CHAPTER I
INTRODUCTION

A.   Background

Indonesia is a country with many islands in Southeast Asia, located between the Indian and the Pacific oceans. Indonesia ranges from Sabang until Merauke in Papua with nearly 13,500 islands under its jurisdiction. Indonesia is made up of thousands of large and small islands, which are connected by straits and seas. The richness of Indonesia is shown by one of many facts that there are 719 living languages spoken across the archipelago. Indonesia is a multicultural country. This can be seen from Indonesia's diverse sociocultural and geographic conditions. Numerous ethnicities, cultures, and religions make Indonesia become plural and heterogeneous nation. The slogan *"Bhinneka Tunggal Ika"* indicates the plurality and heterogeneity reflected in Indonesia nation *Bhinneka Tunggal Ika*." Multiculturalism can be an asset to Indonesia.

The main factors encouraging multiculturalism are historical background, geographical conditions, and openness to outside cultures. This is especially applicable to Indonesia with its enormous cultures and diversities and complexities.

The rapid of the rate of globalization has made multiculturalism to be an essential component of a country's progress. A nation that places considerable stress on the idea of development, including multiculturalism will develop[1]. As a multicultural country, Indonesia put greater emphasis on the potential sector in tourism development.

Tourism has been identified as one of the largest global industries in the developing world. Tourism has been one of the essential means of building a relationship with other countries and to know their characteristics. Therefore, the tourism industry has been one of the main priorities for many countries. Tourism industry provides many positive impacts on the nation. It becomes a significant income source for the

[1]Sofyan D. 2017 Essay quickly: The Jakarta Post

country due to the income generated by tourists' spending on goods and services, taxes levied on businesses in tourism industry and the availability of employment opportunity in service industries associated with tourism, including transportation service such as cruise ships and taxis, accommodation such as hotels, restaurants, bars and entertainment venues and other services as spas and resorts.

Considering potential tourism objects of the country including natural attraction, heritage buildings, historical sites, and cultural attractions, as an archipelago, Indonesia composes of islands keeping untold treasures in its diversity of cultures, where various tribes live in harmony and peace, and there are also landscapes and cities with its tourism potentials.

In 1969 the number of tourist visits to Indonesia reached 86,000 tourists[2]. This was addressed by planning a toursim development master for the first time in Indonesia with Bali Island as its center. The government conducted such an effort through the establishment of the Bali Tourist Development Corporation (BTDC) in 1970.

The Indonesian tourism campaign was formally marked by the launch of the first "Visit Indonesia Year (VIY) in 1991 along with the issuance of Tourism Law No.9 of 1990. Through VIY in 1991, foreign tourists who came to Indonesia amounted to2,6 million with a total foreign exchange of USD 2.5 billion.

In 2000 Indonesia tourism recorded the highest average length of stay of foreign tourist, amount to 12.26 days with the number of tourist visiting 5.064.217[3].

In 2002, Bali was rocked by bombs killing foreign tourists. This bombing caused a drastic reduction of tourisst in Bali frin 156,923 to 86,901 and reduced comulatively the number of foreign tourist visiting Indonesia by 0,21%[4]. Bombing attacks claimed hundreds of lives from several countries in the world. . Indonesia showed less good images

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[2] Jafari 2000, Encyclopedia of Tourism. USA.:Routledge
[3] Kemenbudpar 2010
[4] ibid

regarding economic crisis, the Bali Bombing, and JW Marriot bombing. This, in turn led to a decrease in investment and the number of visits to Indonesia

The Culture and Tourism Ministry started to promote new tourism branding in Indonesia. In 2004, Indonesia adopted "Ultimate in Diversity" as the tourism branding. The launching was held in International Tourist Bureau (ITB) in Berlin. "Ultimate in Diversity" replaced the previous three years slogan. According to the Culture and Tourism Ministry, the "Ultimate in Diversity" has been interpreted as the hundreds of dialects, ethics, and customs that Indonesia possesses. Fabulous beaches, serene mountains, numerous waterfalls, relics from the past, beautiful marine life are ready to offer. Indonesia has them all. Visitors will find Indonesia according to their interest, as there is a place of interest for everyone from time to time.

