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PUBLIC DIPLOMACY STRATEGY OF INDONESIA: CASE STUDY INDOMIE GASTROIPLMOMACY

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Abstract

This paper aims to describe Indonesia's public diplomacy strategy through culinary. Culinary as an instrument of diplomacy. Public diplomacy is an effective instrument to become a communication and investment tool for a country. This study uses a qualitative method based on case studies. This study uses secondary data and literature review data collection techniques. The results found that Indonesia carried out gastrodiplomacy using Indomie which was produced by PT. Indofood Tbk. Gastrodiplomacy was carried out by Indonesia to Nigeria because it saw an opportunity for a financial crisis in that country. Thus, Indomie can become one of the staple foods used by Nigerian people to maintain the stability of human security in the country. And Indonesia's strategy through 3 C + I. Indonesia uses listening, and advocacy, cultural exchange methods to achieve the expected targets and marketing in Nigeria.

Keywords: Gastrodiplomacy, Indomie, Indonesia, Crisis, Nigeria

Abstrak

Paper ini bertujuan untuk mendeskripsikan strategi diplomasi publik Indonesia melalui kuliner. Kuliner sebagai instrumen diplomasi. Diplomasi publik merupakan instrumen yang efektif untuk menjadi alat komunikasi dan investasi bagi suatu negara. Penelitian ini menggunakan metode kualitatif berbasis studi kasus. Penelitian ini menggunakan data sekunder serta teknik pengumpulan data telaah Pustaka. Adapun hasil yang ditemukan bahwa Indonesia melakukan gastrodiplomasi menggunakan Indomie yang diproduksi oleh PT. Indofood Tbk. Gastrodiplomasi yang dilakukan oleh Indonesia kepada Nigeria karena melihat peluang adanya krisis oangan di negara tersebut. Sehingga, Indomie bisa menjadi salah stau makanan pokok yang digunakan masyarakat Nigeria untuk menjaga stabilitas keamanan manusia di negara tersebut. Dan strategi Indonesia melalui 3 C+ I. Indonesia menggunakan metode listening, advocacy, pertukaran budaya untuk mencapai target dan pemasaran yang diharapkan di Nigeria.

Kata kunci: Gastro diplomasi, Indomie, Indonesia, Krisis, Nigeria

1. Introduction

Public Diplomacy can be interpreted as an effort or process of government communication to the public abroad that has the aim of providing an understanding of the country, attitudes, institutions, culture, *international interest*, and policies taken by the country itself (Wang J, 2006). Public diplomacy makes it possible for the public and not only the government to participate in activities that have the aim of building a good opinion or image for their country in other countries. This public diplomacy a role as a way to cooperate with other countries, has an important role because it can be used for Indonesia to expand the mindset of the wider community throughout the country.

Public diplomacy deserves brief attention which is contained in 3 aspects, namely diplomacy propaganda, national branding, and foreign cultural relations. Similar to public diplomacy, propaganda, and nation-branding is about the communication of information and ideas to the foreign public to change their attitudes towards the country of origin or reinforce existing beliefs. Propaganda and nation-branding do not indicate the concept of diplomacy, nor do they generally see communication with foreign societies in the context of change in contemporary diplomacy. The practice of cultural relations has traditionally been close to diplomacy, and although it is different from it, recent developments in both areas now reveal a considerable overlap between the two concepts. Propaganda sees public diplomacy as the result of propaganda, a phenomenon with similar historical roots and almost similar characteristics. Then it is easy to see how public diplomacy can be described as part of propaganda (Melissen, 2005)

Gastrodiplomacy is a form of public diplomacy that uses food as a medium to build the image of a country. Gastrodiplomation can be used to introduce a country's culture through its local food. Gastrodiplomation is usually done by introducing a country's local food through events held by foreign embassies. In addition, gastrodiplomacy can also be further developed to attract tourists to visit a country, or what is called gastro-tourism. Gastro-tourism or culinary tourism is very profitable for tourism and the economy of a country.

