

# Public Diplomacy in Different Languages: Mapping Analysis on Bahasa Indonesia

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## Abstract

Despite the increasing utilization and theorization of public diplomacy reseraches have focused mainly on English publications. This leaves out knowledge development on public diplomacy topics outside the mainstream language. Against this background, this research examines the state of the art of public diplomacy research in a different language. Bahasa Indonesia (Indonesian Language) is selected because of Indonesia's rising prominence in multilateral engagements over the past two decades. Indonesia's potential and active participation within the global arena warrants further scrutiny of how public diplomacy terminology is positioned within Bahasa Indonesia academic literature.

**Keywords:** Indonesia, Public Diplomacy, Bahasa Indonesia, Diplomasi Publik

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## Introduction

In a globalized society characterized by heightened interconnectivity and diminished barriers between nations, the importance of public diplomacy has become increasingly prominent. Public diplomacy is seen as a potent tool for states to achieve their objectives by projecting their ideals, fostering trust, and garnering support for their foreign policy. Scholars have promptly acknowledged the significance of actively participating in public diplomacy deployment to augment a nation's soft power. However, despite the increasing utilization and theorization of public diplomacy, researches have focused mainly on English publications. This leaves out knowledge development on public diplomacy topics that take place outside the mainstream language.

Moreover, the current academic discourse on public diplomacy has centered on great power and developed Western states. This academic trend contradicts the proliferation of public diplomacy initiatives that lesser powers and non-Western states have comfortably wielded. The rapid advancement in communications technology and digitalization has facilitated the establishment of channels through which states from all backgrounds can engage with the global audience.

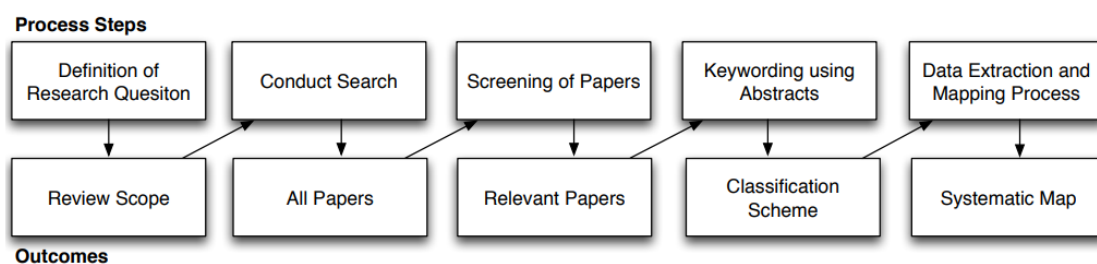
Against this background, this research examines the state of the art of public diplomacy research in a different language. Bahasa Indonesia (Indonesian Language) is selected as the focus of the study due to the increasing status Indonesia has achieved within the last two decades. Indonesia, the largest nation in Southeast Asia, assumes a de facto leadership role in ASEAN regionalism. Jakarta has demonstrated significant engagement in middle-power multilateralism with like-minded groups, exemplified by its participation in initiatives such as Mexico-Indonesia-Korea-Turkey-Australia (MIKTA) and the Indian Ocean Rim Association (IORA). Furthermore, due to its massive population as the world's 4th most populous country and the subsequent economic ramifications, Indonesia has been invited as a member to the exclusive G20 groupings. Indonesia's potential and active participation within the global arena warrants further scrutiny of the outlook of public diplomacy research within Bahasa Indonesia.

This research undertakes a systematic mapping study of 33 SINTA-accredited journal articles published between 2001 and 2022 to explore the discourse surrounding public diplomacy in Bahasa Indonesia. The methodology section outlines the process by which these 33 articles were identified and collected as the primary data for analysis. The subsequent analysis is structured into three main components. First, a quantitative analysis provides descriptive findings from the dataset, offering numerical insights into the prevalence and trends of public diplomacy discussions in the selected literature. Second, a qualitative analysis delves into thematic emergence, aiming to uncover deeper insights and patterns within the discourse on public diplomacy in Bahasa Indonesia. This qualitative approach allows for a nuanced understanding of how public diplomacy concepts and practices are conceptualized

and discussed in the literature. Finally, the study examines Indonesia's role as a wielder of public diplomacy, analyzing what this role signifies for Indonesia and its diplomatic strategies on the global stage.

