



Cultural Diplomacy as a National Identity Through The Indonesian Cultural House in Türkiye

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Abstract

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Diplomacy is one way to achieve the national interests of a country. In diplomacy, culture becomes an important factor in identifying the identity of a country. Cultural diplomacy can shape a country's image in such a way as to increase state confidence in the country's performance and capabilities, which then influence national interests in various fields. Researchers used a qualitative descriptive research type in this study because it was seen as the most appropriate to explain the phenomenon to be studied, by collecting data using the literature study method. The results of this study state that the Indonesian Cultural House is considered an important factor in building diplomatic relations through cultural diplomacy to characterize Indonesia's national identity in the eyes of the international community. Build better relations between Indonesia and other countries. Through this cultural house, the spread of Indonesian cultural values is more easily accessible to the international community. Especially in cooperation with Turkey, through good relations, the Indonesian Cultural House can also be established in Turkey to introduce Indonesian culture to the Turkish people.

Keywords: *Diplomacy, Culture, National Identity. Cooperation, Türkiye*

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INTRODUCTION

Diplomacy is like the main tool for achieving national interests related to other countries or international organizations (Nurika, 2017). Diplomacy is defined not only as negotiation, but also as a means to manage relations between countries, both in times of peace and in situations of war (Warsito & Kartikasari). Initially only as a foreign policy tool and the main international relations tool, diplomacy has now developed, broadening the range of subjects, understanding, and actors of diplomatic practice (Aksoy & Cicek, 2018).

Diplomacy studies developed rapidly after the 1961 Vienna Convention, which explained that the purpose of privileges and immunities was not for personal gain, but for the implementation of effective diplomatic missions by state representatives (Prayuda & Sundari). According to KM Panikkar in his book "Principle of Diplomacy", in relation to international politics, diplomacy is the art of prioritizing the interests of the state in relation to other countries (Roy, 1995 (in Prayuda & Sundari) which in this case is the national interest of a countries in the international world, but according to some opinions, diplomacy places more emphasis on negotiating agreements or negotiating positions with other countries (Prayuda & Sundari).

One of the elements that is a powerful diplomatic tool today is culture (Tanjung, 2020). Cultural diplomacy can shape the country's image in such a way as to increase the country's trust in the country's achievements and opportunities, which then influences national interests in various fields, such as the economy, politics, and especially the country's image to become more positive, because it can be seen by a large group of people who follow culture of a country (Khatrunada & Alam, 2019).

The main aim of cultural diplomacy is to get public opinion or people of other countries to support certain foreign policies. The general pattern that usually occurs in cultural diplomacy relations is between people from one country and people from other countries. In addition, cultural diplomacy is a dynamic effort that is carried out by using cultural aspects for unity, national unity and foreign recognition and respect through cooperation and cultural exchange (Putri, 2022). One country that has contributed to culture through diplomacy is Indonesia. As a multicultural country, Indonesia is clearly different in terms of language, race, ethnicity, religion, customs, arts and culture. This cultural diversity is then used to promote the country's positive image in the eyes of the international community. This shows that cultural diversity is one of Indonesia's main strengths in attracting international attention. For this reason, the Indonesian Cultural House was established to support Indonesia in carrying out its cultural diplomacy. This research is used to find out the Indonesian government's program, namely the Indonesian Cultural House in developing cultural diplomacy as part of national identity in various countries in the world, especially Turkey.

METHODS

This study uses a descriptive research design. Descriptive research is a form of research that aims to describe existing phenomena, both natural and man-made. A phenomenon can occur between one phenomenon and another in terms of form, function, nature, change, relationship, similarities and differences. Descriptive research is research that aims to describe and interpret something, such as existing conditions or relationships, formation of opinions, ongoing processes, consequences or effects that arise, or ongoing trends. Phenomena are presented as they are, while research results are presented clearly without engineering. (Sukmadinata, 2011 (in Syarif & Yunus, 2013, p. 65)). Descriptive research is used by researchers to focus in detail on the diplomacy carried out by Indonesia using cultural diplomacy through the Indonesian Cultural House towards Turkey. In its own method, it uses the literary method, namely collecting and analyzing information, observing written results related to the problem being investigated from relevant data, namely books, journals, articles, as well as from various other online sources.

