

# **JAMAICA'S STRATEGY IN UTILIZING BOB MARLEY AS SOFT DIPLOMACY IN CULTURAL AND ECONOMIC SECTORS**

**Rahmat Ardhi Gunawan**

International Relations Department, Faculty of Social and Political Sciences

Universitas Muhammadiyah Yogyakarta

Email: Ardhigunawanrahmat16@gmail.com

## **A. Abstract**

This undergraduate thesis analyzes the Jamaica strategies in utilizing Bob Marley in cultural and economic sectors. The purpose of this research is to explain the strategy of Jamaica in building the cultural and economic sector by utilizing Bob Marley as Soft Diplomacy. It is one of requirements to obtain undergraduate title from International Program of International Relations, Social and Political Science Faculty, Muhammadiyah University Yogyakarta.

This research uses the concept of cultural diplomacy by K.M. Panikkar and the concept of strategy by Christiance. The methodology of research is library research method, to collect the data using literatures method, from books, newspapers, journals and magazines, internet, and other literatures sources. This thesis uses descriptive analysis to see the effort of Jamaica government itself.

*Keywords : Jamaica, Bob Marley, Reggae, Soft Diplomacy, Jamaica Culture, Jamaica Economy*

## **B. Background**

Jamaica is an island in the Caribbean Sea to the southeast of the United States, nearest to neighboring Cuba and the island of Hispaniola.<sup>1</sup> Jamaica has a total coastline of 1,022 kilometers (635 miles). The total area covered by the island is 10,911 square kilometers (4,212 square miles).<sup>2</sup> Today, more than 90 percent of the population is from African descent<sup>3</sup> of the 2.8 million people population<sup>4</sup>.

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<sup>1</sup> [www.mapsofworld.com/jamaica/information-on-jamaica/facts](http://www.mapsofworld.com/jamaica/information-on-jamaica/facts), acces November 15, 2015

<sup>2</sup> *Ibid*

<sup>3</sup> [www.travel.nationalgeographic.com/travel/countries/jamaica-facts](http://www.travel.nationalgeographic.com/travel/countries/jamaica-facts), acces November 15, 2015

As a popular tourist destination, the service sector is an important part of Jamaica's economy, accounting for about half of the nation's GDP. Tourism is vital to the nation's economy, with most tourist activity centered on the northern coast of the island; Montego Bay, Port Royal, Kingston and the culture are the major tourist destinations. About 1.3 million foreign tourists visit Jamaica every year.<sup>5</sup>

Bob Marley has become one of the reason why tourists have visited Jamaica. Bob Marley is the famous musician from Jamaica. His songs have been very famous in the world because of the meaningful lyrics . The lyrics of Bob Marley songs are based on his concepts about “the black people” side, when the black people were treated racist from the world especially in Jamaica and Africa during colonialization at that time. Some of his songs, such as “The redemption songs” as the example, speaks about the African mindset about politics when they were colonialized. Moreover, one of his songs “Zimbabwe”: “*Natty mash in-a Zimbabwe. I ‘n’ I liberate Zimbabwe.*”. became the national anthem of Zimbabwe. When the they have been declared an independent in 1965, this songs motivated the freedom fighters to fight for the independence and freedom fihghters recognize this songs as the national anthem.<sup>6</sup>

Bob Marley’s idea of peace cannot be separated from the idea of Reggae and Rastafarie. Rastafarie is the way of thinking that can be categorized as the religion or way of life of the peoples of Africa. Rastafarie believed in a Jah, the name of Rastafarie god. Rastafarie think that peace is the most important thing of life. By this ideology and his life experiences, Bob Marley have conceptualized his perspective to criticize the system such as politics, economy, social and culture. So, he created the new genre of music which was based on Jamaica traditional music, Reggae. Through reggae, Bob Marley had strived to spread the peace to the world.

Bob Marley and his Reggae had attracted the attention of the world and had influenced the social life in many regions. Through his meaningful music that spread his perspective of politics and social culture as the rastafarian, he could influence the political and social culture situation of Africa, the case of 1976 conflict as for instance.. When the election had almost begun, there was conflict in Jamaica between the supporters of Michael Manley as the candidate from People National Party and the supporters of Edward Seaga as the candidate from Jamaica Labour Party. They were fighting for Jamaica leader seat. Through his reggae, Bob Marley could overcome and solve the conflict by making Michael Manley and Edward Seaga shakie hands each other during his “One Love Concert”. Eventually, the conflict could be settledown.<sup>7</sup>

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<sup>4</sup> [www.nationfacts.net/jamaica-facts](http://www.nationfacts.net/jamaica-facts), acces November 15, 2015

<sup>5</sup> [www.mapsofworld.com/jamaica/information-on-jamaica/facts](http://www.mapsofworld.com/jamaica/information-on-jamaica/facts), acces November 15, 2015

<sup>6</sup> Macdonald, K. (Director). (2012). *Marley* [Motion Picture].