## Methodology

The analysis is conducted through Systematic Mapping Studies (SMS). Systematic mapping studies are methodological approaches that provide a comprehensive overview of a certain study topic. It is commonly employed when a large volume of research is available. The process (refer to Figure 1) begins with delineating the research questions to establish the research scope, followed by initiating the research by systematically gathering research publications from specific digital resources. Subsequently, the raw database undergoes screening by applying specific keywords relevant to the research questions. The newly refined database is then categorized into distinct themes. The extraction process ensues to create a systematic map. Visualizing this map aids in identifying the research scope previously investigated and also highlights potential research gaps that could be explored and analyzed in the future (Petticrew and Roberts, 2006; Bailey et al., 2007; Petersen, Vakkalanka, and Kurzniarz, 2015; Salama, Bahsoon, and Bencomo, 2017).



Source: (Bailey et al., 2007)

**Figure 1.** The Systematic Mapping Process

In this research, the focus of the mapping is on public diplomacy. The method is conducted by systematically classifying and quantifying public diplomacy publications in Bahasa Indonesia. The process entails conducting a comprehensive review of existing scholarly works to ascertain the scope of the topics addressed and the specific publication outlets in which works on public diplomacy have been disseminated. Furthermore, the process includes examining publishing trends over time and identifying the many themes addressed within the existing literature on public diplomacy in Bahasa Indonesia.

The mapping process consists of four stages: data collection, cleansing, selection, and analysis. The mixed methods technique emphasizes the quantitative approach throughout the categorization and coding of the journal database. Subsequently, qualitative methods were

employed to gain a deeper understanding of the content of the journals inside the database. Detailed documentation of the methodology is provided as follows.

### ***Data Collection***

This research collects literature using Harzing's Publish or Perish program with a time frame from 2001-2023 (data collection ended on the 9<sup>th</sup> of March, 2023). This program is designed to collect a large amount of data from web sources regarding relevant publications through keyword searches. For the initial step, "diplomasi publik", a literal translation of public diplomacy to Bahasa Indonesia, is the keyword for the search string. The program then proceeds by filtering web-based sources that contain the keyword in their titles, abstracts and keywords. Three sources of data collection are selected for this study: Google Scholar, Semantic Scholar, and Open Alex.

This research does not include data from the Websco and Scopus platforms. Both sources' search engines are unable to produce results containing the term "diplomasi publik" in the publication. This is because these platforms only accept publications in the mainstream language, English. Therefore, collecting publications with keywords in Bahasa Indonesia, "diplomasi publik," is not feasible with these tools *reseraches*.

This research exclusively uses peer-reviewed journals as the primary source for data collection. However, all publication types are accepted during the data collection stage. In total, 1904 publication inputs are received during the data collection stage. This number includes peer-reviewed and non-peer-reviewed journals, theses, opinion pieces, books, and other reports.

### ***Data Cleansing***

The data collected from three platforms—Google Scholar, Semantic Scholar, and OpenAlex—are consolidated into a CSV (Comma-Separated Values) format. Subsequently, the main CSV file undergoes a cleansing process, executed using a three-layered approach.

The first stage of the cleansing process involves excluding publications that do not contain the keyword "diplomasi publik". It is noted that the search results not only present data with the exact phrase "diplomasi publik", but also include those related to the keywords "diplomasi" and "publik" separately, as detected in the titles, abstracts and keywords of the papers. This step is carried out using Excel. The second stage of review implements an automated mechanism to remove duplicate entries in the publication database, utilizing conditional formatting tools in Excel. In this phase, 406 publications are filtered out. The third stage involves a manual process to eliminate any remaining duplicate entries. Typically, these outliers have disparate or fragmented titles but share common authorship or possess broken URL sources and unclear publication institutions. Ultimately, after processing a total of 1904

publications included in the dataset, the cleansing stage results in the identification of 364 unique publications that contain the keyword "diplomasi publik".

