

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Globalization is simply a process increasing interconnection between communities where this is in part the world has an effect on society and its people even though they are far. (Smith, 2001). The development of the world with the existence of globalization has also opened up various gaps for the state to carry out its diplomas. In a globalized world driven by technology, countries cannot help but be encouraged to improve their forms of non-traditional diplomacy to improve their international status. This is especially evident in developing countries that do not have extensive structural or diplomatic power resources and therefore use other tools to compete globally, such as highlighting attractiveness and appearance. (Merwe, 2007) Japanese anime, Korean drama, and the Bollywood film industry are common examples of this attraction.

Along with the above conditions, the sport is also used as a soft power instruments. As one of the issues that arises in dynamics international relations, sport has become a low politics issue and even has been transformed into a good tool in developing relationships between nation. (Eden, 2013) In addition to the fact that sport is a billion-dollar industry, it is also globalized uniquely seen from the cross between the media and the tourism sector, and the competition that exists both to defend sports stars, corporate sponsorship and the right to host major sporting events, which are assumed to be followed by global prestige, symbolic power and economic spin-off potential. (Westhuizen, 2004)

Along with the increasingly globalized sport, they are increasingly related to politics, become a display of political authority and even become a form of political problems that should be noted. In various world sporting events, there are events that are capable of triggering political problems. One well-known example of diplomacy with sporting events was ping-pong diplomacy which is the United States with China in 1972. Ping-pong diplomacy that led to reconciliation and restoration of normal relations between the two countries proved how sport could play a crucial role in diplomacy. (Devoss, 2002)

Large-scale international sporting events themselves have an extraordinary capacity to make a shared emotional experience and possible to show the attractiveness and impression of sport as a political force. The famous example of the benefits of celebrating sporting events was felt by South Korea after holding the Olympic Games in 1988, which they got the opportunity to normalize their relations with China and Vietnam and also the Soviet Union and Eastern European countries. (Sung-Joo, 2009)

In this television era, the capacity of major sports events to shape and project the image of the host, both domestically and globally, makes its implementation a very attractive instrument for the political and economic elite. The organization and sponsorship of this event is a popular strategy of the government and companies who argue that there will be development, political and sociocultural benefits as much as the costs that must be incurred. And an organization of sports competition can be seen as an effort achievement of the national interests of the host country.

In 2018 Indonesia is the organizer of the XVIII Asian Games sports event. The Asian Games is a four-year Asian competition between Asian countries that began in 1951. (Olympic Council of Asia, 2018) The Asian Games competition is attended by all Asian

countries registered in the Olympic Council Of Asia (OCA) membership. The determination of Indonesia to become the organizer was agreed at the Olympic Council of Asia (OCA) meeting in South Korea last September 20, 2014. (BBC, 2014) After Vietnam as the candidate for the organizer resigned for financial reasons. The event, which was originally scheduled for 2019, would be advanced to 2018 so that it would not coincide with the general election in Indonesia.

Previously Vietnam has been designated as the organizer of the 18th Asian Games in 2019 but later in April 2014, Vietnam decided to resign from the holding of the event. (CNN Indonesia, 2014) The resignation was officially conveyed by Vietnam's Prime Minister Nguyen Tan Dung who said that Vietnam had not experienced in holding major events such as the Asian Games and did not support the conditions of Vietnam's own economy. Local Vietnamese media said the provisional estimate of the funds needed for the Asian Games to reach US \$150 million and according to Vietnamese economists did not rule out the possibility of swelling. (Brown, 2014) Some Vietnamese public condemned Vietnam's decision to host the 18th Asian Games due to concerns about economic growth which reached 5% per year which was hampered by the inefficiency of state enterprises and the problematic banking system, so that Vietnam decided to resign as the organizer of the 18th Asian Games. So that Indonesia offered to host the 18th Asian Games to substitute Vietnam.

Indonesia has been the organizer of international sporting events, that is in the organization of 1962 4<sup>th</sup> Asian Games and the Games of the New Emerging Forces (Ganefo) in 1963 (Hartono, 2010) and hosted the SEA Games in 1979, 1987, 1997 and 2011.

The implementation of the 18th Asian Games can also be considered as a way for Indonesia to demonstrate its capability in proving itself and inviting the international tourists. It is estimated, however, that around 78.000 foreign tourists and 1.700.000 domestic tourists watch the event, making it the best so far. (Pitoko, 2018) Research before and after the organization of this event actually shows that the economic impact given by the 18th Asian Games to Indonesia is actually significant and even the output of the economy of DKI Jakarta at the time before and the implementation of the Asian Games increases by around Rp. 40.6 trillion. infrastructure worth Rp. 18.5 trillion, operational activities of Rp. 20.9 trillion and foreign domestic visitor activities Rp. 1.2 trillion. Whereas the output of Palembang's economy increased by Rp. 11.1 trillion. This consisted of preparatory construction activities for infrastructure and facilities Rp. 9 trillion, operational activities Rp. 1.6 trillion and domestic and foreign activities Rp. 439 billion. Although there are significant economic outputs, it can be said that the 18th Asian Games cannot indeed raise the development of underdeveloped regions in Indonesia which still have to struggle with poverty and unemployment. However, the 18th Asian Games highlighted its success by being relatively safe and fluent considered capable of showing a united Indonesia even though there were a variety of different tribes and races forming a solid Indonesian society and supporting the Indonesian team and their status as hosts country.

