Strategizing Public Diplomacy For Magnetizing Indonesia Tourism

Rika Isnarti[1], Novita Putri Rudiany[2]
[1,2] Universitas Pertamina, Jakarta, Indonesia
E-mail: Rika.isnarti@universitaspertamina.ac.id

ABSTRACT

Keywords:
indonesia, public diplomacy, tourism

Background*: Indonesia has an executive section implementing public diplomacy, but does not yet have the characteristics of public diplomacy to be carried out, does not yet have a priority goal on the image that will be achieved by public diplomacy. Tourism is one of Indonesia's strong identities, but a strong image of Indonesian tourism has not yet emerged, which should be a priority, Indonesian tourism is not only limited to many tourist attractions, of course. Public diplomacy can be utilized to support the image of tourism, but it will not reach the optimal target, if the country does not know the instruments and characteristics of its public diplomacy. If Indonesia's public diplomacy is not optimized through a grand strategy, there is no certain modeling, then the great potential in Indonesia's public diplomacy instruments, for example diaspora, culture, and tourism itself, will not be optimally utilized*

Purpose: *This research aims to map the characteristics of Indonesian public diplomacy so as to produce public diplomacy modeling that can be applied with potential instruments to be used, especially in supporting Indonesia's tourism image*

Methods: *The method in this research is based on qualitative data.*

Results: *With the conceptual framework of public diplomacy, interview methods and literature studies, this research found that the characteristics of tourism to be developed in Indonesia are quality and sustainable tourism, with supporting instruments of digital components and Indonesian cultural characteristics.*

Conclusion: *A clear and strategic approach to public diplomacy is essential to improving Indonesia's tourism image. By incorporating digital strategies and engaging both the diaspora and international influencers, Indonesia can better showcase its tourism potential on the global stage.*

INTRODUCTION

The attention and implementation of Indonesia's public diplomacy started since 2002 with the establishing the Directorate of Public Diplomacy at the Ministry of Foreign Affairs of the Republic of Indonesia (Kemlu) (Trisni, 2020). However, until now, there are several obstacles faced in the implementation of public diplomacy including (Direktorat Jenderal Informasi Dan Diplomasi Publik, 2020) (Missa, 2024). Indonesia's public diplomacy activities have not been routinized, many are sporadic and many activities have emerged that were not planned in advance. This is due to the absence of a grand strategy for Indonesia's public diplomacy. Second, although Indonesia has

realized the urgency of public diplomacy, there is no grand design or priority of public diplomacy activities to meet the needs of Indonesia's interests with regard to public diplomacy. In the sense that public diplomacy has not yet emerged, it will be used to fulfill which national interests in Indonesia. Third, the lack of facilities and infrastructure, accurate data, and human resources that can support the implementation of public diplomacy, especially related to information technology. At this stage of development, Indonesia's public diplomacy can be said to be stagnant. It can be seen from the lack of research results on Indonesian public diplomacy (Rachmawati, 2016) and studies that only revolve around public diplomacy efforts (Huijgh, 2017). This problem indicates that it is necessary to map out a model for Indonesian public diplomacy concerning the characteristics, instruments that should be used and how the strategy will be carried out. The emergence of public diplomacy studies and institutions practicing public diplomacy will not run optimally if there is no grand strategy that will be carried out and conduct evaluation studies on it. Indonesian public diplomacy has a vision to be the cornerstone of strengthening Indonesia's positive image (Direktorat Diplomasi Publik, 2020). Public diplomacy can be used for any interest that is considered a priority for Indonesia to achieve a positive image. The development of this positive image must be in line with the identity that characterizes a country. For Indonesia, tourism and maritime are two sectors that characterize, with the high image of Indonesian tourism in the global eyes. Related to this, this research will discuss how to model Indonesia's public diplomacy to support a good tourism image for Indonesia. So the formulation of the problem in this study is what kind of modeling of Indonesian public diplomacy for the image of tourism in Indonesia. to answer this question, it is necessary to map the characteristics and potential and effective instruments for Indonesian public diplomacy and how public diplomacy can support Indonesia's tourism image.