**Table 1.** Type of Research Publications with “Diplomasi Publik” Keyword

No.	Type of Research Publication	Quantity
1.	Book	8
2.	Student Thesis	234
3.	Student Journal Article	2
4.	Student Assignment	3
5.	Journal Article	76
6.	Article	8
7.	Proceeding	3
8.	Research Proposal	1
9.	Unidentified	29
	Total	364

Source: Created by the authors from the final dataset

### ***Data Selection***

The subsequent phase involves selecting data from the pool of 364 publication entries. As this research focuses on peer-reviewed journal articles, the data selection process is divided into two stages. Initially, the first stage involves choosing journal publications. Through this process, a total of 78 scholarly journal articles have been identified. These journals encompass publications that accept submissions from open academic sources or are specifically tailored for student submissions.

The subsequent stage comprises the final step of data selection, achieved by filtering the 78 journal articles through SINTA Rankings. SINTA (Science and Technology Index) is a platform that facilitates access to citations and knowledge in the field of science and technology in Indonesia (Ministry of Education, 2023). This web-based research information system is officially managed by the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia and undergoes regular accreditation assessments every five years. The SINTA rankings are classified into five distinct tiers, with Tier 1 being the highest rank and Tier 5 being the lowest.

This research opts to narrow the selection to accredited journals under SINTA for two main reasons. Firstly, quality assurance is paramount. Accredited journals provide credibility for scholarly works by implementing filtering mechanisms such as quality standardization,

peer review processes, and expertise on relevant issues. Given that this research aims to delve into the landscape of public diplomacy research in Bahasa Indonesia, employing reputable data sources is crucial for accurately mapping the development of the field. Secondly, access to information is essential. Scholars investigating public diplomacy are inclined to utilize accredited journals. Since academic endeavors build upon previously published knowledge, future scholars are likely to base their work on accredited publications. Consequently, this research can anticipate future trajectories by sourcing information from approved journals.

In the final stage of data selection, a total of 35 peer-reviewed SINTA-accredited journal articles are identified. Among these publications, one journal article contains a broken link, allowing access only to the abstract, while another article features an abstract in Bahasa Indonesian, with the content written in English. Therefore, the final dataset utilized in this research comprises 33 journal articles.

### ***Data Analysis***

The data analysis section is structured into two primary segments: quantitative and qualitative analysis. Quantitative analysis centers on descriptive findings, while qualitative analysis involves scrutinizing thematic emergence to derive a deeper understanding of public diplomacy insights written in Bahasa Indonesia.