Diplomacy through the holding of major sporting events is not a new thing, but it is increasingly taken into account by the existence of globalization that can expand the influence of diplomacy, as a powerful marketing tool for countries that have succeeded in obtaining host rights. The country is also willing to spend the large amount of funds needed

to organize an event because they see greater value in hosting a stimulant for the economy, society, key economic sectors (especially tourism), national brands, and of course their global competitiveness. (Mendiratta, 2010) The success of organizing the 18th Asian Games itself, for example, is not only seen in numbers but on how it can provide changes to the country, for example as a catalyst that influences the political and social dynamics of the host country and its participants.

Globalization has encouraged countries to promote their identities as international brands to sell them. Many developing countries do not have much choice but to compete in showing themselves according to the brands they carry both to show their position in foreign policy and in matters such as attracting investments which in the end both are expected to help achieve their national interests. If it is considered capable of holding an Asian Games, especially those who succeed, the Indonesian government also has a power that can improve the image and increase its selling power. In this case, the author sees that Indonesia is not just holding the 18th Asian Games as a mere sports tournament but that it can also utilize the tournament as a tool of diplomacy that can enhance Indonesia's positive image as an international tourist destination so that the arrival of foreign tourists will be increase.

## **1.2. Research Questions**

Based on the background that has been mentioned, the research question of the problem in this study:

*How is the implementation of the 2018 Asian Games is used as Indonesia's soft power diplomacy in increasing the advent of foreigner tourists?*

### **1.3. Scope of Problem**

The author limits the problem in this study in the all forms including activities and initiatives carried out by the Indonesian government before and after taking over bidding as the host country of the 18th Asian Games. The authors will make a limitation in this research namely Indonesia's strategy through the 18th Asian Games momentum in increasing foreign tourist arrivals.

### **1.4. Theoretical Framework**

To understand the problems that exist, the writer uses Sport Diplomacy and The Concept of Nation Branding

#### **a. Sport Diplomacy**

Foreign policy is defined as an activity that aims and is designed to maintain or change conditions, objects, or practices in the external environment. in arranging its foreign policy, there are two factors that influence. External factors, for example, consist of the structure of the international system, characteristics, world economy, policies and actions of other actors, global and regional problems caused by private activities and international law and opinion. Meanwhile, internal factors originating from within the country such as socio-economic needs and security, topographic and geographical characteristics, national attributes of the country, structure and philosophy of government, public opinion, bureaucracy. This foreign policy was designed to advance and enhance domestic goals such as security, autonomy, economic welfare, and status or prestige. (Holsti, 1992)

In achieving these national goals or interests, various means are used as instruments reflected by foreign policy. Diplomacy in here is an instrument used by international actors, especially the state, to implement their foreign policy. Sports diplomacy is included in the area of public diplomacy. According to Nye, there are three dimensions of public diplomacy. The first dimension is daily communication which involves an explanation of the context of domestic and foreign policy decisions. The second dimension is strategic communication that develops a simple set of themes, as in political campaigns or advertisements. The third dimension of public diplomacy is building lasting long-term relationships with key figures for years or even decades, both through scholarships, exchanges, training, conferences and access to media. (Joseph S.Nye, 2004)

Goldberg saw the use of sports for diplomacy in a positive form. The competitive nature of the sport by favoring each other's nationalism does not inhibit its function which if used in public diplomacy, becomes a link between people who have many differences. Sport provides an opportunity for nationalism where even though it is defeated, it still respects other countries as a form of understanding and fair play, a quality expected from the sport and also a healthy expression in the performance of nationalism. Sports can show non-state actors who have an image strong so that it replaces the negative image or stereotype that might be attached to the country. With sports values understood universally, it can be used as a tool to show togetherness and bring people closer to different backgrounds. Even though sports cannot immediately improve long-standing conflicts between countries, it can be used to demonstrate equality and bind society more closely. (Goldberg, 2000)

## **b. Nation Branding**

In order to achieve success in achieving diplomacy activities, the concept of nation branding is needed to achieve the objectives of these diplomatic activities. The term nation branding has existed since 1998, since an English consultant named Simon Anholt shocked the business and political world by stating that a place and country can be seen as a brand. (Ostapenko, 2010) Nowadays, nation branding is widely recognized by the whole world, even the influence of nation branding is able to "pour" a number of state funds that are not small in the form of communication campaigns in several vital state locations such as international airports, international television channels, commercial advertisements, and others (Kaneva, 2012)

