

Kang Hansol, overseas Koreans supporter for OKA

## ‘I want to be bridge connecting compatriots and citizens through Instagram cartoons’

“I always thought that someday I too might live as an overseas Korean. That’s why the policies and activities of the Overseas Koreans Agency felt to me not just like a system but like a story connected to my own life.”

Webtoon artist Kang Hansol (31) was recently appointed as a Dongpo You supporter for the Overseas Koreans Agency. Though she resides in Korea, she lives between Korea and China with her Chinese husband. She applied for this role driven by the tangible sense that she herself could soon experience the life of an overseas Korean. To her, the OKA represented not a “system detached from me” but “policies connected to my future self.”

Kang’s reason for deciding to apply was clear.

“I personally experienced the role of bridging Korea and overseas communities, and I wanted to share that value with more people,” she said. “I especially believed my experience creating Instagram comics would help convey the OKA’s policies in an accessible and warm way.”

Indeed, she has been delivering social messages through Instagram (@zhulaoshi\_wife) using the format of “Instagram cartoons.” Her approach of telling stories through short text and cute illustrations resonated effortlessly with younger generations. Responses like “This is my first time learning about the OKA” and “Explaining policies this simply makes them so much easier to understand” poured in. Overseas residents and international couples also expressed empathy, saying, “This feels like a story about me.”

Her greatest strength, she asserts, is storytelling.

“My unique approach isn’t just text or card news; it’s using characters and situational dramas to break down policies and systems in an accessible way,” she explained.

In particular, she strives to authentically weave her own life experiences into the content to enhance its sincerity. This goes beyond merely communicating the OKA’s policies; it creates a point of empathy -- a story where “my life and your life intersect.”



The launch ceremony for Dongpo You, the first cohort of supporters for the Overseas Koreans Agency, is held at the Overseas Koreans Welcome Center on May 21. Kang Hansol is third from the right.

“When creating content, I always consider three things: friendly language, visual appeal and real-life relevance. I simplify technical terms as much as possible and connect them to points people can tangibly relate to in their daily lives. When the Instagram comic characters engage in dialogue like a sketch, it feels much more natural and easy to understand.”

Among the content Kang has produced so far, the piece she feels most attached to is the OKA SNS Introduction Instatoon.

“It was a piece that introduced what the OKA is and what it can do in a friendly way. Thanks to the round, cute art style, information that could easily seem stiff became accessible. It’s content that reminds me of my original intentions, so I feel especially attached to it.”

Kang has worked in the cultural production industry for six years, gaining experience in large-corporation campaigns, public institution promotions and influencer marketing. Through this process, she developed a keen sense of how to plan messages and what formats deliver them most effectively.

She expressed her aspiration to “warmly convey the activities and policies of the Overseas Koreans Agency through Instagram comics so that many people can relate. I want to be a bridge connecting compatriots and citizens.” 