



The Role of Cultural Diplomacy in International Relations of ASEAN Countries

Sultan Dhiaulhaq

Prodi Hubungan Internasional, FISIP, Universitas Singaperbangsa Karawang

Abstrak

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Dalam menghadapi kompleksitas globalisasi, Indonesia sebagai negara kaya keberagaman budaya dan tradisi menghadapi tantangan dalam mempertahankan identitas nasionalnya. Diplomasi budaya diidentifikasi sebagai instrumen krusial dalam meningkatkan ketahanan nasional melalui pemahaman bersama, penghormatan terhadap keberagaman, dan penguatan identitas nasional. Artikel ini membahas peran diplomatik Kementerian Luar Negeri dalam mengelola perbedaan budaya dan memaparkan bagaimana diplomasi budaya menjadi elemen vital dalam pertahanan nasional, sesuai dengan Undang-Undang Nomor 3 Tahun 2002 tentang pertahanan negara. Studi kasus kerjasama antara Indonesia dan Korea Selatan melalui fenomena Hallyu menggambarkan dampak diplomasi budaya terhadap ekonomi, politik, dan sosial. Penelitian ini menggunakan metode penelitian yuridis normatif atau disebut juga penelitian kepustakaan. Pengumpulan data dilakukan secara sekunder, melibatkan bahan hukum primer, sekunder, dan tersier, seperti Undang-Undang, buku, jurnal, serta artikel terkait. Hasil penelitian menunjukkan bahwa di tengah perubahan budaya global, diplomasi budaya juga dihadapkan pada tantangan, termasuk ancaman multidimensional yang melibatkan aspek fisik dan nonfisik. Oleh karena itu, integrasi diplomasi budaya dalam kebijakan keamanan nasional menjadi esensial untuk menjaga keberagaman budaya dan identitas nasional.

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2110631260054@student.ac.id

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INTRODUCTION

In the rapidly developing era of globalization, Indonesia, as a country rich in cultural diversity and traditions, faces complex challenges related to global integration. Globalization brings positive impacts such as economic growth and the exchange of knowledge, but it also poses problems, especially in managing cultural differences that can be a source of conflict and instability. Countries around the world, including Indonesia, must confront the reality that globalization can erode cultural diversity and threaten national identity. With its cultural wealth encompassing various ethnicities, languages, and customs, Indonesia has the important task of preserving this diversity as valuable social and cultural capital. Therefore, the role of cultural diplomacy becomes crucial in managing the challenges of globalization and cultural differences to enhance national resilience. Cultural diplomacy can be a strategic tool for building mutual understanding among nations, respecting diversity, and strengthening national identity.

Based on Law Number 3 of 2002 concerning the national defense, the role of the Indonesian Ministry of Foreign Affairs as a ministry outside the defense sector is significant as a vital non-military defense pillar in responding to non-military threats. This is in line with the concept emphasized in the national defense white paper issued by the Ministry of Defense. In the context of cultural diplomacy to enhance Indonesia's national defense, amidst the rapidly evolving globalization and increasingly apparent cultural differences, cultural diplomacy becomes an effective means to strengthen national defense. The Ministry of Foreign Affairs, with its diplomatic role, can serve as a bridge to build understanding and cooperation among nations through cultural exchanges, arts, education, and cultural values. The role of the Ministry of Foreign Affairs in cultural diplomacy is consistent with the concept outlined in the national defense white paper. Cultural diplomacy, as part of non-military defense, not only involves aspects of interstate relations in political and security contexts but also encompasses cultural dimensions that contribute to national resilience.

The dimension of culture that contributes to national resilience. Technological innovation has transformed the global landscape, shifting traditional diplomacy toward a more inclusive modern form. Traditional diplomacy, or first track diplomacy, which initially focused on dialogue between state officials in the context of conflicts, has evolved into a form of diplomacy that involves non-governmental elements and addresses issues such as human rights, the environment, economy, and culture. Modern diplomacy is no longer confined to negotiations between governments but includes civil society actors and a range of pressing global issues.

