

ABSTRACT

This research aims to understand the efforts and strategy of Rampoe UGM in the cultural mission 2016 through means of art. In this research, the writer use cultural diplomacy concept and qualitative descriptive methods by studying primary and secondary data. The primary data are interview result with some informant and the writer's own experience. The secondary data are book, scientific journal, article, media, an internet. The result of this study show that Rampoe UGM has become a cultural diplomacy agent by means of showing art and promoting Indonesia's tourism in Malaysia, Taiwan, and Czech. Rampoe UGM also become the winner in the International Festival in Czech that affect the national interest in the foreign country and get positive appreciation from the foreign community and the Government of Indonesia.

Keywords:

Cultural diplomacy, national interest