

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background**

The United States is a liberal vote based system with a government political structure involving 50 states and the District of Columbia. The central government is described by a division of forces between the executive, the legislative and the judiciary. Led by the President, who is chosen at regular intervals through a national challenge. Albeit more than 100 million Americans have voted in each of the last five presidential races, the President is not specifically chosen by the general population. Under the Electoral College framework, every state is represented to by "Voters" whose number is equivalent to that state's congressional assignment. In country election, a candidate that gets a greater part of at least 270 Electoral College votes out of the aggregate 538 is chosen as the president. (Trade, 2016). The United States has two broad party coalitions. There are Democratic Party and the Republican Party.

The United States - Indonesian cooperation has a long history, going back to the mid-nineteenth century when adequate quantities of United States merchants and others halted in the then-Dutch province to warrant the foundation of a consular post. In any case, relations stayed on a casual level after Indonesian freedom in post World War II. Both bilateral relations continued by the recognition from The United States toward Indonesia on December 28, 1949, when The United States ambassador H.

Merle Cochran presented his credentials and delivered a message of congratulations on Indonesian independence from President Harry S. Truman that given to current president of Indonesia at that time, Sukarno. The cooperation turned out to be closer by the establishment of consular. The United States built up its first consular post in Indonesia in the city of Jakarta when it delegated Thomas Hewes on November 24, 1801. At the time, the domain was a Dutch province and the city was known as Batavia. The relationship between The United States and Indonesia was strengthened into more comprehensive, it comes by the establishment of Diplomatic Relations. It was established on December 28, 1949. When The United States Minister H. Merle Cochran displayed his qualifications to President Sukarno (Indonesia, 2016).

The United States - Indonesia relations escalate again into more advance and significance. Indonesia is “the world's third biggest democracy based system”, has the biggest Muslim population, the tenth-biggest economy on the planet by obtaining power, and has the world's most prominent marine biodiversity and its second most prominent earthbound biodiversity (States, 2016). Indonesia additionally fringes the South China Sea, which has the world's busiest ocean paths. Indonesia's democratization and change handle since 1998 have expanded its diction and security in order to guarantee the safety of The United States - Indonesia relations. The United States - Indonesia Comprehensive Partnership, introduced in 2010 when President Barrack Obama set out to Indonesia, fostered consistent high-level engagement on democracy and civil society, instruction, security, atmosphere, oceanic, vitality, and

exchange issues, among others. In view of its prosperity, in 2015 the two nations updated the relationship to The United States - Indonesia Strategic Partnership, stretching out participation to issues of territorial and worldwide noteworthiness (States, 2016).

“Indonesia, the biggest economy in Southeast Asia, has appreciated consistent monetary development over the previous decade, with direct swelling, rising remote direct venture, and generally low loan costs. Indonesia's developing a working class, solid residential request, the extensive and young populace, and the requirement for new foundation makes it a critical potential market for The United States items and venture. The main of The United States fares to Indonesia incorporate transportation gear, including airship, nourishment and rural items, apparatus and hardware, and chemicals” (States, 2016).

However, there are critical difficulties to our respective financial relationship: the usage of protectionist laws, restricted framework, and an unevenly connected lawful structure.

The United States development assistance is delivered through The United States Agency for International Development (USAID) and Millennium Challenge Corporation and Peace Corps. USAID has been in Indonesia for over 60 years, enabling Indonesian citizens to realize their full potential by partnering with The United States to become self-reliant, advanced, well governed, and prosperous. The innovative programming covers health, environment, education, and governance sectors. In 2013, Millennium Challenge Corporation Compact entered into force with investments in renewable energy, maternal and child health, and Indonesia's efforts to modernize its public procurement system (States, 2016). The Peace Corps works in

underserved and rural schools and communities to help Indonesia reach its education development goals through grassroots people-to-people contact, cultural exchange, and technical skills transfer.

The United States – Indonesia relationship becomes more complex in several aspects and it has been giving a lot benefit for each, for the government, people, and nation. However, the cooperation not running that easy, especially for the people perception, in Indonesia, several cases comes up regarding both The United States and Indonesia bilateral relationship, such as the protest toward The United States Embassy and Consulate General when some issues coming up, especially when it is coming from left sided community, in which what we called Moslem movement, the rejection toward The United States president visitation and others.