At that time, the "Ultimate in Diversity" was less promoted because Indonesia was in the crisis. As a tourism product, Indonesia was less capable of becoming a brand. With US$10 million in cost and additional budget, the "Ultimate in Diversity" was officially launched. But in fact, this new tourism brand was not supported by any media promotion. The Ministry of Tourism targeted 5.1 million visitors with US$ 5.15 million of foreign exchange in 2004. Meanwhile, in 2005 it was expected that there was 5.3 million foreign tourist visit with the international trade of US$ 5.25 million. In 2003, tourist visits only reached 3.69 million with the foreign trade amounted to the US $ 3.33 million.

Indonesia tourism nowadays is growing, especially in cultural tourism development. Tourism development, necessarily, is an attempt to develop and exploit the potential of the region as the objects and tourist attraction. Based on the latest data from Indonesian *Biro Pusat Statistik* (National Statistics Agency), a total of 5.36 million foreigners went on holiday in the world largest archipelago during the first five months of 2017, increasing of 20.9 percent from foreign visitor arrivals in the same period one year earlier. Also, the

recent visits of Saudi Arabia's King Salman bin Abdul Aziz Al Saud and former US president Barack Obama can attract tourists to visit Indonesia. Based on the report of The World Travel & Tourism Council (WWTC), Indonesia is a country with the highest rate of growth in tourism among the G20-country members because these images are often so aggressively promoted.

In 2014, Through the Ministry of Tourism and Creative Economy, the Republic of Indonesia promoted Indonesia tourism as the tourist destination to foreign countries with *its* "Wonderful Indonesia" brand. "Wonderful Indonesia" and "Pesona Indonesia" programs are confirmed as the new branding of Indonesia tourism based on the Decision of the Minister of Tourism Republic Indonesia number KM.03/UM.001/MP/2014 about "Wonderful Indonesia" logo. In the perspective of the Indonesian government, "Wonderful Indonesia" brand serves as the symbol that Indonesia is ready to become a destination for international tourism market. The aim of the promotion branding itself is to bring positive branding that will attract foreign people around the world to visit Indonesia. Indonesian government hopes that this program will create awareness to the tourism sector to remain competitive. The Indonesian government also enriches the image of the country by adding supporting factors including diving, sports, health and beauty tourism, culture tourism, ecotourism, marine tourism and also shopping tourism. Branding, therefore, is one of the strategies to promote tourism destination.

The tourism industry is one of the government's priority industries with its ample growth. The Head of Indonesia's National Statistics Board, Suharyanto confirmed that international visits to Indonesia from January to June 2017 increased 22.4%, reaching a total of 6.48 million visitors, up from the 5.29 million in 2016 from year to year[5]. While the visits in June 2017 jumped at 31.6% reaching 1.13 million

[5] Lewat tema warm destination, Promosikan Wonderful Indonesia di Inggris 2018

visitors, compared to 857.650 visitors in June 2016. Suharyanto also specified that of the 1.13 million international visits to Indonesia in June 2017, the most significant share came from the top of markets of China (14.19%) followed by Singapore (11.66%), Australia (9.57%), Malaysia (8.13%) and India (4.51%)[6].

Tourism provides an enormous impact in Indonesia. Beside that Indonesia tourism has contributed significantly to the economic development, it also rebuilds a high standard of living. Tourism can also boost the economic growth by providing foreign currency receipts for financing in purchasing essential import goods, increase local income, and employment opportunities. Tourism industry can stimulate investment with many investors flock visiting Indonesia to develop tourism. Also, government revenues from the tax increase. Significant tax revenue provides an excellent opportunity for the government to build supporting economic infrastructure.

Hitherto, the concept of tourism destination branding is promoted in Indonesia. Due to the increasing competition in the tourism industry, the Indonesia government realizes that destination branding is essential to obtain competitive advantages by improving the image of Indonesia as a tourism destination.

As one of those included in the social domain, International Studies serves as the basis of broader knowledge including diplomacy studies. In international society, diplomacy serves as one of the approaches that are most often done by countries because it is considered as more useful to achieve the national interest cotmpared to other ways. There is any various diplomacy form including cultural diplomacy[7]. Using cultural diplomacy is considered as useful to achieve the

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[6] ibid

[7] Tulus Warsito dan Wahyuni Kartikasari, *Diplomasi Kebudayaan: Konsep dan Relevansi bag Negara berkembang. Studi Kasus Indonesia* Yogyakarta: Ombak. 2007 p. 27

interest of countries because there is conduct peacefully carried out without coercion or oppression among other sides[8.]

