

CHAPTER I

INTRODUCTION

A. Background

Diplomacy is a method with some certain ethics and rules, which is being used by the state to fulfill its national interest in a relationship with other state or international public (Yahya, 2007). There are several kind of diplomacy actions, one example is cultural diplomacy. The term is explained as a procedure or effort from the state to promote their cultures in order to fulfill their's national interest.

China is another example of nation that is undergoing the diplomacy's efforts through culture. As one of nation that owning so many unique culture values and have been passed down from generation to generation, China is pretty eager to carry out their public diplomacy's activity. There are several reasons that triggering all of these actions being made by the China's government.

Firstly, as the rise of China contributing to a sustained and stable high economic growth which is resulting in overall national strength and its international competitiveness, China's diplomacy has succeeded in creating a peaceful international environment for domestic economic development. According to the data, China's gross domestic product (GDP) has climbed from RMB 364.5 billion in 1978 to more than RMB 30 trillion in 2008. (Zhang, 2010) That has been said, China is literally contribute to the world's economic growth which surpassed more than 10 percent of over all GDP.

Secondly, China has been actively participate in the international community's integration. China has joined into more than 100 intergovernmental international organizations, acceded more than 300 international multilateral treaties, participated in 24 UN peacekeeping operations, and dispatched more than 10,000 peacekeeping personnel. (Zhang, 2011) All of this facts make China become an important player on the international stage. (Zhang, 2010) While integration of the China makes them become more active in international community, China keep insisting in their status as a developing country which makes them become reasonable to enhance and promote their interests as a developing countries according to the principle of balancing between rights and obligations.

Thirdly, China maintains the justice in international affairs and improved its international standing along with a responsible power. (Zhang, 2011) China has been actively stands for the global an regional's settlement and peaceful negotiation in order to avoid the conflicts between countries. Due to their international responsibilities, the expectation and lives up to their commitments in the settlement of several global issues such as global climate change and public health. China has been proactive in policies that are being fully recognized by the international community, gaining a better international image than ever before.

Fourthly, China's diplomatic front has been gradually extended with a good omnidirectional foreign relations structure. (Zhang, 2011) Currently China is trying to maintain its diplomatic relations with around 171 countries. Within its relations with some developed countries, China aims to develop its relations with them so it could adheres the

differences in social systems and ideologies, looking for the common ground while unjusting the differences. China is trying to carry out the diplomacy while avoiding force confrontation, perfectly manages differences and frictions, expanding the bilateral areas to meet their interests, and establishing the cooperative relations and strategic partnerships of various types between the countries.

For many years, China has shied away from the global limelight. (Zhang, 2011) Its relatively modest approach in international affairs was guided by Deng Xiaoping's principle of "biding one's time while building up capability". The central argument of this principle is that China should cultivate a stable, peaceful environment for its economic development by maintaining a low profile and avoiding confrontation.

The rationale underlying this lay-low approach is the belief that only with economic prosperity can the Chinese Communist Party maintain its legitimacy among the people and regain the rightful place in international vision as a "revitalized China." Yet, in the process of expanding such 'presence', China has to create more less tenable approach.

In order to advance its agenda and interests, the country is more visible and outspoken than ever before in the international arena. To counter foreign perceptions of China as a challenge, the Chinese government has promoted many "major ideas" as China's metanarrative about its rise since 2003, including "Peaceful Rise," "Peaceful Growth," and "Harmonious Society." Outside of the official conversation, The Chinese developmental model, encapsulated and popularized by supporters of the "Beijing Consensus," has been the subject of various discussions and debates in the

media and among academic circles as an alternative to the "Washington Consensus."

The Chinese leadership is now concentrating its efforts on the country's "soft power," which they believe should be equal to its growing "hard power." The creation of "cultural soft power," which was officially declared as a main national initiative at the Chinese Communist Party's Seventeenth National Congress in 2007, is at the heart of this effort.

In his work report to the Congress, Chinese President Hu Jintao stated, "Enhancing cultural soft power is a basic requirement for realizing scientific development and social harmony." It is required in order to meet rising demands for spiritual culture and national development strategy." In this regard, the Chinese use of "Soft Power" is applied not only to international relations but also to domestic policies, thereby uniting domestic and international considerations in an organic whole, leaving Joseph Nye's original conception.

