

INDONESIA'S PUBLIC DIPLOMACY STRATEGY THROUGH SOCIAL MEDIA

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Abstract

Global society was increasingly using social media in their daily lives. In diplomacy, this condition was an opportunity to improve a country's positive image. Public diplomacy can be done by utilizing social media, as long as the strategies were implemented appropriately. This study aims to examine how Indonesia's public diplomacy strategy was carried out through social media. This type of research was descriptive qualitative research using library approach. The data used were primary and secondary data, from various official documents and information as well as on social media. The data obtained were then analyzed using qualitative descriptive analysis techniques. Theories used were public diplomacy and digital diplomacy. The results showed that the government had used social media as one of the tools of public diplomacy. The use of social media was carried out with the active involvement of the government through the foreign ministry which directly uses social media accounts. In addition, the government also encourages the active involvement of people outside the government in order to help support public diplomacy through their social media. This was done by sharing positive news about Indonesia in the international community. The general public was invited to be able to support public diplomacy, so that its achievements can be more massive.

Keywords: *Indonesia, Public Diplomacy, Social Media*

INTRODUCTION

The globalization era creates a new concept in human relations. The relationships between humans are becoming increasingly complex. This condition also affects public opinion globally. Public opinion is increasingly influencing a country's policy making. Public opinion is also capable of influencing a country's foreign policy. Along with the development of globalization, communication and information technology is also developing so fast. The global community is increasingly taking advantage of information and communication technology for interaction. The use of social media makes global interactions even more intense. This condition is something that can be profitable if it can be utilized in the right way. The positive impact of the digital era can be utilized for the development of public diplomacy, as long as it is properly controlled.

On the other hand, the inability of the state to control social media can have a negative impact. Uncontrolled social media can create a bad label against public diplomacy carried out by the state. Indonesia itself is a country that has awareness of the importance of social media to support public diplomacy. Representative of Shafiq Pontoh, Chief Strategy Officer Provetic Indonesia in the 58th SesiDulu event at the Ministry of Foreign Affairs Education and Training Center, once expressed his concern that Indonesia was unable to control social media, which would adversely affect public diplomacy (Kemlu, 2017).

Therefore, an appropriate strategy is needed that the use of social media can work properly.

Moreover, Indonesia has great potential to be able to improve the nation's positive image with public diplomacy through social media. This can be seen from the high number of digital technology users, especially active internet users in Indonesia. Indonesia also has a large number of citizens. Data from the Indonesian Polling that works in tandem with the Indonesian Internet Network Providers Association (APJII) shows that there are 171 million people, or 64.8 percent of the total population of 264 million Indonesians, who were active internet users in 2019 (TheJakartaPost, 2019).

Not only were the number of internet users was high, social media users in Indonesia also Indonesia also has a large number of citizens. Social media was something that seems to be embedded in the daily lives of many people in Indonesia. The number of social media users until January 2020 in Indonesia reached 59 percent of the total population in Indonesia, or more than half of the population. Outside Indonesia, social media users in various countries are also high. In South Korea, Malaysia, Singapore, New Zealand, China, Australia, Vietnam, the Philippines, Japan and several other countries have also exceeded half of the population (Statista, 2020). This means that the use of social media has become massive in global circles.

This condition makes social media platforms have the potential to support public diplomacy. The large number of people who access social media can become the target of broader public diplomacy. The global community is a target of public diplomacy for a country to be able to improve its country's image in the global community perspective. In addition, the number of Indonesians who are also active in social media can support the public diplomacy scheme through total diplomacy. Of course, the use of social media platforms needs to be done with the support of the right strategy.

The use of social media cannot be let go like a wild ball so that the information conveyed to the public is out of controlled. Social media as public diplomacy needs to be led to become a positive tool to support a country's public diplomacy. The Government of Indonesia is fully aware of this. The Indonesian Minister of Foreign Affairs, Retno Marsudi, once stated that social media for Indonesia is an important tool that can be used in the diplomatic process (Michaella, 2018). Technology and social media are valuable diplomatic assets in Indonesia, considering that now is the era of Digital Diplomacy.

