

CHAPTER 1

INRODUCTION

In this chapter, author will explain about an introduction that contains the background of the problem under study, problem identification or research question, theoretical framework, hypotheses, research methods, Purpose of research, scope of research and writing systematics.

A. Background

At first, the Asian Games was a sport in Asia Minor. Far Eastern Championship Games which was held to show a cooperation among three countries, namely Japan, the Philippines and the Republic of China. But stopped in 1938, because Japan invaded China and the annexation of the Philippines which became the trigger for the expansion of the Second World War in the Pacific region. Then continued precisely after World War II, when several countries in Asia had been independent. These independent countries wanted a new Sport Competition which was able to strengthen each other in Asian countries by the Implementation of peaceful competition. The Asian Games at that time was first held by the Olympic Council of Asia, With the aim was to unite the countries in Asia after the Second World War. The Asian Games also helped some Nations in Asian continent to achieve a new world order in accordance with the ideals and desires carried out by each country.

The verdict of the OCA general assembly session in Macau in 2012, In choosing of host the 2018 Asian Games. Indonesia actually was not the first choice to host the 2018 Asian Games, as Hanoi Vietnam was initially chosen to host the 2018 Asian Games with the most votes among two other cities

such as Dubai and Surabaya. However, two years after being elected, there were doubts about Vietnam's readiness to host 2018 Asian Games, because Vietnam did not have any experiences to host a major Sports Event during its history, lack of sports facilities in 2014 and its poor economic conditions because the funds that needed to process the activities of the Asian Games 2018 competition was around 150 million US dollars. In addition, at the end of the election, Dubai withdrew from the three candidates because they wanted to concentrate for their goals on the following years. After the resigned decision was declared by Vietnam, at a meeting in Kuwait City on July 25, 2014 through the efforts of Indonesian diplomats, then the OCA named Jakarta to host the XVIII Asian Games along with Palembang as a host of supporters. Both cities were considered to have sufficient sports facilities, transport facilities and other facilities, such as quality hotels and inns. (Mebidamayanti, 2018)

The Asian Games were initially to be held in 2019, but were pushed forward to be 2018, as Indonesia will hold The General Elections of the People's Representative Council, the Regional Representative Council, the Regional People's Representative Council up to the President and Vice President in 2019. Even though it was conducted not long after Asian games 2018, Indonesia did its best and optimistic to host the Asian Games 2018. This is very challenging for Indonesia, because the benefits of hosting an international sporting event are extraordinary, by promoting and selling goods manufactured in their country. On this basis, many countries are willing to invest a very large amount of money on an international sporting event, because a country sees the great potential that can be gained by hosting an event that will boost the domestic economy and improve the welfare of societies. (KBRI Kuala Lumpur, 2018). Based on the history, it is not easy and several requirements that must be had by every candidates of Asian games Host both economically, security and facilities. Some of the criteria for hosting Asian games are

the willingness of the country to host the Asian Games truly, it can be seen from the efforts to fulfill the facilities or venues that are in accordance with Asian Games standards and accommodate all sports competed. It had good state economy to provide a full budget from the host country for a series of Asian Games activities, and having a security guarantee during the Asian Games event. (Antwi, 2019)

The opening ceremony of the 2018 Asian Games took place on August 18, 2018 at the Bung Karno Stadium in Jakarta, which was the second time for Indonesia to be the host of Asian Games. As the host, then Indonesia compile plans for the implementation of the Asian Games, from the submission of candidates for the executive committee of the 2018 Asian Games, infrastructure, to the funding budget. Indonesia has its own reasons behind submitting itself to host the 2018 Asian Games, which is not only to compete in a prestigious sporting event, but also a means to establish friendships with other Asian nations. (Satria, 2018)

The 2018 Indonesia Asian Games Organizing Committee (INASGOC) was the official committee after Indonesia was appointed as the host of the 18th Asian Games which was responsible as the organizing committee that would plan, prepare and organize the Asian Games 2018. Preparations started from 2-3 years before implementation of the event, which officially appointed the venues to be used, namely Jakarta and Palembang. The Asian Games 2018 had a slogan, Energy of Asia, which could bring Indonesia at the best of the future. The overall meaning of the Asian Games 2018 logo depicted a sun as an energy source that spreads to eight paths throughout Asia through the Asian Games. Then, Asian Games 2018 Mascots were three animals from various regions in Indonesia. Their names were taken from the Indonesian national motto, Unity in Diversity (Bhinneka Tunggal Ika). The introduction of the Asian Games torch which marks 100 days before the Asian Games was also carried out. The design of this

torch was inspired by traditional machetes from Betawi (Jakarta) and skins from Palembang, none other than that this was conducted for Indonesian steps to make an introduction of Indonesia's strengths through its series of events. (Fikri, 2019)