Internationally, the overall goals as outlined by Hu are to make the country more influential politically, more competitive economically, more appealing in its image, and more inspiring morally. At the practical level, for instance, aside from hosting attention-getting forums and events within the country, such as the Olympics. The "go abroad" approach in the areas of art & culture, media and entertainment, publishing, language learning and other subjects underlines Chinese cultural soft power.

Li Changchun, the top official Chinese in charge of advertising and communications work, reiterated the

importance for China to gain a greater understanding and support of the country in the international community at an external communication central government workshop in August 2009.

In her interview with the Xinhua News Agency, Fu Ying, former Chinese ambassador to the United Kingdom and currently vice minister of the Ministry of Foreign Affairs, emphasized the need for China to “take the initiative to conduct public diplomacy to help the outside world know about China.” China is hence busy investing in both capacity and capability-building, given its insufficient infrastructure for international communication and its outdated operational framework, the direct outgrowth of national propaganda.

The main public media properties, like China Central Television, the People's Daily and the Xinhua News Agency, have expanded their global presence and offerings. The Chinese propaganda and communications authorities have adopted the so-called three "closer" principles (*santiejing*)—to make their communication more appealing to international audiences, which are close to Chinese reality, closely related to information needs and close to the information habits and minds of the foreign public. In other words, media content and format should not only reflect Chinese conditions but also the needs of international audiences.

For comparison purposes, it means practically implementing a "location" strategy in the production, presentation and distribution of content as well as employee hiring. Some question however the value of such a strong approach to relying on the expansion of official communications channels.

As Wang Jisi stated, a noted Chinese international relations scholar, commented in an interview with an influential Chinese news magazine, the fundamental issue of China's national image should be domestic self-image, driven by the level of satisfaction of the Chinese people concerning their own well-being. He insisted that there would be no significant external communication to lift China's image.

Likewise, skeptics also point out that China's domestic media and communication enjoys little credibility, so how is it then possible for the country to gain the trust of international audiences in its official external communication? Others believe that the endeavor to enhance external communication can have positive impact internally by exposing Chinese media professionals to international ideas and practices, which in turn furthers communications work domestically.

As the discussion continues on China's intentions and merits, China is seeking a makeready image. "China needs to provide the world an accurate picture of itself," written by Zhao Qizheng, former head of the National Information Office, in the People's Daily. For the peaceful development of the nation the expansion of reform and openness is necessary. China shouldn't just listen, but talk back in this respect.

The China's rise has certainly been one of the most important characteristics in the 21st century in international relations. With its spectacular growth rate of close to ten percent annually over the last three decades, China is expected to surpass Japan to become the second largest economy in the world in 2010. In a single generation, China has moved from an isolated country into a hub with a globalized economy,

from an obsolete and bloated military to a more skilled force with a degree of high technological excellence, and from a hostile approach to global institutions to an active involvement in multilateral organizations.

China has signed boundary agreements or treaties with 13 of its 14 land neighbors and has resolved 90% of their land borders disputes or reached provisional arrangements for those which remain difficult to resolve under the principles of disputes shelving, in accordance with the principle of equal consultation, mutual understanding and mutual accommodation.

These created an equality and mutual trust in a peaceful, stable, cooperative and win-win peripheral environment. China has underlined its commitment to further improve solidarity and cooperation with its neighbors in relations with other developing countries. China has increased cooperation spheres in accordance with the principle of "equality and mutual benefit, with emphasis on practical results, diversity in forms and achieving shared development," not only offering assistance to some of them in the best of his capabilities.

Nowadays, the usage of gadget such as smartphone becoming inseparable part of our daily life. The human needs that keep increasing are gradually demanding for the efficiency from the high-technology products, so it can meet the individual satisfaction. The primary, secondary until tertiary needs now can be fulfilled easily just because of the simple actions from our smartphone. Not to mention for the individual entertainment, internet also become the most important essence to support them.

