

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Diplomacy is a subject that has been studied in International Relations. Diplomacy is one of the important instruments in implementing the national interests of a country. Through this diplomacy, a country can build an image of itself. According to one reviewer and practitioner of twentieth-century diplomacy, Nicholson, stated that there were four important matters relating to diplomacy. The first thing is foreign policy, the second is negotiation, the third mechanism is the implementation of these negotiations, attached to a Foreign Service branch. Therefore, if viewed from a broad scope, diplomacy is an activity to choose the right way to achieve a goal (Kurniawati, 2015). According to George Kennan, who thinks of his profession as seriously as foreign affairs and foreign policy, he notes that the classic function of diplomacy is to carry out communication between the government itself and other governments or individuals abroad, and to do this with maximum accuracy, imagination, wisdom and common sense. Therefore, it can be said that diplomacy is a communication tool, not a message that is communicated (Simons Center for Integrity Cooperation, 2015).

According to Tulus Warsito and Wahyuni Kartikasari in their book entitled Cultural Diplomacy explained, the understanding of diplomacy is as an effort of a nation-state to fight for national interests in the international community. For that reason, diplomacy can be interpreted that diplomacy is not just a negotiation, but also an effort to all foreign relations (Warsito & Kartikasari, 2007). Along with the development of the times, diplomacy has also experienced many developments by promoting ways that

are persuasive compared to coercive ways, where these persuasive ways are known as soft power. This term was introduced by Joseph Nye who stated that soft power is the ability to get something from someone through a persuasive manner compared to using a coercive manner. He also said that the main factor in the use of soft power is the ability of a country to access large channels and some information (Kim H. , 2017). This is evident in the current context of diplomacy which prioritizes actors other than the state in conducting negotiations with other parties to achieve their interests, as seen as a form of cultural diplomacy.

According to Tulus Warsito and Wahyuni Kartikasari in their book titled *Cultural Diplomacy* defines cultural diplomacy as an attempt by a country to fight for its national interests through cultural dimensions, whether micro, such as education, science, sports, and the arts, or macro in accordance with the characteristics the main characteristics, such as propaganda and others, which in the conventional sense can be considered as not political, economic, or military, as found in some literature mentioning it by propaganda (Warsito & Kartikasari, 2007). Likewise with the definition explained by Jack T. Lee in his article titled *Soft Power and Cultural Diplomacy: Emerging Education Hubs in Asia*, he said that cultural diplomacy includes various activities designed to strengthen ties between nation-states. Through culture, a country can project a positive image, generate interest, promote exchange, and generate trust to maintain partnerships. He also explained that cultural diplomacy was an interesting big thing after World War II, where the United States generously supported the reconstruction of Europe and Japan (e.g. the Marshall Plan) which also created such programs and institutions that align recipient countries with American interests. Another example is that after the Cold War took place, the US and Soviet Union also invested heavily in cultural activities to attract the attention of third parties to

their respective areas of influence (e.g. art exhibitions, radio shows, and student exchanges.) (Lee, 2015).

Some countries have also carried out cultural diplomacy such as South Korea where this form of cultural diplomacy is known as Korean Wave. This term aims to increase the popularity of culture in Korea which is formed in television dramas, movies, popular music (K-Pop) and dances (B-boys), video games which also extend to fashion, food, tourism, and the Korean language. Starting in 1990 where Korean Wave started from the television drama titled "Winter Sonata" which became famous in Japan and then spread to China, Taiwan, to Hong Kong, until the 2000's, Korean Wave has spread throughout the world through the internet and social media (Jang & Paik, 2012). Not only Korea with its efforts through the Korean Wave to introduce its culture to the international realm, between 2000 and 2010 has also been implemented by the Thai state through Gastrodiplomacy. Thailand is known and trusted as the first country involved with Gastrodiplomacy which was named "Global Thai" in 2012. This is also to campaign for "Amazing Thailand" in the tourism sector and the project aims to increase the number of Thai restaurants abroad and also to increase Thai food familiarity among transnational populations. This campaign is called not only to introduce delicious Thai spicy food to the thousands of stomachs of new people and in order to persuade more people to visit Thailand, but it can be interpreted to also subtly help to deepen relations with other countries (Nirwandy & Awang, 2014).