Various countries have tried to make changes towards public diplomacy that uses food as an object to recommend. The use of food as an object of public diplomacy which is categorized into *gastrodiplomacy* must be supported by the resources in each country. Resources that are tangible in the uniqueness of flavors can be in demand in the wider community. One of the countries with the uniqueness and diversity of food is focused on Indonesia. Indonesia is one of the countries that has various types of authentic food that have been heard in various parts of the world. Indonesia utilizes a variety of foodstuffs that are found directly in the domestic environment which is fixed with efficient packaging. Various kinds of food from Indonesia such as Rendang, Bakso, Gado-gado, Satay, and various other foods are excellent in various neighboring countries. But looking at the complexity of life in society, it is necessary to have food that supports very dense human activities. Indomie is a solution that can be utilized by a wide audience. Indomie, which was produced initially in Indonesia along with its development, has reached the international level in terms of marketing.

The success of diplomacy through culinary can also be seen in developing countries such as Indonesia. Diplomacy through culinary means can be used by establishing cooperation with developed countries such as the United States. Indonesia, which is rich in archipelago culinary and gastrodiplomacy, uses culinary which is intended to attract the tastes and desires of public consumers universally, in addition, to

increasing *brand awareness* and the reputation or *image* of a nation. In this case, Indonesia can use culinary as a tool of public diplomacy known as culinary diplomacy or gastrodiploamacy. Juyan Zhang's view of gastrodiploamacy is a more spoofing practice of diplomacy. The word gastrodiploamacy was first presented and created by Paul Rockower and according to him, gastrodiploamacy is one of the more effective and efficient ways as an intermediary of non-verbal communication where it will be easier to unite various groups.

Diplomacy through culinary can be applied by establishing cooperation with developed countries such as the United States. Diplomacy through culinary means is also called *Gastrodiploamacy*. *Gastrodiploamacy* was revealed by Paul Rockower, a University of Southern California graduate of gastronomy who now works as an international consultant helping countries to create an effective nation's culinary brand. Rockower states that gastrodiploamacy is "the (Wilson, 2015) *best way to win hearts and minds is through the stomach.*" According to Rockower, the formal use of gastrodiploamacy can be an official government program used to introduce the country's specialties as the goal of a country's diplomacy (Rockower P. S., 2011).

2. Gastrodiploamacy as an Instrument of Public Diplomacy

Gastrodiploamacy or Culinary Diplomacy can be said to be a new term for diplomacy in the field of food. This gastrodiploamacy originated from the combination of the words gastronomy and diplomacy. Gastronomy has the meaning of food or the science that studies food management. Carrying out gastrodiploamacy in the practice of public diplomacy was first introduced by Paul Rockower (Rockower P. S., 2011). He also said gastrodiploamacy can be called a tool of public diplomacy. Gastrodiploamacy or culinary diplomacy is used by a country to help create cross-border understanding in improving public or community interactions as its goals. This is because food is something important for people's lives, food can also represent a tradition, history, and culture in a society in a country (Rockower P. S., 2011).

Gastro is a food science only so it is transformed into a relationship or tool in diplomacy into *Gastro Diplomacy*, which means food diplomacy that aims to increase the nation's *brand awareness*, this was first expressed by Paul Rockower, a gastronomer (Rockower P. , 2011). *Gastrodiploamacy* was first carried out in Thailand as part of public diplomacy which was first established through a program called the "Global Thailand Program" which was implemented in 2002. Several famous Japanese foods also at the same time become Japanese gastrodiploamacy, namely Sushi, Ramen Noodles, Udon, Takoyaki, Sashimi, and so on. As we know that sushi is synonymous with Japanese food and has gone global. From this background, the author tries to explain ramen noodles as food (Rockower P. S., 2011).

Gastrodiploamacy is part of public diplomacy and cultural diplomacy, which is a subtle way to be able to increase appreciation, build mutual understanding, and improve the image of the nation. Gastrodiploamacy is one of the elements in cultural diplomacy through the introduction of eating culture. The richness of a nation's variety of food is the attraction of the nation in the international eyes. In the food tradition of a nation, there are values of the personality of the nation that have been passed down for generations. The culinary experience offers the foreign public a way of interacting informally with different cultures in a more familiar way through taste. With the new culinary experience, they are expected to get to know other cultures (Warsito & Kartikasari, 2007) (Samovar, 2010).

