

Nation Branding: The Case Of Indonesia's Cultural And Tourism Public Diplomacy

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Abstrak

Artikel ini menganalisis implementasi pencitraan bangsa (*nation branding*) pariwisata Indonesia melalui citra pariwisata 'Wonderful Indonesia' sebagai salah satu bentuk diplomasi negara. Sebagai sebuah upaya diplomasi lunak (*soft diplomacy*) oleh Indonesia, penggunaan citra 'Wonderful Indonesia' merupakan perwujudan dari keberagaman, budaya, potensi pariwisata, sejarah, serta keragaman agama di Indonesia. Penggunaan citra pariwisata sebagai instrumen diplomasi publik bukanlah hal baru dalam kajian diplomasi. Beranjak dari diplomasi tradisional, diplomasi modern cenderung memberikan manfaat bagi berbagai negara dalam kerangka upaya kerja sama. Hasil penelitian menunjukkan bahwa citra positif suatu negara dapat memengaruhi opini warga negara asing terhadap negara tersebut. Meskipun demikian, implementasi pencitraan merek (*branding*) ini masih menjadi tantangan bagi Indonesia. Citra positif yang dibangun ternyata belum mampu memberikan pengaruh signifikan terhadap peningkatan kunjungan wisatawan, terutama karena isu keamanan pariwisata yang cenderung menjadi tantangan besar bagi negara.

Kata kunci: Pencitraan bangsa, Diplomasi Publik, Diplomasi Pariwisata, *Wonderful Indonesia*

Abstract

This paper analyzes the implementation of Indonesian tourism nation branding through the wonderful tourism image of Indonesia as a form of state diplomacy. As a soft diplomacy effort by Indonesia, the use of wonderful Indonesia is a manifestation of Indonesia's diversity, culture, tourism, history and other religions. The use of tourism image as public diplomacy is not new in diplomatic studies, departing from traditional diplomacy, modern diplomacy tends to provide benefits for various countries in cooperation efforts. The results found are that the good image of a country can influence the opinion of foreigners towards the country, but the implementation of branding is still a challenge for the country, where the good image has not been able to have a major influence on increasing tourism, where the problem of tourism security tends to be a big challenge for the country.

Keywords: Nation Branding, Public Diplomacy, Tourism Diplomacy, *Wonderful Indonesia*

INTRODUCTION

Diplomacy is the main issue among nations, diplomacy explains several characteristics among countries and non-state actors by utilizing soft power, including; *public*

diplomacy, information media, public relations, nation branding, self-presentation, and foreign policy; with the aim of managing short-term and long-term

problems¹. Over time, diplomacy has developed; Modern diplomacy introduces culture and tourism as a form of interaction to build state strength and have an impact on improving the economy of countries including Indonesia². The use of culture then becomes an important part of Indonesia, which is known to have a wide area, with cultural and tourism diversity spread across more than 17,000 islands³.

Travel & Tourism Competitiveness Report; The World Economic Forum sees that there are factors that influence a country's tourism growth; investment in infrastructure and tourism branding that is packaged in an attractive way, Indonesia itself is considered to have the advantage of competitiveness, diversity and richness in local culture. However, Indonesia is experiencing various challenges and obstacles in the use of culture and tourism, an important thing that is still an obstacle for Indonesia, in this case is tourism security after acts of violence committed by several parties in the early 2000s to the present, as well as problems environment affected by tourism waste.

Apart from that, to make tourism economically beneficial, the equitable development of proper tourism infrastructure is also an ongoing challenge not only in the tourism center area, but throughout Indonesia which has an impact on the distribution of availability and the balance of numbers. Even though Indonesia has several tourism destination centers that already have adequate infrastructure, several other potential areas for Indonesian tourism are still far from enough, especially in the Eastern region of Indonesia, where there are a large number of areas in Indonesia

with tourism potential that cannot be reached easily. On the one hand, we know that ease of access to tourism and safety of travel is an important need for tourists. This problem certainly requires improvement efforts by both the government and the private sector in restoring the image of tourism and the country, bearing in mind that the development of the global tourism industry is also supported by the existence of a world tourism organization under the auspices of the United Nations, namely UNWTO (United Nations World Tourism Organization) since 1970. This organization was established with the aim of developing and increasing tourism so that it can contribute to economic development and create jobs, support peace and mutual understanding between countries or global peace, basic freedoms for all regardless of differences in gender, religion, language and race⁴.