<sup>7</sup> Macdonald, K. (Director). (2012). *Marley* [Motion Picture].

Bob Marley had also been successful in Western and Eastern countries, such as Europe, USA and Asia. This was proven by his concerts which were held around 200 times around the Europe, USA and Asia. His album “*Legend*” has been certified platinum six times in UK charts<sup>8</sup> and was being the second longest-charting album in the history of Billboard, being awarded the United Nations Peace Medal in 1978; induction into the Rock and Roll Hall of Fame; Time Magazine recognition of ‘Exodus’ as Album of the Century; being accorded a Star on the Hollywood Walk of Fame; bestowment of a Grammy Lifetime Achievement Award; being ranked number 11 on Rolling Stone Magazine’s list of the 100 greatest artistes of all time; and ‘One Love’ being named the Song of the Millennium”.<sup>9</sup> Until now, his songs have still been played and sung out performed all around the world.

Based from the explanation above, Jamaica government try to exploit this situation. All achievements of Bob Marley and his dedications to promote reggae to international, make Jamaica government want to use Bob Marley history and music to expand some sectors, especially in tourism. This appropriate with the statement from Jamaica Minister of Tourism and Entertainment, Dr. Wyckham Mcneill which said “Bob Marley’s gift to Jamaica is incalculable. His achievements, and those of his fellow artistes who have followed in his footsteps, have put our country on the map as the mecca of popular music. Today the tourism sector continues to attract hundreds of visitors who come to see the country that produced by Bob Marley. As a part of our tourism development strategy we are focusing on cultural and heritage tourism and, over the past three years, the Tourism Enhancement Fund has expended some \$500 million on upgrading our cultural and heritage sites across the island. The commissioning of this new statue of Bob in the yard where he grew up is a natural fit in this thrust.”<sup>10</sup> The statement of the minister is the describe of their tourism master plan which has 5 object to fulfill<sup>11</sup>, are:

- a. Growth based on a sustainable market position. The industry needs to return to a path of sustained growth and to do so must develop a sustainable market position. In line with market trends, a sustainable market position must be based on Jamaica’s heritage – natural, cultural, historic and built;
- b. Enhancing the visitor experience. The current run down resorts must be made more attractive; gaps in the product offer covered through mobilizing investment; and the visitor experience made more rewarding and diverse through increasing the types and quality of attractions. The aim should be to achieve self-sustaining growth based on word of mouth referrals and high repeat visitors;

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<sup>8</sup> [www.bpi.co.uk](http://www.bpi.co.uk), acces November 15, 2015

<sup>9</sup> [www.jis.gov.jm/famous\\_jamaicans/robert-nesta-marley/](http://www.jis.gov.jm/famous_jamaicans/robert-nesta-marley/), acces November 15, 2015

<sup>10</sup> [www.jis.gov.jm/minister-mcneill-unveils-new-bob-marley-statue-culture-yard](http://www.jis.gov.jm/minister-mcneill-unveils-new-bob-marley-statue-culture-yard), acces January 20, 2016

<sup>11</sup> Commonwealth Secretariat (n.b). Master Plan for Sustainable Tourism Development

- c. Community based development. For sustainable development, local communities must play a major role in defining, developing and managing the tourism experience so that they take ownership of the industry and are committed to providing the visitor experience on which the success of the industry depends. Planning should be bottom-up, not top down;
- d. An inclusive industry. From its current perception as an exclusive industry that benefits the few, the Jamaican people should come to view the industry as inclusive, benefiting them and the country as a whole. This will call for measures that ensure that the benefits of tourism are spread widely and to promote gender equality;
- e. Environmental sustainability. The environment is the product. Its continued degradation threatens the future of the industry and the lives of successive generations. The industry must contribute to the preservation of the natural habitat.

Beside that, Jamaica government has a goal to make Jamaica as the major tourism country in Carribean by make Kingston as the Carribean home of music.<sup>12</sup> So, that is the reason why Jamaica Government has develop their tourism sector intensively.