As the dynamics of the world evolve, the concept of diplomacy has also undergone adjustments, responding to emerging opportunities. In supporting the diplomatic process, various means are used, including cultural instruments. Cultural diplomacy functions as part of soft power, not coercive, but rather utilizing attraction. In this era, characterized by globalization, the information society, and network diplomacy, cultural diplomacy becomes increasingly crucial as a tool that plays an important role in understanding and responding to global dynamics. Amidst the era of globalization and modernization, international cooperation becomes a crucial element in the context of international relations. For foreign relations to develop positively, each country strives to implement diplomatic strategies. Moreover, diplomacy and culture are two interrelated aspects that form a strong bond. Culture is not only the foundation and tool for diplomatic activities but also the goal pursued in every diplomatic step. Cultural diplomacy not only involves the application and empowerment of culture to enhance diplomatic actions but also utilizes diplomacy as a means to respect and preserve cultural sustainability.

LITERATUR REVIEW

Soft Diplomacy

Soft diplomacy, also known as non-confrontational diplomacy, is a diplomatic strategy that does not use threats, military force, or pressure to achieve goals. In contrast, soft diplomacy uses social, cultural and communication approaches to influence other countries and achieve national interests. Examples of

successful soft diplomacy include the use of Japanese anime to improve Japan's image in Indonesia and Indonesia's role as a stable and influential democracy in resolving conflicts in various regions. Soft diplomacy is more effective and efficient than hard diplomacy because it does not require large costs and casualties, and can improve the country's image and trust.

RESEARCH METHOD

This research adopts normative juridical research methods or also known as library research. This approach is carried out by examining library materials or rely on secondary data. Data collection methods used in this research is the collection of secondary data in the form of documents. The data sources accessed involve primary, secondary and tertiary legal materials relevant to the type of research, in particular normative research. The data that is the basis for this research is secondary data includes laws, book literature, various journals related to research topics, and articles published in both offline and online formats.

RESULTS AND DISCUSSION

Difference between Cultural Diplomacy and Traditional Diplomacy

Cultural diplomacy is the use of culture as a tool to promote international relations, enhance cross-cultural understanding, and strengthen international cooperation. It involves exchanges in arts, music, film, literature, education, and other cultural elements to build bridges of communication and increase mutual understanding among nations. Cultural diplomacy aims to showcase a country's cultural richness to the world, build a positive image, and support political and economic goals in international relations. Concrete examples of cultural diplomacy include international art festivals, student exchange programs, cultural exhibitions abroad, and collaborations in the creative industries. These initiatives are often organized by governments, educational institutions, non-governmental organizations, and creative industry players with the goal of introducing and promoting their cultural heritage while also learning about and appreciating other cultures.

Traditional diplomacy, on the other hand, is the practice of international relations focused on negotiations and dialogue between governments to achieve political and strategic objectives. This diplomacy involves diplomats and official representatives working through formal channels to discuss issues such as security, trade, military alliances, and international treaties. Traditional diplomacy emphasizes national interests and inter-state relations based on political and economic power. Examples of traditional diplomacy include peace treaties, strategic alliances, free trade negotiations, and discussions on global environmental issues. Diplomats and government officials play a key role in this process, working through embassies, consulates, and diplomatic missions to represent and protect their country's interests.

Cultural diplomacy aims to enhance cross-cultural understanding, strengthen people-to-people connections, and build a positive national image internationally. Its focus is more on cultural and social aspects such as arts, education, and cultural exchanges. Conversely, traditional diplomacy focuses on achieving political and strategic goals through formal negotiations and dialogue

between governments, addressing issues like national security, political alliances, trade agreements, and other foreign policy matters. The main actors in cultural diplomacy include artists, cultural figures, academics, non-governmental organizations, and educational institutions, with governments acting more as facilitators and supporters. Meanwhile, traditional diplomacy is conducted by diplomats, government officials, and official state representatives working through formal channels like embassies and consulates.

Methods and approaches in cultural diplomacy involve cultural activities such as festivals, exhibitions, student exchanges, and educational programs to build relationships and mutual understanding. The approach is more informal and based on direct interactions between individuals and communities. In contrast, traditional diplomacy involves formal negotiations, international conferences, official agreements, and government-to-government dialogues. Its methods are more formal and procedural, often with a strict structure and sometimes conducted in secrecy. The scale and impact of cultural diplomacy, although potentially broad, tend to be long-term and indirect. For example, cultural exchanges can strengthen relationships among young generations, eventually influencing future international relations. Conversely, the impact of traditional diplomacy is usually more immediate and concrete, such as achieving trade agreements or military alliances that directly affect national and international policies.