In responding to the incident, it was known that Malaysia and Indonesia also did not remain silent. Known as allied countries, these two countries are often involved in various conflicts that occur even though the two countries are considered to have very close relations. If seen from history, Malaysia and Indonesia have a history of conflicts that are not simple, ranging from border issues, treatment of labor, to alleged cultural claims. Some

conflicts include the struggle over the islands of Sipadan and Ligitan. This conflict arose in 1967 where this conflict was a battle over the islands in the Makassar Strait. Both countries agreed to take the case to the International Court of Justice to be resolved until finally in 2002, Malaysia was entitled to the island on the basis that the British had carried out conservation and concrete administrative actions since 1930 (Prasidha, 2017). Then from the issue of Indonesian Workers which became an issue where many cases occurred that TKI in Malaysia did not get good treatment such as torture to rape. Among the many problems that occur, the issue most warmly discussed and almost always debated is the problem of cultural claims. The cultural equality shared by these two countries backfires. Some of the problems include, it is known that Indonesians have accused Malaysia of claiming Maluku-origin songs as Malaysia's property, Balinese Pendet Dance that appears in the 'Enigmatic Malaysia' advertisement on the Discovery Channel, Batik, angklung, shadow puppets and gamelan instruments also did not escape the feud of the two countries (CNN Indonesia, 2019).

Although these two countries are allied and have some similarities in cultural flow, in reality the two countries also have some differences, where these differences make one of the strategies to enhance the image of each nation. For example, one of the differences between the two countries lies in their historical background, where Malaysia gained its independence. From the various conflicts that occurred, each country has its own way to elevate their native culture to the international sphere. One of them is by promoting cultural values with various efforts such as organizing festivals, cultural exhibitions, to tourism campaigns. Cultural aspects which became the strategy of each country to be introduced were also various such as tourism destinations, cultural values, local food, fashion, and the presence of sports tourism.

Those the differences are mentioned,

In connection with the problems outlined above, the researcher proposed thesis title is "Marketing Malay: Comparative Studies of Cultural Diplomacy of Indonesia and Malaysia in The United Kingdom (2010-2015)" which aims to see how the comparison between Malaysia and Indonesia in practicing cultural diplomacy in the UK to advance the value of tourism.

### **1.2. Research Question**

Based on the background that has been submitted, the problem in this paper are:

**"How are Malaysia and Indonesia carrying out cultural diplomacy in Britain?"**

### **1.3. Objective and Benefits of Research**

Based on the predetermined research question, the objectives of this research are to find out how the comparative in terms of cultural diplomacy that Malaysia and Indonesia in UK through 5 (five) aspects, which are Tourism Destination, Culture, Food, Fashion, and Sport Tourism.

With this research, the author hope to provide benefits to provide information and be a usefulreference material for students, especially in the field of International Relations studies in looking at future international phenomena. Give a good reference especially in relation to the concept of Comparative study and Cultural Diplomacy.

### **1.4. Theoretical Framework**

To explain the problem above, the writer uses the concept of comparative study, soft power, and cultural diplomacy in analyzing this research. The use of this approach is considered capable of explaining how Malaysia and Indonesia carry out cultural diplomacy in the UK by using the practice of cultural diplomacy as an instrument to introduce their culture in Britain.

### **1.4.1. Comparative Study**

In this research, the first theoretical framework that the researcher used is the concept of Comparative Study. Suatu perbandingan instantly said as the act to observe two or more things to discover the relationships or to estimate the differences and similarities. From the logical point of view, an act of comparison implies objects (which can obviously be subjects, groups, institutions, cities, countries, etc) (Piovani & Krawczyk, 2017).

Comparative study is study analyzes which compare two or more objects or ideas. Comparative study are the studies to demonstrate ability to examine, compare and contrast subjects or ideas. Comparative study shows how two subjects are similar or shows how two subjects are different (Bukhari, 2011).

According to Alexander Stafford, comparative analysis is a methodology in political science that is often used in political study systems, institutions or processes. This can be done on a local, regional, national and international scale. Research aims to develop greater political understanding through scientifically limited methodologies (Stafford, 2013).

Comparative analysis has several important functions, especially in improving people's understanding by placing structures and routines that are well known to the system (understanding). Then build a high level of community awareness of a system, culture, and patterns of thinking and acting (awareness). The existence of comparisons allows for testing of theories in various settings, as well as evaluating the scope of certain phenomena (generalization) (Esser & Vliegenthart, 2017). Regarding to the concept that explained above, the researcher tend to compare the strategies of Malaysia and Indonesia to build awareness toward Britain's people through the cultural aspects.

### 1.4.2. Soft Power

In this case study, this concept can be described that in establishing a cooperative relationship between countries or in reducing the level of "tension" of problems between the two countries. The concept of soft power was introduced by Joseph S. Nye to explain non-traditional diplomacy that developed since the 21st century. Joseph S. Nye introduced this concept in a foreign policy journal in 1990. According to Joseph S. Nye "power" is the ability to influence the attitude or behavior of others to do what you want. Power is divided into two, hard and soft power. Hard power is diplomacy by giving rewards or using threats to influence others (transactional). Examples are economic embargo, economic assistance, and military aggression.

