

CHAPTER IV

WONDERFUL INDONESIA MEANS TO INCREASE A NEW LEVEL OF JOB OPPORTUNITIES AND ECONOMIC GROWTH

The previous chapter explained the background and the role of social and economic Indonesian tourism in general. This chapter describes the correlation between the concept of cultural diplomacy and destination branding that Indonesia has conducted. This chapter also describes the steps and efforts that Indonesia performs to promote Indonesian tourism through “Wonderful Indonesia” as the practices of cultural diplomacy and destination branding.

A. Cultural Diplomacy in the “Wonderful Indonesia” Campaign

There are several definitions concerning cultural diplomacy. In general, according to Tulus Warsito and Wahyuni Kartikasari in his book on cultural diplomacy, cultural diplomacy is an effort to struggle for national interests through cultural dimensions, both at micro level including education, science, sports and arts, or a macro level that is in line with its main characteristics, for example propaganda and others⁴⁵.

In general, cultural diplomacy according to Myung-Sib Kim, it is said that cultural diplomacy is a strategy of national interest in foreign policy which is chosen based on cultural interests. It is emphasized that due to the involvement of various actors in cultural diplomacy including government institutions, non-governmental institutions, and individuals, diplomatic coverage, hence, turns out to be very broad. Then, in the implementation of Indonesian cultural diplomacy, President Joko Widodo has included the missions integrated into the 9 Government priority agenda called NAWACITA. In

⁴⁵ Tulus Warsito, Wahyuni Kartikasari, 2007. *Diplomasi Kebudayaan Konsep dan Relevansi Bagi Negara Berkembang*. Yogyakarta; Ombak.

NAWACITA, the 2015-2019 government's priority agenda in tourism is on the sixth agenda, like the following:

"Increasing people's productivity and competitiveness at international markets so that the Indonesian people can develop and rise together with other Asian nations."

Diplomacy is one way to achieve national interests. Cultural diplomacy is the primary example of soft power. Culture, particularly attracting other people, refers to one of the critical sources of soft power⁴⁶. Cultural diplomacy offers something that cannot be provided by political, economic diplomacy and in specific by military diplomacy. It refers to an ability to convince others through culture, values, and ideas and not through violence using the military, political and economic power. To achieve the national goals, President Joko Widodo's Cabinet has placed development priorities through tourism.

The success of conducting diplomacy is determined by the dimensions of power or influence, either hard power or soft power, that the state possesses. Hard power is a tangible force to influence, such as military, geography, and economy. While soft power that Joseph Nye popularizes originates from "cultural attraction, ideology, and international institute" and it is assumed to be "the ability of a state to get other countries to want what is want" and " the ability to get what you want through attraction rather than coercion or payment." This method of diplomacy does not require a stick (coercion), or carrots (lure) to move someone to obey our direction. The Indonesian government is currently encouraging soft power diplomacy efforts in tourism. With its geo-strategic position and natural potentials, Indonesia potentially becomes a regional or global leader who is shown by "has hitherto been determined by its large population, geographical position and it's economical."

⁴⁶ Nye, Joseph S. 2011. *Soft Power: The Means to Success in World Politics*

The objectives of excellent or effective diplomacy are to ensure the maximum profit of the country. The foremost importance seems to be security maintenance. However, in addition to vital consideration about national security, there are other necessary objectives, including boosting the economy, trade and commercial interests, protecting the citizens in other countries, developing culture and ideology, increasing national prestige, building a friendship with other nations. This goal can broadly be divided into four: political, economic, cultural and ideological. In the RI Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for sustainable tourism destinations. The Guidelines contain criteria and indicators in the management of sustainable tourism destinations, economic optimization for local communities, optimization of cultural preservation for the city and visitors and optimization of environmental conservation.

Indonesian government through the Ministry of Tourism has carried out efforts to use the “Wonderful Indonesia” brand as a forum for cultural diplomacy in tourism. “Wonderful Indonesia” has an interest in socializing culture, art, the image of national values and policies to achieve the domestic benefits through programs with no use of coercion, i.e., using soft power approaches such as exhibition, art performance, seminar, etc. About the NAWACITA program in tourism, Indonesia struggles to improve competitiveness by utilizing tourism potentials and at the same time providing excellent opportunities for the national economic growth.

There are several concepts in cultural diplomacy as seen in the following table⁴⁷:

⁴⁷ Tulus Warsito, Wahyuni Kartikasari, 2007. *Diplomasi Kebudayaan Konsep dan Relevansi Bagi Negara Berkembang*. Yogyakarta; Ombak.