Under Barrack Obama administration, The United States through Bureau of Information and Publication established what they called as American Spaces in which consist of 800 platforms all over the world, and in Indonesia, it called Information Resource Center (IRC), in which it is one of The United States Embassy's most effective tools for communicating The United States policy and introducing citizens of Indonesia to American history, government, society, and values. Information Resource Center exemplifies The United States commitment to free access to information. It has computers with the Internet and educational software, an excellent set of reference books, audio/video materials, and other great resources. It also has a lending library of popular American fiction and a friendly staff

to serve everyone who is interested in the United States. Information Resource Center is the primary source of informed commentary on the origin, growth and development of The United States society, politics, economics and culture and a major tool supporting The United States cultural diplomacy objectives. (Sinaga, 2016).

This undergraduate thesis is composed to explain more detail in advance about Information Resource Center (IRC) programs in Indonesia and analyze the reason beyond its establishment in Indonesia and its relation with people perception in Indonesia. In which the IRC itself works under The United States Embassy, Jakarta and The United States Consulate General, Surabaya. Information Resource Center (IRC) serves as a tool of The United States cultural diplomacy in Indonesia throughout various program.

## **B. Research Question**

According to background explanation, in order to have more understanding in advance about the reason beyond the establishment of Information Resource Center (IRC), the writer put the research question as:

*Why did The United States Department of State establish  
Information Resource Center (IRC) in Indonesia?*

## **C. Theoretical Framework**

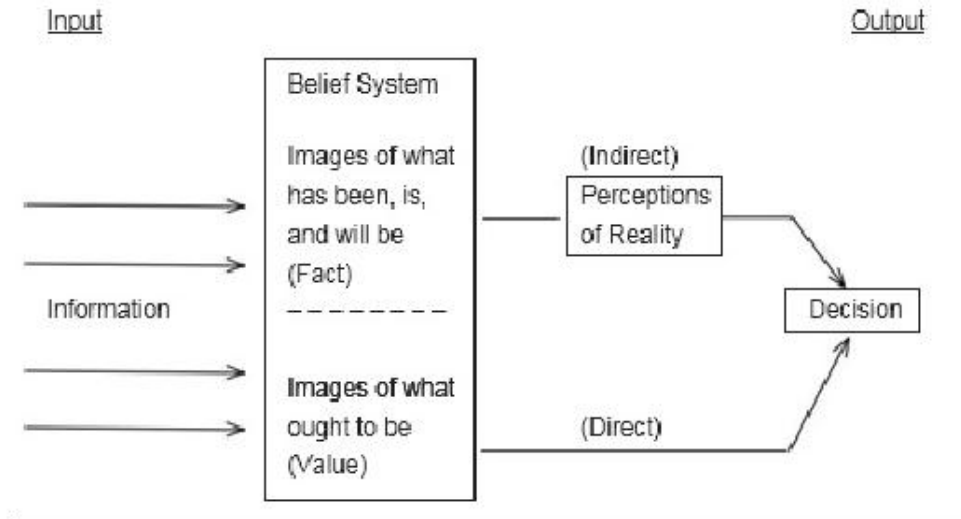
In order to justify the analysis of this undergraduate thesis, the writer provide theoretical based or foundation in the analysis. The writer need theory to support the research, here the writer choose two supplementary, which are Theory of Perception by **Ole R. Holsti** and Concept of Soft Power by **Joseph Nye**.

### ***1. Theory of Perception***

Perception can be characterized as individuals or people acknowledgment and understanding of tangible data. Recognition likewise incorporates how individuals or people react to the data. Subject can consider observation a procedure where individuals or people take in tactile data from our surroundings and utilize that data keeping in mind the end goal to associate with our surroundings. Discernment permits subject to take the tactile data in and make it into something important.

Table 1.1

Theory of Perception (Holsti O. R., 2006)



“The relationship between belief system, perceptions, and decision-making is a vital one. A decision-maker acts upon his image of the situation rather than upon objective reality, and it has been demonstrated that the belief system—its structure as well as its content—plays an integral role in the cognitive process. Within the broader scope of the belief system, perception, decision making relationship there has been a heightened concern for the problem of stereotyped national images as a significant factor in the dynamics of the international system” (Holsti O. R., 2006).

The relationship of national images to worldwide clash is clear that actors follow up on their meaning of the circumstance and their images of states and others. These images are thusly reliant upon the decision maker conviction framework, and these might possibly be exact representations of reality. Accordingly it has been recommended that worldwide clash now and again it is not between states, but instead between misshaped images of states. The conviction framework, made out of

various images of the past, present, and future. It might be considered as the arrangement of focal points through which data concerning the physical and social environment. It arranges the person to their environment, characterizing it for them and distinguishing for them striking attributes. National images might be indicated as subparts of the conviction framework. Like the conviction framework itself, these are models which arrange for the onlooker what will generally be an unmanageable measure of data.

