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THE COMPARISON OF PROMOTION USING PUBLIC DIPLOMACY BETWEEN THE PROGRAM OF VISIT INDONESIA YEAR AND WONDERFUL INDONESIA

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ABSTRACT: *This study discusses The Comparison of Promotion Using Public Diplomacy between the Program of Visit Indonesia Year and Wonderful Indonesia. In Indonesia, tourism is the most effective sector in increasing foreign exchange. The Indonesian Tourism Ministry in this case has several programs, i.e. Visit Indonesia Year and Wonderful Indonesia. The researchers compared both of these programs based on the media used, a collaboration between actors, target markets, and the results achieved. This study uses a qualitative method. The data from this study were generated through interviews with several sources and also from various documents. To explain this research, the researcher uses the concept of public diplomacy as a comparison between the "Visit Indonesia" Year program and "Wonderful Indonesia". The results of this study indicate that the promotions carried out between the program of Visit Indonesia Year and Wonderful Indonesia are inversely proportional from any aspect.*

Keywords - *Promotion, Public Diplomacy, Nation Branding, Tourism*

I. INTRODUCTION

Indonesia is a maritime country with vast natural resources, both on land and at sea. Not only does Indonesia have natural wealth, but it also has a diverse cultural wealth. The natural and cultural wealth of Indonesia provides advantages in the tourism industry, attracting foreign tourists to visit the country. According to Rough Guides Magazine^[1], Indonesia is the sixth most beautiful country in the world. The Indonesian Ministry of Tourism is encouraged by this ranking to strengthen its position as a world tourist destination. In Indonesia, the tourism sector is the most effective in increasing the country's foreign exchange, which reached US\$ 12.23 billion in 2015.. This amount placed Indonesia as the fourth largest foreign exchange earner after oil and gas, coal, and palm oil^[2]. In 2017, the position of tourism rose to second place beat foreign exchange from oil and gas^[3].

The influence of tourism compels the Indonesian government to prioritize tourism development, which is recognized as an essential component of national development. Following the Indonesian Law number 10 of 2009 concerning tourism^[4], tourism refers to various types of tourism activities that are supported by a variety of facilities and services provided by the community, businessman, government, and local governments. In this regard, the Indonesian Ministry of Tourism has several work programs to advance and promote Indonesian tourism, arts, and cultures, such as Visit Indonesia and Wonderful Indonesia.

Visit Indonesia Year is a program that was ratified on 16 August 2007, aiming to optimize promotions to attract foreign tourists and international business people to visit and conduct business and investment activities in Indonesia. The Visit Indonesia Year was launched in conjunction with 100 years of national awakening and an optimistic target was set for 7 million foreign tourists visiting Indonesia in 2008^[5]. The target set from the implementation of the Visit Indonesia Year program was successfully achieved, based on data from the Central Bureau of Statistics and the Ministry of Culture and Tourism, the number of foreign tourists at the end of 2008 reached 6 million people. However, the government regrets that tourist visits are still at 6 million. Seeing this, the government considers that the Indonesian tourism sector must have a slogan or branding that reflects the potential possessed by Indonesia^[6].

In 2011, the Minister of Culture and Tourism of Indonesia, JeroWacik announced the change of the Indonesian tourism brand from Visit Indonesia Year to Wonderful Indonesia. The changes were implemented to

improve the image of Indonesian tourism, whereas foreign tourists are more exposed to the incredible potential of Indonesian tourism^[7]. The success of Wonderful Indonesia in increasing Indonesian tourism is indicated by the increase in foreign exchange from the tourism sector, as can be seen in the data in Figure 1.