Table 4.1
Relation between situation, form, objective, and facility of
cultural diplomacy

Situation	Form	Objective	Facility
Peace	<ul style="list-style-type: none"> • exhibition • competition • negotiation • expert/study exchange • conference 	<ul style="list-style-type: none"> • acknowledgment • hegemony • friendship • adaptation 	<ul style="list-style-type: none"> • tourism • sports • education • business/trading • arts
Crisis	<ul style="list-style-type: none"> • propaganda • mission exchange • negotiation 	<ul style="list-style-type: none"> • persuasion • adaptation • threat 	<ul style="list-style-type: none"> • politic • diplomacy • higher level mission • public opinion
Conflict	<ul style="list-style-type: none"> • terror • penetration • mission exchange • boycott • negotiation 	<ul style="list-style-type: none"> • threat • subversion • persuasion • acknowledgment 	<ul style="list-style-type: none"> • public opinion • business • paramilitary • official forum of the third party
War	<ul style="list-style-type: none"> • competition • terror • penetration • propaganda • embargo • boycott 	<ul style="list-style-type: none"> • domination • hegemony • threat • subversion • acknowledgment • conquest 	<ul style="list-style-type: none"> • military • paramilitary • smuggling • public opinion • business • consumptive item supply (including weapon)

Source: *Diplomasi kebudayaan: konsep dan relevansi bagi negara berkembang studi kasus Indonesia* (Cultural Diplomacy: Concept and Relevance for Developing Countries - A Case Study in Indonesia): Ombak

There are five forms of cultural diplomacy carried out peacefully, including:

- 1) The exhibition is exposition performed to display the concepts or works of arts, science, technology, and social values or ideology of a nation to other nations;
- 2) Competition is a rivalry effort in a positive sense, such as sports, beauty contests or scientific competency contest, and so forth;
- 3) Negotiation is the art of communication that is conducted to achieve individual interests;
- 4) Expert/study exchange;
- 5) Conferences refer to meetings or to perform negotiation or exchange opinions on problems faced together.

Based on the table above one form of cultural commemoration in a peaceful situation is an exhibition. Exhibition or also called an exhibition can be done by displaying concepts or works of art, science, technology and social values or ideology of a nation to other nations.⁴⁸ Whereas exhibition means that each country is considered to have a desire even almost as a symbol to demonstrate certain qualities that it possesses so that in turn the national image concerned can be provided with high honor. Exhibitions can be carried out overseas or in the country (one country) and many countries. Everyday reality proves that through exhibitions recognition can be achieved and related to the national interests through trade, tourism, education and others⁴⁹.

Based on the explanation above, the cultural diplomacy through “Wonderful Indonesia” can be echoed as cultural diplomacy using exhibition facilities. One of the exhibitions was held at the Consulate General of the Republic of Indonesia in Germany, 22-26 February 2017. Around 1,300

⁴⁸ Ibid

⁴⁹ Ibid

exhibitors from 65 countries attended the exhibition. Also, to promote tourist destinations and provide booth information, Indonesia also attempted to display “*a little experience of Wonderful Indonesia*” by allowing visitors to try Indonesian snacks, such as cassava chips, Melinjo chips, and distinct Sumatra coffee. The Indonesian Booth also organized Indonesian art and cultural performances through *Belibis* dance and *Serampang Dua Belas* dance. During the five-day exhibition, the Indonesian booth was visited by more than 1,800 people⁵⁰. The cultural art performance was the collaboration between the Frankfurt Consulate General of the Republic of Indonesia and the Indonesian Diaspora in Munich, i.e., a member of the Swadaya (Self-help) Organization. The visitors, participants, and participants could see the original Indonesian cultures and used to introduce themselves and to promote Indonesian lifestyles for visiting or traveling to Indonesia.

B. The Important Role of Multi-Track Diplomacy Strategy to Promote Indonesian Tourism

Multitrack diplomacy provides more opportunities and advantages in activities to increase tourism numbers to the whole world because it creates peacebuilding through soft power by using the role of the media business in other countries. Multitrack diplomacy is a conceptual framework in looking at the process of embodying international peace as a living system. Everything is built in an inter-related network of individual activities, institutions, and communities that work together for one purpose, namely world peace⁵¹.

