

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background**

There are various advantages and opportunities for students who attend universities. Several advantages in addition to academic education and theoretical knowledge, include developing high-caliber and in-depth skills that may support their career and professional goals. Therefore, students are expected not only to gain knowledge academically or theoretically but also to gain abilities outside of academia such as skills in public speaking, analysis, critical thinking, problem-solving, and adaptability (Bailey, 2011). The aforementioned tips will be very helpful to students in advancing their careers and succeeding in their chosen fields of study.

An internship program is an additional field that students could use as a foothold toward success (UMN, 2022). For students of international relations, the internship program can be a field to apply the skills acquired from the indoor study. It also provides an understanding of the industry's relevance to international relations. Internships also provide students with the opportunity to expand connections or network with high-ranking officials or people who are more professional in their relevant industries. Students have the chance to improve their relationships or networking with the expert or more qualified individuals in related industry through internships.

On this occasion, the author has had the opportunity to complete an internship program at the Embassy of the Republic of Indonesia in Ankara,

Türkiye. Also, the author can implement the knowledge and abilities gained while studying at IPREL, with the hope that from this internship program the author can achieve a deeper understanding, especially about how the works of international relations.

The subject of "Nation Branding" will be the basis for the analysis. It is a subject that has roots in the study of international relations. The growth of globalization results to a competition for each country to be able to attract tourists, foreign investment and political economy. Nation Branding can also play a role in public diplomacy activities to improve bilateral relations between two countries and strengthen the country's position in international forums. None other than economic growth is also the reason why states are improving their reputation in order to increase competitiveness in the economy and attract foreign investment as much as possible. In the context of Indonesia, good national branding can influence how other countries behave towards the Indonesian state, thereby by enhancing the reputation of Indonesia as highlight job for one of them, Indonesian representatives abroad.

The Embassy of the Republic of Indonesia in Ankara holds the role as Indonesia's representative for Türkiye and forms strategies to be able to enhance Indonesia's image and reputation, especially in Türkiye. In accordance with the performance report of the Indonesian Embassy in Ankara for 2021, reported that the Indonesian Embassy has increased the reputation points of Indonesia's image in Türkiye. In general, Indonesia has been positively perceived in Türkiye. However, the highly positive views related to

general behavior and emotional relations with Indonesia among Turkish people are not directly proportional to the understanding of Indonesia's economic, socio-cultural and technological potential. Therefore, Indonesia as a representative has not been able to become a lever for the penetration of Indonesian economic, cultural, and technological products into Türkiye. Apart from the priorities mentioned above, the Indonesian Embassy in Ankara also needs to rebrand Indonesia in Türkiye by sending influencers, promoting cultural/creative industry products, and promoting technological achievements (Iqbal, 2022).

According to the author's perspective, the case "Indonesia and its Nation Branding" is very relevant to be used as an analysis with the hope that the results of this study can provide benefits and insights for stakeholders in the role of international relations in Indonesia. This is especially on the results of how the strategy of the Indonesian Embassy in Ankara succeeded in improving Indonesia's image or reputation. Therefore, this strategy can help the government and stakeholders in improving the country's image in the eyes of the world, which then leads the country to be more attractive to tourists, investors and other partners. This will help in understanding the perceptions of a country, establish the right decisions in accordance with the country's image, and also help in enhance cooperation with countries and harmonize international relations.

## **B. Purpose of the Internship Program**

The purpose of the author's internship program is to provide the author the chance to be innovative and creative in implementing the knowledge and abilities she has learned when studying at IPIREL. Therefore, the author could achieve:

1. Deeper knowledge of the diplomatic process, in particular embassy operations;
2. Good networking with the expert and professionals in the field of International Relations;
3. Strength and enhancement of skills in preparation for the future workplace, and;
4. Competency in culture and norms in the world of work that will be beneficial in the future.

## **C. Benefit of The Internship Program**

Benefits of the Internship Program by the International Relations Study Program:

1. For the international relations study program:building good relationships and collaboration between study programs and corporate or institutional partners, increasing opportunities in conducting research and community service for lecturers, facilitating the determination of graduate profiles and learning achievements, opening opportunities for mentoring lecturers to be able to see how science and technology progress in apprentice partners,

and as a program that can support the achievement of key performance in terms of students who contribute and are active outside the campus

2. Internship benefits for the Indonesian Embassy in Ankara: to increase work effectiveness, the Embassy can utilize student staff to be able to complete some of the embassy's tasks so that the embassy's performance efficiency increases, Students can contribute in providing better and up-to-date analyzes of economic, political and social situations, through an internship program the Embassy can take advantage of student connections to increase its diplomatic reach and expand relations with Türkiye in particular, and expand synergistic cooperation with Universities and International Relations Study Programs so that both of them can provide positive views and input for development between the Study Program and apprentice partners.
3. Internship benefits for students: open opportunities to be able to explore work culture and apply knowledge in the world of work realistically and creatively, and improve abilities, especially in communication skills when carrying out the internship program. It also helps students in making connections with professionals who will be useful in the future and help to provide new and good perspectives for students entering the world of work after graduation.