### **C. Analysis**

#### **A. The Strategy of Jamaica in utilizing Bob Marley in Culture**

To promote their culture, Jamaica government support the events as their culture promotion in the form of reggae festival. This reggae festival is held outside Jamaica, by which it has the goal to attract attention from Reggae fans around the world and to make reggae exist after the death of Bob Marley, the father of Jamaica Reggae.

##### **1. International Reggae Day**

International Reggae Day (IRD) is the first ever calendar event in the world to be officially proclaimed return at 2015 and dedicated to celebrating Reggae music. This even is hosted by Kingston, the home of Jamaican music, the IRD strategic brand marketing initiative is a creative platform designed to showcase Kingston as .a creative city and highlight the impact of Jamaica, Reggae and Rastafari on global pop culture, IRD promotes Jamaica’s creative industries, media exposure and online promotion of premium brands of Reggae. This event is supported by Jamaica Tourist Board to maintain the existence of Reggae in the world after the death of Bob Marley.<sup>13</sup>

This Reggae Festival has been participated by international media, including HBO and hosted by DubForceRadio features top sound systems around the world. CEO of DubForceRadio Macky Banton said “we started as a one week marathon for International Reggae Day but the demand was so great we had to extend it to a

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<sup>12</sup> [jis.gov.jm/tourist-arrivals/](http://jis.gov.jm/tourist-arrivals/), acces February 26, 2016

<sup>13</sup> [www.ireggaeday.com/ird-2015-highlights/](http://www.ireggaeday.com/ird-2015-highlights/), acces February 20, 2016

one month marathon with live stream specials and events in 25 countries ending July 31st”<sup>14</sup>.

International Reggae day program was extraordinary success and has caught the attention of the whole world. This is proven by 15 million live event streams viewed by fans internationally. Social media participation peaked with over 8.8million persons reached and 15.5million impressions on Instagram and Twitter for #ThisIsMyReggae on JulyOne.<sup>15</sup>

Hosted annually by Kingston – the home of Jamaican music, IRD was also celebrated with events in ten cities around the world on JulyOne including New York, Honolulu, Ft. Lauderdale, Miami, Madrid, Sao Paulo, Santiago, Geneva, Mexico City and Lima with the theme ‘unite, inspire and uplift’.<sup>16</sup>

In the campaign of International Reggae Day movement, the growth of the creative industries and the promotion of Jamaica culture is evidenced by the increasing participation of reggae fans and Ambassador in the campaign "This Is My Reggae" which is the motto of this event, it is delivered in the Conference held in Kingston as opening of the series of International Reggae Day. This Conference is an appreciation to Jamaica Sound System Movement that drives the creative industries in Jamaica music.<sup>17</sup>

International Reggae Day (IRD) saluted the ‘Jamaican Sound System Movement’ for its impact on the development and the internationalization of Jamaican music and culture. IRD Kingston Conference at the Jamaica Pegasus presented a host of local and international professionals and policymakers from HBO and Billboard to Broadcast Commission and Ministry of Industry and Commerce, speaking to various topics affecting music, media and the creative industries under the theme ‘Securing Jamaica’s Competitive Advantage in the Global Market’.<sup>18</sup> JTB’s Deputy Director Jason Hall, spoke about the global reach of Reggae music as Jamaica’s soundtrack and commended International Reggae Day for sustaining the JulyOne.

The panel on ‘ Creative Industries’ – Jamaica’s Policy Direction’ included presentations from Minister Anthony Hylton who spoke about the recent passing of the copyright term extension to 95 years as well as Opposition Spokesperson on Culture Olivia Grange who spoke passionately about Reggae’s power in the market and applauded International Reggae Day for recognizing the impact of Jamaica’s sound system movement. The panel also included a presentation on ‘Jamaica’s Vision 2030- Culture, Creative Industries and Sports’ by PIOJ’s

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<sup>14</sup> [www.ireggaeday.com](http://www.ireggaeday.com), acces February 20, 2016

<sup>15</sup> [www.ireggaeday.com/ird-2015-highlights/](http://www.ireggaeday.com/ird-2015-highlights/), acces February 20, 2016

<sup>16</sup> [www.ireggaeday.com](http://www.ireggaeday.com), acces February 20, 2016

<sup>17</sup> [www.ireggaeday.com/ird-2015-highlights/](http://www.ireggaeday.com/ird-2015-highlights/), acces February 20, 2016

<sup>18</sup> [www.ireggaeday.com](http://www.ireggaeday.com), acces February 20, 2016

Richard Lumsden and Gillian McDaniel from the Ministry of Tourism & Entertainment.<sup>19</sup>

International Reggae Day has contributed to the spread of the culture of Jamaica in the form of promotion of culture as Jamaica's reggae and of maintaining the existence in the international after Bob Marley death.