Nation branding can be interpreted in several different ways. Nation branding has a clear goal of using the nation's image to promote domestic products and increase exports. The second form of nation branding is place branding to promote the country (or maybe a city in the country) as a tourist destination. But this second concept is a component of tourism marketing. Strategic nation branding aims to promote a nation's image that is positive for the country and people, to build a country's brand identity, to attract tourists, to increase product exports, and to increase foreign direct investment. Anholt stated that nation branding is a way to shape perceptions of a particular target group through 6 aspects: tourism, exports, people, government (foreign and domestic policy), culture and heritage, and investment and immigration. (Anholt, 2003)





**Picture: Version of Simon Anholt's Nation Branding 'Brand New Justice'**  
 Source: (Anholt, 2003)

### **1.5. Research Hypothesis**

Based on the above description, the research hypothesis for this research are as follows:

- The implementation of the 2018 Asian Games was used by the Indonesian government as a momentum to expand Indonesia's Soft Power Diplomacy by carry out sports diplomacy activities and the concept of nation branding.
- The Indonesian government aims to host the 2018 Asian Games is to build a positive image of Indonesia and attract attention to increase the advent of foreign tourists.

### **1.6. Objective of Research**

This research aims to find out how Indonesia uses the 18th Asian Games to increase the arrival of foreign tourists. In a larger scope, it aims to provide an example of how a sporting event can be used as a soft diplomacy for a country to tell about their country.

The research is expected to be useful for:

1. Academically, namely as a means and reference for those interested in International Relations issues as well as information for experts in International Relations, especially regarding issues of public diplomacy, regarding activities and initiatives in the 18th Asian Games event.
2. Pragmatic, namely as a consideration for policy makers and decisions in seeing and addressing the 18th Asian Games event. In addition, it is also expected to be useful as a reference and consideration in responding to other problems related or having the same context

## **1.7. Research Methodology**

### **1.7.1. Type of Research**

The research approach used in this study is qualitative with a descriptive-analysis model that seeks to trying to describe Indonesia's strategy in carrying out public diplomacy activities and initiatives to enhance the image through the 18th Asian Games. According to Strauss and Corbin what is meant by qualitative research is the type of research that produces findings that cannot be obtained using statistical procedures or other ways of quantification (measurement). (Huberman, 1992) Qualitative research with descriptive-analysis model is an approach used to explain a social phenomenon that is examined in depth. This research is used to understand and explain the social phenomena that have been and are going on by using descriptive data in the form of books, scientific journals, and articles in order to better understand in depth about the events related to the focus of the problem study. (Moleong, 2000)

### **1.7.2. Limitation of Research**

In this study the author limits the analysis of the findings obtained in relation to the reasons Indonesia conducted sports diplomacy and strategies carried out by Indonesia at the 18th Asian Games. So that this research did not extend from what was formulated as the 18th Asian Games as Indonesian soft diplomacy to increase the arrival of foreign tourists.

### **1.7.3. Data Collection Techniques**

In a study, to obtain data and results from knowledge that you want to know well, required to be a good research method. The research method is carried out so that a study can run systematically and consistently. Data collection techniques in this study used the *Library Research*. Library Research is a research method that collects data through literature, books, magazines or documents, archives and other written media that fits with the research theme. (Koentjaraningrat, 1997)

### **1.7.4. Data Processing Techniques**

Given the diversity of sources of information that can be obtained, then in this writing the selection and selection of resources is considered to be the most relevant to the purpose of writing. Through qualitative procedures, these data are analyzed, defined, described and documented. This is done so that the flow of causes / contexts in the knowledge being studied along with the details to assess certain ideas or meanings contained in it.

### **1.7.5. Data Analysis Techniques**

The data analysis technique that the author uses is qualitative analysis, which is an analysis that does not use statistical and mathematical analysis but illustrates problems based on the facts in which the data obtained will be arranged in a writing. Statistical numbers are only used as supporting and complementary data from the facts that will be presented in this research.

### **1.8. Systematic Research**

This thesis is planned to be presented in the discussion according to the following chapters:

**CHAPTER I**, is a preliminary chapter that contains the standard rules of scientific writing which contains the background of the problem, subject matter, research methodology, research argument and systematic of writing.

**CHAPTER II**, is a chapter that describes the implementation of the 18th Asian Games. In this section, the author will explain about Sport in Indonesia, the Asian Games Bidding conducted by Indonesia, Preparation for organizing the 18th Asian Games. This section serves to understand the background of the implementation and how Indonesia arranges this implementation.

**CHAPTER III**, is a chapter that contains the analysis of the use of the 18<sup>th</sup> Asian Games as Soft Power Diplomacy for Indonesia as the host country.

**CHAPTER IV**, is a chapter that describes the significance of the implementation of the 2018 Asian Games Soft Power Diplomacy in Indonesia.

**CHAPTER V**, is the concluding chapter and contains conclusions drawn from the entire exposure or decryption of facts and constructive suggestions or prescription.