In qualitative research, data analysis is carried out as an analysis tool without mathematical calculations (Maulidya, 2022). This study uses the data analysis model of Miles and Huberman. Both define three steps that must be followed in data analysis, namely (a) data reduction step. At this point sorting, abstracting and writing need to be focused on the things that are important. The author focuses on simplifying the "raw" data found to describe Indonesian Cultural Diplomacy as a national identity through Rumah Budaya; (b) Data presentation stage. This second

stage contains data presentation, namely an ordered data set. Previously collected information is presented as narrative text. Presentation of data can be done using various graphs, charts, etc. In this research, the writer presents the data as narrative text; (c) Conclusion step. During the research, valid data is examined, where tentative conclusions are constantly being developed. The presence of various new discoveries forces the author to prove the truth (Silalah, 2009) (in Maulidya, 2022, p. 10)). This study discusses discourses related to Indonesian Cultural Diplomacy as a national identity through Rumah Budaya from writings in the social context studied.

RESULTS & DISCUSSION

Results

Culture as National Identity

The national identity of a nation can be said to be unique, a feature or characteristic that distinguishes a nation from other nations (Aprianti, Dewi, & Furnamasari, 2022). Every nation must have its own identity, which is formed through the history of the nation itself (Andriyani, 2023). Basically, national identity is a manifestation of cultural values that grow and develop in various fields of life and have the characteristics of other nations (Aprianti, Dewi and Furnamasari, 2022). Culture is the identity of the civilization of a society or a country that differentiates it from one country to another. It also acts as a barrier, shaping the behavior of societal groups and as a means of communication.

Indonesia has cultural diversity which is an identity for everyone and society and is even referred to as a national identity (Mirmalisa, 2019). Due to its many ethnic groups, Indonesia is the only country with a diverse culture. That is, a pluralistic culture is one of the elements forming national identity. The identity of the Indonesian nation is diverse and expresses cultural values that developed before the arrival of important religions in the archipelago in various fields of life from hundreds of tribes, which were then united into a single cultural unit of the Indonesian nation with the establishment of Pancasila and *Bhinneka Tunggal Ika* (Aprianti, Dewi and Furnamasari, 2022).

National identity is formed by ethnic agreements that already exist in Indonesia. The existence of national identity is caused by differences in ethnicity, race, religion, regional language, and culture between groups that have characteristics that Indonesian people can collectively define as a form of national identity. Therefore, national identity must be formed through agreement, so that they have the same views in interpreting and defining the national identity itself (Aulia, Dewi and Furnamasari, 2021).

After being studied, the culture of the Indonesian nation consists of national culture and regional culture. National culture is an oriental culture that emphasizes elements such as spirituality, emotion, and *gotong royong* or *gotong royong*. All the results of this culture can be called a national culture. In relation to Indonesia's status as a multicultural country, it is appropriate that the local cultures of each region and ethnic groups as a whole form a unified whole in Indonesian culture. All cultures that are born, grow and develop in Indonesia can be interpreted as a national identity. Given that all these cultural products have local Indonesian wisdom values (Aprianti, Dewi, & Furnamasari, 2022). Culture is one of our

country's assets besides the culture of other countries, Indonesian culture cannot be lost just because of the flow of globalization that has come to Indonesia.

Culture in Indonesia includes language, music, dance, customs, and food (Aurellia, 2023).

1. Language

Indonesian is the official language of Indonesia and is used by all Indonesian people as a means of communication. Indonesian literature is also part of the Indonesian language which consists of various forms such as poetry, stories and drama that reflect the personality of the Indonesian nation.

2. Music

Indonesian music consists of various types, distinguished by instrumentation, genre, etc., which reflect the personality and values of the Indonesian people. In Indonesia, culture is conveyed in the form of music through regional songs and musical instruments. One example is the sasando musical instrument from East Nusa Tenggara.

3. Dance

Indonesian dances consist of various types, distinguished by their themes, movements and music which are very thick with Indonesian customs. Some examples are the Pendet dance from Bali and Jaipong from West Java.

4. Customs

Indonesian customs consist of various procedures that must be followed in everyday life in Indonesia. One of the traditions that is still being preserved is the traditional house and Indonesian traditional clothing which consists of various designs, colors and materials that reflect the values of the Indonesian nation. Some examples are the Bale Gede Balinese traditional house and Bodo Bugis clothing in South Sulawesi.