“Wonderful Indonesia”’s branding, Indonesia wants to rebuild a positive image from all over the world. This tourism policy is also a national campaign to lead Indonesian citizens to move forward, where previously Indonesian image declined

⁵⁰ Sulistyorini D, 2017. Wonderful Indonesia Tarik Minat Berwisata Publik Jerman

⁵¹ Wehnrening, Summer 2008. Multi-Track Diplomacy and Human security. Human Security Journal Volume 7,p.81)

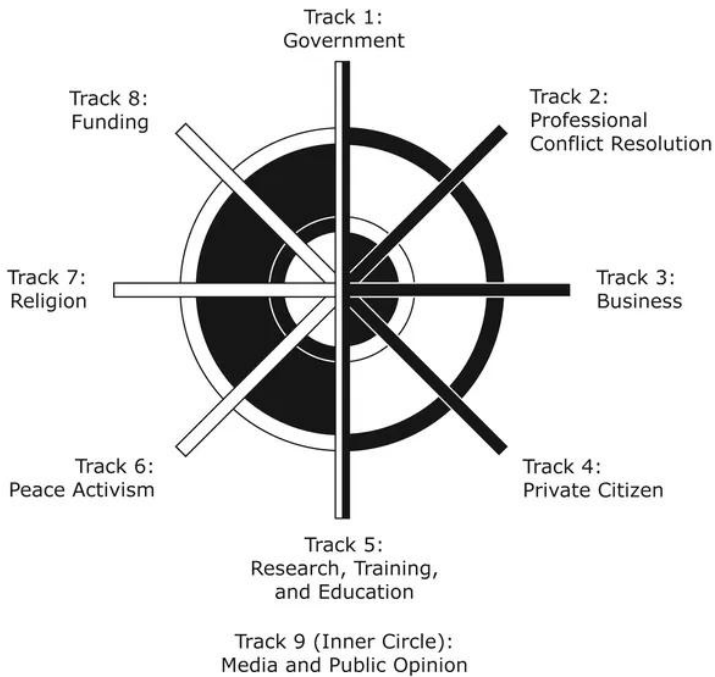
due to the terrorism incidents, i.e., Bali bombings. Therefore, to formulate efforts of increasing tourism numbers, public participation and attention are required. This is what underlies cultural diplomacy that does not involve the government only. This is following the concept of cultural diplomacy which is not only carried out by the government or non-government but also by individuals and collective group or every citizen⁵².

The success of multi-track diplomacy as a strategy to increase tourism in Indonesia through “Wonderful Indonesia” has been evidenced by the increasing number of foreign tourists to Indonesia in 2017 as many as 14.03% million visits, an increase of 21.88% compared to that of the previous year, i.e., 11.51 million visits.⁵³ The multitrack diplomacy in increasing tourism numbers has also been evidenced by the economic and social impacts of the success of industrial products and tourism. In the financial sector, tourism has managed to increase investment rates and the number of domestic products (GDP) which is expanding and augmenting the amount of foreign exchange from time to time. In the social sector, tourism plays a role in absorbing the national workforce and increasing the capacity and professionalism of human tourism resources.

⁵² S.L. R. *Diplomasi Terjemahan Harwanto dan Miraswanti*. Jakarta: PT. Raja Grafindo Persada

⁵³ Gumelar, 2018; Indonesia dikunjungi 14 jutaan turis sepanjang 2017. CNN Indonesia

Figure 4.1
The Nine Tracks of Multitrack Diplomacy



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

Louise Diamond and John W. McDonald categorize the multitrack diplomacy levels into 9 (nine) tracks, i.e. government, non-government, business (Trade), private citizen, research/training/education, peace activism (advocacy), religion, funding, and media⁵⁴. The diplomatic efforts that Indonesia has performed in increasing Indonesia tourism at international level involve track one (government),

⁵⁴ Louise Diamond dan John W. McDonald. What is Multitrack Diplomacy?

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

In its implementation, Indonesia has adopted the government's strategy as a significant role in national tourism development. This track is considered as strong track since the government is an institution possessing authority and capability to organize formal diplomacy⁵⁵. An example of this diplomacy refers to the visit of President Joko Widodo to Australia. On February 26, 2017, President Joko Widodo met Australian Prime Minister Malcolm Turnbull to improve the relationship between the two countries with various aspects of cooperation in tourism. Bali is the number one tourist destination for Australia; about 1 million Australian tourists are vacationing in Bali⁵⁶. Government strategy works at the government level to create and maintain trust between Australia and Indonesia. President Joko Widodo's visit was also explicitly aimed at improving Indonesian language teaching in Australia.

