Seeking to separate the regime from its people, some young women drawn to North's culture.

In 2013, Chunhun, a student intern at the Nara Institute of Science and Technology, was selected to go to North Korea as part of a project to improve relations with the North. She was one of the 20 people selected.

The trip was paid for by government officials from the Ministry of Foreign Affairs, who are responsible for improving relations with North Korea.

After the trip, Chunhun decided to start a Facebook page to raise awareness about North Korea.

In 2015, Chunhun started a website called "North" to improve the people's understanding of North Korea.

Chunhun said she received a lot of support from her friends and family after the trip.

"When I returned from North Korea, I was very happy and excited," Chunhun said.

"I was able to share my experiences with others, and I wanted to help improve relations between Japan and North Korea."