

CHAPTER I

INTRODUCTION

A. Problem Background

In this era, diplomacy as a way to relate cooperation in international view, is the effort of struggle for national interest in some country, diplomacy has more various forms, as like culture diplomacy. The basic assumption of culture diplomacy, which is familiar in the end of this year. The assumption is limited or minimalism to the convincing of culture diplomacy is the activity “alteration of art mission” by some country to the other country. Besides as a group of political culture in the draft to get national interest, culture diplomacy involved more aspects it must be changed by multidiscipline.¹

Indonesia is a country which used diplomacy in the work out cooperative program or cooperative relation with the other country. In the new order, Indonesia used open diplomacy or democratic diplomacy which is continuity from closed diplomacy. The effort of diplomacy in the hardness way such as war and military is ineffective way, so from that situation culture diplomacy growth in effective way to get national interest because culture diplomacy used by peace way.

¹ Tulus Warsito, Wahyuni Kartikasari, *Diplomasi Kebudayaan konsep dan Relevansi Bagi Negara Berkembang*, Ombak, Yogyakarta, 2007, hal. 1

Said about culture diplomacy which used by Indonesia governance, has brief relation with a culture of Indonesia it self. Indonesia has more unique culture and art, we can see from Sabang to Meraoke such as language, clothes, traditional houses, traditional ceremony, traditional party and etc. The culture diversity doesn't make Indonesia people become divided, in fact Indonesia people life's in culture diversity by plurality society. The problem of Indonesia is about terrorism, economic condition, also disintegration potential, especially separatism. Indonesia diplomacy must be able to answer that problem. Focusing on diplomacy program, Indonesia tries to achieve interesting view from the other countries to give a support and change countries view to be better, with maximally a potential. By show Indonesian potential to international view as cultured country and it cultured can be show as Indonesian identity.

Because of that, Indonesia makes cooperation with Southwest Pacific region. For example, cooperation in the culture level can become diplomacy way to shape to world peace. This culture cooperation is the efficient form of cooperative which relate of six countries, there are Indonesia, Australia, New Zealand, Papua New Guinea (PNG), Philippine, and East Timor.

In 2003 Indonesia government represented by DEPLU offer BSBI (Beasiswa Seni Budaya Indonesia) which focuses on the Southwest Pacific region, beside the government has a mission to develop our relation art and culture also diplomacy. This scholarship as a tool of cultural diplomacy and use Indonesian art and

cultures. The BSBI purpose is to develop an Indonesian positive image in the West Pacific area by the cultural diplomacy.

Basically DEPLU (Department of Foreign Affairs) realize BSBI program must be promoted by DEPDIKNAS, but DEPLU has been opened this program in the beginning 2003 and until know BSBI still runs. From year by year this program getting successful, government believes that this program as way of diplomacy used art and culture through scholarship. For build this program, DEPLU (Department of Foreign Affairs) finds a lot of problems. For example DEPKEU (department of finance) doesn't what receive money for BSBI program, because this program unrelated with DEPLU but DEPDIKNAS. In this session, DEPDIKNAS has indirectly relation to DEPLU which is the most active actor in the BSBI program. If DEPLU does not cooperate with DEPDIKNAS, DEPDIKNAS will be informing it to the court, but this program get more support from the other departments as like society and government. Department of Tourism also indirectly relates or cooperate with DEPLU, the writer suggest if DEPLU and Department of tourism not cooperate, DEPLU can't used tourism sector as a place of quarantine, above all that place as the important place of tourism as like, Bali, Yogyakarta, Solo, and Bandung.

The aim of BSBI is to inform Indonesia soft power, through art and culture. This program aims to show the real of Indonesia culture to BSBI candidate and

build contact between countries.² Minister of Foreign Affair (Hasan Wirayuda) said it was perfect performance shown by BSBI nominee, after they studied only three month. Indonesia government said, they are Culture Ambassador of Indonesia and their country. Because of this condition the writer is interested to do research, in the interesting view and the education style through on art and culture way. By the title Beasiswa Seni Budaya Indonesia (BSBI): The effort of cultural diplomacy to develop Indonesia image in the south west pacific region.