Gastrodiplomacy is a *state-to-public* communication technology with food as the main element to provide an understanding of culinary culture to foreign publics. The word gastrodiplomacy itself comes from the combination of the words gastronomy and diplomacy, where gastronomy is referred to as the science that studies food or food systems. This gastrodiplomacy was first used during the practice of public diplomacy by Paul Rockower. Gastrodiplomacy has characteristics that determine whether the process belongs to gastrodiplomacy or not. Rockower characterized the practice of gastrodiplomacy as follows : (Rockower, Paul S., 2013).

Public diplomacy tries to communicate culinary culture with foreign publics in a broader way and focuses on a wider public than at the elite level alone.

- a. This practice of gastrodiplomacy seeks to improve the brand image of the nation's food through cultural diplomacy which then highlights and promotes awareness and understanding of national culinary culture to foreign publics.
- b. Gastrodiplomacy is a *state-to-public relations relationship*.

Food is becoming a very powerful means of non-verbal communication to change the perception of the international public and promote the country on the global stage. For many citizens of the world who do not travel abroad, the culinary approach can be a strong attraction to get to know and visit other parts of the world that they do not yet know through the taste of the food of other countries. This diplomacy gives an idea of a country's culture in terms of food how it is made, served, and becomes a symbol of cultural identity. It becomes an instrument for creating cross-cultural understanding in the hope of enhancing international interaction and cooperation (Rockower, Paul S., 2013).

Food and its symbolic representations can be used to communicate ideas, values, identities, and attitudes. Different social structures are expressed not only through differences in the number and variety of food served at the tables of different social strata but more refined through the style of serving and cooking. The use of food as a means of diplomacy has been carried out for a long time in traditional diplomacy practiced in imperial times. The food provided is in the form of identic food with specialties from countries that entertain guests from other countries to represent the form of marketing of a country. The dimension of the use of food as a tool of modern diplomacy has developed rapidly and covers a wide range of aspects. Countries use food as part of their efforts to promote their culture, build their cultural image, globalize their food industry, attract foreign tourists, and build relationships with foreign societies. Diplomacy through food as an imaging tool for an attractively shaped national brand so that its peculiarities become more valuable than the best products. (Zhang, 2015).

3. Discussion

3.1 The history of Indomie as an original food product from Indonesia

Gastrodiplomacy is part of public diplomacy and cultural diplomacy, which is subtly to be able to increase appreciation, build mutual understanding, and improve the image of the nation. Gastrodiplomacy is one of the elements in cultural diplomacy through the introduction of eating culture. The richness of a nation's variety of food is the attraction of the nation in the international eyes. In the food tradition of a nation, there are values of the personality of the nation that have been passed down for generations. The culinary experience offers the foreign public a way of interacting informally with different cultures in a more familiar

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Without exception, Indonesia also implements a Gastrodiplomacy system. Indonesia is very well known for its archipelagic country which is rich in cultural diversity and one of the largest producers of spices in the world. This wealth in Indonesia has its characteristics and represents an area. In this case, diplomacy is not only carried out in government-to-government mechanisms but emphasizes government-to-community relations and most importantly, public-to-community relations, therefore the government utilizes this potential to improve Indonesia's image abroad through Gastrodiplomacy, one of which is through Indomie culinary.

Instant noodles or better known as Indomie products are one of the first instant food products produced in Indonesia. Indomie based on content is loaded into several nutritional contents such as carbohydrates that reach up to 50% and the rest in the form of cholesterol, sugar, protein, and energy. Indomie began to develop and was produced early in 1972 with one flavor variant, namely chicken broth. The company that produced was originally PT. Sanmaru Food Manufacturing Co., Ltd underwent a name change of PT. Indofood Sukses Makmur Tbk in 1990. Since then, Indomie has become the leading fleet in the production of Indonesian instant food that has penetrated various countries. The flavors given in each Indomie product have various variants, such as fried Indomie and boiled Indomie. In early 2000, the development of invocation was marketed by PT. Indofood Sukses Makmur Tbk experienced rapid growth. Marked by the emergence of the kriuk fried Indomie variant and coupled with Indomie products that received awards from the world's official award agencies (VivaHealth, 2018).