In organizing perceptions into a meaningful guide for behavior, the belief system has the function of the establishment of goals and the ordering of preferences. Thus it actually has a dual connection with decision-making. The direct relationship is found in that aspect of the belief system which tells us what ought to be, acting as a direct guide in the establishment of goals. The indirect link the role that the belief system plays in the process of scanning, selecting, filtering, linking, reordering, organizing, and reporting rises from the tendency of the individual to assimilate new perceptions to familiar ones, and to distort what is seen in such a way as to minimize the clash with previous expectations. Like the blind men, each describing the elephant on the basis of the part he touches, different individuals may describe the same object or situation in terms of what they have been conditioned to see. This may be particularly true in a crisis situation that controversial issues tend to be polarized not only because commitments have been made but also because certain perceptions are actively excluded from consciousness if they do not fit the chosen world image.



International relations expert who has done perceptual theorist is Walter S. Jones. He explained analytically in shaping perceptions and perceptions of the contents of the major countries in world politics, such as the Russia, The United States, China and the third world countries clashing, causing political turmoil (Jones, 1992).

Perceptions are categorized by three components, namely the values, beliefs, and knowledge (Holsti, 1983). The three component are what will shape the perception of a person or group. According to Walter S. Jones (1992), the value is given preference to a statement of reality more than reality. One example of a healthy value is better than sickness or giving is better than receiving. Value does not refer to what is there, but what was supposed to be there. Values provide prices relative to the objects and conditions. Confidence is the attitude that the description of reality is correct, proved to be, or has been known. According to Walter S. Jones (1992), confidence is not the same as grades. Someone may believe that communism would spur economic growth and that capitalism will be better promises protection of individual liberty. A person's beliefs are formed from the value that determines which one is better between communism or capitalism. Walter S. Jones knowledge derived from data or information received from the environment. Knowledge is a key element in the formation and change of the perceptual system (S.Jones, 1992). The concept of change in a person's perception or national perception refers to the new knowledge remodel beliefs and values. Based on the theory that has been advanced by Walter S.

Jones above revealed that a perception requires three main components values, beliefs and knowledge that are interrelated to one another so as to create an analysis method on an object that has the quality of scientific and accountable.

Based on the description above, the writer uses the theory of perception as a tool used to analyze how perceptions of the Indonesian people against the United States related to Indonesia's cooperation with the United States that has lasted a long time, especially in the era of Barack Obama.

## ***2. Soft Power Concept***

The writer also using one of power concept which defined by Joseph S. Nye (2008). He proposed this three-headed conception of power, an unfortunate rule of thumb has developed linking each version of power to a specific power resource.

Table 1.2

Conception of Power (Winger, 2014)

<b>Type of Power</b>	<b>Mechanism</b>	<b>Illustration</b>
Hard Power	Coercion	Country B does what Country A wants because Country A would harm B if it does not comply
Economic Power	Incentive	Country B does what Country A wants because Country A will reward Country B for complying
Soft Power	Co-Option	Country B does what Country A wants because B is convinced that what A wants is best.

However, due to Information Resource Center is only conduct to culture and values, the writer only use concept of soft power in this research. Soft power definition according to Nye is the ability to affect others through the co-optive means of framing the agenda, persuading, and eliciting positive attraction in order to obtain preferred outcomes. Includes intangible factors such as institutions, ideas, values, culture and perceived legitimacy of policies which conduct in soft power appliance.