It should be remembered that a country image for global community is important. This places public diplomacy in an important position in international relations. This is because the image of a country can influence the perceptions and attitudes of other countries towards that country. A positive image of a country will generate positive public opinion as well. on the other hand, a negative perspective from a country can have an adverse effect. This is why social media can support the achievement of the state in national goals.

For Indonesia, a positive image of the nation is also important. However, referring to the Country Brand Index (CBI) which is an index of global perceptions of a country's image, Indonesia has not yet been able to reach its optimal position. In 2012, Indonesia's CBI was still ranked 78 out of 118 countries (Hadiansyah et al, 2017: 2). Reflecting on this, the Ministry of Foreign Affairs of the Republic of Indonesia also conveyed its efforts to improve the positive image of the nation through public diplomacy. One of the strategies taken is to use social media.

It is interesting to know about the use of social media in public diplomacy in Indonesia. This research was conducted to examine how Indonesia's public diplomacy strategy was carried out by utilizing social media. This study was interesting considering that if Indonesia succeeds in utilizing social media, Indonesia could gain a positive image in the international public. In addition, the use of social media in a country's public diplomacy was a new tool. Several countries in the world have started to use social media as a means of public diplomacy. As a dynamic country following global developments, Indonesia also needs to know that the use of social media has been able to produce positive impacts for the nation. Based on this background, the research questions was how Indonesia's public diplomacy strategy through social media.

LITERATURE REVIEW

The main theory used in this research is public diplomacy. Diplomacy, according to G. R. Berridge, is a political activity that allows actors to pursue interests and defend interests through negotiations, without coercion, propaganda, or law. Diplomacy also includes a communication process between interested entities so that it aims to reach a mutual agreement, either implicitly or explicitly, formally or informally. Communication and achievement of goals is carried out by gathering information, clarifying objectives and in good faith (Chambell, 2015: 5).

The diplomacy concept was no longer new issues. However, this concept continues to experience development from time to time, by adjusting the pattern of international relations and global interests and situations. In the modern diplomacy scheme, there is an expansion of the scope, actors, substance and use of diplomatic tools. Modern diplomacy includes communication activities that not only can be carried out by the state and its diplomats or formal representatives, but can be played by non-state actors, such as international organizations, multinational companies, interest groups and even individuals (Barston, 2014: 7).

Nowadays, diplomacy actors do not only discuss political issues, peace or state conflict resolution only. Public diplomacy talks in the modern era have covered a wide variety of topics, such as natural resources, human resources, oil, trade, ozone damage, money laundering, education, science and technology, health to the environment. In fact, the implementation of public diplomacy in the modern era can also be carried out flexibly, not having to use complex protocols like traditional diplomacy (Roberts, 2009: 4).

The developing modern diplomacy has also given rise to a new concept of public diplomacy that can be done using digital media. Social media in this public diplomacy scheme is a concept promoted in Digital Diplomacy. The study of digital diplomacy itself is a new study of international relations. The development of digital technology that is starting to get busy in the international community has triggered the emergence of this digital diplomacy concept. Through digital technology, a country can carry out public diplomacy, one of which is by utilizing social media.

According to Fergus Hanson, digital diplomacy can be defending as the use of the internet, information and communication technology in order to achieve diplomatic goals (Adesina, 2016). Social media, which is used as a tool in diplomacy, has been recognized as capable of supporting transformative international political developments (Stein 2011; Seib 2012). Social media is considered as a potential tool for changing the hierarchical chain of diplomatic communication.

This tool also has a wide reach to various joints and levels of community life.

