

ABTRACT

This research aims to correlate the relation between Wonderful Indonesia as a sets program under Indonesia Government. “Wonderful Indonesia” as one of Indonesian government branding abilities to attract international attention and to ensure other parties to have a similar principle or decision, as the soft power of a country to attract and persuade. In this study, the image of Indonesia will be identified to strengthen the tourism destination branding as well as increasing the number of inbound tourists to Indonesia. How cultural diplomacy serves as the primary instrument in the “Wonderful Indonesia” promotion. Therefore, the purpose of this research is to classify image attribute by using “Wonderful Indonesia” to build Indonesia among international society through destination branding as the part other success of Indonesia government in boosting the Indonesian development.

Keyword: Wonderful Indonesia, Cultural Diplomacy, Multi-Track diplomacy, Destination brandin