Along with the development of the Indomie variant in the continuation in 2010 which was created by the curly Indomie variant and the jumbo Indomie in terms of packaging. The development of flavor variants continued in 2011 by presenting Indomie rending flavor variants that are aligned with Indonesian specialties specifically from West Sumatra. In 2012, there is still a continuing innovation with the chili-flavored Indomie variant with a touch of green on the Indomie packaging. The next variant comes in a boiled Indomie package with Asian flavors that are manifested in the taste of Indomie bulgogi and tom yum. Until 2017, there have been many flavors that are marketed every year with a variety of interesting flavors to try. The development of Indomie marketing in Indonesia is progressing rapidly. Advertising factors, flavor variants, prices, and others are an important part of Indomie's journey to introduce itself throughout Indonesia. (Niaeni, 2018)

3.2 Indomie's Development in Nigeria

Indomie has become one of the instant food products marketed by the company PT. Indofood Sukses Makmur Tbk from Indonesia. Along with the rapid development of Indomie in Indonesia, it is possible that marketing is carried out outside of Indonesia. Indonesia has trading partners who are very familiar with countries in Africa, especially Nigeria. The Indomie market is proven to have an attachment to the market in Nigeria as an export destination for its products. Originally PT. PT. Indofood Sukses Makmur Tbk conducted direct research and review involving several representatives of the company to discuss the desire to cooperate in building a company in Nigeria in the 1980s.

Trading partners of the company PT. Indofood Sukses Makmur Tbk is focused on a Nigerian food company called Dufil Prima Foods. The discussion in the meeting of representatives among the companies produced satisfactory results due to the positive response from the people in Nigeria to the Indomie products to be marketed. Indomie's marketing started from the time the company was built. The state of the market in Nigeria is an important reason for the desire to establish an Indomie company there. The absence of competitors issuing instant noodle products and the lack of knowledge about the existence of noodle food products are developing in Nigeria. The rapid development of Indomie marketing in Nigeria is helped by the right moment when Nigeria is experiencing inflation in terms of its national economy. The supply of food such as rice is very vital because it is a staple food. The content of Indomie products such as high carbohydrates was the main reason for the problem of substitution goods from the high cost of rice at that time. Dufil Prima Foods' contribution also brings benefits marked by the increasingly liberated trading market in Nigeria and facilitating Indomie's marketing and the construction of other additional companies.

After the decline in economic stability in Nigeria, Indomie products have experienced the trust of the Nigerian people as the main ingredient every day. The increased productivity and soaring GDP of Nigeria at that time became the right momentum to continue to expand Indomie products. Various people in Nigeria are already familiar with Indomie products. Innovation is also still an advantage of PT. PT. Indofood Sukses Makmur Tbk by involving environmental conditions there which are combined into a variety of shapes and flavors in the form of Indomie products that are marketed. (Tivany, 2017). Indomie's Marketing Strategy Analysis of the Concept of Public Diplomacy.

a) Segmentation

Company PT. PT. Indofood Sukses Makmur Tbk seeks to instill a clear understanding of how the market looks to identify and understand possible differences. The diverse differences between Nigeria's population become effective when it further divides the market and identifies segments that share the same characteristics, which will be beneficial when oriented toward brand positioning. That's always important for PT. Indofood Sukses Makmur Tbk to come back and remind themselves of who the customers are and how to tailor their brand accordingly. This is very relevant in the brand management process. The division is possible to identify three segments that are roughly

determined by age characterized by the creation of its various variants with segmentation for the range of children, adolescents, and adults.

b) Target

Indomie marketing in Nigeria will start a stronger emphasis on young people, aged between 12-30 years. Take into account the fact that the youth segment is the fastest growing in Nigeria. Indomie's value proposition, namely comfort, quality, pleasure, and youthfulness as well It fits in by creating a more attractive demand for the youth segment.

c) Marketing

Marketing on Indomie products in Nigeria can be reviewed through several factors, namely one of the factors of new product approaches that lead to innovation towards new products with more diverse flavor variants. The propaganda built by the marketing of Indomie products in Nigeria called "Belle Full" hints at an approach that leads each Indomie customer to consume individual noodles.

In addition to the factor of various products with new packaging and new flavor variants, the presence of other factors such as price is a consideration that Nigerians are very concerned about. Price is an important part of Indomie's productivity growth strategy which is based on a differentiated approach is to introduce a variety of "budget" noodle products at lower prices. The existence of price differentiation on each Indomie product becomes very easy for other competitors to appear as opposed to easily subverting Indomie products from Indonesia. For example, Indomies products are the toughest competitors of Indomie products that apply a much cheaper price comparison as an advantage.