To rebuild tourism image towards other countries, Indonesia adopts cultural diplomacy to achieve its national interest. Cultural diplomacy is the work of maintaining good relations with other countries. Cultural diplomacy serves as potential media because the society as a whole can participate in it. Cultural diplomacy involves micro aspects, as the manifestated of education, art, knowledge, tourism, and sport and it becomes a national mission to achieve its national interest in international society.

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 of the success of Indonesia government in boosting the Indonesian development.

B.   Research Question

Based on the background of the problem described above, a research question is made: *How Indonesia government implement "Wonderful Indonesia" to increase tourism industry benefits?*

C.   Theoritical Framework

To answer the research question, the theory is used, and it is expected to clearly explain "Wonderful Indonesia*"* as the one of Indonesian tourism brand for promoting Indonesia tourism.

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[8] Koentjaraningrat, Pengantar Ilmu Anthropology Jakarta: PT Rineka Cipta, 1990 p.181

1. Cultural Diplomacy

Diplomacy becomes a powerful tool for improving the image of a country with other countries including Indonesia. Indonesia utilizes diplomacy as an instrument to make decisions for the existing policies and the policies achieved.

Diplomacy is then introduced in other methods which involve cultural values known as cultural diplomacy. Cultural diplomacy is considered a way to open international bridges and interactions, to identify networks and domain within national and cultural boundaries.

The definition of cultural diplomacy used by the American scholar Milton Cummings brings together many of these components. Cummings defines cultural diplomacy as:

> "The exchange of ideas, information, art and other aspects of culture among nations and their peoples in order to foster mutual understanding which can also be more of a one way street than a two-way exchange, as when one nation concentrates its efforts on promoting the national language, explaining its policies and point of view or "telling its story" to the rest of the world"[9]

The term of Cultural diplomacy defined as the primary example of 'soft power,' the ability to persuade through culture, value, and ideas as opposed to 'hard power,' which conquers or coerces through military might[10]. From this perspective, cultural diplomacy is part and parcel of foreign affairs and international relations, and ultimately it is about nothing less than the

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[9] Cummings M. C. Cultural Diplomacy and the United States Government: A Survey, 2003

[10] Nye, Soft Power 2004

"the means to success in world politics"[11]. The cultural diplomacy of Indonesia aims at performing dialogue, understanding and building mutual trust among people at the international level and securing peace and stability among nations.

One of the alternatives used to realize cultural diplomacy is tourism. Tourism has significant potential with its "Wonderful Indonesia" program that can change international community view and bring positive image towards other countries. How culture assists the operation of the state to combat stereotyping, increases mutual understanding and develops national image and reputation, crossing the border of relationship[12]. Indonesia tends to focus on promoting the ideas and values to other countries. As a multicultural country, many differences and diversities that Indonesia possesses, such as languages, races, tribes, and religions even cultures.

Culture provides a set of symbolic materials and resources to tourism. Many places have enchanted the interest and the curiosity of the tourists; tour operators demonstrate that they can package even the most remote (or dangerous) location, also contribute for the process of internationalization of destination[13]. Also, the role of the Indonesian government who is involved in organizing the activities and the targets are aspects that contribute to building the cultural diplomacy.

In macro concept, cultural diplomacy is the linchpin of public diplomacy for it is in the cultural activities the national idea is best represented, including the sectors of ideology, technology, politic, economy,

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[11] *Ibid*

[12] Stanijuanita Marantika, Izza Firdausi, Zein Nidaulhaq Firdaus, Rifqah Sajidah, The Analysis of Indonesia Cultural Diplomacy Through Angklung In Strengthening National 2017

[13] M.F.Lanfant, 1980. Introduction: tourism in the process of internationalization

military, social, art and others at international level. In the communication process, the exhibition becomes one of the cultural diplomacy forms. The show is an organized presentation and a display of selected items. Therefore, it is possible to create a positive image of Indonesia at the international level. To promote Indonesian tourism, Indonesia government recently has participated in the Asia-Pacific Incentives and Meetings Expo (AIME) in Melbourne, Australia. "Wonderful Indonesia" will occupy with a focus on MICE travel atmosphere equipped with pictures representing Indonesia destinations.

The rapid advance of social media has boosted the demands of the networked society and sharply reposed tourism industry. Building a national image is conducted through marketing strategies; among others, it is done by combining the complex elements of new marketing approaches related to the wish, desire, and needs of the visitors. All of these are engineered with brilliant messages and the use of design, photography, and copywriting that ultimately connects to the visitors' emotions and their desire for unique experiences in life as the destination branding.