The second diplomacy track is the diplomacy made by non-governmental organizations. The involvement of various international communities has built the bilateral relationship between Indonesia and other countries. The strength of this track is that this diplomacy participates in the protection of NGO groups that can portray the government and NGO in implementing specific plans. This track also allows issues to be discussed at the national or international levels. On 4 October - 11 November 2017, through a collaboration between the Cultural Village Foundation, Katara Foundation, and the United Nations Educational, Scientific and Cultural Organization (UNESCO), a festival involving Indonesian art and cultural performances was held in Doha, Qatar. This

⁵⁵ Louise Diamond, John W.McDonald, 1996. *Multitrack Diplomacy: A System Approach to Peace*. The University of Michigan; Kumarian Press

⁵⁶ Kuwado F.J, 2017 *In hail Pertemuan Bilateral Presiden Jokowi-PM Australia*. Kompas

festival was an active part to promote tourism and to bring the name of Indonesia to Qatar.

The third track is diplomacy carried out using business lines. This track uses the economy as a means of diplomacy through large companies such as MNCs and small companies. This track opens opportunities for Indonesian non-state actors to intensify Indonesian international trade. In economy, this was proved by the increasing number of national incomes from the tourism sector. This was confirmed in the role of RI Ministry of Tourism through “Wonderful Indonesia” branding in association with Pacific Travel Associates whose members are tourism industry players and National Tourism Office (NTO from Asia and Pacific from 60 countries). PATA Travel Mart was included in the most prominent five largest tourism exchanges in the world after ITB Berlin, WTM London, ATM Dubai, ITB Asia. On 7-9 September 2016, Indonesia was chosen to host the 39th 2016 Pacific Travel Associate (PATA) Travel Mart. PATA Travel Mart was attended by 262 buyers from 56 countries and 219 sellers and 416 delegates from 35 countries. 65 media covered this activity from 15 states and 12 foreign bloggers. In Indonesia itself, there were 50 participating sellers, engaged in travel agents, inbound tour operators, hotels and resorts, Regional Tourism Offices, Tourism Objects, golf operators, dive, spa, cruise operators, car rentals, airport management, travel portals, and others. The role of Indonesia as the host provided several benefits including to facilitate the Indonesian tourism industry to meet buyers (quality buyers in the tourism industry), improving the image and reputation of Indonesian tourism in the eyes of the international community, building a network between tourism actors in Indonesia and PATA member business people. Therefore, business people turn out to be one of the Indonesian interest groups who is moving through their industrial strategy to improve the national economy and strengthen Indonesian strategic position in enhancing the national economy.

The fourth track is diplomacy carried out by the community through exchange programs of private

organizations or volunteers, non-governmental organizations and other interest groups⁵⁷. This track allows individual actors to play a role in diplomatic activities⁵⁸. This can also be done by different groups or groups of people, whether in various aspects of culture or ethnicity; therefore this diplomacy tends to emphasize points of the cultural exchange. The Wonderful Indonesia Festival & Travel Mart held on May 1, 2016, famous Indonesian singer, Tompi, sponsored by the Ministry of Tourism held a concert at Tambalong Green, Darling Harbor, Sydney, Australia. Through music, Tompi participated in promoting Indonesian tourism with the wonderful brand message of Indonesia.

The next track, the fifth track refers to diplomacy carried out through research and education. Diplomacy in this track can be carried out through student exchanges, cultural studies, peace studies, conflict resolution studies, training, educational events, and research conducted by various countries⁵⁹. The Ubud Writers Festival (UWRF) was held with *17,000 Islands of Imaginations* as its theme and took place from 28 October to 1 November 2015 at the Reading Park, Indus and Museum Neka Restaurants in Raya Sanggingan Ubud area. The event was filled with workshop panel discussions, book launching, and film screening, as well as Indonesian culture introduction.

The last track is done through communication media. Communication media is a tool to effectively shape public opinion on a variety of issues that can be disseminated to the borders of the state. Diplomacy in this track relates to the eight channels before, because these other tracks require the role of the media to communicate with the public. Technology advance that continues to compete at the international world has made Indonesia always to renew its industry to become more creative, innovative and become more advanced in the global society as an essential industrial country in the world.

