

CHAPTER I

Introduction

This chapter explains Introduction, Problem Background, Research Question, Purpose of Research, Theoretical Framework, Hypothesis, Research Methodology, Range of Research, and System of Writing.

A. 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.¹ 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).² Today, more than 90 percent of the population is from African descent³ of the 2.8 million people population⁴.

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.⁵

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

¹ www.mapsofworld.com/jamaica/information-on-jamaica/facts, acces November 15, 2015

² *Ibid*

³ www.travel.nationalgeographic.com/travel/countries/jamaica-facts, acces November 15, 2015

⁴ www.nationfacts.net/jamaica-facts, acces November 15, 2015

⁵ www.mapsofworld.com/jamaica/information-on-jamaica/facts, acces November 15, 2015

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 they have been declared an independent in 1965, this songs motivated the freedom fighters to fight for the independence and freedom fighters recognize this songs as the national anthem.⁶

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

⁶ Macdonald, K. (Director). (2012). *Marley* [Motion Picture].

solve the conflict by making Michael Manley and Edward Seaga shake hands each other during his “One Love Concert”. Eventually, the conflict could be settled down.⁷

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 charts⁸ 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”.⁹ 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

⁷ Macdonald, K. (Director). (2012). Marley [Motion Picture].

⁸ www.bpi.co.uk, acces November 15, 2015

⁹ www.jis.gov.jm/famous_jamaicans/robert-nesta-marley/, acces November 15, 2015

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.”¹⁰ The statement of the minister is the describe of their tourism master plan which has 5 object to fulfill¹¹, 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 beto achieve self-sustaining growth based on word of mouth referrals and high repeat visitors;
- 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;

¹⁰ www.jis.gov.jm/minister-mcneill-unveils-new-bob-marley-statue-culture-yard, acces January 20, 2016

¹¹ Commonwealth Secretariat (n.b). Master Plan for Sustainable Tourism Development

- 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 Caribbean by make Kingston as the Caribbean home of music.¹² So, that is the reason why Jamaica Government has develop their tourism sector intensively.

B. Research Question

1. How are the strategies of Jamaica in utilizing Bob Marley as soft diplomacy in cultural and economic sectors?

C. Purpose of Research

The research aims as follow :

1. To explain the strategy of Jamaica to build cultural and economic sector by utilize Bob Marley as Soft Diplomacy.
2. To obtain undergraduate title from International Program of International Relations, Social and Political Science Faculty, Muhammadiyah University Yogyakarta.

D. Framework

1. Concept of Cultural Diplomacy

According to K.M. Panikkar is a country's efforts to fight for the interests of the nation through the cultural dimension, whether micro such as education, science, sports, and the arts, or in accordance with the macro-based main characteristics, such as propaganda and others, which

¹² jis.gov.jm/tourist-arrivals/, acces February 26, 2016

in conventional sense may be considered as not political, economic, or military. While according to Milton Cummings said that cultural diplomacy is an exchange of ideas, information, value, system, traditions, beliefs, and other cultural aspects with the spirit of shared understanding and mutual valuing between fellows¹³.

The main purpose of cultural diplomacy is to influence public opinion (the society of other countries) in order to support a certain foreign political wisdom. Besides diplomatic goal of cultural diplomacy by sending a delegation of culture is to show off his Majesty of a country's culture and if possible to affect public opinion of the countries visited.

Culture is the main tool use by the government to conduct diplomacy. Cultural diplomacy is an effort to build and manage relationships between nations with art and culture. In this case, Bob Marley had already managed to do it. The development of Reggae brought by Bob Marley supported by the background of his life, the political situation which happened in Jamaica built the character of Bob Marley who awares about the humanity, politics and social-culture. This character make Bob Marley's ways of thinking become more critical and influential upon his way of doing music. Bob Marley mixed the Jamaica Traditional Music with his life experiences about poverty, discrimination, suppression and the idea of peace by rastafari into one form of music so called reggae.

When Bob Marley had the chance to spread his music abroad, his music was immediately accepted by people outside Jamaica. After Bob Marley with his Reggae had gone international, many people curious about his home country, Jamaica. More famous Bob Marley, Jamaica has

¹³ Tulus Warsito dan Wahyuni Kartikasari. (2007). *Diplomasi Kebudayaan Konsep dan Relevansi bagi Negara Berkembang : Studi Kasus Indonesia*. Yogyakarta: Penerbit Ombak.

also become famous too because Bob Marley had always used the identity of Jamaica and many of his songs described Jamaica. Through this explanation, Jamaica has now fully supported the development of reggae which developed by Bob Marley to promote the culture, for example is International Reggae Day which supported by Jamaica Tourism Board and Bob Marley Day. International Reggae Day program has a purpose to promote the traditional culture of Jamaica in the form of Reggae by celebrating global reggae culture. This event held every year inside and outside Jamaica such as Switzerland, Spain, Canada, Chile, India and United States of America.¹⁴ Bob Marley Day is the celebration of Bob Marley birthday, held in London and Toronto by the High Commission and the Consulate General of Jamaica.¹⁵

2. Concept Of Strategy

According Chistiance, strategy is "patterns as well as the basic policy goals and plans to achieve those goals, formulated such that it is clear what is and what is being implemented by the organization or government".¹⁶ And according to oxford dictionary, strategy is "a plan of action designed to achieve a long-term or overall aim"¹⁷.