B. Research Question

From the understanding of problem's background, the research question us formulated as follows

“Why Indonesia Government opened BSBI as Indonesian Scholarship for West Asia Pacific student?”

C. Objective of Research

The objectives of the research are

1. To describe and explain the diplomacy with the other country through of culture and art.
2. To understand the BSBI work
3. To implement the political concept of International Relations directly to explain the case that is relevant to the problem.

D. Theoretical Framework

To analyze the mechanism or device, this paper will apply three following concept: soft power, cultural diplomacy, and national interest. Concept is an

² <http://www.indonesia.go.id/id/index/april 2009> .

abstraction that represents an object, characters of an object, or a certain phenomenon.³ One of its functions is to organize ideas, perception, and symbols in the form of classification and generalization

1. Soft power

According to Joseph Nye soft power is ability to get what you want through attraction rather than coercion or payment. It arises from the attractiveness of a country's culture, political ideas, and policies. When our policies are seen as legitimate in the eyes of others, our soft power enhanced.⁴

The basic concept of power is the ability to affect others to get the outcomes you want. There are three major ways to do that: one is to threaten coercion (sticks), the second is to pay (carrots), and the third is to attract them or co-opt them, so that they want what you want. If you can get others to be attracted to want what you want, (to help set their preferences), it costs you much less in carrots and sticks. In any discussion of power, it is important to distinguish behavior (affecting others to obtain the preferred outcomes) from the resources that may (or may not) produce those outcomes. Sometimes persons or countries with more power resources are not able to get the outcomes they wish. Power is a relationship between an agent and a subject of power, and that relationship will vary with different situations. Meaningful statements about power must always specify the context in which the resources may (or may not) be converted into behavior. Soft power is related as the aspect of the ability to achieve one's

³ Mohtar Mas' oed, *Hubungan Internasional Disiplin dan Metodologi*, Jakarta: LP3ES, 1990, pg. 109.

⁴ http://www.absoluteastronomy.com/topics/Soft_power/april/2009

purpose by affecting the others behaviors. Command power the ability to change what other does can rest on coercion or inducement.

The success of soft power heavily depends on the actor's reputation within the international community, as well as the flow of information between actors. Thus, soft power is often associated with the rise of globalization and Neoliberal international relations theory. Popular culture and media is regularly identified as a source of soft power, as is the spread of a national language, or a particular set of normative structures; a nation with a large amount of soft power and the good will that engenders it inspire others to acculturate, avoiding the need for expensive hard power expenditures. Because soft power has appeared as an alternative to raw power politics, it is often embraced by ethically-minded scholars and policymakers. But soft power is a descriptive rather than a normative concept. Like any form of power, it can be wielded for good or bad purposes. Hitler, Stalin, Mao and bin Laden all possessed a great deal of soft power in the eyes of their acolytes, but that did not make it good. While soft power can be used with bad intentions and wreak horrible consequences, it does differ in terms of means. It is on this dimension that one might construct a normative preference for greater use of soft power.

The soft power of country rests primarily on three researches, there are:

- Its culture, in place where it is attractive to the other,
 - Its political value, when it lives up to them at home and abroad,
- and

- Its foreign policy, when there are seen as legitimate and having moral authority.

Soft power includes propaganda, but it is considerably broader. It is much more than image, public relations and ephemeral popularity. It constitutes very real power an ability to gain objectives. Seduction is always more effective than coercion, and many values like democracy and human rights, and individual opportunities are deeply seductive. As General Wesley Clark put it, soft power 'gave us an influence far beyond the hard edge of traditional balance-of-power politics.' But attraction can turn to repulsion if we act in an arrogant manner and destroy the real message of our deeper values.

2. Cultural diplomacy

Concept of Culture diplomacy is a set of knowledge about political manipulate and political exploited mechanism of a nation's or group's culture that used as means for foreign politics. A nation building process is a cultural process, so cultural diplomacy is an international relations management that use cultural as a means. It is important because culture diplomacy as like a way for make relations with the other country.

Its case using a culture diplomacy, because in this term diplomacy that using culture aspect fight for national interest in international community it means for showing the level of nation civilization or culture, Is a technique for using cultural dimension in international relations.