The use of culture and tourism as a tool or strength of a country is in line with the thoughts of Joseph, S. Nye, who saw that at the end of the cold war, the country's strength no longer relied on the military alone, but other sources of state power could come from cultural sources and various other approaches in the form of *soft power*⁵. Diplomacy with cultural instruments is increasingly being used, various forms of attraction from this diplomacy, for example culture exhibitions, student exchanges, as well as cultural products of a country which

¹ Gliboa, Eytan; *Searching for A Theory of Public Diplomacy*, 2008

² Mahpud Sujai; *Strategi Pemerintah Indonesia Dalam Menarik Kunjungan Turis Mancanegara*; KAJIAN EKONOMI & KEUANGAN Kajian Ekonomi Keuangan Vol 20 No. 1 (April 2016)

³Diakses melalui situs pemerintah, Kementerian Kelautan dan Perikanan Indonesia, <https://kkp.go.id/djpr/p4k/page/4270-jumlah-pulau>, 24 April 2022

⁴Kementerian Luar Negeri Republik Indonesia, 'Daftar Kerja Sama Multi lateral World Tourism Organization (UN-WTO)', *Official Website Kementerian Luar Negeri Republik Indonesia*, 2012 https://kemlu.go.id/portal/id/read/135/halaman_list_lainn_va/worldtourismorganization-un-wto

⁵ Soft Power adalah kapasitas yang dimiliki suatu aktor (negara) untuk membujuk pihak lain melakukan apa yang diinginkannya tanpa menggunakan paksaan, ancaman, atau sogokan

are spread directly or through various media such as television and the internet⁶.

Tourism and culture have an important role in building domestic and world attention which is motivated by the diversity of nature and culture they have. It is also used as a tool of diplomacy through the introduction of Indonesian culture to build the country's image in the eyes of the world⁷. The use of tourism branding has meaning, duties and functions for Indonesian tourism. In this research, the authors are interested in seeing the implementation of a tourism branding in the development of public diplomacy. In diplomacy theory, hard diplomacy and soft diplomacy are the main variables in the concept of diplomacy, branding itself is a form of soft diplomacy as defined by experts regarding branding, this study looks at the function, correlation and implementation of branding in Indonesian public diplomacy.

Through the Ministry of Tourism and Creative Economy, the use of the tourism sector in building the country's image is used through the establishment of nation branding, namely "Wonderful Indonesia" since 2011⁸. The slogan Wonderful Indonesia was created to support the promotion of Indonesian tourism and create a good image for Indonesia with several program initiatives. The Ministry of Tourism and Creative Economy of Indonesia, forming the face of Indonesia in the slogan Wonderful Indonesia, this aims to further reintroduce the meaning and philosophy of Indonesia through this branding in order to face various existing obstacles. Promotion of

wonderful Indonesia through various media is an important value in restoring the image of Indonesian tourism in the midst of existing security threats⁹.

ANALYSIS FRAMEWORK

Diplomacy: Public-Cultural

Diplomacy is an important part of international political interaction, used as an effort to achieve the national interests of a country. In this case, diplomacy is interpreted not only as negotiations, but also as all foreign relations efforts aimed at achieving interests, diplomacy is also a method for conveying messages and state interests relating to the political, economic, trade, social, cultural, defense and other interests in framework of international relations to achieve mutual understanding between two or more countries¹⁰. As a force, diplomacy is a soft power category owned by international political actors, Joseph Nye in his book *Soft Power: The Means to Success in World Politics*, soft power is defined as the ability to create choices for others, namely the ability to attract parties others to be willing to choose to do something they want¹¹.

Joseph Nye added a definition related to smart power, which is a combination of the use of smart power and soft power owned by the state to achieve goals and desires¹². In contrast to Korb and Boorstin who argue that the concepts of hard and soft power are termed as integrated power because both are patterns, not alternatives, which

⁶ Sidik Ali Mustaqim, 'Upaya Jepang Dalam Mempopulerkan Program Cool Japan Sebagai Nat ion Branding', *EJournal Ilmu Hubungan Internasional*, Vol.6 No.4 (2018), h. 1407.

⁷ Triesanto Romulo Simanjuntak, "Efektivitas Nation Branding "Wonderful Indonesia" Sebagai Sebuah Strategi Dalam Hubungan Diplomasi Pemerintah Indonesia Tahun 2011-2018", *Jurnal Cakrawala*, 2018, hal. 30.

⁸ Denny Prawibowo; Oktaviana Purnamasari, Strategi Kementerian Pariwisata Indonesia Dalam Branding Wonderful Indonesia Melalui Media Sosial, *Jurnal PERSPEKTIF Komunikasi Program Studi Ilmu Komunikasi dan Magister Ilmu Komunikasi dan Magister Ilmu Komunikasi*

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⁹<https://www.indonesiainvestments.com/id/bisnis/industri-sektor/pariwisata/item6051?>

¹⁰ Gusti Idriasih, "Diplomasi Indonesia Melalui Kampanye Wonderful Indonesia Dalam meningkatkan Pariwisata Indonesia di Dunia Internasional Tahun 2011-2015", *JOM. FISIP*, Vol. 3 no. 1, Februari 2016, hal. 3.