The culture of Jamaica which proposed by Bob Marley could give a lot of advantages for Jamaica. In this case, Jamaica makes an effort in utilizing this into some strategy for several sector expansions. Based on the explanations from my theory application in *cultural diplomacy*, Jamaica culture is spreading of around the world because of Bob Marley's Reggae. Dr. Wykeham McNeill , Jamaica Minister of Tourism and Entertainment says that "These are the marks of a great man. These are not the achievements of an ordinary person, and we must give

¹⁴ www.ireggaeday.com, acces January 20, 2016

¹⁵ www.jamaicaobserver.com/news/Bob-Marley-Day-observed-in-London--Toronto, acces January 20, 2016

¹⁶ Christie C. Ronald dalam R A Souriono, *Strategi Perumusan*, Yogyakarta, 1986, hal 9

¹⁷ www.oxforddictionaries.com, acces November 16, 2015

credit to him for all that he has achieved. (But) what made Bob great is the extent of his lyrics. He spoke about things that touched the lives of the common man. He spoke about revolution, he spoke about liberation, and these are timeless values”.¹⁸

In 2012 until nowadays Jamaica Tourist Board has made a campaign called *Home of All right*, which is to attract people around the world to visit Jamaica¹⁹. In www.visitjamaica.com which is the official site from Jamaica government, there are many aspects of tourism which promoted by Bob Marley heritage, such as reggae music and historical built. The sites that utilize by Jamaica to empowering their tourism are Bob Marley Museum and Trench Town Culture Yard in Kingston also reggae festival such as Reggae Month and Reggae Sumfest held every years which will attract more enthusiast from many people around the world.²⁰ Bob Marley Museum in Kingston became the icon of Jamaica Tourism in Kingston, which the capital city of Jamaica and the major tourist destination in Carribbean. Annually, this Museum contributing of 32.000 visitors of Jamaica²¹.

The example of how Bob Marley Museum became the icon of tourism place in Jamaica is when Barack Obama visited Jamaica in April 2015, his first destination was in Bob Marley museum in Kingston and he also said that he was Bob Marley fan.²²

¹⁸ www.jis.gov.jm/marleys-contribution-jamaica-priceless-dr-mcneill/, acces January 20, 2016

¹⁹ www.jtbonline.org/JTB/Pages/HomeofAllRight, acces November 20, 2015

²⁰ www.visitjamaica.com, acces November 16, 2015

²¹ Carribean Tourism Board. (n.b) Development of a Strategic Business Management Model for the Sustainable Development of Heritage Tourism Products in the Caribbean

²² www.mediaindonesia.com/news/read/16918/barack-obama-kunjungi-museum-bob-marley/2015-04-09, acces November 15, 2015

E. Hypothesis

The strategy of Jamaica government in utilizing Bob Marley as soft diplomacy in culture and economy are the International Reggae Day, Bob Marley Day and Visit Jamaica *Home of All Rights* program, in the form of image promotion, sales promotion, tourism services, and tourism cooperation consistent guidance affect economic sector in Jamaica.

F. Research Methodology

In this thesis, writer uses library research method, to collect the data applying literatures method, gathered from books, newspapers, journals and magazines, internet, and other literatures sources. This thesis uses descriptive analysis to describe and analyze the effort of Jamaica government.

G. Range of Research

In this thesis, the writer focus on the strategy of Jamaica in utilizing Bob Marley as soft diplomacy in cultural and economic sector as well as the period of time 2012-2015 that will be analyzed to determine the achievement of the successfulness of this program.

H. System of Writing

The outline of this research is as follows:

Chapter I explains Introduction, Problem Background, Research Question, Purpose of Research, Theoretical Framework, Hypothesis, ResearchMethodology, Range of Research, and System of Writing.

Chapter II Discusses and gives information about Jamaica, the history and the development in culture and economy sector.

Chapter III discusses the influence of Bob Marley in the international world, the impact to domestic sectors especially toward culture and economy sector.

Chapter IV explains the efforts of government in utilizing Bob Marley as soft diplomacy with the main of strategy to make him as Soft Diplomacy, recover the condition of culture and economy.

Chapter V contains of the conclusion of all chapter and also answer the research question.