Internet however, as a source of information plays an important role in developing one's mind and life experiences by creating productive works in schools, offices, and even at home. Nowadays, this can be the most effective strategic tool to manage and cope with the rapidly growing technology.

Mobile gaming has progressed greatly with technology. China was one of the countries that benefited from this boom. China has now the world's largest mobile gaming market, generating revenue of \$18 billion. The rise of *e-sports* has also waves in Chinese games. Some of the leading Chinese gamers today earn millions for their online play. This includes the Yu Wen-Bo Champion. Genshin Impact has been on the rise of Chinese game developers and a game that has stormed the world.

The fact that people live in the informative way of life, all updated, has made the Internet one of people's needs regardless of age or sex in society today. However, it is undeniably questionable how this useful machine affects the youth. As to what Rock, Dave (2009) said, all these technologies are very good at distracting people. In line with this development, online gaming was created to give entertainment to people.

Online gaming is one of many people's most common recreation activities. Some people are told that playing video games can be a source of stress, challenge, competition, rest, enjoyment, social interaction, and even a mental escape from the real world. For most people, on-line gaming is one of the best past time that they acquire specially for teenagers, students and adults as well.

According to Kuss & Griffiths (2012), teens and adults who play online games are just having fun. They're not just playing because of some seriousness, they're just wanting to feel relieved. During school hours or works, students or workers tend to feel stressed due to piles of school works and jobs, and through playing it will relive their stress.

The fact that playing online games offers them something that no one can give is undeniable. It is beneficial according to some studies. It allows players' mind, particularly the puzzle-based games, to be more active. It also helps the player decide in tight situations, particularly those adventure games that keep the players alert, actively and strategically.

Online game itself become the most favorite choice for the smartphone user to entertain themselves. So many countries, either its from big company or self-made game competing each other to be the most downloaded and played in many app stores as the important future of the smartphone. China for example, as one of the most developed country in the world, has so many big companies that dominating the market of digital games. As such the most popular game recently is being held by the product of certain China Company, miHoYo Co., Ltd.,

The miHoYo Co., Ltd., operates as a game technology company in China. Generally speaking, the company focus on develops, maintains, and supports online games and contents. (Wikipedia) Mihoyo also known to operates mobile games development, game technology consulting, and other businesses. There are several popular games that being produced by Mihoyo, one of them is actually well-known and

often being introduced by the internet, even in one of Media News from Indonesia.

In order to create such a high quality game and attract the people to be interested to play a certain game, the game developers need to input interesting contents. Such as the detailed of the artworks, the graphics, as well as the new whole world that fulfill the people's fantasy and expectation. Not to be mention, developers also usually need the actual events, things and folklores as their inspirations and then re-creating them as the new contents that they need to be added in the game.

Genshin Impact, as one of the best seller and the most popular online games in 2021, is one example of the cultural distribution without the players realized themselves. There are so many terms, folklores, annual events, clothes, and habituals from Chinese Culture that are being delivered through online game: Genshin Impact.

Many people who enjoy Genshin Impact are gradually become familiar with the Chinese culture and history by only playing the game. Thus apparently, these actions that made by the miHoYo company are not only as the economic purpose toward the digital market, but also the diplomatic tool to promote the Chinese culture toward the public in many countries in the world.

In many platforms, people describe the fight and freedom of the open world, while criticism was raised of its content and monetization at the end of this game. A commercial success, the game grossed over \$1 billion within six months of release. (Sensor Tower, 2021)

China's civilization is impressive enough to open your own business. For miHoYo Co., Ltd., China was the chance of working with young, malleable recruits and shape an entrepreneurial subsidiary almost from scratch. In this process, Chinese government made an action through miHoYo Co., Ltd., that could leverage the experience, systems, structures, and financial resources of a leading multinational, but they also quickly realize that it became fairly obvious that most management tools had to be adapted to the Chinese market environment to some extent.

I believe China has profound implications for business in the 21st century — not only because of the direct effects the country is having on companies around the world, but also because China itself offers a case study of globalization and hence a future business environment which is more competitive.