## 2. Bob Marley Day

Bob Marley day is a celebration of Bob Marley birthday, this program is the corporation between Jamaica Government and local government in order to promote reggae by reaching Bob Marley fan. So far, Bob Marley day has been announced in Toronto and London.<sup>20</sup> In this celebration, reggae music was held and all about Jamaica culture promoting Bob Marley have shown in order to keep the memories of Bob Marley.

### a. Toronto

Toronto's new Mayor, Rob Ford proclaiming February 6 as Bob Marley Day. The Proclamation was read at a ceremony held on Thursday, February 3 2011, at Toronto City Hall, and attended by Jamaica's Consul General to Toronto, Mr. Seth George Ramocan.

The Proclamation reads:

“Whereas Robert Nesta Marley was born on February 6, 1945, and in his 36 years created a legacy of socially observant music which continues to inspire hope and acceptance around the world.

Bob Marley's brand of reggae music, both powerful and distinct, captivated people of all cultures and continues to be instantly recognisable around the world. His profound influence on the musical and cultural landscape earned him a place in the Rock and Roll Hall of Fame and changed the history of popular music.

Through his music, Bob Marley became an advocate for human rights and an international ambassador for peace. His courage to speak out against oppression, poverty, slavery and apartheid earned him a Peace Medal of the Third World from the United Nations and the Order of Merit from his home country of Jamaica.

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<sup>19</sup> [www.ireggaeday.com/ird-2015-highlights/](http://www.ireggaeday.com/ird-2015-highlights/), acces February 20, 2016

<sup>20</sup> [www.jamaicaobserver.com/news/Bob-Marley-Day-observed-in-London--Toronto](http://www.jamaicaobserver.com/news/Bob-Marley-Day-observed-in-London--Toronto), acces February 20, 2016

Now therefore, I, Mayor Rob Ford, on behalf of Toronto City Council, do hereby proclaim February 6, 2011 as 'Bob Marley Day' and join with citizens of Toronto to salute a great musician and humanitarian".<sup>21</sup>

Mr. Ramocan noted that the name Bob Marley has brought distinction to Jamaica and having Bob Marley Day proclaimed each year in Toronto is one way of keeping his memory alive.

b. London

In 2012, Jamaica government with their High Commission in London decided to mark February 6 as a special way and host the special tribute for the king of reggae, Bob Marley. London Underground strike and bad weather to celebrate Bob Marley Day, at the Jamaican High Commission in London, on February 6. Deputy High Commissioner, Mrs. Diedre Mills, who gave the official welcome said Bob Marley blazed a trail that very few could have conceived for a youngster born in Nine Miles, St. Ann. "Very few people can claim the song of the Millennium (One Love); Album of the Century (Exodus) as well as a Grammy Lifetime Achievement Award (2001),"<sup>22</sup>

She said it was for that reason why the High Commission decided to mark February 6 in a special way and host the special tribute for a king of reggae, Bob Marley. To bring the event together, the High Commission has collaborated with the London-based performing arts charity, UK Unsigned, headed by Mr. John Downie.<sup>23</sup>

C. The Strategy of Jamaica in utilizing Bob Marley in Economy

1. Tourism program (Visit Jamaica"Home of Allright")

The Jamaica Tourist Board ushered in the year 2012 with a new Board which assumed office effective January 30, following the General Elections of December 29, 2011 and the appointment of a new Minister of Tourism and Industry. Dennis Morrison would be the new Chairman with John Lynch in the position of Director of Tourism.<sup>24</sup>

Always mindful of the volatility of the market, the rapidly changing nature of the industry as well as the need to constantly update its strategies, one of the Jamaica Tourist Boards's main objectives was to directly target consumers and trade professionals in an effort to heighten visibility and maintain market share for Jamaica. A major project of the JTB's in 2012 was the change in the global advertising strategy from the highly successful "Once You Go, You Know" focus to the new "Jamaica, Get All Right" campaign. This was intended to entice a new

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<sup>21</sup> [jis.gov.jm/new-mayor-proclaims-bob-marley-day-in-toronto/](http://jis.gov.jm/new-mayor-proclaims-bob-marley-day-in-toronto/), acces February 24, 2016

<sup>22</sup> [jis.gov.jm/bob-marley-day-celebrated-london/](http://jis.gov.jm/bob-marley-day-celebrated-london/), acces February 24, 2016