Public diplomacy is defined as the efforts of nation states to influence foreign public opinion and attitudes in order to create a positive image of the nation (Karadag, 2017). Rana also argues that public diplomacy is an attempt by a country's government to influence public opinion or elites in a second country to change the target country's foreign policy to its advantage (Rana, 2011). Public diplomacy is also no longer carried out by government officials alone. It can also be done by people to people, industry, and the private sector. However, it cannot be denied that the government is still the main actor. In doing so, there are many ways that the government does it, for example by managing news, good communication with the targeted foreign public (Leonard, 2002) Public diplomacy can be carried out by conducting exchanges, listening, and international broadcasting, mobilizing think tanks, cooperating with industry and the business sector, inviting foreign scholars and others (Cull, 2010).

Each country applies different strategies for public diplomacy. This is adapted to the objectives of its public diplomacy. South Korea used public diplomacy to Southeast Asia for business development in 2020, whereas previously they used public diplomacy to introduce South Korean culture (Isnarti & Trisni, 2020). China uses public diplomacy to reduce the sentimentality of the global community towards China and develop the Chinese language to be used in some. While the United States uses public diplomacy to reduce misleading and propaganda carried out (Heydarian et al., 2020) (Huang, 2018). This proves that each country's public diplomacy has its own characteristics. Public diplomacy also has several sources that can be used such as the use of traditional and

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modern cultural instruments, the use of language, religion, or making direct approaches to foreign nationals in the target country, or the use of the diaspora. However, not all of these instruments can be used effectively in every country. This will go back to the objectives of the country's public diplomacy. Japan, famous for its different languages, uses food more as part of its public diplomacy, while China uses the opposite. Indonesia has all of these instruments of public diplomacy, has a unique diverse traditional culture, ethnic and linguistic identity, varied food types, has diverse national interests, has a good image in various sectors such as tourism and maritime, but it is yet to be seen how it uses public diplomacy to support these sectors. The novelty to be achieved from this research is the emergence of special characteristics of public diplomacy that are only owned by Indonesia. Furthermore, what diplomacy instruments can be optimally utilized in public diplomacy in accordance with Indonesia and then in relation to encouraging tourism. There are several instruments of public diplomacy that can be used such as culture, tourist sites, social media, diaspora, language, food and others. This will be analyzed whether all of these instruments can be utilized in Indonesia or not. The second instrument relates to the actors that will be involved in public diplomacy, starting from the government or other actors such as businesses, NGOs, religious groups, think tanks and others. It will also be seen whether all these actor tracks can be used in public diplomacy with Indonesian characteristics.

RESEARCH METHODS

The method in this research is based on qualitative data. According to Lamont (Lamont, 2021). Qualitative methods are data collection and analysis techniques or strategies that rely on the collection, and analysis, of non-numerical data. This research will be conducted in several stages. Starting from problem identification, design research, data collection, analysis, and dissemination. This model is adapted from the research steps in Bryman (Bryman, 2016).

This research methodology consists of several stages, starting with problem identification and preliminary research. In this stage, the research team mapped the results of previous studies and recommendations related to Indonesia's public diplomacy. The outcome of this stage was the identification of new research areas and questions to be addressed. The next stage involved designing the research, which included formulating data collection techniques, data analysis, ensuring data validity and reliability, and creating interview guides. Primary data will be collected through in-depth interviews with stakeholders in Indonesia's public diplomacy, such as the Ministry of Foreign Affairs and the Ministry of Tourism, as well as academics focused on public diplomacy. Secondary data will be sourced from peer-reviewed journal articles and relevant books on public diplomacy.

Once data is collected, analysis will be conducted using content analysis for secondary data and coding for interview data, with triangulation to ensure validity. This analysis will map the characteristics of public diplomacy, compare models from other countries, and determine strategies applicable to Indonesia. The results will guide conclusions about the characteristics and sources of public diplomacy that can support Indonesia's tourism efforts. In the final stage, research findings will be disseminated through publications in accredited national journals and reports to the Ministry of Education. The dissemination will also include recommendations for the Ministry of Foreign Affairs to aid in future public diplomacy planning, particularly in the realm of tourism. The dissemination will take the form of academic articles, written reports, videos, and strategic recommendations.

RESULTS AND DISCUSSION

Tourism has been one of the most potential sectors for developing countries, specifically natural and cultural tourism. These developing countries focus on at least four benefits of tourism, closely related to socio-economic development, increased society income, foreign exchange, employment, and economic diversification (Telfer & Sharpley, 2015). Tourism in Indonesia contributed 5% of the national GDP in 2019 (OECD, 2022). Therefore, the economic fall was significant when tourism activities were closed during the pandemic era. Otherwise, when tourism is well-developed, it also impacts the increase of the economy.