Real-life examples of cultural diplomacy include the Fulbright Program, which facilitates student and professional exchanges between the United States and other countries, or the ASEAN Film Festival, which promotes cinema from Southeast Asian countries. On the other hand, examples of traditional diplomacy include the Paris Agreement on climate change, the North American Free Trade Agreement (NAFTA), or peace negotiations between Middle Eastern countries. Cultural diplomacy and traditional diplomacy complement each other in international relations. Cultural diplomacy uses soft power to build deeper, lasting relationships through cultural and social understanding, while traditional diplomacy uses formal approaches and hard power to achieve immediate political and strategic objectives. Both are needed to create a stable, peaceful, and mutually beneficial international environment.

The Role of Cultural Diplomacy in Building a Positive Image and Increasing Understanding Between Countries

Cultural diplomacy plays a pivotal role in shaping the global perceptions and international standing of countries. It encompasses the exchange of cultural assets, including art, music, literature, education, and shared cultural experiences, to foster mutual understanding and respect among nations. Through these exchanges, countries can present their cultural identity, values, and traditions to a global audience, building a positive image and promoting peaceful international relations.

One of the primary ways cultural diplomacy builds a positive image is by showcasing a country's cultural richness and diversity. Cultural festivals, international art exhibitions, and performances allow countries to highlight their unique cultural heritage. For instance, Japan's use of cultural diplomacy through initiatives like the Japan Foundation and cultural events such as the cherry blossom festivals abroad has significantly enhanced its image, portraying it as a nation of rich traditions and modern innovation. Such events not only attract tourists but also

foster a deeper appreciation and understanding of Japanese culture among foreign audiences.

Educational exchanges are another cornerstone of cultural diplomacy that significantly contribute to building a positive image and fostering mutual understanding. Programs like the Fulbright Scholarships, Erasmus+ in the European Union, and the British Council's educational initiatives provide opportunities for students, researchers, and academics to study and work abroad. These programs not only enhance educational cooperation but also create lasting bonds between individuals from different countries. Alumni of these programs often become informal ambassadors for the host country, promoting its culture and values long after their exchange experience ends.

Furthermore, cultural diplomacy helps in dispelling stereotypes and countering negative perceptions. By providing a more nuanced and comprehensive view of a country, cultural exchanges can challenge and change preconceived notions. For example, American jazz diplomacy during the Cold War served to counteract negative Soviet propaganda about the United States. By sending jazz musicians like Louis Armstrong and Duke Ellington to perform around the world, the U.S. showcased its cultural diversity and the freedom of artistic expression, countering the image of America as solely a capitalist and imperialist power. These cultural ambassadors demonstrated that American society valued creativity, freedom, and diversity, thus enhancing its global image.

Cultural diplomacy also promotes dialogue and mutual understanding by facilitating direct people-to-people interactions. These interactions are crucial in breaking down barriers and fostering empathy and respect among different cultures. Programs such as city twinning, where cities from different countries establish formal relationships, encourage cultural exchanges at a local level. This allows citizens to engage in cultural activities, exchange ideas, and develop personal relationships, thereby humanizing international relations. The twinning of cities like Paris and Rome or New York and Tokyo has led to various cultural, educational, and economic exchanges, strengthening ties and enhancing mutual understanding between their citizens.

In addition, cultural diplomacy can play a significant role in peacebuilding and conflict resolution. By promoting cultural understanding and dialogue, it can help to ease tensions and foster reconciliation in conflict-prone regions. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has been instrumental in promoting cultural diplomacy for peace. Initiatives such as the rebuilding of cultural heritage sites in post-conflict areas and intercultural dialogue programs have demonstrated the power of culture in bringing communities together and fostering peace. For example, UNESCO's efforts in restoring the Timbuktu manuscripts in Mali and the Bamiyan Buddhas in Afghanistan have not only preserved cultural heritage but also helped in healing and uniting communities affected by conflict.

Cultural diplomacy is also a powerful tool for promoting national interests and achieving foreign policy objectives. By leveraging cultural assets, countries can build soft power, which complements traditional diplomatic and economic strategies. Soft power, as articulated by Joseph Nye, refers to the ability to shape the preferences of others through appeal and attraction rather than coercion or

payment. Countries like South Korea have effectively used cultural diplomacy to enhance their global standing and influence. The global popularity of K-pop, Korean dramas, and cuisine, often referred to as the Korean Wave or Hallyu, has significantly boosted South Korea's image and soft power, leading to increased tourism, cultural exchanges, and economic opportunities.