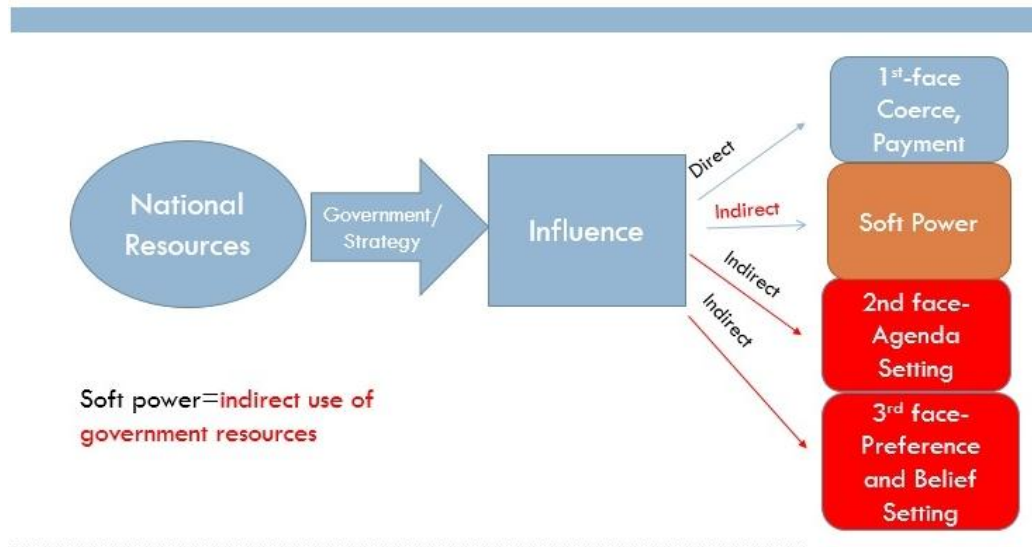
Soft power is a concept promoted by Nye besides smart power. Soft power is a term widely used to interpret or explain a process of relations and the realization of power (Nye, 1990). The meaning of soft power itself can be seen from the term of soft which means smooth and power, which is an ability to perform diplomacy and control the other party, without performing hard penetration.

According to Nye, soft power contain of three sources which are culture, values and foreign policy. A state may obtain the desired results in world politics because other countries admire its values, emulate the example, aspires to increase the prosperity and openness of the state. In this sense it is also important to set the agenda and attract others in world politics, and not just to force them to change with the threat of military force or economic sanctions but also with soft power. Some form of soft power, among others, is ideology, technology, education, and culture.

Thus, in the pursuit of national interests of the state can never act alone. It requires other actors such as private agencies, religious and educational institutions, and transnational corporations engaged in the business of trading, communication and information, art, and culture.

Table 1.3

Soft Power Concept (Nye, *Soft Power and Higher Education*, 2008)



There are two tools of soft power which are public and cultural diplomacy, due to all aspect of the topic in which Information Resource Center contain all cultural stuff, the writer using cultural diplomacy tool, by Joseph Nye. He also cite that “*Soft power is the ability to get what you want through attraction rather than through coercion or payments*” (Nye, *Soft Power and Higher Education*, 2008). According to Nye, Cultural diplomacy consist of six characteristic, which are:

- a) Cultural diplomacy establishes a two-way communication with other countries.
- b) Primary focus is not merely political but also cultural (athletic, education, art)

- c) The actor can take on his/her own agenda independently of the government.
- d) More high culture and education focused (less popular culture, publications, radio or TV)
- e) Can be sponsored by the government but also by private institutions or NGO.
- f) Embassies play a major role but not the only role

The concept of Soft Power used by the writer in order to define The United States implement its diplomacy toward Indonesia, in specific area with certain purpose.

#### **D. Hypothesis**

The existence of The United States in Indonesia represented by its Embassy and Consulate General plus the escalation of comprehensive partnership with Indonesia makes the image of The United States well known in Indonesia. However, those diplomatic mission conduct one side benefit only such as monopoly of natural resources in Papua and other area. Both countries difference thought, in which The United States having liberal identity provides freedom and Indonesian citizens which mostly are moslem and still applies Islamic values. It becomes trigger for Indonesian citizens to have negative perceptions toward The United States. While that things

happen, on the other side The United States boosting its soft approach through the implementation of Information Resource Center.

Therefore, the writer composed hypothesis of this research that The United States established Information Resource Center (IRC) in Indonesia in order to build positive perceptions and good image among people in Indonesia, with further purposes in engaging bilateral relationship through mutual understanding with Indonesia.

## **E. Research Methodology**

This undergraduate thesis applies qualitative analysis throughout an in-depth interview with the head of IRC - The United States Embassy Jakarta, Okti Sinaga. and also discussion with some experts who have outstanding understanding related with the research. And also library research throughout data collecting from various resources form, books, journal, encyclopedia, and the internet.

### **1. Type of Research**

The research is a qualitative research with phenomenological models. Qualitative research is research that produces descriptive data in the form of words written or spoken of people and behaviors that can be observed holistically on the background and the individual. Qualitative research is a certain tradition in social science that is fundamentally dependent on

observations in humans in its own region and in touch with these people in their language and in their terminologies, this also means a process of scientific research is intended to understand human problems in a social context by creating a comprehensive and complex picture presented, reported a detailed view of the speakers, as well as carried out in a natural setting without any intervention from the researchers. According to Banister, qualitative research is a method to capture and provide an overview of the phenomenon, expressing the phenomenon and explain the phenomenon. The qualitative research aimed to gain a fundamental understanding, through experience first-hand from researchers who direct the process, and merge into one integral part with the subject and the background to be studied in the form of a report that is true, it is, and the notes field that the actual and to understand how the subject of research extract meaning from the surrounding environment and how these meanings influence the behavior of the subject itself.