There are at least four significant of tourism for Indonesia as a developing country: economic development, cultural preservation and sustainability, social integration, and international positive image. Tourism has been considered a significant way to reduce poverty (Telfer & Sharpley, 2015). When the tourism potential is developing in one specific area, it is similar to empowering society. The government will provide a regulation platform to invite public and private investors. It gradually opens employment opportunities that support a decent living in society (Kronenberg, 2022). The economic circulation in the tourism industries will increase the society's wealth, which can later contribute to the increase in local income. In Indonesia's case, the national plan to develop "10 Bali Baru" (10 New Bali) since 2016 was expected to attract domestic and international tourists to visit Bali and other beautiful destinations when they come to Indonesia. The government stated that the ten tourism destination priorities range from the west to the east part of Indonesia. One of the tourism destination priorities is Lombok in West Nusa Tenggara. Since its establishment in 2017, the sports tourism infrastructure in Mandalika has contributed to the increase of local income to 69 billion Rupiah in 2022 due to small and medium enterprises' growth, employment, and economic interaction (Frederick et al., 2022).

Secondly, tourism also helps cultural preservation and sustainability in developing countries. A wise management of investment in the tourism sector can be allocated to conserving and preserving cultural heritage (Sharma & Dyer, 2012). Rejuvenating traditional values is not only for a sustainable heritage but also for promotion to tourists. At some points, wellness is promoted as a tourist attraction for those looking for authenticity. Each region has a different cultural characteristic, so cultural tourism can give a different experience for the tourists as they will not get it from any other places. In Indonesia, cultural tourism has become a primary value for promotion. As a country with cultural richness, Indonesia offers many cultural experiences to domestic and international tourists. According to an interview with the Directorate of Tourism Industries and Creative Economy, Ministry of National Planning, even Indonesians are attracted to traditional culture (Ministry of National Planning, 2023). For instance, many Indonesian people come to Bali to experience "Melukat," a ritual to cleanse both body and mind, refresh the spirit, and reduce any hostile atmosphere. Melukat can be experienced in many places throughout Bali, but the Melukat in Tirtha Empul is the most familiar. In addition, visiting Desa Penglipuran in Bali also became well-known among international tourists as they promote sustainable living in their daily activities. Desa Penglipuran has been known as the sustainable and green tourism flagship of the Indonesian Government and has been stipulated as one of the cleanest villages in the world, according to UNESCO.

Thirdly, tourism is also crucial for social integration as the domino effect of the increasing living standards among the society. Establishing tourist attractions in such areas starts with constructing the institutional mechanisms and infrastructures. This industry will escalate social consciousness to manage and promote the best of their area's uniqueness(Osinubi et al., 2023). In this case, both national and local governments will provide a development framework that includes the effort to increase human resource capacities and capabilities. Tourism industries do not rely on one specific sector but a

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complex integration from society as the closest residents in the tourism area, the government as the policymaker, and the private actors as the investors. Moreover, several academics and observers are also involved in developing the tourism sector, starting from creating the development roadmap, setting the tourism target, and managing mechanisms to ensure that the industries will sustain and significantly impact the people. We can see that social interaction can be intensified to explore these potencies.

Lastly, building a knowledgeable image and powerful national brand is crucial to present a country's uniqueness. Recently, nation branding has been an essential part of foreign policy as it has become a national government concern (Kiryluk & Glińska, 2015). In this case, promoting tourism is seen as an opportunity to create a favorable opinion of the nation to many potential visitors, such as tourists and investors (Łuczak, 2012). For some people, there is an attachment between the place they visit and its original values. Therefore, promoting tourism can also strengthen a country's international image. Many countries compete to develop their tourism potential to raise the nation's value to the world. For the Indonesian government, promoting tourism has become the main agenda of the Ministry of Tourism and Creative Economy. Through the Ministerial Strategic Plan 2020-2024, the government has the vision to build Indonesian tourism based on four principles: advanced, competitive, sustainable, and promoting local wisdom (KEMENPAREKRAF, 2020). This plan will help the local government to see, explore, and develop the tourism potential in their area. Based on the research held in 2021, many tourists come back to Indonesia and revisit the tourist destination due to 8 factors: 1) reasonable prices for tourism products; 2) local attraction based on local culture; 3) beach with attractions; 4) leisure time during travel; 5) relaxation they get when they are on vacation; 6) reputable image of the destination based on the information they get; 7) natural beauty; and 8) local people hospitality (Nurdin & Par, 2021). According to the research, Indonesia has successfully promoted its national branding through tourism as a country with good places for tourism. However, due to the global trends of sustainable tourism, how tourism can be sustained in terms of preserving natural conditions must be carefully monitored.