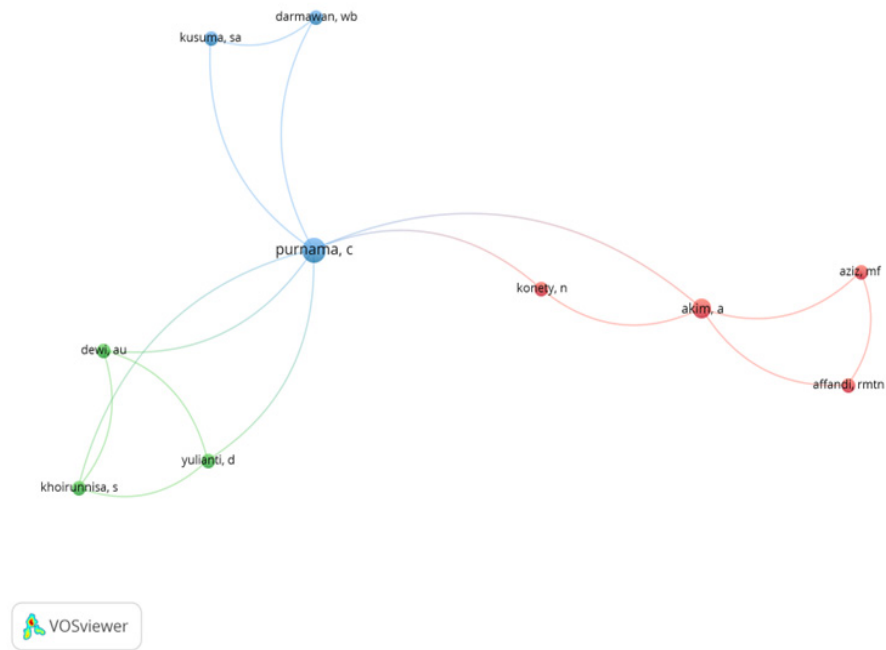
## **Findings**

Mapping of the literature review on public diplomacy written in the Indonesian language resulted in two main findings. The descriptive findings look at the quantitative mapping of authors, publications, and methodology, while the thematic findings assess the mapping qualitatively by highlighting the evolution of public diplomacy literature in Bahasa Indonesia.

### **Descriptive Findings**

#### ***Author's Linkages and Connectivity***

Utilizing VOSviewer software allows for identifying linkages and connectivity among authors, enabling analysis of the strength of connections based on citation activity. Among the 33 journal articles, 52 authors share linkages and connectivity, forming the largest set of connected items consisting of 10 authors. Their connections are depicted in the figure below.



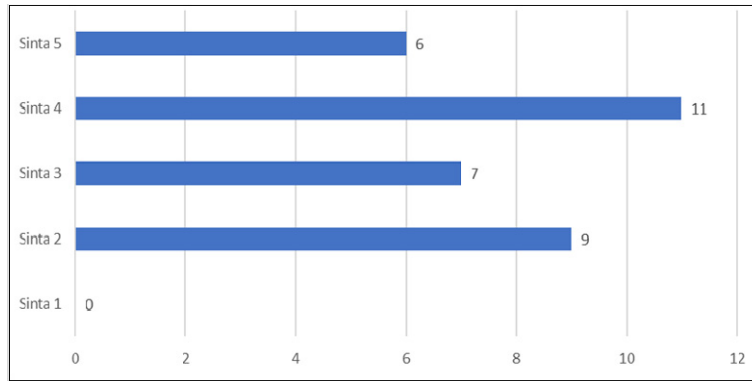
Source: Created by the authors from the final dataset

**Figure 2.** Largest linked set in database from 52 Authors in 33 Journal Articles

These ten authors produce three clusters of connectivity, distinguished by three different line colors. The blue cluster, comprising Purnama, Darmawan, and Kusuma, exhibits the strongest links among the clusters. They share similarities in employing case studies as the empirical research method and discuss topics such as media, music, and tourism in their papers, illustrating the correlation between public diplomacy and low politics. Notably, Purnama emerges as the most productive author, actively collaborating with other academics in publishing public diplomacy publications.