<sup>23</sup> *Ibid*

<sup>24</sup> [www.jtbonline.org/JTB/Pages/HomeofAllRight](http://www.jtbonline.org/JTB/Pages/HomeofAllRight), acces February 24, 2016

generation of travelers to the island and to “evolve Jamaica from a brand people know to a brand they feel.” The strategy was to highlight “Jamaica, the Home of All Right.”<sup>25</sup>

Over the period there were increases in arrivals from the USA (1.1%); UK/Europe (6%); the Asian market with just under 7% and an impressive 22% increase from Latin America. There was, however, a 1% decline from the Canadian market.<sup>26</sup>

Over the period 2012-2015, Jamaica and the JTB again received a significant number of awards. For the eight consecutive year, the JTB was named the Caribbean’s Leading Tourist Board at the World Travel Awards. Jamaica was also recognized as the World’s Leading Cruise Destination for the seventh time. Other awards included: World’s Most Romantic Destination; World’s Leading Tourism Development Project: Port of Falmouth (2013); Caribbean’s Leading Airport: Sangster International Airport, Jamaica; Caribbean’s Leading Destination; Caribbean’s Leading Meetings & Conference Centre: Montego Bay Convention Centre, Jamaica. Jamaica was also the recipient of the Excellence Award in Spain in recognition of its work in emerging markets, particularly in Russia and Europe.<sup>27</sup>

Fully aware of the challenging environment and the shifting tides in world travel and tourism, the Jamaica Tourist Board remains committed to ensuring that brand Jamaica is at the forefront in the marketplace. It continues, along with its partners, to promote the diversity and unique qualities of the island so that the potential for growth can be realized and maximized for the benefit of all.

In this campaign, Kingston became one the main project of Tourism, by a goal to make Kingston as the Carribean home of music.<sup>28</sup> The main tourism places in this program supporting the goals are Bob Marley Museum and Trench Town Culture Yard, also the reggae events as the main cultural attractions for their tourism.

a. Trench Town Culture yard

The Trench Town Culture Yard is the "government yard" where Bob Marley and the Wailers lived and composed many of their best known songs in the 70s. The "government yards" consisted of blocks of around 10-20 rooms surrounding a common cooking and washing area. The 16 room yard where Bob Marley used to live has been restored and is now run as the "Trench Town Culture Yard" museum. In 2007 the yard was declared a national heritage site.<sup>29</sup> Trench Town Culture Yard, internationally recognised as the cornerstone reggae music, has

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<sup>25</sup> *Ibid*

<sup>26</sup> *Ibid*

<sup>27</sup> *Ibid*

<sup>28</sup> [jis.gov.jm/tourist-arrivals/](http://jis.gov.jm/tourist-arrivals/), acces February 26, 2016

<sup>29</sup> [www.trenchtowncultureyard.com](http://www.trenchtowncultureyard.com), acces February 26, 2016

been designated a Protected National Heritage Site by the Jamaica National Heritage Trust (JNHT), boosting its potential to attract visitors.<sup>30</sup> At the culture yard you can see Marley's old bedroom, his first guitar and the shell of his Volkswagen camper van. The museum also includes a gallery of photographs, artefacts and documents telling the story of Trench Town.

Whilst the yard does not boast an overwhelming amount to see, it is worth a visit to experience the atmosphere and to see with your own eyes the sights, sounds and smells which Bob Marley grew up around. Some guides also offer guides around the Trench Town community<sup>31</sup>.

#### b. Bob Marley Museum

The museum is situated on the site of the legendary musician's home, which he purchased in 1975. This house, featuring 19th-century architecture, was Marley's home until his death in 1981. It was converted into a museum six years later by his wife, Mrs Rita Marley. The main museum displays Marley's personal treasures.<sup>32</sup> Beside that, many reggae concert has been held and became the main aspect that attracts people to visit Jamaica and learn about reggae as the culture of Jamaica.

The museum is housed in Bob Marley's former home which he bought from Chris Blackwell in 1975. This was Marley's home until his death in 1981, the property also housed his Tuff Gong recording studio. In 2001 the Bob Marley Museum became a Protected National Heritage Site.<sup>33</sup>

This museum was the icon of Kingston tourism located in Trench Town Culture Yard. This museum contribute of 32.000 visitor each year<sup>34</sup>. The example of how Bob Marley museum became the important site in Jamaica is when there is important actor of other state visit Jamaica, Bob Marley Museum is the destination that Jamaica government brought them. Nearest example is President of U.S.A, Barack Obama<sup>35</sup> and Shinzo Abe, the prime minister of Japan<sup>36</sup> when visiting Jamaica in 2014 and 2015.