Especial target of culture diplomacy are public opinion, at national and international level. In this approach, hoping its can influences to the other country and also gives interest.

According to S.L Roy the general term of diplomacy is art, but the important thing of diplomacy is national interest through the negotiation with the peace way, if the peace way is failed so diplomacy can used threat as mode to reach target.⁵

According to KM. Panikkar, diplomacy is art to put forward interest of some country in the relation of the other country. This definition if we see from international relation it more suitable. But in the conventional view, diplomacy as effort of some country to struggle their national interest in the context of international society.⁶

From that explanation, Culture Diplomacy as the country effort to struggle their National Interest pass culture dimension, it from micro as education, science, sport and art, or macro appropriate with eminent feature.⁷

⁵ Ziauddin Sardar and Borin Van Loon, Alfathri Aldin, trans. *Mengenal Cultural Studies for Beginners* (Bandung: Penerbit Mizan, 2001).

⁶ K.J. Holsti, *International Politics A Frame Work for Analysis Third Edition*, Prentice Hall of India, New Delhi, 1978, hal. 82-83

⁷ K.J. Holsti, *Opcit*

This tables about the relation between situation, form, purpose and tools of Cultural Diplomacy.

Table1.1

THE RELATION BETWEEN SITUATION, FORM, PURPOSE, AND TOOLS OF CULTURAL DIPLOMACY.⁸

Situation	Form	Purpose	Tools
Peace	-Exhibition -Competition -Exchange mission -Negotiation -Conference	- Acknowledgement -Hegemony -Friendship -Adjustment	-Tourism -Sport -Education -Trade -Art
Crisis	-Propaganda -Exchange mission	-Persuasion -Adjustment -Threat	-Politic -Diplomatic -Mission High Level -Public Opinion
Conflict	-Terror -Penetration -Exchange Mission -Boycott -Negotiation	-Threat -Subversion -Persuasion - Acknowledgement	-Public Opinion -Trade -Military Group -Formal Forum -The Third Side
War	-Competition	-Domination	-Military

⁸ Tulus Warsito, Wahyuni Kartikasari, Diplomacy Kebudayaan Konsep dan

Relevansi Bagi egara Berkembang: Studi Kasus Indonesia, Ombak, Yogyakarta, 2007, hal. 31

	-Terror -Penetration -Propaganda -Embargo -Boycott	-Hegemony -Threat -Subversion - Acknowledgement -Submission	- Military Group -Smuggling -Public Opinion -Trade -Consumptive Commodity Supply (Include Weapon)
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3. National Interest

According to Morgenthau, National Interest in some country is chase a power it anything which can compose and maintain a restrain of some country above the other country.⁹

According to UUD 1945 Indonesia National Interest is protect of country totality, protect rudeness and nation honor, and joint in the world peace mission.¹⁰

National interest in the specific term as common welfare, law protection, and maintains their lifes it means maintain a politics and culture identity. The ability of some country to get welfare level depend on ability to used power which their have. The effort to get welfare level must be pushed by some countries with human resource guarantee, and good infrastructure. Government make ordinance and also can be developed, used economic program to mobilize spirit of nation.¹¹

Beside that, interests in some country depend on the natural resources which have been built to the other country to cooperate in one mission, where all of

⁹ Mochtar Mas' oed, Ilmu Hubungan Internasional : Disiplin dan Methodologi, LP3ES, Jakarta, 1990, hal. 16

¹⁰ <http://buletinlitbang.dephan.go.id/index.asp?vnomor=5 march/28/2009>

¹¹ Lawren Harrison and Samuel Huntington, (Eds) Culture Matters: How Values shape Human Progress. BasicBooks, NY, 2000, hal. 14-28

countries have each interest. This interest concept relates with desire happen and the other purpose from some country which effort through relation also solid and harmonize cooperation.

From National Interest concept, basically it interest of some countries has two purposes, there are: prestige, and economic welfare (welfare). Economic Stability of some country must be kept.