Meanwhile, the management of a country's public diplomacy can be done with the support of a special strategy. This strategy can be carried out in a flexible manner, essentially achieving targets of national interest. Public diplomacy strategies carried out through social media can be carried out by considering two elements, namely soft power and hard power (Hadiansyah et al, 2017: 2). With social media, diplomats can directly engage the public, both at home and abroad, so they can carry out mutual dialogue.

Social media also has the potential to trigger a critical change in a country's image. A German business consultant developed a pattern of using social media in public diplomacy, in the form of a Third Wave, in the form of:

- a. Goal setting: Each strategy must be accompanied by clear objectives and stated in diplomatic objectives.
- b. Strategy: Things that are developed to achieve goals and develop strategies in the form of people, content and platforms.
- c. Arrangement: Strategies are implemented and regularly checked and revised or developed, through (1) monitoring, analysis and reporting; (2) internal organization (Hadiansyah, 2017: 2).

The application of digital diplomacy can have three fundamental impacts on international relations, which are (Westcott, 2008: 2):

- a. multiply and strengthen the number of voices and interests involved in international policy making, influence international decision-making and reduce the exclusive control of states in the international relations process;
- b. accelerate and free the dissemination of information, whether accurate or not, regarding any problem or event that may have an impact on the consequences and its handling;
- c. Enabling traditional diplomatic services to be delivered more quickly and more cost-effectively, both to citizens and governments themselves, and to other countries.

Digital media affects changes in substance patterns in international relations interactions. Public diplomacy with digital media can be a step to influence public perception. In the end, this also affects the policy-making process of a country. Through social media, ideas of public diplomacy can be spread in unique ways. However, there are more challenges that must be faced by actors in international relations, especially governments. There must be a proper strategy and implementation so that it can be controlled in order to fulfill national interests. This theory is relevant to be used to analyze public diplomacy strategies to observe various practical steps taken by the Indonesian government in carrying out public diplomacy in this modern era, through social media.

RESEARCH METHODS

This research was a qualitative descriptive research, with a library research approach. Research boundaries as research objects were determined in the time span from 2012 to 2019. The year 2012 was a momentum to increase the use of social media in Indonesia. In addition, this year, Indonesia still had a low Country Brand Index. Through this momentum, Indonesia started its efforts to optimize its public diplomacy.

The research subject analysis unit focuses on the study of strategies, including the implementation of steps taken by the ministry of foreign affairs, related to the use of social media and Indonesian public diplomacy. Primary and secondary data were obtained from literature studies, from documents and articles or related journals that have relevance and credibility. Data that has been validated were then analyzed using qualitative descriptive analysis techniques, by taking into account the reliability of the data, the suitability of the data, and also the adequacy of the data.

RESULT AND DISCUSSION

Diplomacy was a portion of government work that needs to be carried out in order to support the achievement of national interests. Without neglecting the total diplomacy scheme, the responsibility for diplomacy in Indonesia rests with the Indonesian Ministry of Foreign Affairs. Under the Ministry of Foreign Affairs there was a special body that handles public diplomacy, namely the Directorate General of Information and Public Diplomacy which oversees several divisions such as the Secretariat of the Directorate of Information and Public Diplomacy, Directorate of Information and Media, Directorate of Public Diplomacy, Directorate of Security Diplomacy and Directorate of Technical Cooperation.

This body has the main functions of: (1) preparing Ministry of Foreign Affairs policies related to public information and diplomacy; (2) implementing policies in the context of public information and diplomacy; (3) designing standards, norms, guidelines, criteria and procedures in matters of information and public diplomacy; (4) function of direction and evaluation; and (5) to carry out the administrative functions of the Directorate General. In particular, another function is to get public support, domestic and foreign, through the implementation of Indonesia's foreign policy in various fields, such as politics, economy, security, development, social and culture, and strategic issues (Ministry of Foreign Affairs, 2019).

The implementation of public diplomacy was carried out by conveying messages or information to the public. This message was specifically purposed for forming a common understanding while at the same time reducing misunderstandings related to foreign policy. So, the public in general can know and understand the directions, considerations and policies taken by the government. This will create better synergies between various groups of people and the government, even including the global community.