#### c. Reggae Festival

##### 1. Reggae Month

On January 9<sup>th</sup> 2008 the Government of Jamaica announced that the month of February was to be officially declared as Reggae Month. This was done to

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<sup>30</sup> [jis.gov.jm/trench-town-culture-yard-designated-national-heritage-site/](http://jis.gov.jm/trench-town-culture-yard-designated-national-heritage-site/), acces 26 February, 2016

<sup>31</sup> [www.visitjamaica.com](http://www.visitjamaica.com), acces February 24, 2016

<sup>32</sup> [www.bobmarleymuseum.com](http://www.bobmarleymuseum.com), acces February 24, 2016

<sup>33</sup> [www.jnht.com/site\\_bob\\_marley\\_museum.php](http://www.jnht.com/site_bob_marley_museum.php), acces February 26, 2016

<sup>34</sup> Carribean Tourism Board. (n.b) Development of a Strategic Business Management Model for the Sustainable Development of Heritage Tourism Products in the Caribbean

<sup>35</sup> [www.mediaindonesia.com/news/read/16918/barack-obama-kunjungi-museum-bob-marley/2015-04-09](http://www.mediaindonesia.com/news/read/16918/barack-obama-kunjungi-museum-bob-marley/2015-04-09), acces February 24, 2016

<sup>36</sup> [jis.gov.jm/prime-ministers-tour-bob-marley-museum/](http://jis.gov.jm/prime-ministers-tour-bob-marley-museum/), acces February 26, 2016

highlight and celebrate the impact of the musical genre on the country's social, cultural and economic development. Additionally, the birthdays of two of Jamaica's and Reggae Music's late icons are commemorated during the month of February: The late Dennis Brown also known as the 'Crown Prince of Reggae', is celebrated on February 1, while the late Robert Nesta 'Bob' Marley, the renowned 'King of Reggae' is celebrated on February 6.<sup>37</sup>

The Ministry of Information, Culture, Youth and Sports was then charged with the responsibility of developing activities to make Reggae Month an international phenomenon and making Jamaica the showplace of Reggae Music for the world. The Proclamation which officially declared February Reggae Month was read by His Excellency Professor Sir Kenneth Hall, then Governor General of Jamaica, at an official ceremony at the Kings House held on Thursday, 24<sup>th</sup> January 2008.<sup>38</sup>

Some of the activities for the inaugural observation of February as Reggae Month included the hosting of the Reggae Academy Awards, the Bob Marley Photographic Exhibition, Africa Unite/Smile Jamaica Youth Symposium, the annual Bob Marley Lecture, the African Film Festival, the Reggae Film Festival, the annual Irie FM Reggae Music Awards and the Bob Marley Creative Expression Day.

In 2009, under the theme '*Reggae to di worl*', the Jamaica Reggae Industry Association (JaRIA), was formed and, through the Reggae Month Committee, given the task of co-ordinating events and activities for Reggae Month 2009 and beyond. In 2010, Reggae Month was held under the theme: '*To the Root*'.

In 2011, free concerts were held at the Edna Manley College for the entire month of February under the theme '*From di Root, to di World*' while in 2012, under the theme: '*Reggae 50: Jamaica's Heart and Soul*', the month-long activities coincided with the country's Independence Jubilee celebrations. '*Reggae 50...A New Dawn*' was the theme for Reggae Month 2013. The Jamaican High Commission in London, in 2014, ended its Reggae Month celebrations with a special event paying tribute to women in Reggae Music. The theme for Reggae Month 2014 was "*The Journey continues*". Reggae Month 2015 was staged under the theme: "*The Journey is the Destination*".<sup>39</sup>

## 2 Reggae Sumfest

Reggae Sumfest is the biggest reggae concert held in Jamaica. Jamaica Tourism Board is the main sponsor of this concert. Reggae Sumfest, the annual summer reggae music festival in Montego Bay, Jamaica was founded by a production company called Summerfest Productions; Reggae Sumfest was a reaction to the fact that Reggae Sunsplash was to be no more and though that legendary festival was resurrected in 2006, Sumfest continues on.<sup>40</sup> The festival is

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<sup>37</sup> jis.gov.jm/features/reggae-month/, acces February 26, 2016

<sup>38</sup> *Ibid*

<sup>39</sup> jis.gov.jm/features/reggae-month/, acces February 26, 2016

<sup>40</sup> jis.gov.jm/jtb-supports-greatest-reggae-show-earth/, acces February 26, 2016

one of the most anticipate staple on the Jamaican entertainment calendar; attracting around 1.000.000 from around the world each year, from as far away as Australia, Europe, the USA and the African continent that come to enjoy reggae music in the land of its birth along with other genres including hip hop, pop, rhythm & blues, jazz, and dancehall in the event dubbed “The Greatest Show on Earth”.<sup>41</sup>