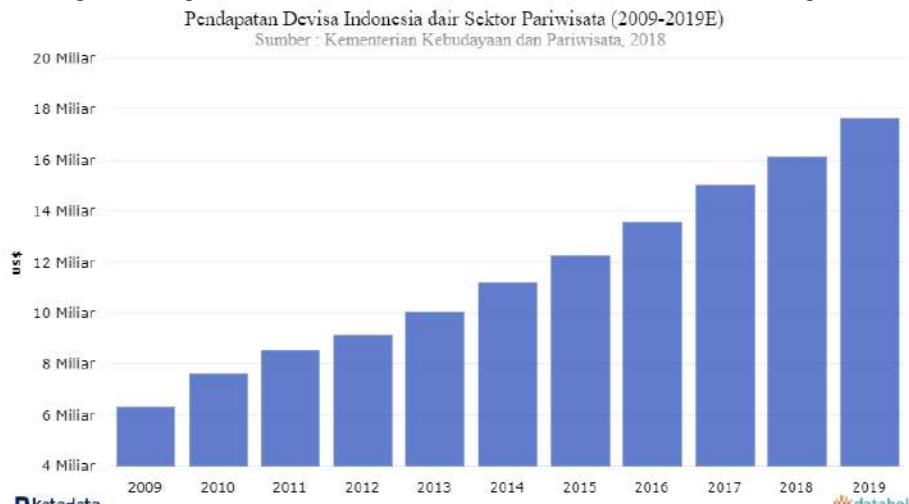


Figure 1. Indonesian Foreign Exchange Income from the tourism sector (2009 – 2019), from Databoks, 2019.

Predicated on what has been mentioned above, the tourism sector has incremented exponentially within the range of 10 years (from 2008 to 2018) both in terms of the number of foreign tourist visits to Indonesia and Indonesia's foreign exchange earnings from the tourism sector. In this case, the research will focus on how to implement the promotion of the Visit Indonesia Year and Wonderful Indonesia programs using public diplomacy. Wang (2011) explains that public diplomacy is understood as a process in which direct relations with the people of a country are sought to advance interests and expand the values represented^[8]. This definition transcends the more traditional interpretations that describe public diplomacy as the process of communicating with foreign audiences centred on a state.

Promotion

Promotion is considered as one of the sub-categories of price, product, and distribution marketing management mix^[9]. Promotion is a form of informative communication that is carried out by the seller to change the attitudes and behavior of prospective buyers where those who previously did not know become acquainted so that they become buyers and continue to remember the product^[10]. While Sistaningrum (2002) revealed that promotion is an effort or company activity in influencing consumers to make purchases of the products offered. Consumers are divided into two categories, namely actual consumers and potential consumers. Actual consumers are consumers who immediately buy the products offered shortly after the promotion. Meanwhile, potential consumers are consumers who have the potential to become buyers in the future^[11].

In conducting promotions, Swastha and Irawan (2005) stated the objectives of doing promotions, as follows^[12]:

- a. Behavior modification
Promotion seeks to change behavior and reinforce existing behavior.
- b. Telling you
Promotional activities can be aimed at informing the target market about the offers made. This informative promotion is important for consumers because it can help in making decisions to buy.
- c. Persuade
Promotions that are persuasive that direct potential consumers to buy the products offered.

G. E. Belch and M. A. Belch (2012) explain that promotional activities are to perform communication tasks using the same way a pyramid was built, namely by first achieving lower-level goals such as awareness and knowledge of a brand^[13]. The communication pyramid can also be used to determine the promotion objectives of an existing brand. Promotion planning must determine where the target audience in the pyramid is located. If the level of awareness for a brand and knowledge about the brand is low, it is necessary to make efforts to increase it. Then, if the target audience is already at the pyramid stages but is not interested and the preference is low, the advertising objective is needed to change the brand image and encourage consumers to buy or use the brand.

In this study, the product in the promotional concept referred to by the researcher is what is being promoted, namely the promotion of the Visit Indonesia Year and Wonderful Indonesia programs. In addition, the use of the word consumer in this concept refers to the international community or foreign tourists. As for the company in the concept of promotion, researchers use the word to refer to the state actor or non-state actor involved.

Public Diplomacy

Public diplomacy is broadly defined as a country's engagement and communication with the foreign public. This diplomacy can take the form of a monologue, dialogue, and collaboration. Public diplomacy has three main components, namely news management, strategic communication, and relationship building that cover broad, interrelated goals in promoting a country's goals and policies, communicating a country's ideals and values, and building a common understanding^[14]. Wang (2011) explains that public diplomacy is understanding as a process in which direct relations with the people of a country are sought to advance interests and expand the values represented^[15]. This definition goes beyond the more traditional interpretations that describe public diplomacy as the process of communicating with foreign audiences centred on a state. However, as part of the view in the postmodern world of transnational relations, the roles and responsibilities of actors in international relations are no longer delineated.