The existence of connectivity with food companies, namely Dufil, is another factor that complements the support of Indomie product marketing growth. The relationship will be beneficial in terms of distribution to retailers that exist in different corners of Nigerian society. The no less important factor is its viewing effectiveness of social media engagement which has proven to be the most successful method in southern/central and eastern Nigeria. In this case, using traditional radio and television can promote brand loyalty well. One of the means that can create catchy musical songs, with children and adults singing about sharing a bowl of Indomie. The challenge for Indomie marketing can be a competition to photograph bowls with your friends and post them on social media, the winner gets a trip to Europe. Such a thing can attract new customers to try the variants in Indomie products.

d) Cultural Exchange

The different cultures between Indonesia and Nigeria are one of the steps that must be taken by the Indomie company that tries to explore the distinctive culture that exists in Nigerian society. Nigerian culture is seen as a "group" of countries within a country with different characteristics and cultures. It was characterized by a region in Northern Nigeria that was largely clustered compared to the more individual Southern Nigeria. But despite this

reality, the measure of Indulgence means that Nigerian Culture does not restrain their impulses and desires they enjoy life and have fun. Thus, an important prerequisite for entering a new market is its high Indulgence score.

Nation Branding becomes very identic from the application of the slogan "Indomie Seleraku" which describes the charm of Indonesia in showing tourist attractions in Indonesia. From there will arise the view of other countries, one of which Nigeria sees that Indonesia is rich in spices and unique flavors in each of its foods. The branding that each country sees will undergo an expansion to the rest of the international community that is connected (Marianne, 2018). How to measure success rate (Hassan Wirajuda, 2006):

- a) Innovation: To taste Indomie Indonesia, you don't need to come far to Indonesia. But many business entrepreneurs have made innovations by exporting to Nigeria.
- b) Creativity: In this case, to try Indomie, usually people have to go to Indonesia, which now has many Indomie sold in minimarkets.
- c) Credibility: because Nigeria is classified as a developing country and sometimes always experiences crises, Indomei from Indonesia can be an instant choice for staple food.
- d) Continuity: the need to form restaurants that provide Indonesian specialties wrapped in Indomie. It even offers several other options such as fried rice, satay, and others.

In carrying out public diplomacy, there are strategies needed in carrying out the process (Cull, 2013) namely:

1. Listening

It is an effort made by actors to manage the international environment by collecting data related to the public and opinions from outside the country. The data collected is then used to make improvements to a policy or used for a broader approach to public diplomacy.

2. Advocacy

It is an effort made by actors to manage their international environment by conducting active communication efforts internationally and seriously promoting several policies, ideas, and interests of actors to the international community. Advocacy can be in the form of press activities carried out by the embassy and some other informational activities.

3. Cultural Diplomacy

It is an actor's effort in managing the international environment through the introduction of cultures that are owned across national borders and facilitate the transmission of culture throughout the world. This effort is also known as a policy that facilitates the export of culture owned by actors.

4. Exchange Diplomacy

It is an effort made by actors to manage the international environment by sending their citizens and accepting other citizens within a certain period of study. This element seeks to exchange students and other citizens.

Public diplomacy through the cuisine of a country is usually called gastrodiplomation or culinary diplomacy. Although often considered to mean the same thing, these two terms describe diplomacy on different levels. Culinary diplomacy usually refers to the use of food and banquets to enhance bilateral relations by strengthening relations with the country in question. While gastrodiplomation refers to diplomacy through food aimed at foreign societies (Farina, 2018).

4. Conclusion

The development of public diplomacy in line with changes in the direction of policy in each country is reviewed in the application of *diplomacy through food (gastrodiplomacy)*. Indonesia has implemented diplomacy through food which is manifested in the form of an original Indonesian product, namely Indomie. One of the largest markets Indomie refers to trading partners with Nigeria. The relationship with local companies in Nigeria is an advantage that Indomie companies use in tracing the factors supporting marketing success in Nigeria. There are propaganda factors channeled from social media in the form of direct and indirect campaigns, the creation of new variants that emphasize the approach to the environment that exists in Nigerian society, and the application of prices which are the main factors against other competitors.

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