It is essential for countries to understand how other publics around the world sees them. How their achievements and their failures, their assets and liabilities, their people and products are reflected in their brand images[14]. "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.

Whereas to rebuild its national branding, structural and cultural, social and political aspects are combined with product and services marketing

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[14] Dinnie, 2008, Nation Branding concepts, issues, branding

technique and good visual communication as industry creative. The Indonesian government has utilized mass media communication including advertising, merchandising, public relations and sales promotion in travel exhibition. Indonesia has participated in several tourism exhibitions; among others, those were held in Singapore, India, United States, Germany, Malaysia, Hongkong, Australia, Shanghai, and New Zealand, also in several tourism exhibitions held in Africa and the Middle East.

Indonesia is one of the countries in the world using the public diplomacy as the target. Indonesia often held socialization, public lecture, open house, and visits to reach the private public.

How images electronic devices are taking on the role of communication. To promote its branding, Indonesia utilizes media published on *Google, Youtube, TripAdvisor*, and *Baidu*, as well as printed media advertisements on the US magazine *US Travel & Leisure*, the Malaysian Airlines magazine *Going Places* and the Singapore Airlines magazine *Krisworld*. In Annual Press Statement of the Foreign Ministry office, the RI Foreign Minister, Retno LP Marsudi specifically stated that the role of the media is seen as an essential and strategic partner for the implementation of foreign policy. The achievements and performance of diplomacy are well documented, factual and balanced through the partnership. Therefore, information is proved to be a factor that plays an important role to determine the success or failure of diplomacy in the era of global politics that is heavily influenced by advances in information technology and transportation.

2. Multi-Track Diplomacy

Diplomacy as some experts study and define refers to communication concept among countries at global political level, in which the emergence of diplomacy itself emerges from the desire of the global

community to develop a harmonious and peaceful world order.

In understanding diplomacy, numerous elements and methods that must be explored to develop a comprehensive and factual understanding. Each part plays a different role in their respective fields to create peace. Too many branches and sub-fields that have emerged and developed in relation with the practical study and development of diplomacy; one of them is Multi-Track Diplomacy.
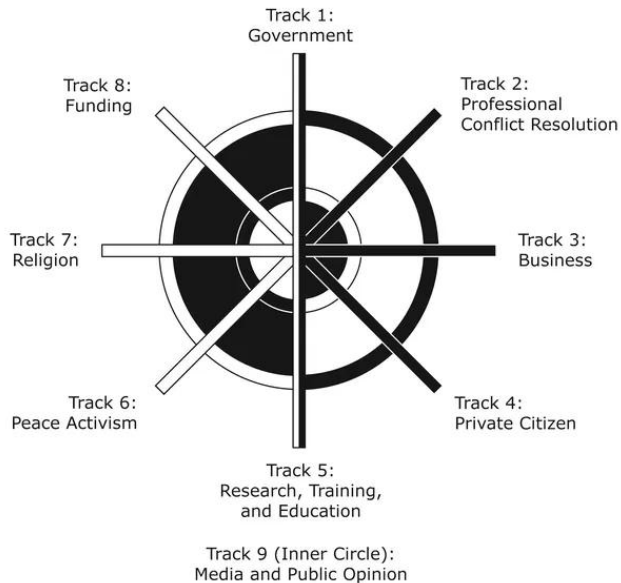
Multi-track diplomacy is a concept developed and put into practice by Louise Diamond and John W.McDonald. The idea is an expansion of the original distinction made by Joseph Montville in 1982, i.e., between track one (official governmental action) and track two (non-governmental movement) approaches to conflict resolutions. Multi-track diplomacy promotes the role of non-state actors in diplomatic theory. This concept considers an alternative way of doing diplomacy.

According to Diamond and McDonald, multi-track diplomacy system aims to create the world as a safer place; however, it requires the contribution of each component. Peace often merely is considered as a term that is ratified by the elite at a surface level, but, within the community, the potential conflict still exists, even it's far from peace. Hence, the so-called "negative peace" is created to state the absence of war, while the "positive peace" refers to social, economic, environmental, human rights and development issues. In their theory, Diamond and McDonald emphasize the function of the multitrack diplomacy; it is to create a sustainable peace because each element in the world plays a significant role to establish the relationship of peacemaking, peace-building, and peace-keeping roles.