¹¹ Nye, Joseph S., Jr. 2005. *Soft Power: The Means to Success in World Politics*. PublicAffairs Books.

¹² Eytan Gilboa. 2008. *Searching for Theory of Public Diplomacy*.

are only options¹³. Integrated power is defined as the development of a new strategy and a combination of traditional strategies, security, diplomacy and foreign aid. Other characteristics explained by Eytan Gilboa are in diplomatic interactions between states and non-state actors by utilizing soft power, including; two-way communication, strategic public diplomacy, media framing, information management, Public Relations, nation branding, self-presentation, and e-image; foreign policy policy; with the aim of managing short-term and long-term problems¹⁴.

The use of the media is a category of short-term diplomacy that was formulated by Gilboa, he sees that in this phase, it becomes one of the instruments that can be used in building public opinion. Medium term: prioritizing careful planning and policy implementation. On this scale, public diplomacy is an effort of government and non-government communication and cooperation in building international public opinion.

Table 1. Hard Power-SoftPower

Category	Military	Economy	Soft Power
Behaviors	Coercion; deterrence	Inducement; coercion	Attraction; agenda-setting; co-optation
Resources	Force; threats	Sanctions; payments	Values; culture; policies; institutions
Government politics	Coercive diplomacy; war; alliance	Aid; bribes	Public diplomacy; bilateral and multilateral diplomacy

Source: Eytan Gilboa, *Searching for A Theory of Public Diplomacy*

The table above explains the differences regarding the categories of hard and soft power, based on habits, resources and government policies. Public diplomacy is categorized as a government policy that is classified as soft power. Gilboa also added several explanations of public diplomacy categories based on time categories; Short term: is a shortterm diplomacy policy carried out in the short term, by taking advantage of opportunities, minimizing mistakes in the shortterm phase, the diplomatic instrument carried out is the use of the media.

Long Term: as a form of cooperation between the government, companies, non-governmental organizations in building public trust. In long-term public diplomacy, the instruments used are cultural diplomacy and nation branding.

The category of public diplomacy explained by Eytan Gilboa adds an explanation regarding the use of culture and nation branding as a function of long-term public diplomacy. Policy formulation and inter-agency cooperation play a role in strengthening public diplomacy, so that its influence is not only felt within a certain period of time, but is sustainable. Keith

¹³ Lawrence J. Korb, Robert O. Boorstin, *Integrated Power: A National Security Strategy for the 21st Century*, Center for American Progress, 2005

¹⁴ Gilboa, Eytan; *Searching for A Theory of Public Diplomacy*, 2008

Dinnie in his book adds the role of national identity to nation branding. The existence of a national identity can build and promote the same goals of public diplomacy, on the one hand culture is also an important part of the national identity and branding of a country¹⁵.

Thus, there is a connection between public diplomacy and nation branding. In this context the tourism industry has the ability to attract attention through its natural wealth and cultural arts. This is included in the category of cultural diplomacy of a country. Cultural diplomacy can be interpreted as a country's efforts to fight for its national interests through cultural dimensions, both at the micro level such as education, science, sports and the arts, or at the macro level according to the main characteristics, for example propaganda and others, which in the conventional sense it can be regarded as neither political, economic nor military¹⁶. Milton Cummings Jr defines Cultural Diplomacy as the exchange of ideas, information, art, and other aspects of culture among nations and peoples. Tulus Warsito and Kartikasari explained that diplomacy is an effort from a country in an effort to realize its national interests through the cultural dimension, including the use of the fields of ideology, technology, politics, economics, military, social, arts in the international community setting¹⁷. Through the use of cultural elements, the government as an actor in diplomacy can use cultural instruments as a tool to achieve its national interests. Differences in people's backgrounds are also not a serious obstacle

because of the use of this cultural instrument, instead culture is more communicative and easier to understand. Culture can also bring people closer to one another. It is these positive characteristics of culture that can pave the way for achieving the goals of cultural diplomacy.

Cultural diplomacy is carried out as an effort to achieve the interests of the nation in understanding, informing and influencing other nations through culture. By carrying out cultural diplomacy, it can increase appreciation and understanding to increase a positive image, build mutual understanding and improve the nation's image. Cultural diplomacy is not just an art performance but more than that, because cultural diplomacy is soft power, the implementation of politics by utilizing cultural matters, without using violence¹⁸. Utilization of cultural means (cultural diplomacy) through communication to disseminate information or influence public opinion must be carried out through the public in fighting for national interests.