Diplomacy is a weapon of each country to negotiate in order to achieve each country's interests through official representation, which diplomacy practices can cover the whole process of foreign relations and policy formation. Although at that time Indonesia got sanctions because confirmed that mad a mistakes in the rules, according to the international organization's assessment that there was a political mission behind the 1962 Asian Games performance that was held by the Indonesia. During the implementation of the Asian Games 2018 which was held in Jakarta and Palembang. Indonesia presented activities that touched cultural and communication aspects. The composition of the event that contains a lot of cultural values and information conveyed. The purpose, so that the countries who were watching have a good perception about Indonesia, as a social foundation for broader relations and achievement of interests, even creates an image of the Indonesian society to play an active role in creating world peace, and also for the realization of the belief that the Indonesian nation is a worthy partner to establish cooperation in the political, economic, cultural and other field. (Susetyo, 2008)

B. Research Question

What were the advantages of Indonesia from the 2018 Asian Games?

C. Theoretical Framework

1. National interest

The concept of national interest according to Hans J. Morgenthau has broad meaning, which is determined by

political traditions and cultural contexts in foreign policy and cannot be separated from the role of the country that concerned. The national interest of a country depends on the government's system of the country concerned, countries that has diplomatic relations, until the history that made the country like today, is a political tradition. Tradition in a cultural context can be seen from what kind of perspective the nation appears, from the type to the capacity of the community which can be considered by a country to decide a collaboration.

Hans. J. Morgenthau also said that National Interests has a meaning such as the efforts of a country to pursue power. Through the power then able to control or hold control of other countries. A view cited by Burchill that represented by Hans J. Morgenthau, According to him, The behavior of the state in International Relations is to form and maintain a power that belongs to a country, so still able to guarantee the sovereignty of other countries, could maintain stability and political power at the international level. "National interests" is a "national interests" which is based on the power they have. (Burchill, The National interest in International relations theory, 2005)

National interests are divided into two types: Core / basic / vital interests and Secondary Interests:

- a. Core / Basic / Vital Interests: Interests that has so highly valued so the country is willing to fight to achieve them. Such as Protecting the territory of the Unity of a country, achieving independence, maintaining and preserving the values of life held by a country.
- b. Secondary Interests: Covering all kinds of desires to be achieved by each country, but they are not willing to fight and can still be achieved through international negotiations and treaties. For example bilateral cooperation, multilateral in the economic field and so on.

The factors which collectively constitute the actual and potential power of a country are called elements of national power, which means that each country in achieving its national interests requires the strength of the nation's 'national power'. Some elements of national power are natural factors that are beyond human control, and other factors are variables that depend on organizational impulse and human capacity. (Burchill, *The National interest in International relations theory*, 2005)

It has been explained by Hans J. Morgenthau above. So the author assumes that, Indonesia conducted a public diplomacy through the series events of 2018 Asian games. By hosting the Asian Games 2018 is an opportunity and interest for a country, also become a pride for Indonesia and it's society. In the Opening Ceremony of the Asian Games 2018, Indonesia showed the performances that represented Indonesia's excellence and even featured several diverse types of culture. In this globalization era, the behavior of international economic relations has emerged as a key means of national interest. as previously explained through the Secondary Interest method, Indonesia took advantage of the opportunity to host the 2018 Asian Games in economic activities aspects like providing local economic activities and creating job fields during the Asian Games 2018.

The Asian Games 2018 had a positive economic impact on Indonesia, which could be either direct or indirect. This economic impact is the amount of value created directly due to activities in the domestic economy. When the event took place, international parties and figures of international events could visit Indonesia, create transactions and attractions for the country. The indirect economic impact is the continued economic value created by the multiplier effect in the economy. Where is the effect that occurs when there is a boost to economic growth in various regions of Indonesia. The Asian Games 2018 also has economic impacts in the short and long

term. In the short term are like the expenditure of athletes, country officials, journalists, spectators and committees, both from outside and within the country. The positive impact of the Asian Games was also portrayed in a survey of MSMEs that for who traded around the location of the game enjoying additional sales whose profits in the short term and could be used to add merchandise and in the long term to add or replace equipment. In the long term, the Asian Games 2018 also has the potential for positive economic impacts on the tourism sector and also the increasing opportunities for Indonesia as an international sport event organizer both on a single-event and multi-event scale. (Rivani, 2018)