Solving problems is not only through hard power. On the other hand, soft power does not use coercive action or sanctions, but through attraction, such as culture, values, foreign policy and the like without the slightest element of coercion. By definition, soft power according to Joseph S. Nye:

“Soft power is a staple of daily democratic politics. The ability to establish preferences tends to be associated with intangible assets such as an attractive personality, culture, political values and institutions, and policies that are seen as legitimate or having moral authority.” (Nye, 2008)

“Soft power is the ability to affect others to obtain the outcomes one wants through attraction rather than coercion or payment. A country’s

soft power rests on its resources of culture, values, and policies.” (Nye, 2008)

According to Joseph S. Nye’s statement, soft power can be seen as more than an influence when what is considered to be using the services of hard power, threats or rewards. Soft power is also just a persuasion or persuasion, more than the ability to move someone through forms of argument. Soft power has its own way to go into cooperation or attract someone's interest, not with threats, not in exchange for money, but rather using the exchange of values or obligations on achieving those values. However, then its become the right action for the government of Malaysia and Indonesia who want to introduce their country’s image and attract tourists, especially British tourists to carry out their tour activities in both countries.

### **1.4.3. Cultural Diplomacy**

One that is used by the author in this study is to use the concept of cultural diplomacy. According to Tulus Warsito and Wahyuni Kartikasari (2007) in their book entitled Cultural Diplomacy, Cultural Diplomacy can be interpreted as an attempt by the state to fight for its national interests through the formulation of policies, both in relation to education, science, sports and arts, or any game, for example propaganda. All material from this Cultural Diplomacy is everything related to macro or micro regarding the field of culture abroad, including art, sports, traditions, technology to the change of experts and so forth. His book also supports the purpose of Cultural Diplomacy is to influence the people of other countries to support a particular foreign policy.



The purpose of this diplomacy is to influence public opinion (the people of other countries) to support a particular foreign political policy. The actors of cultural diplomacy are the government and non-governmental institutions, individually or collectively, or every citizen. The material used in cultural diplomacy is anything that is considered the utilization of cultural aspects (in foreign politics), among others, art, tourism, sports, traditions, technology, until the exchange of experts and others.

### **1.5. Hypothesis**

Based on the above explanation, it can be hypothesized that to introduce its culture in the UK with the five aspects mentioned, it is known that there are differences in the process of cultural recognition between Malaysia and Indonesia in the UK, including:

1. The method or form of delivery in diplomacy.
2. The aspects of cultural diplomacy used.
3. With the two points above, we can find out the results of the comparison between the two countries with graphic evidence of the number of tourist arrivals from the UK in 2010 to 2015.

### **1.6. Method of Research**

In writing this thesis, the author uses the methods of collecting data with qualitative and quantitative in which the data collection that will be obtained by the researcher in this methods are not only in the form of various forms of literature, but will be delivered in the form of numbers and graphics which will be accompanied by an explanation by researcher in this writing.

Collecting data in qualitative method, the author use a qualitative research. Qualitative research aimed to explore or more in describing a phenomenon. The form of qualitative research questions is more about asking how and why the event occurred or about one's perception and

experience. Through the method of qualitative research, the researcher more into trying to understand the lived of personal experiences, understanding, stories and the meaning of the people who have about the concepts on reseach. It used to asking about one variable, rather than asking about the relationships between some variables (Pressbook, n.d.). Qualitative research questions is explanatory and is designed to produce hypothesis that can be tested in quantitative studies (Simon, 2011). Thus, the researcher use this method to find out how cultural diplomacy efforts carried out by Malaysia and Indonesia in the UK.

The next data collection method is to use quantitative data collection techniques. This technique uses numbers and graphs to prove the results of the research obtained.

### **1.7. Scope of Research**

Restricted in this thesis, the authors focus their research on the time span between 2010 where Malaysia and Indonesia used their cultural diplomacy to advance and introduce their culture in the UK which impacted on increasing the number of tourists coming until 2015.

### **1.8. Structure**

This research has divided into 5 main chapters. The first chapter discusses the introduction, background, research questions, theoretical framework, hypothesis, methodology, scope of research, and structure of research. The second chapter emphasizes more about the cultural diplomacy of Malaysia.

In the third chapter emphasizes more about the cultural diplomacy of Indonesia. In the fourth chapter is to identify the result of comparative cultural diplomacy of Malaysia and Indonesia in the UK with a research period from 2010 to 2015 and the fifth is the conclusion.