The multitrack diagram is proudly served as a logo for the Institute. It visually represents the ideas,

beliefs, and commitments of the organization. The eight points of the diagram stand for each track of diplomacy with the inner circle that represents public opinion and communication (ninth track) and ties all the records together, the way the power of communication helps integrate society.

Figure 1.1
The Nine Tracks of Multitrack Diplomacy

Track 1:
Government

Track 8:
Funding

Track 2:
Professional
Conflict Resolution

Track 7:
Religion

Track 3:
Business

Track 6:
Peace Activism

Track 4:
Private Citizen

Track 5:
Research, Training,
and Education

Track 9 (Inner Circle):
Media and Public Opinion

Source: What is Multitrack Diplomacy, Louise
Diamond, John W. McDonald

Louise Diamond and John W. McDonald categorize the levels of diplomacy in Multitrack Diplomacy into 9 (nine) tracks, namely Government, Non-Government, Business, Private Citizen, Research/Training/Education, Peace Activism, Religion, Funding, and Media.

The first track refers to the government as a peace builder through diplomacy. In this track there are three main characteristics; firstly, the government serves as an official body with authority to be responsible for peace. The first characteristic is that diplomacy is a means to conduct peacekeeping activities at government level because good understanding among countries is

required in performing negotiation or dealing with crises and conflicts. The second characteristic refers to that the government has the power to build peace, particularly in cases of high politics since energy is required in policy formulation. The underlying assumption of international diplomacy concerns with the existence of relative power. With political power, a country can control resources, to make the intervention and even to influence other nations. Third, then in such a process, the government serves as a means of power. The disadvantage of the government track is that, first, the government may do arbitrary actions due to the different levels of power that each country has. Power can suppress underlying issues of weaker parties, thereby undermining the sustainability of a peace agreement. The advantage concerns with the government may perform rapid resource mobilization to support its political policies.

The second path is non-government or professional as a peacemaker in conflict resolution. It is the realm of attempting non-governmental action professionals to analyze, prevent, resolve, and manage international conflicts by non-state actors. The second track aims to carry out conflict resolution by increasing communication, understanding, and collaboration to solve problems. The weakness of this track is risk-prone since it is not regulated correctly while its advantages can creatively develop concrete solutions that the government are not able to perform.

The third path concerns with business as a peace builder through commercial marketing or trading. The primary task of business in peace is not only to gain profit, instead build relationships and to create a track for communication and actions. This is the field of business and its actual and potential effects on peace-building through the provision of economic opportunities, international friendship, and

understanding, informal channels of communication, and support for other peace building activities.

Business track assumes that international business can provide mutual positive impacts and benefits. This is because, without peace, commercial activity is not able to well run; on the other hand, a good economy in all settings can build peace. Business in this track is utilized as a means for international political policy because companies can cover a wide range of aspects ranging from MNCs, states, individuals and small businesses that are all sustainable. The disadvantage of this track is the opportunity for humanitarian exploitation in achieving its advantages. Its advantage involves increasing the welfare of state and society through economic development.

The fourth track is the private citizen as a peace builder through the personal approach. Private citizens consist of various organizations directly dealing with international relations. This track assumes that every individual is unique; all individuals are peacekeepers and have a responsibility to change the world, and power is not only treated for decision-makers, but also for those from lower classes. In their theory, Diamond and McDonald divide this track into five types of non-governmental organizations, namely, public diplomacy or exchange program, development program or private voluntary, special interest groups or advocacy, professional interest group and democratic development institution. However, there is also diplomacy that individuals perform beyond the formal organization. This track system was initially carried out by the middle-class community to expert; yet, this track has a challenge regarding the abundant varieties of individuals in the particular community.

The fifth track involves research, training, and education as a peace builder through learning. This component of education aims to distribute information

concerning peace and conflict issues until the decision-making process and its implications. Through learning, the problem-solving capability will also improve. There are two forms of activities of fifth track implementation, i.e., educational institutions and think tanks involving various researches and analyses. Educational institutions make knowledge as the principal value, and it serves as the active component in creating intellectual generations that focus on curriculum development, classroom education for students consisting of several concentrations in science fields. Think tanks include various items in researches and analyses whose results are published through reports, news, journals, article books, etc. All elements of this track divide the objectives by improving the learning on the idealistic, optimistic human life and different information.