### ***Period of Publications and Accreditation Outlook***

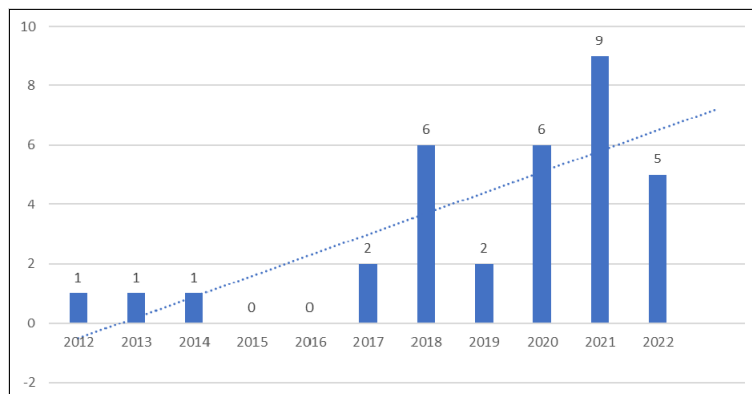
Among the 33 journal articles, nine publications are categorized under SINTA 2, seven under SINTA 3, eleven under SINTA 4, and six under SINTA 5. Regrettably, there are no publications related to Publik Diplomasi accredited in SINTA 1. A noteworthy point is that journals accredited under SINTA 1 are required to also be indexed in SCOPUS, necessitating the use of the English language rather than Bahasa Indonesia. Regarding journal-level categories, although the theme of public diplomacy has been accepted in higher-ranking journals (SINTA 2), the majority of publications still fall within SINTA 4. This suggests that while the topic is gaining attention, the publications are predominantly in lower-accreditation journals.



Source: Categorized by the authors from the final dataset by utilizing the SINTA index.

**Figure 3.** Publication of Public Diplomacy Articles in Bahasa Indonesia based on SINTA (2012-2022)

The 33 journal articles accredited by SINTA were published between 2012 and 2022. The highest number of articles was published in 2021, totaling nine, followed by 2018 and 2020, each with six articles. Various factors are presumed to account for these disparities in publication trends.



Source: Created by the authors from the final dataset

**Figure 4.** Trend of Publication Period 2012 - 2022

Firstly, the lack of an online presence due to publications being primarily in hard copy format contributes to the limited availability of online data. The lack of an online presence among Indonesian scholars has led to a scarcity of accessible data on research conducted in Bahasa Indonesia. This limitation is further aggravated by the absence of regulations mandating scholars to disseminate their publications online. Recognizing the need to bridge this gap, the Ministry of Education (MoE) launched the Online Journal System (OJS) in 2012, supported by key regulations such as the Ministerial Regulation No. 22 of 2011 (MoE, 2011) and the Director General Regulation No. 1 of 2014 (MoE, 2014). The OJS system mandates the establishment of online documentation for journal publications, aiming to enhance the visibility and impact of Indonesian research output. By accrediting scientific publications and



encouraging scholars to broaden the distribution of their work on Internet platforms, the MoE seeks to elevate the quality and pertinence of Indonesian researchers. This initiative not only boosts the competitiveness of Indonesian academics but also ensures the long-term viability of documented publications by storing them online. This strategic measure explains why the earliest online data collected in this research is from 2012.

Secondly, journal articles must meet higher qualifications to be accepted under the SINTA-accredited framework, making it more difficult to publish in accredited journals. In 2017, MoE introduced a new policy on accreditation through SINTA (Science and Technology Index). This SINTA index aimed at enhancing the competitiveness of Indonesian journal publications. While this policy encourages scholars to publish high-quality work, the implementation of new standards takes time to be fully embraced by scholars.

Thirdly, there is limited availability of journal outlets for publications. Works on the topic of public diplomacy face stiff competition from a multitude of other subjects for acceptance in accredited journals. Among the 21 journals that feature writings on public diplomacy, each journal covers four to five diverse areas of study, accommodating writings from various fields. Public diplomacy must compete with articles covering security, political economy, international organizations, politics, globalization, government, communications, and more.

Fourthly, the relatively weak emphasis on public diplomacy studies at the undergraduate and postgraduate levels within Indonesian universities indirectly contributes to the low productivity of publications in this field. According to data from the Ministry of Home Affairs, as of December 31, 2022, 12.44 million individuals were enrolled in undergraduate programs, accounting for 4.47% of the population. At the master's level, there were 882,113 students (0.31%), and at the doctoral level, only 63,315 students (0.02%) (BPS, 2022). Thus, the trends in undergraduate degree programs are crucial to determining the state of public diplomacy study in Indonesian universities. While diplomatic studies are widely acknowledged as essential within the field of International Relations at the undergraduate level, with the Association of International Relations Studies in Indonesia (AIHII) mandating Diplomacy as a national compulsory subject, the courses offered by these departments predominantly focus on traditional topics in diplomacy, with public diplomacy, a relatively newer area of study, playing a supplementary role. Recent trends suggest a growing inclination toward integrating public diplomacy studies into the curriculum, as some departments have opened specific courses on public diplomacy still, these courses are subsumed under the broader category of Diplomacy (see Table 2).