Nation Branding

The discussion on nation branding is not a new thing, in recent years this has received increasing attention from the international society¹⁹. Nation branding is an important thing that tries to explain the country's image to other actors. In another explanation, a country's branding implies a shift in the political paradigm from power and geopolitics to state image and influence²⁰. Various actors then explained their interest in forming the branding, this was intended to be able to build a

¹⁵ Keith Dinnie, *Nation Branding Concepts, Issues, Practice*. Elsevier Oxford, 2008

¹⁶ ¹⁶Harits Dwi Wiratma, "Diplomasi Pariwisata Sebagai Nation Branding Indonesia Di Tingkat Global", *Prosiding Seminar dan Call for Paper Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Sidoarjo*, Oktober 2017, hal. 111.

¹⁷ Tulus Warsito; Wahyuni Kartikasari, *Diplomasi Kebudayaan: Konsep Dan Relevansi Bagi Negara Berkembang: Studi Kasus Indonesia*, Yogyakarta: Ombak, 2007

¹⁸ Nurlawati, "Diplomasi Budaya Indonesia Melalui nation Branding Wonderful Indonesia Dalam meningkatkan Kunjungan Wisatawan Mancanegara Di Mandalika Tahun 2011-2017", *eJournal Ilmu Hubungan Internasional*, Vol. 7, No. 3, 2019, hal. 5.

¹⁹ Searching for a Theory of Public Diplomacy, Eytan Gilboa, 2008

²⁰ Ham, Peter van. 2002. *Branding territory: Inside the wonderful worlds of PR and IR theory*. *Millennium* 31 (2): 249-69.

face/image to foreigners²¹. Simon Anholt provides an understanding of nation branding, the Nation Brand Index is the result of a combination of several sectors: tourism, exports, culture and heritage, investment and immigration, people, and governance. Public diplomacy and nation branding are two different things but have the same function and goal, namely raising public image in an arena and managing government policy in making diplomacy and image policies, and the communication used. Nation branding is defined as a country's competitive and attractive strategy and is strengthened by the country's actions and communications in various interactions²².

Nation branding as a marketing strategy of socio-economic activities has been known since 1996 and was introduced by Simon Anholt by offering economic-business and political relations as a brand, which sometimes brands can lead to the identity of a product directly (packaging, logos, communications). refers to the culture or actor behind the brand, and lastly also refers to the public reputation of the products produced by the company or the country²³. Another definition of nation branding is the formation of the image of a product or country and promotional efforts that can be made, nation branding is when the government and private companies are able to use their power to change the image of the products, they produce²⁴. Many countries then understand the role of a global image, which is able to attract the attention of the international public, the position of the nation brand is then realized by many and has developed quite rapidly

and has been adopted by various actors and provides benefits for these actors²⁵.

The main purpose of a country's branding is a country's efforts to be able to position itself in responding to the global system that can affect the country's strengths and weaknesses. So, in other words, nation branding is chosen and formed as a reflection of the state in the global order. Besides that, nation branding is not only focused on how a logo is created and the tagline is advertised, but there are other values that are also considered and influenced. Nation branding is a country's effort to position itself to get opportunities in the global competition, which in the end this branding can be one of the efforts to achieve economic, political and social benefits. The establishment of a country's branding is actually carried out by the government, but the running of this branding is not only carried out by the government alone. The participation of various actors is needed in creating and running the branding. The government as the holder of policy control has the right to determine and create the nation's image in the eyes of other parties, while society, culture, history, social order are important variables from which this image is formed and implemented.

According to Anholt, national branding aims to promote a positive national image for the country and people, to build a country's brand identity, to attract tourists, to increase product exports, as well as increase foreign direct investment, however, he added that if a country wants to build an increase the country's international image must concentrate more on product

²¹ Searching for a Theory of Public Diplomacy, Eytan Gilboa, 2008

²² (Prosiding Seminar dan Call for Paper 20-21 Oktober 2017, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Sidoarjo, Sidoarjo-Indonesiae-ISSN 2598-1064243)

²³ Simon Anholt, Beyond the Nation Brand: The Role of Image and Identity in International Relations, Vol.2 *Journal of Public Policy* 2013

²⁴ Gyorgy Szondi, Public Diplomacy and Nation Branding: Conceptual Similarities and Differences, Netherland Institute of International Relations Clingendael, 2008