Deputy Director of Tourism, David Shields said that “Reggae Sumfest is not just a music festival, but also represents Jamaicans, as a people, as well as a being significant part of the marketing promotion of the JTB.”<sup>42</sup>

Marketing Officer at the Jamaica Tourist Board (JTB) Adrian Harrison says the agency is committed to supporting the staging of Reggae Sumfest. Noting that the event, dubbed the “greatest reggae show on earth” will “bring heads to beds,” Mr. Harrison said travel agents have been making significant bookings, scheduled around the dates for the music festival. He said this will allow hotels across the island to enjoy good occupancy levels during the period. He was addressing the 2014 western Jamaica launch of Reggae Sumfest at the Iberostar Hotels and Resort, in Lilliput, St. James, on Wednesday, June 18. Mr. Harrison said the list of artistes advertised for this year’s show has drawn international interest, and that the JTB has been receiving queries, with regards to the upcoming event. He said the show will serve to augment the country’s tourism product. “The festival adds another dimension because not everybody is looking for sun, sand and sea, and we at the JTB are happy for that,” he stated.<sup>43</sup>

## 1. Impact of Economy

Based on the annual travel statistic of Jamaica in 2012 is 3.152.412 and total visitor expenditure of Jamaica tourism is US\$2,070,000,000<sup>44</sup>. In 2013, the total visitor of Jamaica is 3.273.677 and the total visitor expenditure of Jamaica is US\$2,113,000,000<sup>45</sup>. In 2014, total visitor is 3,503,978 and total visitor expenditure is US\$2,248,000,000<sup>46</sup>.

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<sup>41</sup> [www.reggaesumfestjamaica.com](http://www.reggaesumfestjamaica.com), acces February 26, 2016

<sup>42</sup> [jis.gov.jm/jtb-happy-with-returns-from-reggae-sumfest/](http://jis.gov.jm/jtb-happy-with-returns-from-reggae-sumfest/) , acces February 26, 2015

<sup>43</sup> [jis.gov.jm/jtb-supports-greatest-reggae-show-earth/](http://jis.gov.jm/jtb-supports-greatest-reggae-show-earth/), acces February 26, 2016

<sup>44</sup> Jamaica Tourist Board, Annual Travel Statistic 2012.

<sup>45</sup> Jamaica Tourist Board, Annual Travel Statistic 2013.

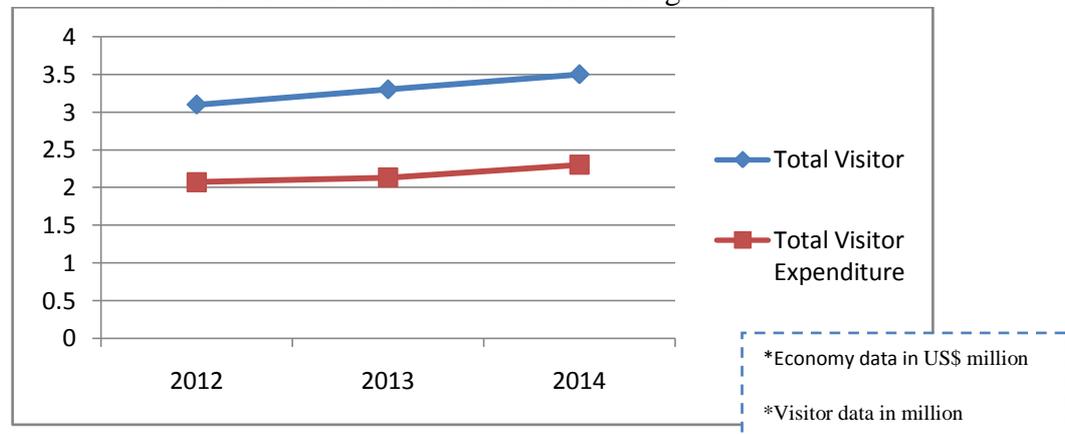
<sup>46</sup> Jamaica Tourist Board, Annual Travel Statistic 2014.

Table 4.1 Total Visitor and Income

Year	Total Visitor	Total Visitor Expenditure
2012	3.152.412	US\$2,070,000,000
2013	3.273.677	US\$2,113,000,000
2014	3,503,978	US\$2,248,000,000

According to this data, the total visitor and the total visitor expenditure are increasing annually.