The purpose of public diplomacy which is directed to form a positive image in the minds of the public and governments in other countries, makes this study use a lot of communication theory. In several conceptions referred to by academics, it is more directed to public diplomacy as an effort to use various forms of communication such as monologues, dialogues, and collaborations of the two. Meanwhile, other academics see public diplomacy as a strategy used by the government by using mass media to influence public opinion outside the country. Meanwhile, some academics see public diplomacy as not having too important a difference with State Branding^[16].

Leonard clarifies public diplomacy through three main pillars, namely news management, strategic communication, and relationship building^[17]. In his writings, once again, placing the state as the main actor who should be able to mobilize public opinion to the image that the state wants to achieve. The difference between the three is in the short-term, medium-term, or long-term goals to be achieved. From this writing, the influence of communication theory is very strong through the agenda-setting, framing, and priming offered by Leonard. Thus, public diplomacy is no longer carried out through one-way communication, but through two-way communication to exchange messages through dialogue. Dialogue is carried out not only through conventional mass communication media but also social media which is easier to reach the public and without leaving direct interaction between citizens of different countries^[18].

Public diplomacy underwent a transformation at the turn of the century. The objective of the new public diplomacy is to establish and strengthen relationships with foreign publics in order to create a welcoming environment for foreign other countries' foreign policies^[19]. In the continuity of public diplomacy, two-way communication indicates that public diplomacy is running well and effectively^[20]. Although public diplomacy cannot solve every tension and problem between countries, due to the complex structure of international relations, public diplomacy is believed to be able to support and help improve the public and international climate between countries to continue relations between these countries in the future. The greatest response from the Indonesian people can be found in the third dimension of Nye's public diplomacy, namely the development of prolonged relations. According to Nidatya and Konety (2017), through building long-term relationships, there is a process that is carried out face-to-face and revolves around the personal or individual level^[21]. Through the activities described in this third dimension, community and cultural exchanges show more tangible responses and show the existence of two-way communication as stated by Nye as effective public diplomacy.

II. RESEARCH METHODS

The type of research method used by researchers in this study is comparative qualitative. Afrizal (2014) formulates the definition of qualitative research methods as research methods in the Social Sciences that collect and analyze data in the form of words (oral and written) and human actions and researchers do not attempt to calculate or quantify the qualitative data that has been obtained and thus does not analyze the numbers^[22]. As for comparative, Sugiyono (2014) argued that comparative research is research that compares the state of one or more variables in two or more different samples, or at two different times^[23].

Data collection techniques in this study were divided into two, namely primary data and secondary data. In primary data, researchers used the interview method with sources or informants as follows.

1. Martini Mohamad Paham as Director of Marketing Communications of the Indonesian Ministry of Tourism.

2. AdellaRaung as Director of Special Interest Tourism Promotion at the Indonesian Ministry of Tourism.
3. Hafiz AgungRifai as Head of the Sub-Directorate for Promotion of Activities of the Indonesian Ministry of Tourism.

Meanwhile, secondary data was collected from various documents such as books, journal articles, internet sites, print media, and the results of previous studies that were relevant to the research being studied.

III. DISCUSSION

3.1. Dissemination of Information About Indonesia through Nation Branding

Tourism is one of Indonesia's largest and most powerful industries and the most effective sector for increasing the country's foreign exchange. The impact of tourism on state income through foreign exchange and taxes, as well as increasing resident income, motivates the Indonesian government to prioritize tourism development. The Indonesian Ministry of Tourism created Visit Indonesia Year and Wonderful Indonesia as part of the government's effort to advance and promote Indonesian tourism, arts, and culture.

Nation branding is essential for a country's promotion to other countries. Promotion is the exchange of information between sellers and buyers with the goal of changing the attitudes and behavior of previously uninformed buyers so that they become buyers and remember the product^[24]. In this study, the seller is Indonesia or the Indonesian Ministry of Tourism, and the buyer is the international community; the products are Visit Indonesia Year and Wonderful Indonesia.