The sixth track involves activists. This group plays a role in changes in institutional or political attitudes and policies. According to Diamond and McDonald, society believes that moral obligation to fight injustice may support the security and truth of the oppressed. Activity is a mass movement with its criticism of the policies that are considered immoral and unjust. Activists also involve transnational organizations or individuals who influence specific issues. The activities of the activists compose of the process, education, advocacy, organization, assistance, and being witnesses. With such events, activists can influence public opinion and decision makers. It is, therefore, activists are often referred to as politically correct.

The seventh track is religion as the peace builder through truth. Religious community tries to bring moral law through the principle of God as the One who unifies peace on Earth. Decision makers usually bring religious elements for reasons of order in policy making because religion has a high level of cooperation and a positive response to a request. The values embedded in this track

include spiritual truth, social action, and justice with activities including elite and public education, discussion, and conflict mediation. The religious tract is considered to bring high awareness to all beliefs over the world since all religions believe that violence is a sin.

The eight-track is funding. Peace is built through the provision of resources. The underlying assumption of this track is that the prosperous community has the responsibility and opportunity to wisely contribute to the use of funds in supporting specific projects. Funding spent includes educational and research funding covering public security and public policy issues. However, small institutions or family foundations even individuals tend to fund their programs that attract their interests in the form of funds, facilities, or human resources. Foundation has specific procedures in receiving funds, involving the processes to send application letters, proposals, formal or informal applications, even it is carried out by internal staffs.

The ninth track refers to communication and media. Peace is built through information with its various forms including printed, electronic, visual media that may influence the public on the issues of peace, conflict resolution, and international relations. The media can build a public opinion that can be freely and securely accessed within the community, and they may provide impacts on the government as the decision maker. There are three categories of communication, including news reports, educational media, and electronic communication media. With the most recent prompt technological advancements, convenience is provided for the public to understand the certain conditions or issues.

The diplomatic efforts that Indonesia has made in increasing Indonesia tourism at international level involve track one (government), track two (non-

government), track three (business), track four (private citizen), track five (research/ training/education) and track nine (media).

In practice, Indonesia has utilized government channels in national tourism development. Under the administration of President Joko Widodo, Indonesia has actively performed diplomatic methods through the visits to several countries in the world; and one of which is Australia.

In the second track, the involvement of non-government organizations is highly influential in developing Indonesian tourism. NGOs and IGP groups in Indonesia carry out specific plans. Through the collaboration with international foundation, the international-level festival was performed in Qatar as the part of the promotional efforts on Indonesian tourism.

In the third track, a business track is adopted as a means to conduct Indonesian diplomacy. The Indonesian Ministry of Tourism through "Wonderful Indonesia" branding has in association with business entities involving several countries in the world under business context to discuss benefits in facilitating Indonesian tourism industry.

The fourth track refers to that Indonesia performs a cultural exchange program that allows individual actors to play a role in diplomacy activities. A music festival was held in Australia in which several musicians from Indonesia participated, and it was considered as an active track to promote Indonesian tourism.

The fifth track is conducted through research and education. In 2015 Indonesia succeeded in holding an international event in Ubud, Bali. This event becomes one of the cultural studies that introduce Indonesia to the global communities.

The last track is performed through communication media. Indonesia has actively carried out collaboration with international media, and one of which is Google to perform diplomatic activities. Through mass media, Indonesian industries have a proper place to enrich public knowledge and promote tourism, leading to the rising contribution to Indonesian social and economic improvement.

3.   Destination Branding

The term destination branding is frequently associated with the act of creating favorable images of countries through marketing communications. However, little evidence suggests this is possible. The image refers to how something is perceived. Thus, the picture is a set of beliefs, ideas, and impressions possessed by someone to the object[15].   According to Hermawan Kertajaya, promoting a destination is an act of designing an area to be able to fulfill costumers. Strategic Place Triangle is a grand design of a strategy to improve the target. Not only place, but destination and city can also be utilized as a brand, presently countries around the world are competing to attract tourists through a strategy, known as nation branding. According to Hermawan Kertajaya, Strategic Place Triangle consists of positioning, differentiation, and brand.

In marketing a destination, Simon Anholt reveals that the brand of a country serves as the part of nation branding. Nation branding is a complex reality for some nations by summarizing culture, history, society, the government in an image and logo that will provide positioning and differentiation from the brand.