In terms of actors, public diplomacy in the modern era opens the possibility of involvement of non-state actors in diplomacy activities. This refers to the total diplomacy scheme that involves all elements of society to be involved in supporting state diplomacy. In order to support the achievement of Indonesia's public diplomacy targets, synergies can be built between the government and society. However, public diplomacy in support of the positive image of the Indonesian nation cannot ignore political interests. Therefore, the Ministry of Foreign Affairs needs to arrange the right strategy so that the involvement of the entire community in supporting public diplomacy can lead to an appropriate target.

The development of digital technology as a globalizing information and communication tool demands changes in the pattern of public diplomacy, including in Indonesia. Adjustments were needed so that the tools of public diplomacy can be optimal in supporting the achievement of the vision of Indonesian public diplomacy. Social media was considered as a potential tool. This

study found that the use of social media in supporting Indonesian public diplomacy was generally carried out through two channels, (1) the use of social media platforms by government agencies; and (2) the use of social media with the involvement of parties outside the government.

HOW GOVERNMENT AGENCIES USE SOCIAL MEDIA PLATFORMS

The means of diplomacy were continuously developing. The characterizes of diplomatic phases were taken place globally. According to Gokhan Yuksel, an editor of the Digital Diplomacy Review, the phase of diplomacy change in the world has taken place four times. In each phase, we can see based on the characteristics seen from the use of different diplomatic means.

The first diplomacy phase is diplomacy 1.0, whose diplomatic practice was carried out by black suit-white collar experts, politicians and the state. According to Henry Kissenger, this phase was traditional diplomacy. The second phase was diplomacy 2.0, which raises public diplomacy as the main topic of relations between countries. The second phase was in accordance with the definition of the soft power concept put forward by Joseph Nye. The third phase was Digital Diplomacy 3.0, which places diplomacy as a concept that anyone can play, anytime and anywhere. The next phase was diplomacy 4.0 which is characterized by a form of digital diplomacy. This diplomacy 4.0 phase is currently underway, and is also known as uber-diplomacy. In this fourth phase, diplomacy has an intense and complex interaction with any object (Aslan, 2019).

When the diplomacy phase develops, each country must be able to make adjustments, including Indonesia. Indonesia immediately must be able to adapt to the diplomacy 4.0 phase. The Ministry of Foreign Affairs of the Republic of Indonesia, who was aware of this, has started to utilize digital platforms in the form of social media to support the continuity of public diplomacy. The use of social media can expand the reach of the public achieved, as well as be an effective and efficient means of education and promotion.

The strategy undertaken by the Ministry of Foreign Affairs was to actively utilize various social media accounts as a channel for public diplomacy. These accounts were held directly by the Ministry of Foreign Affairs and its staff. The diplomacy targets include both the domestic and foreign public. Social media was also a medium of communication and protection for Indonesian citizens abroad which are considered effective. One of the media developed was an application called "Safe Travel". This media was specially created by the Ministry of Foreign Affairs to be able to reach Indonesian citizens who travel or live abroad. Through this platform, Indonesian citizens can access important information from 180 countries in the world, including: security, vulnerability, as well as addresses and access to representatives of the Indonesian state in that country (Hazmi, 2019).

In addition, the Ministry of Foreign Affairs also utilizes social networking media platforms that have been popular around the world as a space for discussion and comment. The Ministry of Foreign Affairs works on social media accounts in the form of Facebook, Twitter, Facebook, Youtube, as well as Instagram (Nuswantoro, 2014: 185). This social network was widely used by the global community so that its affordability was wide. Through this social media, users were not only passive consumers, but also producers. This means that users or the wider community can participate in producing information to support Indonesian public diplomacy as well as interact with each other. Social media also had an important position in Indonesian public

diplomacy because it was able to significantly increase public interaction.