**Table 2.** International Relations Programs with Public Diplomacy Concentrations

University Type	University Name	Undergraduate Courses
Public	Universitas Indonesia (Universitas Indonesia, 2023)	Open Diplomacy
	Universitas Gadjah Mada (Universitas Gadjah Mada, 2023)	Open Diplomacy
	Universitas Brawijaya (Universitas Brawijaya, 2023)	Diplomacy, Public Diplomacy
	Universitas Airlangga (Universitas Airlangga, 2023)	Diplomatic History, Negotiation & Diplomacy
Private	Universitas Muhammadiyah Malang (Universitas Muhammadiyah Malang, 2021)	Diplomacy
	Universitas Bina Nusantara (BINUS, 2023)	Diplomacy and International Relations
	Universitas Katolik Parahyangan (UNPAR, 2018)	Diplomacy, Multi-track Diplomacy, Diplomacy in Practice
	Universitas Pertamina (Universitas Pertamina, 2021)	Diplomacy & Negotiation, Public Diplomacy, Energy Diplomacy, Diplomacy in Practice

Source: Collected by the authors via selected university websites that have syllabi on Diplomacy and/or Public Diplomacy courses

### *Journal Theme and Publisher Mapping*

The 33 articles cataloged in SINTA were published across 21 journal spanning various scientific domains. Among the 21 listed in the SINTA classification system, ten align closely with the primary areas of Public Diplomacy, namely International Relations, Social Sciences, and Political Sciences. The remaining journals cover disciplines such as Communication, Environmental studies, the Arts, and broader Social and Political subjects. Public diplomacy, at times, can be viewed as a multidisciplinary field, as the topics explored in case studies transcend the boundaries of International Politics, intersecting with other disciplines encompassing Social Studies, Humanities, and Sciences.

The expansive breadth of the research encapsulated in these 33 journal articles underscores the potential for a diverse and far-reaching impact across multiple sectors and levels, ranging from local to global. However, there remains a notable presence of journals categorized at the SINTA 4 level or higher, indicating a necessity for enhanced journal quality in accordance with the regulations outlined in the Ministry of Research, Technology, and Higher Education of the Republic of Indonesia Regulation No. 9 of 2018 concerning the Accreditation of Scientific Journals.