5. Food

Indonesian food consists of various types, distinguished by the ingredients and how it is made. Indonesian food is passed down from generation to generation and has a unique taste. Some examples are Gudeg from the Special Region of Yogyakarta, Rendang from West Sumatra and many more.

Indonesian Culture House

Indonesia is one of the countries that uses cultural diplomacy as a strategy to achieve its national interests. One concrete manifestation of implementing the Indonesian government's diplomatic strategy through cultural aspects is the Indonesian Cultural House (RBI). The government makes RBI a diplomatic tool that takes advantage of Indonesia's cultural diversity, including in the form of dances, traditional clothing, traditional musical instruments and others. With the formation of the RBI, it is hoped that it will facilitate the achievement of Indonesia's national interests.

Cultural diplomacy carried out by the Indonesian government is part of public diplomacy. Cultural diplomacy has now become the center of Indonesian foreign policy in the information age because it is very effective in improving relations between countries (Djelantik, 2016). Because culture is considered as a way to strengthen relations between countries. One of Indonesia's concrete manifestations in carrying out cultural diplomacy is the establishment of the Indonesian Cultural Center, namely the RBI which is a collaboration between the

Ministry of Education and Culture and the Ministry of Foreign Affairs of the Republic of Indonesia. Indonesian Affairs for International Presentation of Indonesian Culture (Chasdiana, Kamalauddin & Krisnando).

The purpose of establishing RBI abroad is to increase international recognition and respect for character, human dignity and the role of the nation and state, to become one of the opportunities to create world stability and peace, to increase cultural cooperation between Indonesia and other countries in the world. As well as efforts to achieve the interests of the nation to understand, inform and build the image of the nation through culture (Chasdiana, Kamalauddin and Krisnando).

Indonesian cultural diplomacy is carried out through the Indonesian Cultural House (RBI), international cooperation and the establishment of cultural embassies. Through the establishment of the Indonesian Cultural House, countries can exchange cultural information. Besides that, it can also increase Indonesia's tourism potential. The programs of the Indonesian Cultural House abroad help appreciate traditional arts and build cultural relations with the international community towards Indonesia. The Indonesian Cultural House takes place in several countries such as the United States, South Korea, France, Germany, the Netherlands, Australia, Timor Leste, Singapore, Japan and Turkey (Putri, 2022).

The Indonesian Cultural House has three functions (Wildan, 2017)

1. The first function is to study culture. Foreigners or Indonesian citizens living in these countries can learn Indonesian culture at RBI.
2. Another task is Cultural Expression, which is usually done by holding an Indonesian cultural festival.
3. The last function is Advocacy and Promotion.

The establishment of RBI in Turkey is one way to describe the implementation of Indonesia's soft diplomacy through the cultural sector. Indonesian cultural diplomacy through RBI Turkey is important for Indonesia to strengthen relations with Turkey. Turkey's RBI plays an important role together with other RBIs, namely as a center and in the efforts of Indonesian cultural diplomacy abroad through various activities to attract international attention and play an effective role as a soft diplomacy tool.

Discussion

Socio-Cultural Relations of Indonesia and Türkiye

Indonesia and Turkey have established diplomatic relations since 1950. Indonesia opened an Indonesian embassy in Ankara in 1958. Diplomatic relations between Indonesia and Turkey in general are important because both are Islamic and modern countries. These two countries are examples of how Islam and democracy can coexist and progress (Sari, 2018).

Indonesia and Turkey are both members of the Organization of the Islamic Conference (OIC), D8 (Community for Economy and Development) and G20. The two countries also actively participate in dialogue between civilizations. Participation in various international forums is an opportunity for countries to strengthen bilateral relations and partnerships that have been agreed upon in many other fields (Sari, 2018).

Cooperation between Indonesia and Turkey in the field of culture began with the signing of a Memorandum of Understanding by the two countries on

August 18, 1973 in Jakarta and ratified by Presidential Decree No. 39 dated 27 July 1974. This signing was done. by Abdulkadir, Minister of Tourism of Indonesia and Joop Ave, Minister of Tourism and Communication of Turkey in Denpasar, Bali (Sari, 2018).