From the methods that have been carried out, some temporary data can be taken, such as many articles in journal articles that discuss Indonesia's public diplomacy. However, the average article talks about international activities initiated by Indonesia, such as hosting an international activity (Fitri, 2019) (Tiffany & Azmi, 2020). So far, Indonesian public diplomacy is still mostly in the form of promoting Indonesia to foreign countries, using (Rachmawati, 2017) international activities for public diplomacy, or public diplomacy in a bilateral context (Sabir, 2018) (Rachmawati, 2016) (Trisni et al., 2018). There is no specific journal article that talks about strengthening Indonesia's public diplomacy for a particular image or for a particular sector (Effendi, 2022) (Rachmawati, 2016). Looking at the documents and annual reports published by the directorate of public diplomacy of the Ministry of Foreign Affairs of the Republic of Indonesia, Indonesia's public diplomacy actually does not have a grand strategy like other countries, Australia, China, South Korea (Trisni et al., 2018). However, public diplomacy is an activity that continues and continues to be developed. Public diplomacy is also implemented in two major frameworks in Indonesia, namely the use of diplomacy to improve Indonesia's positive image in the eyes of the world (aims) and using the Indonesian public or community for diplomatic activities such as the diaspora (means). Indonesia's public diplomacy in the issued report continues to measure the positive image of the Indonesian people in various countries through the image application owned by the Ministry of Foreign Affairs (Martha, 2020). In addition, Indonesian people who are abroad are always encouraged to be actively involved in Indonesian diplomacy such as promoting Indonesia abroad, conducting various activities that are unique to Indonesia to introduce and bring other countries closer to Indonesia. So far, the Middle East region has given high value to the image of Indonesian people abroad.

Indonesia's public diplomacy continues to be developed and has specific characteristics in various sectors with various main activities that support these characteristics. In the political field, the positive image to be developed is Indonesia as a

democratic country and upholds democratic values. To support this, the Bali Democratic Forum is considered an event or activity of Indonesian public diplomacy that is able to show the image of Indonesia as a democratic country in the eyes of the world. Indonesia continues to be active as an organizer of world-class activities such as hosting the G20 and ASEAN recently to support Indonesia's image as a democracy in its public diplomacy (Angreini & Indrawati, 2020). In the field of tourism as well, from the image index run by the Ministry of Foreign Affairs to measure Indonesia's image in foreign countries, the tourism and socio-cultural sectors are the highest dimensions that people remember from Indonesia with the highest regions in the Middle East. The data results can be seen in the figure below. This suggests that Indonesia's public diplomacy must continue to be encouraged for the development of Indonesian tourism.

Figure 1 Indonesian Image In Various Dimensions And Regions (Bappenas 2023)

The figure above explains that the Middle East region is the region that most recognizes the Indonesian public or society with excellence in the tourism sector. In line with that, based on the results of interviews with the Ministry of National Development Planning of the Republic of Indonesia / Bappenas. Indonesian tourism is designed with the characteristic of providing quality tourism. This means providing a good tourist experience for visitors but still ensuring sustainable tourism both in terms of natural resources, preserving nature, and the quality of human resources prepared. There are several tourism development strategies used that are in line with Indonesia's public diplomacy such as the wonderful Indonesia campaign, the fam trip program which means using other countries' public such as influencers to come and visit Indonesia and share their tourism experiences in Indonesia. the use of diaspora for tourism and the placement of several visit Indonesia tourism officer (VITO) agents are also the main strategies in encouraging the increase of Indonesian tourism abroad.

CONCLUSION

From the results of data collection, literature study, analysis, and data triangualtion, it is concluded that in order to support Indonesian tourism, Indonesia's public diplomacy must be optimized by having a clear public diplomacy strategy plan. Indonesia already has a tourism image that wants to be developed, namely quality Indonesian tourism by upholding sustainability. The use of public in tourism promotion can come from the Indonesian diaspora and influencers or other well-known public from other countries. The main target areas for Indonesian tourism still revolve around the Middle East region.

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