**Table 3.** List of Journals with Public Diplomacy Articles in Bahasa Indonesia based on SINTA (2012-2022)

No	Journal Title	Publisher	Field of Study	SINTA	Number of Articles
1.	Jurnal Ilmiah Hubungan Internasional (JIHI)	The International Relations Department of Universitas Parahyangan (UNPAR)	International Relations	2	3
2.	Journal of Education on Social Science (JESS)	Universitas Negeri Padang (UNP)	Social Science	3	1
3.	Global Strategis	The International Relations Department of Universitas Airlangga (UNAIR)	International Relations	2	3
4.	Jurnal Hubungan Internasional UMY	The International Relations Department of Universitas Muhammadiyah Yogyakarta (UMY)	International Relations	2	2
5.	Jurnal Ilmiah Widya Sosiopolitika	Faculty of Social and Political Sciences of Universitas Udayana	Social and political Science	5	2
6.	Jurnal Ilmu Komunikasi UHO	Universitas Halu Oleo	Communication	4	1
7.	Jurnal Sosial Politik (Sospol)	Universitas Muhammadiyah Malang (UMM)	Social and political Science	3	2
8.	Syntax Literate: Jurnal Ilmiah Indonesia	Ridwan Institute	Social Science	4	2
9.	Indonesia Berdaya Journal of Community Engagement	Utan Kayu Institute	Social Science	5	1
10.	Jurnal Studi Diplomasi dan Keamanan	The International Relations Department of UPN Veteran Yogyakarta	International Relations	4	2
11.	Jurnal Transborders	The International Relations Department of Universitas Pasundan	International Relations	5	1
12.	Jurnal Hubungan Internasional UNAIR	The International Relations Department of Universitas Airlangga (UNAIR)	International Relations	3	3
13.	Jurnal Komunikologi	Universitas Esa Unggul	Communication	4	1
14.	Jurnal Ilmu Sosial dan Ilmu Politik (JISPO)	Faculty of Social and Political Sciences of UIN Sunan Gunung Djati Bandung	Social and political Science	3	1
15.	Dinamika Global	The International Relations Department of Universitas Jenderal Achmad Yani	International Relations	5	2
16.	Padjajaran Journal of International Relations (PJIR)	The International Relations Department of Universitas Padjajaran (UNPAD)	International Relations	4	1
17.	Medium Journal	Faculty of Communication of Universitas Islam Riau (UIR)	Communication	4	1
18.	Insignia Journal	The International Relations Department of Universitas Jenderal Soedirman (UNSOED)	International Relations	4	1
19.	Journal of Teropong Aspirasi Politik Islam (Tapis)	The Islamic Political Thought Program of Universitas Islam Negeri Raden Intan Lampung	Islamic Studies	4	1

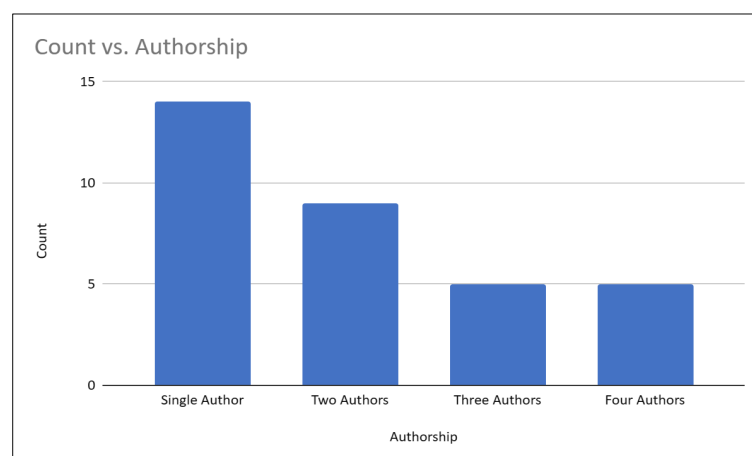
No	Journal Title	Publisher	Field of Study	SINTA	Number of Articles
20.	Global Political Studies Journal	The International Relations Department of Universitas Komputer Indonesia (UNIKOM)	International Relations	4	1
21.	Panggung Journal	Institute for Research and Community Service of the Indonesian Institute of Cultural Arts (ISBI) Bandung	Social Science (Arts)	2	1
Total					33

Source: Created by the authors from the final dataset

### *Co-authorship, Gender, and Affiliation*

Upon scrutinizing the authorship distribution across the 33 journal articles, it was noted that 14 were attributed to individual authors, while the remaining 19 were the result of collaborative efforts involving multiple authors. A more detailed investigation unveiled that among these collaborative articles, nine involved two authors, 5 had three authors, and 5 had four authors.

In examining the gender dynamics within the context of authorship, it is evident that disparities persist among the 33 articles analyzed, collectively authored by 67 individuals. The male-to-female author ratio stands at 41:26, signaling an imbalance in representation. However, a deeper analysis reveals nuances within this ratio. Among the 14 articles authored by a single individual, there is a near parity with eight articles attributed to female authors and 6 to male authors. Nonetheless, within the remaining 19 collaborative articles, disparities become more pronounced. Only one article was solely authored by females, with two women collaborating, whereas eight articles were solely authored by males.