Sharing culture is often an effective way to break down rigid boundaries between countries or to warm up lasting friendships. Like between Indonesia and Türkiye. The fraternal relations between the two countries are expected to warm up with the opening of an Indonesian language course aimed at Turks. The collaboration between the Indonesian Embassy in Turkey and the Indonesian Ministry of Education and Culture to open an Indonesian language course was unexpectedly welcomed by Turkish citizens (Aulia, 2021).

Turkey and Indonesia have similarities in culture and religion, but there are many differences in the way of life of the Turks in viewing the status of animals, especially dogs. This is because different ways of thinking affect how animals think and see. Most Turks are members of the Hanafi school, and a dog's uncleanness is only in its saliva. Another view of Indonesia is dogs roaming freely in public places. Society allows dogs and cats to live normally in their habitat and can even be considered part of society. Cats are also very special as a Turkish identity, which shows that the government pays attention to animals by establishing animal protection laws (Leodafira and Oktarina, 2022).

Indonesia's Strategy of using the House of Culture as a Means of Cultural Diplomacy Against Türkiye

In the context of implementing the collaboration between Indonesian and Turkish cultural exchange programs, several agendas have been prepared through the Directorate General of Cultural Values, Arts and Film (NBFS) involving several young Turkish filmmakers for exhibitions and screenings of Indonesian-themed films. Several young Indonesian filmmakers have held exhibitions and film screenings in several important cities in Turkey, such as Ankara and Istanbul (Putri, 2022).

Indonesia held an opening ceremony for the Indonesian Cultural House in Türkiye which was full of cultural performances. Indonesian dance master, Didik Nini Thowok appeared in the cultural performance and amazed the audience with the Jepindo Dwimuka Mask dance. Turkish audiences who crave interesting and entertaining entertainment were also surprised by the appearance of Didik, who performed the Lengger Banyumas dance. Various Indonesian traditional arts such as Angklung, Yaping dance, Rapai dance, Legong dance, Makassar Fan dance, Saman dance were also performed in the performance which was attended by high-ranking Turkish officials, diplomatic circles, Turkish businessmen and Indonesian cultural figures, as well as traditional Turkish dances, namely the Seymenler dance. which depicts Atatürk's heroism, and the Karadeniz dance which reflects Turkish culture in the Black Sea region. Indonesian and Turkish students and communities display various Indonesian and Turkish arts (Anthoni, 2015).

The Indonesian Culture House in Turkey also organizes various programs to promote Indonesian culture to create a positive image of Indonesia as a multicultural country. To create a positive image in Turkey, the Indonesian Cultural Center organizes cultural programs such as Indonesian language courses

for Turkish people, Indonesian language speech contests, cultural exhibitions, art exhibitions, and training in traditional Indonesian dance and angklung. In which students, students and also Indonesians and Turks participate. Government, citizens, education and the media are involved. Through the implementation of these programs, Indonesian public diplomacy through culture has succeeded in building the country's image, strengthening Indonesian-Turkish cooperation and Turkish public appreciation of Indonesia (Putri, 2022).

CONCLUSION

Identity for a nation is something that is very necessary to distinguish the characteristics of that country from other countries. The characteristics of a country are also known as national identity. With regard to national culture, regional culture is reinforced by the motto *Bhinneka Tunggal Ika*. Culture as a national identity can be interpreted as various national identity or national personality. Indonesia which uses culture in diplomacy. All Indonesian cultural heritage can be interpreted as a form of Indonesian national identity. Carrying out cultural diplomacy means intentionally and purposefully instilling, developing, and maintaining the image of Indonesia abroad, especially the countries implementing the Indonesian Cultural House as a nation and state with high culture. In addition, the efforts made as one of Indonesia's policy objectives are to carry out cultural diplomacy in the implementation of Indonesia's foreign policy policy. Meanwhile, the manifestation of the role of cultural diplomacy in the Indonesian Cultural House is the role as a means of promotion to explain the reality related to the exotica of culture that belongs to the Indonesian nation, while the manifestation of the role of the Indonesian Cultural House is in terms of its role as the axis of diplomacy and the struggle for national interests. Indonesia built the Indonesian Cultural House in *Türkiye* as a form of carrying out cultural diplomacy. Good diplomatic relations between Indonesia and Turkey are quite helpful in promoting Indonesian culture to Turkish people through this Culture House.

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