Moreover, cultural diplomacy can foster economic ties and promote trade. Cultural events and exchanges often create platforms for showcasing a country's products, services, and innovations. For instance, international expos and trade fairs that include cultural components can attract business investments and partnerships. The Expo 2020 in Dubai, which featured pavilions from various countries showcasing their culture and innovations, provided a unique opportunity for cultural and economic diplomacy, facilitating numerous business deals and collaborations.

Cultural diplomacy also has a significant impact on addressing global challenges such as climate change, human rights, and social justice. Through cultural initiatives, countries can raise awareness and foster a collective response to these issues. For example, cultural festivals and exhibitions focused on environmental themes can promote sustainability and conservation efforts. Similarly, cultural diplomacy initiatives that highlight human rights through art, film, and literature can mobilize international support and action.

Despite its many benefits, cultural diplomacy also faces challenges. Differences in language, cultural practices, and historical contexts can sometimes hinder effective communication and mutual understanding. Additionally, there is a risk of cultural diplomacy being perceived as cultural imperialism, where one culture is imposed on another. To mitigate these challenges, it is essential for cultural diplomacy efforts to be grounded in mutual respect, inclusivity, and genuine exchange. Successful cultural diplomacy should be a two-way street, where all parties involved are both learners and contributors.

The Impact of Cultural Diplomacy on Indonesia's National Resilience in the Middle East Global Cultural Change

Global cultural changes driven by the flow of information and technology can threaten the cultural diversity in Indonesia. Globalization brings changes in how people communicate, interact, and access information. The biggest challenge is the potential loss of local cultural identity amidst the dominant global culture. Cultural diplomacy becomes a primary instrument to address this challenge by preserving and promoting Indonesia's cultural diversity. Cultural diplomacy has a significantly positive impact on Indonesia's national resilience. One of its effects is strengthening bonds between nations through mutual cultural understanding. Through cultural exchanges, Indonesia can build harmonious relationships with other countries, reduce potential conflicts, and expand diplomatic networks. Cultural diplomacy can also enhance Indonesia's image in the eyes of the world, creating greater appeal for tourism, investment, and international cooperation.

The importance of cultural diplomacy is increasingly recognized in the context of national defense policy. Integrating cultural diplomacy into security policy can provide a solid foundation in facing the challenges of global cultural change. Strengthening regional cooperation in the field of cultural diplomacy can also increase solidarity and coordination among ASEAN countries to maintain

cultural diversity and national identity. However, on the other hand, in Law No. 3/2002, the era of globalization, characterized by advances in science, technology, communication, and information, has significant impacts on the form and pattern of threats to state sovereignty. Threats that were initially conventional (physical) have now evolved to become multidimensional, encompassing both physical and non-physical aspects, originating from both domestic and foreign sources. These threats can arise from various dimensions such as ideology, politics, economics, socio-culture, as well as security issues related to international crimes like terrorism, illegal immigrants, narcotics, natural resource theft, piracy, and environmental damage.

This condition makes defense issues complex, requiring the involvement of all relevant agencies, both from the government and non-government sectors. In this context, the Preamble to the 1945 Constitution of the Republic of Indonesia emphasizes that the government's responsibility is to protect the entire Indonesian nation and the entire homeland from all forms of threats, both from within and outside the country. The functions of state governance, according to this principle, include protecting the nation, enhancing general welfare, developing the intellectual life of the people, and participating in maintaining world order based on independence, eternal peace, and social justice.

CONCLUSION

Cultural diplomacy plays a crucial role in enhancing Indonesia's trust and national resilience amid the uncertainties of globalization. Through the implementation of the ASEAN Socio-Cultural Community (ASCC) Blueprint, Indonesia can build a strong ASEAN identity, address the negative impacts of urbanization, and promote solidarity among Southeast Asian nations. In the context of global cultural changes, cultural diplomacy becomes an important instrument for preserving Indonesia's cultural diversity and strengthening inter-nation bonds. Its positive impacts include harmonious relationships, a positive image in the eyes of the world, and an increased appeal for tourism and international cooperation. However, globalization also brings complex challenges to national defense, including multidimensional threats involving both physical and non-physical aspects. Therefore, the integration of cultural diplomacy into security policies is essential to face global dynamics and maintain national identity.

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