Culture Diplomacy through Beasiswa Seni Budaya Indonesia (BSBI) used to get Indonesia national Interest. National Interest which Indonesia government desire is culture promotion and tourism sector for stability Indonesia Image that have been buried. The other National Interest is Interest in the economic country, through foreign exchange from tourism sector.

a. Prestige

All countries desire good image view from the other country. Good image will growth faithful, in the end will build the good relation. Traditional view said the center of status is force military showing and authority or power. But, in the modern era, Superiority in the other aspect of live has important role in the prestige in some country, as like economic level, education level, development science and technology.

Beasiswa Seni Budaya Indonesia (BSBI) program as form of Indonesian culture diplomacy tries to develop trust International is trust toward Indonesia. Not only this program function as the education tool and exchange student, but this program is also expected become way to make cooperation with the other

countries, especially South West Pacific region as the nominees of Beasiswa Seni Budaya Indonesia (BSBI).

With the BSBI (Beasiswa Seni Budaya Indonesia) program, benefit effect for stability Indonesia Image which is down because of bad condition happen that uneasiness in the other place will be obtained.

b. Development tourism sector and economic welfare (welfare)

Economic stability in some country is important because it directly relates with system and reconstruction or development plan. As we know Indonesia Devisa (Foreign Exchange) can not separated from tourism income both of them are has strong relation. The tourism sector as the huge foreign exchange to support Indonesian economic.

Bali, Bandung, and Yogyakarta are the examples of Indonesia Tourism place. The Indonesia was possessed wonderful and exotic places also unique cultures that become interesting view for tourist to visit that place. Beside that, those places are used training place for candidate of Beasiswa Seni Budaya Indonesia (BSBI). Indirectly, it can help Indonesia tourism sector can be light again, hope tourism sector will be growth and help Indonesia economic to be stability.

c. Art and Indonesia Traditional Culture Promotion

Indonesia has art diversity and traditional culture that variety. The art variety and traditional culture as power to get interesting view for tourist to visit Indonesia country. Of course Indonesia society and government must be kept our

art and culture also tourism although modern era has been come. It will be considered if art diversity and traditional culture must be lost because of modern era.

The participant or nominee as ambassador for his or her country, where they have been educated and understand about Indonesian art and culture in the Beasiswa Seni Budaya Indonesia (BSBI) Program. In this program they can practice in the end of BSBI program that expect of the future, can teach and influenced Indonesia art and culture, they also become important actor for achieved Indonesia National Interest.

Hypothesis

According to problem background and theoretical framework, writer will be write hypothesis:

Because It is as a kind of cultures diplomacy used traditional art and modern and culture also, the aim of the program is to build mutual understanding differences between countries from culture, religion, opinion, language, social, politics, and etc, basic purpose of it event is to developed a positive image of Indonesia country in south west pacific region or area.

F. Method of Research

The writer will use a common method to sustain and arrange the data. Therefore, the library research method will be used in order to explain the

problems and verify the hypothesis based on empirical reality. By using qualitative research, the writer also will get the secondary data.

The sources of information will be collected by references in the forms of books, encyclopedia, and newspapers. In addition, various data from internet will also be used since some information and data dealing with the topic forwarded are only available through the internet media. The writer also do the media research by surveying the data from internet survey an article about BSBI (Beasiswa Seni Budaya Indonesia).

G. Range of Research

Focusing more on the topic research, the writer limits the time, which the research is conducted. The writer is going to explain the effort of BSBI of Indonesian Government to minimize dissimilarity of the world as well as can be develop cooperation and diplomacy in any aspect with the other countries, the writer also collects the data as long as it is relevant to be used in this research begun from 2005-2009.

H. System of Writing

CHAPTER I will be explaining about the Problem Background, Research Question, Purpose of Research, Theoretical Framework, Hypothesis, Method of Research, Range of Research, and System of Writing.

CHAPTER II will discuss the history of Indonesia Culture and Tourism.

CHAPTER III will discuss more about Indonesia Diplomacy pass the Beasiswa Seni Budaya Indonesia (BSBI) with Southwest Pacific Region.

CHAPTER IV will be explaining government purpose of BSBI as Indonesia scholarship for South West Pacific region answer the question of research.

CHAPTER V will give the conclusion from all of chapter and also give a suggestion.