²⁵ Christian Why Nation Branding Is Important for Tourism? Submitted ON SAT, 09/19/2015 - 13:50 <http://www.aalep.eu/why-nation-branding-important-tourism>

development and marketing than pursuing branding targets which are only limited to names, symbols, and designs that are communicated as the identity of a country. It is necessary to be consistent in coordinating with each other relevant ideas related to product development, policy formulation, which in itself will gradually improve the reputation of a country²⁶. Simon Anholt in his reference sees international relations from a marketing perspective, where social interaction between people is a buying and selling activity, there is a market that can operate in accordance with applicable market laws. There is demand and supply, sellers offer products that when they have an advantage will get more offers, but inversely proportional to products that do not have added value. This thinking logically provides an understanding that the state will strive to create national products that have added value and are competitive and traded to the international public. In addition to the above objectives, ideally nation branding can also contribute to the process of nation building because it can foster a nation's self-confidence²⁷.

The concept of nation branding is explained by Simon Anholt in his book *Brand New Justice. The Upside of Global Branding* (2005) namely, representation, preference, and view synthesis by an individual when he or she thinks of a particular country.

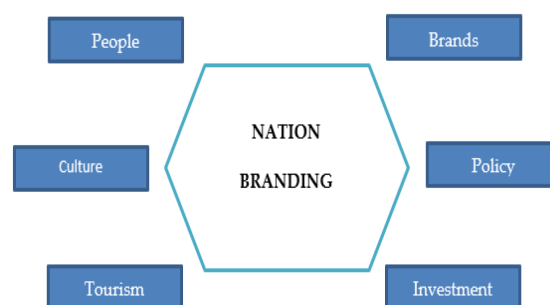


Figure 1. Nation Brand Hexagon oleh Simon Anholt

Source: Simon Anholt, *Nation Branding*
Nation brand hexagon consists of six aspects, namely²⁸:

1. Brand export; products with production labels from certain countries.
2. Governance; overview of political dynamics in a country
3. Investment and immigration-a view of how attractive a country is.
4. Culture and cultural heritage of a country.
5. Society-image of a country's people abroad.
6. Tourism-attraction for foreign tourists in certain countries.

Nation image, the positive perception of a city, region or country in the eyes of the public is built through branding. Especially in the tourism industry, in the midst of a world community that continues to compete competitively. Based on this, nation branding is expected to be able to increase trade, tourism and investment in a country. Therefore, in the tourism sector, especially the government through the Ministry of Tourism, the slogan *Wonderful Indonesia* is used to attract the attention of the world community to visit Indonesia.

RESULT AND ANALYSIS

²⁶ Rahayu dan Reni Kristina Arianti, "Persepsi National Branding Sebagai Upaya Meningkatkan Kinerja Ekspor Ke Jepang Dan Australia", Universitas Indonesia, 2014, hal. 4.

²⁷ Nurlaelawati, "Diplomasi Budaya Indonesia Melalui nation Branding Wonderful Indonesia Dalam meningkatkan Kunjungan Wisatawan Mancanegara Di

Mandalika Tahun 2011-2017", *eJournal Ilmu Hubungan Internasional*, Vol. 7, No. 3, 2019, hal. 6.

²⁸ Muhammad Yamin dan Ade Kristiawan, "Implementasi Konsep Nation Branding Anholt dalam Penyelenggaraan Asian Games Jakarta-Palembang 2018", *Indonesia Journl of Internasional Relations*, Vol. 4, No. 2, hal. 116.

Tourism potential is an important aspect for a country, this industry makes a large contribution to income, employment and foreign exchange²⁹, Indonesia's cultural and regional diversity is an added value for the tourism industry³⁰. Wonderful Indonesia has become the country's national tourism branding, this slogan has become a soft-diplomacy policy in introducing Indonesian culture and tourism. Wonderful Indonesia as the image of the country, of course, is not carried out unilaterally by the government as a policy maker, but requires collaboration between stakeholders in an effort to introduce Indonesian tourism branding culture. Nation branding emphasizes three important aspects: history, culture and social interaction³¹. The introduction of Indonesian history can be seen from various periods, Indonesian history was quite influential not only regionally but also on an international scale, including Bandung as a city that witnessed the history of the Asian-African Summit in 1955³². Public diplomacy brings soft power-tourism as a state apparatus, tourism is an influential industry that many countries have made this sector their country's leading sector. The presence of nation tourism branding is the focus of the state in improving the economy through this sector.

