

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

**Submitted as Partial Fulfilment of the Requirements for the Attainment of  
the Degree of Sarjana Ilmu Politik (S.IP) in the International Relations  
Department,  
Social and Political Science Faculty  
Universitas Muhammadiyah Yogyakarta**

**UNDERGRADUATE THESIS**



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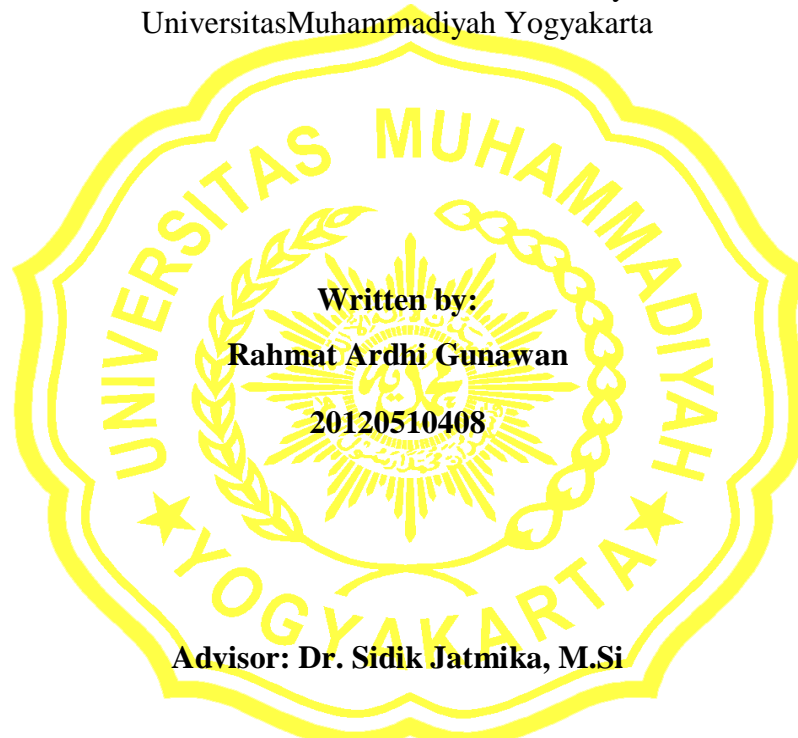
**INTERNATIONAL PROGRAM OF  
INTERNATIONAL RELATIONS DEPARTMENT  
FACULTY OF SOCIAL AND POLITICAL SCIENCE**

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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2016**

## **STATEMENT OF ORIGINALITY**

This is to certify that to the best of my knowledge, the content of this undergraduate thesis is my own work. This undergraduate thesis has not been submitted for any degree or other purpose.

I certify that the intellectual content of my undergraduate thesis is the product my own work and that all the assistance received in preparing this undergraduate thesis and sources have been acknowledged.

Yogyakarta, 12 May 2016

Rahmat Ardhi Gunawan

**“Get busy living or get busy dying.”**

*The Shawshank Redemption, 1994*

**“The greatest trick the Devil ever pulled was  
convincing the world he didn't exist.”**

*The Usual Suspects, 1995*

**“Don't hate your enemy, it's affects your  
judgement”**

*The Godfather, 1972*

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If there is another way than grateful, I will do it as an expression of my infinite gratitude to Allah who has shown that the efforts never betray the results.

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## Preface

Praise and gratitude to Allah SWT for all the blessings, favors, and gifts that have been given, so that the writer can finish the thesis entitled "**Jamaica's Strategy in Utilizing Bob Marley as Soft Diplomacy in Cultural and Economic Sectors**". This thesis is submitted as a part fulfillment of the requirement for the attainment of the Degree of Sarjana Ilmu Politik (S.IP) or Bachelor of Political Science in International Program of International Relations Department, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta, as well as the application of the theories that have been the writer get during the college time. The acknowledgement is dedicated to all those who have contributed in the process of study and writing of this thesis, in particular to:

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Because of the help and suggestion from stakeholders, this thesis can be resolved properly. The writer hopes that this thesis can be useful in the future. Critics and suggestions are expected from the writer to develop this thesis.

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Yogyakarta, May 12, 2016



## TABLE OF CONTENT

<b>ENDORSEMENT PAGE .....</b>	<b>iii</b>
<b>STATEMENT OF ORIGINALITY .....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>vi</b>
<b>PREFACE .....</b>	<b>viii</b>
<b>ABSTRACT .....</b>	<b>x</b>
<b>TABLE OF CONTENT .....</b>	<b>xi</b>
<b>LIST OF TABLE.....</b>	<b>xiii</b>
<b>CHAPTER I Introduction.....</b>	<b>1</b>
A. Background.....	1
B. Research Question.....	6
C. Purpose Of Research.....	6
C. Theoretical Framework.....	7
1. Concept of Cultural Diplomacy.....	7
2. Concept of Strategy.....	9
D. Hipotesis.....	11
E. Research Methodology.....	11
F. Range Of Research.....	11
G. System Of Writing.....	12
<b>CHAPTER II Jamaica Culture And Economy Condition.....</b>	<b>13</b>
A. The Description Of Jamaica.....	13
B. The Dynamic Of Jamaica Culture.....	14
C. The Description Of Jamaica Economy.....	16
D. The Benefits Of Tourism.....	17
E. Jamaica Tourism Development.....	18
F. Jamaica Tourist Board.....	20
<b>CHAPTER III The Effect of Bob Marley and His Reggae.....</b>	<b>23</b>
A. Bob Marley And His Reggae.....	23

B. Bob Marley Influences To Jamaica.....	28
<b>CHAPTER IV Implementation Of Jamaica Soft Diplomacy.....</b>	<b>29</b>
A. The Strategy of Jamaica in utilizing Bob Marley in Culture.....	29
a. International Reggae Day. ....	29
b. Bob Marley Day.....	32
B. The Strategy of Jamaica in utilizing Bob Marley in Culture.....	34
a. Visit Jamaica .....	34
1. Trench Town Culture Yard.....	36
2. Bob Marley Museum.....	37
3. Reggae Festival.....	38
B. Increase The Economic Growth.....	42
<b>CHAPTER V Conclusion .....</b>	<b>44</b>

**REFERENCES**

**APPENDIX**

**LIST OF TABLE**

Table 4.1 Total Visitor And Income..... 48