Qualitative research has several elements, namely the research data come from a variety of sources such as interviews and observations, consists of various analysis and interpretation procedures used to arrive at findings or theories and written and oral reports are to be developed by the researchers. Qualitative research also has the characteristics, namely:



- 1) A natural structure is conducting research on natural background or in the context of an entity.
- 2) The Human Instrument (instrument), is the researchers themselves or with the help of others is the main data collection tool.
- 3) Using Qualitative Methods.
- 4) Using Data Analysis In Inductive.
- 5) Theory of Basic is preferred to the preparation of guidance towards substantive theory derived from the data.
- 6) Descriptive is to collect data in the form of words, pictures and not the numbers.
- 7) More Concerned process rather than results.
- 8) There is a limit determined by the focus
- 9) The Special Criteria for the validity of the data.
- 10) Design Characteristically meantime.
- 11) Research Joint negotiated and agreed.

## **2. Type of Data**

By definition, objectives, elements and characteristics of qualitative research with the model phenomenology according to experts who have been the author mentioned earlier, it was concluded that the primary data source in qualitative research with the model phenomenology is words and actions, the rest is additional data such as documents and other, From the way it was collected, an outline of the research data can be divided into two (2) types, as follows:

### **a. Primary Data**

Primary data in this study is all the information about the Information Resource Center (IRC), the researchers obtained directly from Oktiviane A Sinaga as head of IRC iru own. Then made an object of study, as well as the relevant parties, are considered to be important and the information can be extracted as the main data in this study.

### **b. Secondary Data**

Secondary data in this research this is all the information about the bilateral relations between the United States and Indonesia as well as the Information Resource Center (IRC) obtained by researchers indirectly, through documents that record the state of research concepts (or associated with) in the units of analysis be the object of research.

### **3. Data Collecting Method**

According to Koentjaraningrat, data collection method are classified into nine namely observation, participant-observer methods, independent interviews, guided interviews, questionnaire, text recording, life history approach, test-psychological tests, and statistical methods. Interview (interview), observations (observation) and the documentation is data collection techniques in qualitative approach and is an integral technique for obtaining the data and or a deep understanding of Resource Information Center (IRC) in Indonesia. Of some data collection techniques described above, researchers chose two technical deemed appropriate by the study, namely:

#### **a. In-depth Interviews**

The research data come from a variety of sources such as interviews and observations, then the interview is instrumental in collecting data. The interview is a data collection method is done by asking questions about the concept study of the human individual which becomes the unit of analysis research. The interview is a conversation between two people, one of which aims to explore and obtain information for a particular purpose. In the interview, there are three methods of interviews, namely structured interviews, semi-structured

interviews and unstructured interviews. This study uses structured interviews to obtain data directly to the object of research related Information Resource Center (IRC).

b. Documentation

Moleong proposes two forms of documents that can be used as ingredients in the study documentation, among others which are personal documents such as notes or essay someone in writing about the action, experience, and confidence. There are three commonly used personal documents qualitative researchers for analysis, namely diaries (diary), personal letters and autobiography. And also official documents, including internal documents (memos, announcements, instructions, rules of an institution, the system put in place, the results of the meeting noctule Sia leadership decisions, etc.) and external documents (magazines, newspapers, newsletters, waiver, etc.).

## **F. Research Scope**

The discussion in this undergraduate thesis is limited during establishment of Information Resource Center (IRC) or during Barrack Obama administration.

## **G. Research Composition**

### **Chapter I**

This chapter is an introduction which conduct the reason beyond the title chosen by the writer, background, research question, theoretical framework, hypothesis, data collecting method or methodology, time scale and also research composition.

### **Chapter II**

This chapter describe about The United States and Indonesia bilateral relation and also Indonesian citizens perception toward The United States itself.

### **Chapter III**

This chapter describe about the establishment of Information Resource Center (IRC) and its function in Indonesia

### **Chapter IV**

This chapter explain why Information Resource Center (IRC) used as The United States cultural diplomacy

### **Chapter V**

This chapter conduct of summary and conclusion of the research, also the last chapter in this research.