Table 4.2 Chart Of The Visitor Progress



Based on this data, it is shown that the amount of visitor and the expenditure which means the gross income from Jamaica tourism are increasing every year. This situation proves that Jamaica with their tourism programs are successful to attract people to visit Jamaica every year. Through this data it can concluded that Jamaica strategies in tourism are successful and shown the positive progress every year, which are gives good impact on their income.

#### D . Conclusion

The famous Bob Marley gave a lot of advantages for Jamaica, especially of the culture and Economy development. The image of Bob Maley as the icon of Jamaica Reggae in the world, has made empowerment cultural events and Tourism programs.

As a popular tourism country, Jamaica tourism is an important sector of Jamaica. Tourism hold 70% of Jamaica GDP. Jamaica uses the Bob Marley power to support their tourism sector. The success of Bob Marley and all his awarded such as album “*Legend*” has been certified platinum six times in UK charts<sup>47</sup> and being the second longest-charting album in the history of Billboard, being

<sup>47</sup> www.bpi.co.uk, acces November 15 ,2015

awarded the United Nations Peace Medal in 1978; induction into the Rock and Roll Hall of Fame; Time Magazine recognition of 'Exodus' as Album of the Century; being accorded a Star on the Hollywood Walk of Fame; bestowment of a Grammy Lifetime Achievement Award; being ranked number 11 on Rolling Stone Magazine's list of the 100 greatest artistes of all time; and 'One Love' being named the Song of the Millennium"<sup>48</sup> gave impact to Jamaica as well. Bob Marley became the representative of Jamaica in the world as music and Reggae, the traditional music of Jamaica became famous in the world.

Jamaica now has acquired the advantages for what Bob Marley has done and Jamaica can take advantage him in terms of soft diplomacy in Culture and Economy sector. In the cultural sector, Jamaica does Cultural diplomacy by holding and promoting the famous reggae on events in other countries such as International Reggae Festival which were held in New York, Honolulu, Ft. Lauderdale, Miami, Madrid, Sao Paulo, Santiago, Geneva, Mexico City and Lima and Bob Marley Day in Toronto and London. In the economical sector, Jamaica utilizes the power of Bob Marley in the form of tourism.

This situation described by Dr. Wykeham McNeill, Jamaica Minister of Tourism and Entertainment when he unveils the statue of Bob Marley in the celebration of Bob Marley 70<sup>th</sup> birthday in trenchtown culture yard which said that "Bob Marley's gift to Jamaica is incalculable. His achievements, and those of his fellow artistes who have followed in his footsteps, have put our country on the map as the mecca of popular music. Today the tourism sector continues to attract hundreds of visitors who come to see the country that produced Bob Marley. As a part of our tourism development strategy we are focusing on cultural and heritage tourism and, over the past three years, the Tourism Enhancement Fund has expended some \$500 million on upgrading our cultural and heritage sites across the island. The commissioning of this new statue of Bob in the yard where he grew up is a natural fit in this thrust."<sup>49</sup> The program that utilize Bob Marley in the tourism are "*Visit Jamaica ; Home Of All rights*" program which promote Bob Marley things such as *Trench town Culture Yard, Bob Marley Museum, Reggae Month, and Reggae Summerfest*.

All these achievements have resulted in the rising annual income of the visitor of Jamaica. Based on the annual travel statistic of Jamaica in 2012 is 3.152.412 and total visitor expenditure which means the gross earnings of Jamaica is US\$2,070,000,000<sup>50</sup>. In 2013, total visitor of Jamaica increased to 3.273.677 and total visitor expenditure of Jamaica also increased to US\$2,113,000,000<sup>51</sup>. In 2014, total visitor increased again to 3,503,978 and total visitor expenditure of Jamaica increased to US\$2,248,000,000<sup>52</sup>. This means that

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<sup>48</sup> jis.gov.jm/famous\_jamaicans/robert-nesta-marley/, acces November 20, 2015

<sup>49</sup> jis.gov.jm/minister-mcneill-unveils-new-bob-marley-statue-culture-yard, acces November 17, 2015

<sup>50</sup> Jamaica Tourist Board, Annual Travel Statistic 2012.

<sup>51</sup> Jamaica Tourist Board, Annual Travel Statistic 2013.

<sup>52</sup> Jamaica Tourist Board, Annual Travel Statistic 2014.

Jamaica Tourism, which has been famous for its iconic programs “Bob Marley”, has a significant role in developing the tourism visitors and the economy in Jamaica.

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