According to Martini Mohamad Paham, Director of Marketing Communications at the Indonesian Ministry of Tourism, the Upper, Middle, and Low Funneling stages are the stages that consumers or prospective consumers go through when deciding to use or buy a brand, starting with knowing, remembering, and finally having the desire to buy. These stages correspond to what GE Belch and MA Belch (2012) explained, which is that promotional activities carry out communication tasks in the same way that a pyramid is built, namely by first achieving lower-level goals such as brand awareness and knowledge^[25]. As evidenced by the Global Brand Index, Wonderful Indonesia's brand has evolved into something stronger. Wonderful Indonesia has risen to 40th place. This demonstrates that, with Wonderful Indonesia, the Indonesian tourism brand has begun to gain traction in the eyes of the public.

3.2. Promoting Indonesia to the International Community

Indonesia's public diplomacy to other countries includes activities to promote Indonesia in the international community. Public diplomacy is defined as a process in which direct relations with a country's people are sought in order to advance interests and expand the values represented. This definition goes beyond more traditional definitions of public diplomacy, which describe it as a process of communicating with foreign audiences centered on a state^[26]. This is consistent with the Ministry of Tourism's efforts to disseminate information about Indonesia, particularly in the tourism sector, to the international community. During the Wonderful Indonesia period, the Ministry of Tourism conducted a campaign to international markets, with the foreign public as the target audience. According to Hafiz AgungRifai, Head of the Sub-Directorate for Promotion of the Implementation of Activities of the Indonesian Ministry of Tourism, promotions during the Wonderful Indonesia period used three BAS promotion strategies: branding, advertising, and selling. The Indonesian Ministry of Tourism introduced Indonesian tourism in general in Branding promotions which were later revealed to be more specific through Advertising promotions by displaying tourism events in Indonesia and finally selling by promoting tour packages to Indonesia through the Selling program.

Hafiz AgungRifai also said that in conducting campaigns to international markets, the Ministry of Tourism used DOT marketing strategies, namely Destination Origin and Timeline. DOT is meant to promote a certain destination (Destination) to a certain target market (Origin) at a certain time (Timeline). For example, when promoting Bali as a destination to Australia as the main target market in April to June period (timeline). This campaign is carried out from April to June because it targets Australian tourists to come to Indonesia from June to August where Australia is in the winter period. With specific targets on campaigns or promotions that are focused on one particular country, it can maintain relations between Indonesia and other countries, such as Australia, and improve the public and international climate between countries to continue relations. As stated by Nidatya and Konety (2017), public diplomacy is believed to be able to support and help improve the public and international climate between countries to continue relations between these countries in the future^[27].

Academics perceive public diplomacy as a strategy used by the government by using mass media in influencing public opinion outside the country^[28]. Regarding the promotional programs carried out by the Indonesian Ministry of Tourism, both in the Visit Indonesia Year and Wonderful Indonesia periods, mass media was utilized in order to reach a wider target audience. However, during the Visit Indonesia Year period from 2008 to 2011, mass media promotions were still limited, namely to traditional media, such as international TV, rather than social media, as was the case during the Wonderful Indonesia period.

Meanwhile, during the Wonderful Indonesia period, promotions carried out in the mass media were more diverse and not only promotions on TV, newspapers, magazines, and OOH (Out-of-home) advertising, but also in digital media such as Website Portals, Mobile Apps, social media, and also through tourism endorsers. Promotions are also carried out not only in one direction but in two directions because of the use of social media which can make the audience also interact directly, such as through chat, direct messages, or comments on a promotional post on social media. This is in line with what Rachmawati (2016) said that public diplomacy is no longer carried out through one-way communication, but through two-way communication to exchange messages through dialogue. Dialogue is carried out not only through conventional mass communication media but also social media which is easier to reach the public and without leaving direct interaction between citizens of different countries^[29].

In promoting Indonesia, the Visit Indonesia Year and Wonderful Indonesia promotion programs also have different strategies and approaches. As is the case in doing advertising strategies. Throughout the Wonderful Indonesia period, the Ministry of Tourism conducted an Event-Based campaign in which the campaign carried out promotional content about the calendar of tourism activities in Indonesia. For instance, Java Jazz music activities with Malaysia as the target market, Bali Spirit Festival in Europe, and so on. Meanwhile, during the Visit Indonesia Year period, there were not many campaigns or even none.