COMMUNITY INVOLVEMENT IN UTILIZATION OF SOCIAL MEDIA

The next strategy undertaken by the Ministry of Foreign Affairs was to increase public participation so that the government did not move alone in its efforts to achieve Indonesia's public diplomacy goals. The government hopes that there would be broad community involvement and support. Foreign Minister Retno Marsudi once conveyed at the "International Seminar of Digital Diplomacy", which was held by the Ministry of Foreign Affairs on July 12 2018, that digital technology and social media are diplomatic assets. Therefore, this asset needs to be implemented and supported by all Indonesian citizens. Moreover, the majority of Indonesians were active internet users. With the support and involvement of internet users throughout Indonesia, the promotion of public diplomacy through social media can be very profitable. The wider community can move and participate in promoting the state so that in the end it will affect the positive image of the nation.

George F Kennan stated in his article entitled "Diplomacy Without Diplomats", diplomacy was very possible to be carried out by people outside the government. Moreover, in this era of digital diplomacy, there was a big opportunity for the community to support the activities of diplomats. It was also stated that in fact, anyone can become a diplomat in a broader realm, when he carried out activities that support the goals of public diplomacy (Dirgantara, 2018).

Niniek Kun Naryatie, Plt. The Director General of Information and Public Diplomacy at the Ministry of Foreign Affairs also emphasized that anyone can play a role in Indonesian diplomacy. This can happen when someone promotes Indonesia to the world. At that time, he was considered to have contributed to public diplomacy because he had played a diplomatic role and supported the successful achievement of Indonesia's diplomatic vision. Dale in his research also stated that the use of digital diplomacy has also succeeded in supporting public diplomacy carried out by the United States around the world (Dale: 2009).

The power of public diplomacy for the national interest cannot be underestimated. Effective public diplomacy can produce soft power. This soft power can then become a tool to direct the preferences of the world community, thus making others willing to follow our desires without being forced (Nye 2008). For a country, having soft power was a benefit because it can support the realization of its foreign policy to other countries. The global community with preferences as expected, such as liking and admiring our country, will increase the bargaining position to achieve national interests. Nye (2008) states that achieving national interests can be easier when foreign people admire and want to emulate our country. When that happens, the government no longer needs hard efforts to get the support of the global community.

This dimension of public diplomacy made the country need the role of social media as a means of communicating decisions or policies that it made to the international community. The implementation of public diplomacy must be able to build good relations with the international community. This was what can support access to information dissemination widely and effectively. For Indonesia, the positive impression of the international community on Indonesia was Indonesia's soft power in carrying out its subsequent foreign policy. The government, with the support of the wider community as non-state actors, can play a role in supporting public

diplomacy activities.

CONCLUSION

Public diplomacy was carried out in order to achieve national interests. To achieve effective public diplomacy, Indonesia needs to adjust to the development of the diplomacy phase. When the world has entered diplomacy 4.0, Indonesia will take advantage of the development of digital media to make Indonesia's public diplomacy a success. One of Indonesia's public diplomacy strategies was through the use of social media as a means of public diplomacy. The use of social media for Indonesian public diplomacy was carried out in two ways. The first was with social media activities by government agencies. The government directly manages various social media platforms, to reach out to the public at home and abroad. The government has also opened a media platform "Safe Travel" so that it can be a means of communication and protection for Indonesian citizens around the world.

The second way was to increase the involvement of the wider community to support Indonesian public diplomacy. The government invites the Indonesian people to be involved in promoting the positive image of the Indonesian people throughout the world. The target was to build a stronger Indonesian soft power. When the public was involved in spreading news and positive issues related to Indonesia, this would help increase public sympathy globally as well as increase the positive image of the Indonesian nation on various sides. Indonesia's strong soft power was expected to facilitate the achievement of Indonesia's foreign policy interests. Public diplomacy with social media was carried out more optimally through collaboration between government and society.

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