Indonesian tourism logos or brands are known as Pesona Indonesia and Wonderful Indonesia, both of which have similar meanings with the same image. Both Pesona Indonesia and Wonderful Indonesia

have logos depicting the Garuda bird, which has its own philosophy. The Garuda bird is also a symbol of the Indonesian state which carries the meaning of peace as stated in the foundations of the Indonesian state. This logo also has meaning when viewed from its shape and color which in general explains the diversity and unity of Indonesia in various cultural and cultural differences. In the official guidebook of the Ministry of Tourism it is written that there are five pillars of charm thematic communication³³. The five enchantments are natural wonders; sensory wonders; cultural charms (cultural wonders); contemporary charm (modern wonders); and the charm of adventure (adventurous wonders). In an effort to develop tourism and the creative economy, the Ministry of Tourism and Creative Economy has made several potential development policies in several fields³⁴, including:

1. The potential for developing tourism destinations; Tourism destinations are the main target in the tourism industry, increasing interest in visiting various tourist destinations can be increased by focusing on improving tourist facilities, besides that, another important thing is also the empowerment of local communities in tourist areas. Collaboration to improve facilities, tourist destination infrastructure and community empowerment is an important key in strengthening sustainable tourism. Development of tourism potential, in the

²⁹ The Financing Requirements of Nature and Heritage Tourism in the Caribbean; Tourism as an Economic Development Tool; Department of Regional Development and Environment Executive Secretariat for Economic and Social Affairs General Secretariat, Organization of American States

³⁰ Simanjuntak, T. (2020). Efektivitas Nation Branding "Wonderful Indonesia" Sebagai Sebuah Strategi Dalam Hubungan Diplomasi Pemerintah Indonesia Tahun 2011-2018. *Cakrawala Jurnal Penelitian Sosial*, 8(1), 29-59. Retrieved from <https://ejournal.uksw.edu/cakrawala/article/view/4166>

³¹ ASEAN Tourism Forum melalui <https://asean.org/photo/asean-tourism-forum/> diakses 12 Juni 2022

³² Guide Arsip Konferensi Asia-Afrika Tahun 1955, Direktorat Pengolahan Deputi Bidang Konservasi Arsip Arsip Nasional Republik Indonesia Jakarta, 2012

³³ Pesona Indonesia/Wonderful Indonesia: Inspirasi di balik Jenama Pariwisata Indonesia Hardyanto Kepala Bidang Naskah, Kedepuitan Bidang Dukungan Kerja Kabinet Dipublikasikan pada 27 Desember 2017 <https://setkab.go.id/pesona-indonesiawonderful-indonesia-inspirasi-di-balik-jenama-pariwisata-indonesia/>

³⁴ Kebijakan Kementerian Pariwisata dan Ekonomi Kreatif, <https://kemenparekraf.go.id/> diakses 26 Juni 2021

form of: infrastructure development for tourism areas/destinations, opportunities for foreign investment in the tourism industry and community empowerment in managing and developing tourism potential.

2. The potential for development of tourism marketing; Tourism industry marketing is also a major focus in developing tourism potential. Branding or image of a product is characteristic and provides added value to the product. This is in line with the development of tourism marketing. The potential for marketing development includes the image and branding that is created and the national tourism logo and slogan, the existence of communication information media that is developing quite rapidly, partnership cooperation between actors in widespread marketing and promotion of Indonesia's growing tourist attraction, and focusing on the existence of promotional media that diverse.
3. Potential for Institutional Tourism Development; Tourism development supported by effective tourism institutions. Some of the strategies and policies of the Ministry of Tourism and Creative Economy in supporting this are: the synergy of government, business actors and the community at both the local and national levels, quality assurance of Human Resources in the tourism sphere, tourism as an activity carried out by multisectors, with regulations that also support Indonesia's demographic added value.

Analyses

Image and branding formation is an important part of the product marketing process, including culture and tourism³⁵.

³⁵ Strategi Branding Pariwisata Indonesia Untuk Pemasaran Mancanegara Ghifari Yuristiadhi Masyhari Makhasi, Shintya Dewi Lupita Sari ETTISAL: Journal of Communication

³⁶ ibid

Wonderful Indonesia is the term used by Indonesia to introduce the country's tourism to the international market, while the domestic market is known as Pesona Indonesia³⁶. The use of this branding since 2011 replaced Visit Indonesia which was previously used as the Indonesian tourism slogan. The introduction and promotion of Indonesia cannot be separated from the role of the Ministry of Tourism and Creative Economy (Kemenparekraf) by using electronic media facilities by making tourism videos, online by making several advertisements related to tourism, print media, and space media by introducing culture and culture directly. This branding is expected to be able to introduce more broadly Indonesia's tourism potential, which is not only centered in Bali but throughout the various provinces in Indonesia with its uniqueness.