For miHoYo Co., Ltd, China was the opportunity of a lifetime — a dynamic market with huge potential that would allow a young entrepreneur enormous freedom in building a company from scratch. Building a business did not come easily. Mihoyo company have had to rely on the fund that generated from the businesses themselves. They had no senior managers and no home organization to finance local expansion to rely on. Over the last 10 years, they have been able to prove, each in their area, that it is possible to succeed as a local businessman in China as well as in global.

B. Research Question

From the problem's background above, the research question for this study will be : *How the chinese government use the online game: Genshin Impact as their diplomatic tool?*

C. Theoretical Framework

Perfectly fitted theoretical framework is basically what we need in order to analyze the main topic of this research. Therefore, I used the cultural diplomacy theory that will be conveyed systematically and in accordance to the data.

Ever since its formation, the PRC's diplomatic strategies and foreign policies have undergone adjustments in reaction to the changing international situation; however, preservation of independence has remained its basic theme. As a basic concept of Chinese foreign policy, independent foreign policy contains the following major aspects: 1.) China is a unified, multinational country, Sovereignty is the fundamental attribute and symbol of nation states; 2.) By upholding independence, China advocates the democratization of international affairs; 3.) By holding independence, China supports any activities that are conducive to maintaining world strategic balance and stability; 4.) In upholding independence, China does not enter into any alliances with any big powers or power blocks, or form military blocks, or engage in the arms race or military expansion. 5.) In upholding independence, China develops friendly

cooperation of mutual benefit with all countries according to the five principles of peaceful coexistence. 6.) In upholding independence, China never yields to any external pressure. (Zhang, 2010)

As I have been mentioned above about the Chinese foreign policy after its independence, there is a certain policy that is perfectly fitted with this study's main case, which is 'By holding independence, China supports any activities that are conducive to maintaining world strategic balance and stability.' Hence in this particular point, China has been trying to carry out its influence to spread its culture in many kinds of sector, as well as hoping that they can achieve a mutual interest between countries and maintaining the world peace without using the military-force (*hard power diplomacy*).

D. Hypothesis

According to the main problem from above, this research have a hypothesis that the Chinese government using its cultural diplomacy through online game: Genshin Impact as a diplomacy tool to introduce chinese culture by carrying out the 'soft power' influence toward international public.

E. Objective of Research

1. Explaining the cultural diplomacy of Chinese government in order to promote

the Chinese culture toward international public through Online Game: Genshin Impact.

2. In purpose to completing the thesis as a requirement to obtain undergraduate degree (S1) in International Program of International Relations, Faculty of Social and Political Sciences, in University of Muhammadiyah Yogyakarta.

F. Methodology Research

1. Method of Collective Data

This study is using a qualitative method that focusing on library research technic. The obtained data are the valid data from the media such as book, journal, magazine, newspaper, and printed or digital document from the official sites as well as from the other sources that related to the research object, which is all the data may support the research progress.

2. Method of Analysis Data

This study is using deductive analysis method. In this method, the researcher will sum up some conclusions according to some premises that have been learned. This method often being illustrated by taking a conclusion from the general to the spesific one.

G. Scope of Research

The scope of writing for the research is really important in order to avoid the irrelevancy of the topic, and also to help focusing on the main problem that have been decided so the research object is more understandable and be more specific.

This study will be focusing on how the Chinese Government use the online game: Genshin Impact to promote the Chinese culture toward the international public as the cultural diplomacy strategy.

H. Systematic Writing

CHAPTER I: Introduction

This chapter will be discussing about the background, research question, theoretical framework, hypothesis, objective of research, methodology research, scope of research, and systematic writing.

CHAPTER II:

This chapter will be describing and explaining about online game definition as well as the general overview and history of miHoYo Co., Ltd.,

CHAPTER III:

This chapter will be discussing and analyzing how the miHoYo Co., Ltd., create the online game: Genshin Impact and made it as the most popular online game in many platforms through world-wide.

CHAPTER IV:

This chapter will be discussing and analyzing about How the Chinese government applied the cultural diplomacy through online game: Genshin Impact.

CHAPTER V: Conclusion

This chapter will conclude all of the explanation from the previous chapters that have been delivered up until now.