⁵⁷ Louise Diamond, John W.McDonald, 1996

⁵⁸ Ibid

⁵⁹ Ibid

At present communication and information exchange across countries in the world can take place quickly through television, radio, telephone and internet media access. Indonesia has utilized the advancement of technology and information through all communication media to the maximum level. Through the destination branding strategy, the Indonesian Ministry of Tourism has collaborated with Google to promote tourism in Indonesia abroad. This plan was discussed at the meeting of Tourism Minister, Arief Yahya with Google's co-founder Sergey Brin at Sapta Pesona Building, Jakarta on December 28, 2015. The electronic media publications were done through various local and international TV channels from different countries.

Through mass media, Indonesian industries have the right place to enrich public knowledge and promote tourism, which in turn can contribute to Indonesian social and economic improvement. This means that the communication media plays a vital role in socializing or transferring specific values in the society in a country. The press is not only a means of communication but also as a strategy to build public opinion, as a win-win solution to open cooperative relationships of the actors and to bring out the favorable characteristics of Indonesia to an international community.

C. Beautiful Indonesia as Destination Branding Strategy

The term branding in the tourism industry is 'destination branding.' Destination branding is a branding concept aiming to improve the brand quality of tourism destination. Ritchie, Ritchie states that:

“A destination brand is a name, symbol, logo, wordmark or other graphics that both identify and differentiate the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves

as a place for recollection of pleasing memories of the destination experience." ⁶⁰

Destination branding is defined as a positive element for identifying and distinguishing it through positive image building. How do consumers perceive the destinations their minds⁶¹. Indonesia as one of the players in the global market of the tourism industry must compete to attract as many tourists as possible. In this case, the Ministry of Tourism through Wonderful Indonesia seeks to build competitiveness and a sharp image in the eyes of the international in the field of tourism. President Joko Widodo himself has emphasized the importance of a branding that presents the unique national characteristics, in a statement:

“As a large country, Indonesia must have an image, must have a positive reputation in the international world. We must immediately take concrete steps to strengthen Indonesian positive image in the international world. ”

In the statement, it is clearly stated that the government is committed to building a strong positive image to strengthen Indonesian national identity in the eyes of the international world, while to increase competitiveness among nations. This is related to the purpose of holding nation branding to be able to compete in the global market and to attract foreign tourists and investors.

In the tourism industry, the diversity of tourism destination products is supported by a series of marketing communications policies, programs, and activities so that the

⁶⁰ Brent.R.J.Ritchie, Ritchie.B.J, 1998 The Branding of Tourism Destination: The Past Achievement & Future Challenges.A Basic Report Prepared for Presentation to the 1998 Annual Congress of the International Association of Scientific Experts in Tourism. Morroco: Marrakech.

⁶¹ Liping, 2000 Cooperative branding for rural destinations. Annals of Tourism Research 29. 720-40.

set targets can be achieved. Through “Wonderful Indonesia”, branding is an essential thing in marketing because it is an effort to shape a brand's identity. Indonesia itself has set “Wonderful Indonesia” as an umbrella brand in the tourism industry both from the national and tourism levels to achieve the targets that have been established.

One of the steps used by the Ministry of Tourism concerning the theory of destination branding is the national branding proposed by Simon Anholt⁶². According to Tuch, public diplomacy is a process of government communication with foreign audiences to bring an understanding of the country's ideology, institutions, and culture, as well as a different understanding of national goals.

In the implementation of Anholt's 3C branding strategy, there is Contribution, Competence, and Communication-related to creating images and perceptions about a country.

About national competence, where the cultural element is highly valued because the development of tourism is closely related to cultural evolution, a unique cultural source will become a tourist attraction for *Bhinneka Tunggal Ika*; diversity is the primary asset of the Indonesian people. This diversity, among others, appears in art, culture, culinary and history. Among the advantages and disadvantages associated with perceptions of Indonesia, diversity or diversity is the strength of Indonesia that deserves to be highlighted in the international world. These factors include geographic areas, weather conditions of history, culture, customs and interests which can be called as fundamental natural condition factors. 1,340 ethnic groups can be exported from more than 17,000 islands in Indonesia and 583 languages with different dialects. It also involves the historical sites of diverse architectural and natural traditions. Indonesia hosts eight world heritage sites, classified by UNESCO, consisting of Borobudur temple, Komodo Island, Prambanan temple, Ujung Kulon national park, Sangiran Museum, Lorentz National Park, Sumatra tropical

⁶² Anholt, 2007 *Competitive Identity: The New Brand Management for Nations, Cities, and Regions*. Great Britain: Palgrave Macmillan.

forest consisting of Gunung Leuser National Park, National Park Kerinci Sebat and Bukit Barisan Selatan National Park, and the cultural heritage of the province of Bali consists of five fields including Ulun Danu Batan Temple and canal, the egalitarian Subak water management system.