Picture 1. Logo Wonderful Indonesia

Source:

<https://kemenparekraf.go.id/profil/logo/Logo-Wonderful-Indonesia>

The Wonderful Indonesia logo above has a meaning in each color. The wonderful Indonesia logo is characterized by the symbol of a bird which has five different colors, where the five colors represent different philosophies: green-harmony and natural beauty, purple-faith and unity, orange-innovation and openness, blue-peace and magenta-balance of mind and behavior³⁷. The Garuda symbol on the logo

³⁷ Denny Prawibowo dan Oktaviana Purnamasari, "Strategi Kementerian Pariwisata Indonesia Dalam Branding Wonderful Indonesia Melalui Media Sosial", *Jurnal Perspektif Komunikasi*, Vol. 1, No. 3, Juni 2018, hal. 7

is interpreted as a social being, symbolizing living in peace with others in the universe. Birds are also animals with the largest population in Indonesia and become a symbol of the country. The spread of its wings means openness, the desire to fly far, cross boundaries, is universal, and is known by all³⁸. Campaigning for Wonderful Indonesia as the country's branding aims to spread around the world about the beauty of Indonesian tourism, the country's tourism is increasingly recognized, and gets a good image internationally. With the increasing image of Indonesia in the international world, it is possible that there will be an increase in the number of foreign tourist visits to Indonesia³⁹. Wonderful Indonesia as a nation branding which will then show Indonesia's beautiful nature, the friendliness of the people and the diversity of Indonesian culture, there are five explanations from wonderful Indonesia, namely:

1. *Wonderful nature* shows the natural beauty that Indonesia has, such as having many islands, natural charm to beach tourism.
2. *Wonderful culture* includes culture such as music, traditional dance, food and traditional clothing, some examples of well-known Indonesian culture are *batik* and *wayang*.
3. *Wonderful food* because Indonesia has a lot of spices and has a distinctive taste, also each region has its own traditional cuisine.
4. *Wonderful people* show the hospitality of the Indonesian people.
5. *Wonderful value* of money explains that it doesn't take a lot of money to travel to Indonesia. It is important for the tourism sector to increase its potential and opportunities, bearing in mind that as one of the country's important sectors,

tourism independence and sustainability trigger foreign exchange growth and employment opportunities.

Wonderful Indonesia as a public policy in the tourism industry supports several aspects in it, including:

1. **Cultural Aspect; Use of Branding as Part of the Introduction of Indonesian Local Culture.** Government introduced wonderful Indonesia internationally, in 2016 the government collaborated with the City of Paris in identifying Indonesian cultural tourism through the use of Paris city tour buses with images of Indonesian tourism. This promotion is part of Indonesia's invitation to the international community to show Indonesia's natural beauty and cultural diversity. This is in line with the concept of public diplomacy which states that diplomacy is carried out by disseminating information about an opportunity or policy to foreign parties in order to realize the interests of the policy owner.
2. **Social Aspect.** The social life of the community is one aspect that contributes to the formation of the image of a nation. The face formed by the state is influenced by the behavior and social life carried out by the people of a country, which has an influence on the judgments of other parties rather than the social image. In an effort to form the image or self-image of a country requires various coordination and integration of various aspects that produce a description of the country, for example, social, economic and political life. This explains that the importance of a well-coordinated country branding can produce branding that has a positive effect. As one of the industries that are traded internationally and are growing

³⁸ Lampiran Keputusan Menteri Parekras Tentang Logo Wonderful Indonesia

³⁹ Gusti Idriasih, "Diplomasi Indonesia Melalui Kampanye Wonderful Indonesia Dalam meningkatkan

Pariwisata Indonesia di Dunia Internasional Tahun 2011-2015", JOM. FISIP, Vol. 3 no. 1, Februari 2016, hal. 6.

rapidly, tourism is one of the main categories in the economic sector.

For Indonesia, tourism is an important sector that supports the country's economy and can create sustainable employment opportunities and also become an opportunity for further development of the country. With the application of branding through communication and marketing in promoting the image of a nation, it is expected to have an impact on the number of tourist visits. As Simon Anholt categorized, nation branding consists of several supporting variables in it; tourism, people, and culture and heritage.⁴⁰

According to Kagon Rage in Mustari's writing, he sees that a branding strategy can include several important variables when executed, including; brand positioning, positioning the image or brand, is the basis for determining the direction and subsequent policies. Reflection on the brand that is owned by a product becomes an actor's effort and attitude in analyzing policies at a later stage, this is needed to become feedback for the product. Feedback received can show public interest and attention whether the brand that has been implemented is acceptable or vice versa. Brand positioning is considered important as part of the actor's stages in viewing and determining the branding of his product. Philip Kotler stated that positioning is an effort in designing products and marketing in order to create a certain impression that consumers remember⁴¹.

