Ratio	33.689	36	.579
Linear-by-Linear Association	.449	1	.503
N of Valid Cases	235		

a. 58 cells (78.4%) have expected count less than 5. The minimum expected count is .49.

Hypothesis 2: Fields of study of student were correlated to Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

H_0 : Fields of study of student were not correlated to Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

H_1 : Fields of study of student were correlated to Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

The results of the hypothesis testing with Chi-Square statistics revealed that the relationship between the personal factors in terms of The Fields of student and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy found that Pearson Chi-Square = 28.808, df = 36 and, sig = 0.797 ($p > .05$) meant that The Fields of student and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy was not significantly *correlated at the 0.05 level*.

Table V. Relationship between Factors and Cognitive Knowledge

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	92.435 ^a	108	.857
Likelihood Ratio	96.732	108	.773
Linear-by-Linear Association	.599	1	.439
N of Valid Cases	235		

a. 140 cells (94.6%) have expected count less than 5. The minimum expected count is .00.

Hypothesis 3: The level of academic year of students were correlated to Cognitive knowledge in Soft Power principles of the foreign policy of the South Korean government.

H₀ : The level of academic year of students were not correlated to Cognitive knowledge in Soft Power principles of the foreign policy of the South Korean government.

H₁ : The level of academic year of students were correlated to Cognitive knowledge in Soft Power principles of the foreign policy of the South Korean government.

The results of the hypothesis testing with Chi-Square statistics revealed that the relationship between the personal factors in terms of The level of academic year and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy found that Pearson Chi-Square = 92.435, df = 108 and, sig = 0.857 (p > .05) meant that The level of academic year and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy was not significantly *correlated at the 0.05 level*.

Conclusions

This study examine and analyze assessed the level of cognitive knowledge on Soft Power Principle in Foreign Policy of South Korea and including, the relationships between the Students' Personal Factors or independent variables, such as Gender, Field of study and The level of academic year with The level of cognitive knowledge on Soft Power Principle in Foreign Policy of South Korea.

The findings of the study, In the total picture, the level of Cognitive knowledge in the Soft Power Principle in Policy of South Korea of Students on *much level* with Mean = 3.57, S.D. = 0.808

And the result of hypothesis testing found that there was only The Gender of students was correlated with Cognitive knowledge in the Soft Power Principle of the Foreign policy of the South Korean government and the others, Field of study and The level of academic year was not correlated.

The benefits of understanding the relationship between those independent variable and the cognitive level of students in the South Korean government's Foreign Policy Soft Power Principle. It can help Thai authorities and policy makers to assess students' cognitive knowledge in order to use the results to develop policy making about the next Soft Power Strategy.

Discussion

The finding of this research were consistent with the case study of Salis Praewattanasuk (et. al.) named “Thailand's Attractiveness for FDI from Japan from 2013 – 2019” published in Journal of Political Science Suan Sunandha Rajabhat University Vol. 5 No. 2 July - December 2022,⁷ that the objective aimed to the study soft power of Thailand and attracting direct investment from Japan during the period from Ms. Yingluck Shinawatra, 30 June 2013 to Gen. Prayut Chan-o-cha, 16 July 2019. And the result of research found that the soft power of Thailand in 3 aspects: culture, domestic politics and foreign policy have a positive effect on attracting direct investment from Japan. Including, the suggestions for increasing Soft Power in Thai Economic and Foreign Policy Information, Implementation, especially, Thai bureaucratic department.

And Including, the results were consistent with result of the case study of Jagraval Sukmaitree⁸(et. al.) “Foundation economic development for network development community tourism by linking local products and cultural capital Samut Songkhram Province , to find that cultural capital is factor that very important for developing economic of country, because cultural capital is a part of Soft Power principle as like Joseph Nye (2004) stated them, Therefore, applying the principle of Soft Power must have cognitive knowledge in concept to be able to be used in formulating policies, Economic policy or Foreign Policy etc.

Suggestion

This study is not without its limitations. As noticed previously, the small sample size of our population could have led to subjective opinions and bias. And then there are no the part of Qualitative methodology research, Interview, Focus group, and etc. from stakeholder.

First, Future studies could pursue the same line of enquiry through quantitative surveys and increase qualitative method together that called that Mixed method research.

Secondly, as the Level of Cognitive knowledge in Soft Power Principle of Policy of South Korea are likely to vary according to time,

Third, The important is to revisit the area in the future and population or sample size to expand the scope and change as properly.

Fourth, the target population should be defined as the general population.

Finally, The benefits of study the relationship between those independent variable with the cognitive level of students in the South Korean government's Foreign Policy Soft Power Principle would help Thai government, authorities or policy makers to assess students' cognitive knowledge in order to use the results to develop policy making about the next Soft Power Strategy in Economic Policy or Foreign Policy .

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⁷ <https://so04.tci-thaijo.org/index.php/polssru/article/view/262433/177709>

⁸ Jagraval Sukmaitree (2022). Foundation economic development for network development community tourism by linking local products and cultural capital Samut Songkhram Province. International Journal of Health Sciences, 6(S2), 1340–1354. <https://doi.org/10.53730/ijhs.v6nS2.5206>

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