2. Public Diplomacy

In the book of public diplomacy by Mark Leonard said that "Public diplomacy is a way to build relationships by understanding needs, culture and society, communicating views, justifying misperceptions in the international community, looking for areas where governments could find common ground". Public promotion is also a planned effort to shape positive perception among the public through information and forms of activities that directly touch the activities of non-governmental actors. This diplomacy is believed to be the most effective instrument for involving countries in the world. which also forms of public diplomacy such as international broadcasting, cultural exchange and coverage of information services and there are still several other types of activities. (Mehrunisa, 2017)

Public diplomacy could also be a tool to strengthen the identity of a country (nation branding). Public Diplomacy is part of soft diplomacy, the implementation of public diplomacy could form a positive image a country in the international community view. strategy in achieving the objectives of public diplomacy itself using software or print tools that is run well by the media, institutions, individuals or even the public as a whole. The concept and practice are used to build the reputation

of a country by placing the importance of a symbol of value from something that can strengthen the specific characteristics of the country. Public diplomacy as a media of nation branding, as previously explained that this diplomacy can also be used to achieve the national interests of a country through understanding, informing, and influencing foreign audiences. In other words, if the traditional diplomacy process is developed through the mechanism of government to government relations, public diplomacy is more emphasized on government to people or even people to people relations. The goal is for the international Society to have a good perception of a country, as a social foundation for relations and the achievement of international interests. (Setara, 2008)

In organizing the Asian Games 2018, Indonesia as the host made a remarkable breakthrough. Got a lot of responses from the international community, looked like Indonesia is very ready to be the host. Public diplomacy is one type of diplomacy that is familiar with the aim of perfecting the 2018 Asian Games, which is interpreted as an effort to achieve Indonesia's national interests through collaboration, cultural elements, and international news broadcasting. One example is through the opening ceremony of the 2018 Asian Games which took place at the Bung Karno Stadium Jakarta received praise from the international scene. The opening ceremony was enlivened by 4000 dancers, Indonesian traditional music performances, orchestras to modern show. (Fitri, 2019)

The author considers that through the appearance and program settings of the 2018 Asian Games event, it is Indonesia's strategy to conduct public diplomacy in achieving a national branding. Through performances and program settings, it shows the cultural elements and strengths of what Indonesia has, so that it could be used as a moment of understanding, informing, and influencing foreign audiences to give a positive view of the international community. In the 2018 Asian Games performance, Indonesia experienced an increase in the

economic value of various sectors that were easily accepted, such as in the tourism sector, the employment sector, to encourage the development of cities through the development of sports infrastructure.

D. Hypothesis

Based on the background and theories mentioned above, the author has a hypothesis to proof which are:

1. Indonesia used The Asian Games as the Public Diplomacy to achieve national branding.
2. Indonesia achieved economic advantage from the exhibition of 2018 Asian Games.

E. Methodology of Research

This research uses qualitative methods that aim to find out how the role of diplomacy and what are the advantages of Indonesia as the Host of the Asian Games 2018. The author uses qualitative methods to explain the 2018 Asian Games phenomenon in detail. The author also explains what economic benefits that Indonesia receives. This research illustrates a situation that relevant and results from concrete facts in the implementation of Asian games 2018. Through qualitative methods obtained data naturally and comprehensively in accordance with the data obtained. The data comes from sources such as journals, websites. Articles, research reports and books.

F. Purpose of Research

The Purposes of this research are to analyze the steps were taken by Indonesia in conducting public diplomacy through Asian Games 2018, to know the impact of diplomacy and economic impacts in short and long term for Indonesia.

G. Scope of Research

In an effort to avoid the occurrence of deviations from the discussion and the creation of clearer and more specific research objects, so that problems and studies do not come out of the established discourse. Regardless unreachable information, in this study the author will limit the discussion to the Public Diplomacy of Indonesia through the 2018 Asian Games in Jakarta-Palembang.

H. Writing Systematics

Writing Systematics This research proposal writing plan is divided into four chapters with the following scope of discussion:

Chapter 1: This chapter explains about an introduction that contains the background of the problem under study, problem identification or research question, theoretical framework, hypotheses, research methods, Purpose of research, scope of research and writing systematics.

Chapter 2: This chapter discusses about the implementation of 2018 Asian Games.

Chapter 3: This chapter discusses about why Indonesia used 2018 Asian Games as the instrument for Public Diplomacy on Indonesia's image and economy aspect.

Chapter 4: Conclusion of the research