Another variable is the creation of brand personality, which is defined as a strategy to increase the attractiveness of a brand from

the consumer's point of view. Build a public opinion for the product based on the image or personality that has been created. This effort can be done through social media by building a good image in the form of peer-to-peer communication. The brand persona aims as an effort to attract attention by forming characteristics based on consumer experience and/or public opinion about the brand⁴². The use of Wonderful Indonesia as the country's branding in promoting Indonesian tourism is regulated in the Ministry of Tourism regarding Brand Guidelines explaining that the meaning of Wonderful or Indonesia's charm is the promise of Indonesian tourism to the world. The word 'Wonderful' or 'Enchantment' contains a promise that Indonesia is rich in wonder, from all its people and nature, and promises exciting and enchanting new experiences. In addition, Indonesian writing was made more emphasized to communicate strongly Indonesia's position in the midst of international tourism competition⁴³.

Indonesian tourism promotion efforts are carried out through the stages of branding, advertising and selling. Through the establishment of tourism branding that has meaning for various Indonesian cultures, then it is promoted through advertisements with cooperation between countries and private parties which are sold or offered to the wider community. The use of social influencers, Putri Indonesia, Tourism Ambassadors and other related parties are actors who play an important role in the country's tourism promotion.

⁴⁰ Sri Utami, Vanessa Gaffar Pengaruh Strategi Nation Branding "Wonderful Indonesia" Terhadap Proses Keputusan Berkunjung Wisatawan Australia Ke Indonesia Vol 4, No 1 (2014) > Utami; The Journal: Tourism and Hospitality Essentials Journal

⁴¹ Nuryanti Mustari, Nursaleh Hartaman, Vinka Audrina Sahrir, Nurul Rahmi Aulia, Sitti Atirah HBranding Pariwisata Dalam Pengembangan Objek Wisata Di Kabupaten Majene JIIP: JURNAL ILMIAH ILMU PEMERINTAHAN 30 Sept 2021

⁴² ibid

⁴³ Dinny Mutiah, Liputan6.com, Februari 2019, Sudahkah Anda Paham Makna Logo Wonderful Indonesia Dan Pesona Indonesia, <https://www.liputan6.com/lifestyle/read/3899002/sudahkah-anda-paham-makna-logo-wonderful-indonesia-dan-pesona-indonesia#:~:text=Dalam%20Kemenpar%3A%20Wonderful%20Indonesia%20Brand,janji%20pariwisata%20Indonesia%20kepada%20dunia.&text=Burung%20juga%20satwa>. Diakses pada tanggal 2 Agustus 2021.

The use of communication, information and technology media is a promotional strategy that has quite a big influence on the introduction of Indonesian tourism, so it is hoped that the government, business actors and the public can actively use these media in introducing tourism and culture globally. Although the use of conventional media such as leaflets is still used in several provinces in Indonesia, the absorption of technological means in online media is still quite significant and has an impact on tourism marketing broadly. Promotional activities of the Ministry of Tourism and Creative Economy in increasing the introduction of tourism through various work programs, one of which is by visualizing Indonesia's digital-based diversity. The tourism advertisement initiated by the Ministry of Tourism and Creative Economy contains informational content about natural potential, art tourism, culture, culinary religion from various regions in Indonesia. the visualization of Wonderful Indonesia was promoted through various online media and received considerable attention from local and international communities. Not a few later, the Indonesian people personally participated in enlivening Wonderful Indonesia with different presentation materials.

CONCLUSION

Since 2011, the government created a new image in the country's tourism promotion. This promotion is known as Wonderful Indonesia, replacing Visit Indonesia. This name change initiated a change in Indonesia's focus and goals which not only attracted tourists to visit, but also got to know more deeply the various cultures, tourism and cultures that are spread across Indonesia. Wonderful Indonesia has a meaning that describes the diversity that Indonesia has, not only in the tourism sector, but also includes customs, ethnicity, ethnicity, language, culture, and various

other diversity. So that the use of wonderful Indonesia is considered to represent the diversity branding.

The tourism promotion strategy is carried out through various media, both online and offline. The selection of tourism ambassadors from every province in Indonesia is also part of the promotion of local culture carried out by the respective regional governments. The use of branding in tourism promotion is one of the supporting policies and strategies, tourism branding is part of the national identity that is consumed by local and international communities. Wonderful Indonesia is a tourism identity that is visualized through slogans and logos, which represent Indonesia, starting from the diversity of cultures, customs, languages, religions and beliefs and various other differences represented by the logo.

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