

UNDERGRADUATE THESIS

**The Effort of Indonesia Cultural Diplomacy through Darmasiswa
Scholarship to Develop Indonesia Image in International Societies Especially
South East Asia Region**

**Submitted as Partial Fullfillment of The Equirement For The Attainment of
The Degree/ Sarjana Ilmu Politik (S.IP)
International Relations Department, Social and Political Science Faculty
Muhammadiyah University of Yogyakarta**



**Written By:
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**INTERNATIONAL CLASS OF INTERNATIONAL RELATIONS
SOCIALS AND POLITICS FACULTY
MUHAMMADIYAH UNIVERSITY OF YOGYAKARTA
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ENDORSEMENT PAGE

Undergraduate Thesis Title

**“The Effort of Indonesia Cultural Diplomacy through Darmasiswa
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**This Undergraduate thesis has been examined and endorsed by the Board of
Examiners from the International Relations Department,
Social and Political Science Faculty,
University of Muhammadiyah Yogyakarta**

On

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Examiner I

Examiner II

Ratih Herningtyas., S.IP., MA

Sugeng Riyanto.,S.IP.,M.Si

I would like to dedicate this thesis to my family:

*My Wise Father & My Beloved Mother
Ir. Nurhandoyo, MP & Nurzamzanah*

*My Brothers and Sisters
Galih, Rani, Danang, Dita*

*My Grandfathers & My Grandmothers
Alm. R H. Syarbini + Almh R Ngt
Djumanah
Alm. Hadi Suprpto + Almh. Kliem*

"Thanks for your love, support, and pray.. Those really support and help me to finish this

*undergraduate thesis. I dedicate my thesis for all
of you..
I Love You all"*

Life is struggle..
Sometimes full of happiness and sadness,
Sometimes life is easy and hard,
up and down..
Life full with problems..
Everyone will get it..
When I feel down, I enjoy it although it's very hard..
What life mean to me..
All the pain the tears I cried,
I enjoy, face, and try to solve it..
Yah, because it is life..
All from Allah SWT..
I believe Allah SWT have another plan,
to make everyone be better and happy..
...الله سُبْحَانَ

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ABSTRACT

**Muhammadiyah University of Yogyakarta
Social and Political Sciences Faculty
International Relations Department
Globalization**

Dian Purbosari (20060510040)

The Effort of Indonesia Cultural Diplomacy through Darmasiswa Scholarship to Develop Indonesia Image in international Societies Especially South East Asia Region

This undergraduate thesis tried to analyze the power of cultural diplomacy. Indonesia is a unique country. Indonesia as an archipelagic country with diverse natural wealth, different cultures, has been recognized and many attractive nation-interest of various ethnic has made Indonesia, Indonesia rich with art and culture so Indonesia as an attractive tourist destination for foreign tourists. In this era of globalization, the image's issue becomes important. Therefore, strengthening the country's image becomes very relevant. Image problems will likely to find the important point when realize the image as the capital of confidence in the interaction, as well as an instrument of competition in the globalization. In the runaway, Indonesia image in international worldview, especially Southeast Asia (ASEAN) have been up and down. Image is very important because it can influence the worldview and it can brings impact in some sectors such as Economic, Tourism, Politic, and other. The relation of Tourism itself is have closed relation, because tourism can strengthen economic through devisa. To anticipate that, Indonesia government trying to do effort of cultural diplomacy through Darmasiswa Scholarship The participants learn about Indonesia art and culture. Art and culture as the media of Cultural diplomacy to influence the perception of participant in order to help the develop Indonesia Image in the worldview especially Sout East Asia Region.