

ABSTRACT

This research is to explain how the strategy of Yogyakarta Special Region government in using culture to enhance international cooperation especially in sister city, tourism, and foreign direct investment. One enacted legislation autonomy trigger various regions in Indonesia are competing to build the region's potential. As the consideration, the most potential things that Yogyakarta Special Region have is cultural potential. This cultural potential is used as a tool of diplomacy for the Yogyakarta Special Region government in achieving local development through international cooperation. From the result of the research can be known that there are three strategies used by local government that are the strategy to make Yogyakarta Special Region cultural strategy plan, the strategy to enhance and to develop Yogyakarta Special Region culture through the promotion both in the country and abroad, and the strategy of foreign cooperation in education and cultural field.

Keywords: *Cultural Diplomacy, Strategy, Government*