In addition, in promoting Indonesia through Wonderful Indonesia, Hafiz AgungRifaialso argued that the Ministry of Tourism invites all parties to participate in promoting tourism, including students at home and abroad. There are tourism communities named GenPI and GenWI that help promote and campaign for Indonesian tourism on social media. In this case, public diplomacy is carried out not only between countries or state actors with other countries but has become a non-state actor due to the roles of various parties such as academics, business people, communities, and others. It is in line with the definition conceptualized by Wang (2011) where the new public diplomacy is part of the view that in the world of postmodern transnational relations, the roles and responsibilities of actors in international relations are no longer clearly described^[30]. The involvement of other parties in promoting Indonesia is described with ABCGM by Martini Mohamad Paham. ABCGM is an abbreviation consisting of Academic, Business, Community, Government, and Media.

Wonderful Indonesia's international promotion was aided by the country's overseas extensions. As Martini Mohamad Paham said, there are three extensions of Indonesia abroad. The first is representative offices, such as the Indonesian Embassy and the Indonesian Consulate General. Then the second is the diaspora, which is the Indonesian people who have lived abroad for a long time. The third is students and students. The Ministry of Tourism mobilizes students and students by forming a tourism community called GenPI and GenWI. GenPI is an acronym for GenerasiPesona Indonesia, which consists of a generation of young people living in Indonesia. While the generation of young people who are abroad is called the Wonderful Indonesia Generation. The Ministry of Tourism is also collaborating with the Indonesian Student Association or well-known as PPI which is an Indonesian student and student studying in another country. This collaboration is carried out so that they can implement messages about Wonderful Indonesia to their friends abroad and become an extension to promote Indonesian tourism. In its promotional program, One Man One Tourist has been carried out. This program is a national movement that mobilizes the PPI for everyone to try to invite at least one friend to come to Indonesia.

In addition, the Ministry of Tourism during the Wonderful Indonesia period also developed a new directorate that promoted Indonesia in the field of special interest tourism. As explained by AdellaRaung, Director of Special Interest Tourism Promotion at the Indonesian Ministry of Tourism, that this promotion is further narrowed based on three parts, namely nature, culture, and artificiality. This is in line with what was expressed by Swastha and Irawan (2005) where promotion can be done based on the following objectives, namely behaviour modification, informing, and persuading^[31]. In this case, the promotion, which is divided into three parts, namely natural, cultural, and artificial, can be said to be able to modify the behaviour of tourists travelling based on what they are interested in. For example, in promotional activities through the Deep Extreme exhibition which is an exhibition for tourists who are interested or like diving activities. Tourists who come to the exhibition will visit or at least they will know the best places to dive in Indonesia.

With the many promotional programs, strategies, approaches, and specific targets during the Wonderful Indonesia period, it has proven that the government is giving the main attention to the tourism sector because it is well patterned. Public diplomacy that has been carried out has also been optimized to reach a wider audience. This is far from the Visit Indonesia Year period, where tourism was not yet a government priority and the promotionscarried out were also not well-patterned. In addition, cooperation and roles from various parties are also less maximized compared to the Wonderful Indonesia period which tried to work together and asked all parties to participate in helping promote Indonesia.

IV. CONCLUSION

Promotions held during the Visit Indonesia Year and Wonderful Indonesia periods are completely unrelated in any way. Apart from the advancements in technology and digital media, the promotions carried out during the Wonderful Indonesia period appeared more patterned with a structured framework and various promotion strategies such as Branding-Advertising-Selling as well as creating their target market through Destination-Origin-Timeline. Several festivals were also held to raise awareness of Indonesia among the international community. There are also tourism promotions based on special interests, which are divided into three categories, namely natural, cultural, and artificial tourism. Furthermore, to ensure the success in the dissemination of information about the country, various parties were included during the promotion of Wonderful Indonesia such as academics, businesspeople, communities, the media, and the government per se as well as Indonesian diaspora abroad and the Indonesian Student Association, helped spread information about the country.

In comparison to the Wonderful Indonesia period, the Visit Indonesia Year strategies and promotional programs were less patterned and structured. The limitations of technology and digital platforms are one of the shortcomings in promoting Indonesia to the international community.

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