With the development of the tourism industry, the people and the Indonesian government are now aware of the enormous potential of this industry; therefore various parties are seriously considering this sector to improve economic conditions. International tourism marketing refers to the scope of tourism sales and sales that cross a country's boundaries. As an item, when it wants to be sold, it must be able to offer quality and benefits. Likewise, it is also true with a tourism destination. In managing the Indonesian nation brand, the role of Indonesia's contribution is still at the lower stage but in this case, Indonesia has the potential to enter the global competition through the Contribution stage.

At this communication strategies stage, it was decided how to communicate the destination and destination image. The way and the media chose to deliver the destination must be following the vision set forth, reaching the market even able to create an image or image for tourism. The focus of tourism marketing communication is not only to sell but also to market tourism products, in which customer satisfaction is a priority⁶³.

The term that is more often used in marketing communications for tourist destinations is a promotion. Promotion is part of marketing communication. By the "*Wonderful Indonesia Go Digital* strategy", the Minister of Tourism explained the key to improving communication in the Indonesian tourism sector. This marketing communication is intended to make tourist destinations with a reasonable offer, and adequate facilities are well known to tourists.

The essence of the marketing process is the exchange from one party to another, both limited and broad and complex

⁶³ Dewi I. J. (2011). Implementasi dan Implikasi Kelembagaan Pemasaran Pariwisata yang Bertanggung jawab Responsible Tourism Marketing

exchanges. The measurement process that occurs directly or indirectly requires communication that carries specific messages. Discussion in marketing has a role in supporting transactions by informing, persuading, reminding, differentiating products and as a means of exchange⁶⁴

The marketing definition of Sutisna stating that marketing communication was an attempt to convey the message to the most publicly targeted consumers regarding the existence of products on the market⁶⁵. In this case, the Ministry of Tourism conducts marketing through the digital world to market Indonesian tourism promotion both to explore the right tricks so that the desired information can be delivered and can encourage tourists to travel to Indonesia. As one of the efforts to attract foreign tourists and support the promotion of tourism in Indonesia, the Ministry of Tourism has made a wonderful publication and development of Indonesia. The branding effort is to promote tourism through the placement of advertisements on websites, space media, TV and print media and holding festivals abroad.

Marketing Indonesia tourism products are closely related to publications or advertisements that use the POSE method (paid media, owned media, social media and endorse). This has been applied to various types of advertising media: online media, print media, space media and electronic media. In its application, "Wonderful Indonesia" has collaborated as a "media partner" for local and international TV programs as paid media including Fox Channels, CNBC, CNN, BBC World, MTV Asia, AFC, Travel Channel, Channel 5, Channel 8, Channel U, TV3, Rotana, Channel 9, SBS, CCTV, TVN, MBN, France 24, TV Monde, Diva Channel, MBC, National Geographic Channel, AXN, Bloomberg, History Channel, and Al Jazeera. In Indonesian online media publications, the collaboration has been done with several major search engines and social media in various countries including Google, Ctrip,

⁶⁴ Sutisna, 2003 *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT Remaja Rosdakarya Offset

⁶⁵ Ibid

Baidu, Youtube, Trip Advisor, Xinhuanet.com, etc. Print media publication is done by showing “Wonderful Indonesia” in various print media in several countries, including: New Straits Times, Lianhe Zaobao, ZbBs, SME Magazine, Tiger Tales, Sinar Harian, The Edge, Relaxing Traveler, Going Places, Traveler, Voyage, Travelling Scope, National Geographic Traveler, Travel & Leisure, Asashi Shimbun, Nikkei Shimbun, Nikkei Plus 1, AI, Nikkei Business and Travel Leisure. The media created by Nusantara tourism marketing development convey all information about tourist destinations, destination and event websites. www.indonesia.travel, www.parekraf.go.id own this media, and the social media which is owned by the local government that is under a cooperation program is www.rajaampat.go.id. The social media adopted refers to social media per the origin to create attachments to e-marketing market target of www.indonesia.travel, and www.parekraf.go.id. Whereas endorsing is done by supporting advertisements, expert, celebrity or public figures.