

**INDONESIAN GOVERNMENT STRATEGY TO IMPLEMENT FASHION
DIPLOMACY**

UNDERGRADUATE THESIS



UMY

**UNIVERSITAS
MUHAMMADIYAH
YOGYAKARTA**

Unggul & Islami

Written By :

Dita Arbiani Ulfah

20150510074

**DEPARTMENT OF INTERNATIONAL PROGRAM OF
INTERNATIONAL RELATIONS
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2021

TITLE PAGE

**INDONESIAN GOVERNMENT STRATEGY TO IMPLEMENT FASHION
DIPLOMACY**

Submitted to fulfill the requirement of bachelor degree of
International Program of International Relations (IPIREL)
Faculty of Social and Political Science
Universitas Muhammadiyah Yogyakarta

UNDERGRADUATE THESIS

Compiled and written by:

Dita Arbiani Ulfah

20150510074

Advisor:

Prof. Tulus Warsito, M.Si.

**DEPARTMENT OF INTERNATIONAL PROGRAM OF
INTERNATIONAL RELATIONS
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA
2021**

STATEMENT OF ORIGINALITY

STATEMENT OF ORIGINALITY

This is to certify that to the best of my knowledge, the content and research of this thesis entitled “**Indonesian Government Strategy to Implement Fashion Diplomacy**” is my own work. This thesis has not been submitted for any degree or other purposes.

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

Yogyakarta, Julv 27. 2021



DITA ARBIANI ULFAH
20150510074

ACKNOWLEDGEMENT

Assalamu'alaikum wr, wb.

Alhamdulillah Robbil 'Alamin the writer would like to show her deepest gratitude to Allah the Almighty, the Most Gracious and most Merciful. The only Provider to whom the writer owed gratitude for all the blessings, guidance and good health He provide of all time to enable the writer to finish the task of writing this undergraduate thesis with the title: **“Indonesian Government Strategy to Implement Fashion Diplomacy”**. Praise and greetings to the Prophet Muhammad SAW who had conveyed us the messages and saved us from the darkness to the light path. The writer would also send her gratefulness and appreciation to the research advisor, Prof. Tulus Warsito, M.Si., for his guidance and patience in assisting and supporting the writer throughout the whole process of the research period. Equally imperative for the quality of this thesis are the board of examiners: Dr. Nur Azizah, M.Si., and Sidiq Ahmadi, S.IP., M.Si, for the constructive feedbacks and substantial inputs during and after the series of thesis examinations.

In the end, for all the shortcomings and imperfections of this thesis, the writer expects criticism and constructive suggestions towards the improvement and refinement of this thesis. Hopefully, this thesis will give benefit to the development of science.

Wassalamualaikum wr, wb.

Yogyakarta, 2021



Dita Arbiani Ulfah

EXTENDED GRATITUDE

During the writing, the writer received a constant and continuous support and assistance from numbers of people for their valuable guidance, critics, correction, suggestions and advices. Thus, the writer would like to express the deepest gratitude and appreciation for these people listed below:

1. My beloved parents, Jaswadi and Anni Rufaida (Alm) for their continuous trust, unconditional love and patience, prayer, infinite moral and material support and their presence through bad and good times of mine. They're my true inspirations and role model in life. This thesis dedicated to them as my deepest gratitude.
2. Me, myself, for being a tough girl. I thank myself for making me a good daughter, a friend, a wife and a mom. You're the strongest, this hard work paid off.
3. My dear forever friend, my husband, Hanif Achmad Ilyas, who always there since my final college year. Thank you for your endless trust, support, helps and patience for me during this process. If it's not you, I don't know who I will become. Thank you for the laughs, and love.
4. My beloved little one, my son M. Dhia Kaisakha, to whom writer owed a mountain of apology for having to neglect in times of finishing the thesis. But Kakak had supported Ibu and it would be chronicled. Thank you for the joy you've brought to us, since the day you're born.
5. My dear one and only Grandfather, H.Sjachrul Anwar, to whom I would like to thank for his unconditional love and support throughout my lifetime being his granddaughter.
6. All the HSA family members, my beloved aunties Tante Anna Yulistiana, Ummi Ade Meiliyana and all of my uncles, without them I would never know what family means. Allah blessed you all!
7. My best friends, Hanun, Ivo, Dina, Mustofa who had my back since high school. Thank you for your time and stories, I hope you're doing good wherever you are.

8. My one and only roommate, my bestfriend Aisyah Raudya Izani. Thank you for be there for me since day one. I would never completing my college life without you, thank you for the rides around Jogja, for day and night chats, for the laughs and tears we shared together. I would never find such a kind roommate like you. You know I will always miss our time.
9. All my IPIREL Batch 2015 classmates for joy and memories as well as become a part of my study journey. See you on top, guys!
10. All the lectures and staffs of the International Relations Department of Universitas Muhammadiyah Yogyakarta.
11. Everyone conduct during the writing of this undergraduate thesis that I cannot mention one by one.

TABLE OF CONTENT

TITLE PAGE	ii
ENDORSEMENT PAGE	Error! Bookmark not defined.
STATEMENT OF ORIGINALITY	iii
ACKNOWLEDGEMENT	iv
EXTENDED GRATITUDE	v
TABLE OF CONTENT	vii
TABLE OF FIGURE	ix
TABLE OF TABLE	x
ABSTRACT	xi
CHAPTER I	1
INTRODUCTION	1
A. Background	1
B. Research Question.....	4
C. Theoretical Framework	4
a. Soft Power	4
b. Cultural Diplomacy	5
c. Fashion Diplomacy.....	8
d. Multi-track Diplomacy	9
D. Hypothesis	10
E. The Purpose of Research.....	11
F. Research Methodology.....	11
G. Scope of Research	11
H. Thesis Outline	12

CHAPTER II	13
THE HISTORY AND DEVELOPMENT OF FASHION DIPLOMACY	13
A. Fashion in the 1990s.....	16
B. Fashion in the 2000s.....	17
C. The Development of Fashion Diplomacy	18
CHAPTER III	24
FASHION DIPLOMACY IN INDONESIA	24
A. Fashion Diplomacy enters Indonesia	26
CHAPTER IV	29
INDONESIAN GOVERNMENT STRATEGY TO IMPLEMENT FASHION DIPLOMACY	29
A. Fashion Diplomacy as an Identity	29
B. Fashion Diplomacy as a Promotion	31
C. Fashion Diplomacy as a City Branding tools.....	33
D. The Role of Media as a Factor in the Successful Implementation of Fashion Diplomacy in Indonesia.....	36
CHAPTER V	37
CONCLUSION	37
REFERENCES	40

TABLE OF FIGURE

Figure 2. 1. 18th Century Diplomatic Attire 14

Figure 2. 2. Television Show inspires 90s Fashion Trend 16

Figure 2. 3. Madeline Albright and Her "Wasp" Pin 19

Figure 3. 1. *Gurdo* pattern as a symbol of valor and masculinity in life 27

Figure 3. 2. *Curigo Kasita* a symbol of women's ability in managing households
..... 27

TABLE OF TABLE

Table 1.1 Table of Cultural Diplomacy (Kartikasari, 2007, p. 31)..... 7