Cultural resources serve to attract tourists through well-planned   design.   During   the   process   of interpretation,   selecting and designing or "packaging" are involved in making them be a product. "Stories"

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[15] Amstrong, 2004, Principles of Marketing, 105h Edition

and "storytelling" of making a "brand" are also involved during that process. To this end, the Indonesian government encourages the cultural promotion efforts under the "Wonderful Indonesia" brand.

The nation branding aims to create a reputation as a country in international perspective that can deliver a positive image of the country. When the positive model of a nation has been built at the international level, tourists will be attracted to visit the country. "Wonderful Indonesia" aims to be an invitation to explore Indonesia, besides, to explain the natural beauty of Indonesia and its culturally-friendly people. Further, the importance of nation branding through culture is inevitably true since the cultural diplomacy affects nation branding to enhance the nation's soft power[16].

The brand is most important in the process of selecting destination and tourism in addition to product and service. As the implication, the brand has just been just a goods package for consumers since it is expected that the emotional attraction of the destination and tourism plays an important role. The Indonesian Minister of Tourism, Arief Yahya recognizes the importance of converting the traditional into digital tourism.

Since branding has served as a symbol, logo, and design can be considered as the main component of branding. The branding symbols may include the name, logo, and trademark or package design as the representation of the product, services or destination. Brand turns out to be the most important factor to attract tourists who need to discover to be right about the goal they believe. The "Wonderful Indonesia" design is adapted from the symbol of the country, i.e., the *Garuda* bird. The "Wonderful Indonesia" logo style that emphasizes flexibility through a meaningful image of

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[16] Kim, The influence of Nation brand

no angle balance symbolizing the harmony of humans living on earth as well as sustainable tourism.

"Wonderful Indonesia" was launched in 2011. Such branding also refers to the three main aspects, namely: cultural, natural and creative. All the three elements display the image of Indonesian nature as the most beautiful place in the planet with its enchanting natural beauties of under the sea places, beaches, mountains, forests and biodiversities from Sabang to Merauke and from Miangas to Rote.

Indonesia also has the most massive and various cultures, tribes, languages, traditions, and customs. While the creative industries represent the human creativity of Indonesian people that can perform multiple attractions, until the international arena.

Traditionally, the responsibility of the brand manager concerns with its packaging, advertising, and strategies. At the same time, it also deals with the emotional power of travel as initial experience to develop the tourism industry. In the "Wonderful Indonesia" program, Indonesia government has been promoting several destination brandings, including *Colorful Medan*, *Wonderful Riau Island*, *Enjoy Jakarta*, *Stunning Bandung*, *Java Cultural Wonders*, *Majestic Banyuwangi*, *Bali the Island of Gods*, *Friendly Lombok*, *Explore Makassar*, and *Coral Wonders* for Bunaken, Wakatobi and Raja Ampat. These will facilitate tourists to visit such destinations, to enjoy the facilities, from accommodations to world-class attractions in the tourism objects.

Soft power can be viewed as a by-product of nation branding, potentially to attain leverage in their interactions. As the Indonesian government has adopted the strategy for the "Wonderful Indonesia" brand as soft power, citizen participation as one of the 'products' can be effectively adapted to utilize Global perception.

The Indonesian government is the leading media of communication; hence, it keeps control of information and provides influence on soft power. The flowering press has led the government to compete with other media resources to share various information.

D.   Hypothesis

Based on the theoretical framework discussed, a short conclusion is drawn that under Indonesia government "Wonderful Indonesia" uses cultural and multi-track diplomacy to increase tourism industry benefits.

E.   Outline

This study is expected to explain the significance of "Wonderful Indonesia" as Indonesia's tourism branding. To accurately define the objective of this research to be well understood by the readers' theories and concepts will be used. To collect data, library research will be carried out through secondary data collection from libraries, books, journals, articles, print media, electronic media and websites, and processed into data classification, and then compiled, analyzed and summarized based on the research**.**

F.   Organization of Writing

To write this study into a systematic thesis, the thesis will be divided into chapters that are exclusively inter-related, like the following:

Chapter I: This chapter explains introduction consisting of the Background of the Issue, Research Question, Theoretical Framework, Hypothesis, Methodology of Research, and Organization of Writing.

Chapter II: This chapter describes the background of tourism development in Indonesia.

Chapter III: This chapter describes the social and economic roles of tourism development in Indonesia.

Chapter IV: In this chapter, cultural diplomacy practices and destination branding is described to develop Indonesian tourism.

Chapter V: This chapter is the conclusion from the first until the fourth chapters completed with facts and arguments used in this writing.