Source: Created by the authors from the final dataset

**Figure 5.** Number of Authors

Moreover, author affiliations are unevenly distributed, with the majority associated with universities in Java, totaling 29 out of 33. Of the four articles written by authors outside of Java, one comes from Sumatra, one from Sulawesi, one from Papua, and one from Bali. A concentration of 17 publications is observed in the West Java region, particularly at Padjajaran University as the only institution in Indonesia with a PhD program in International Relations. East Java and Yogyakarta contributed four articles each, while three articles were written by authors from Jakarta. Additionally, one article was a collaborative effort involving two authors from Jakarta and two authors from East Java.

### ***Utilized Research Methodology***

Across all 33 journal articles under examination, a notable observation emerges: none of the articles employ quantitative methods. The exception to this trend is a piece authored by Trisni et al. which stands out for its use of a survey to delineate the attainment of national interests via the implementation of public diplomacy involving private actors (Trisni et al., 2018). However, it is important to highlight that this particular article falls short of providing a quantitative analysis of the survey results. Instead, it merely alludes to the percentages of respondent answers without delving into a comprehensive numerical representation. Furthermore, crucial details such as the survey variables remain absent from the paper. The absence of quantitative methods suggests that the field may be missing a data-driven, statistical perspective. The dearth of quantitative methods may hinder a comprehensive understanding of public diplomacy dynamics, limiting the field's analytical capacity.

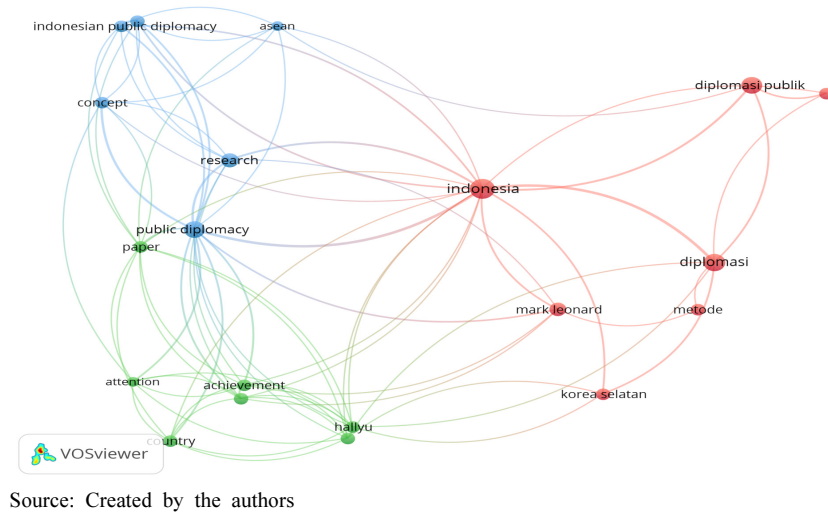
The reliance on secondary data from prior research is another salient point. While some authors incorporate primary data from interviews and focus group discussions, it is a minor component of the research landscape. The preeminence of secondary data raises concerns about the novelty and originality of the research, as it may contribute to a more descriptive and explanatory mode of analysis. Consequently, this may limit the generation of new knowledge and novel insights, potentially hampering the field's advancement.

### **Thematic Findings**

#### ***Distant Reading: Co-Occurrences in Public Diplomacy Literature***

The analysis of co-occurrence delves into the frequent associations among words in all 33 journal articles, revealing three primary clusters based on their occurrences. The overarching cluster centers on Indonesia, establishing connections with other states, particularly South Korea. Specifically for South Korea, publications on public diplomacy initiatives are closely tied to the influence of the Korean Wave (Hallyu). Apart from Hallyu's global popularity, Indonesia stands out as the leading Hallyu fanbase in Southeast Asia. Meanwhile, Indonesian public diplomacy targets South Korea and ASEAN. These publications take a stance on the

utilization of Indonesia's public diplomacy to support the ASEAN community. Meanwhile, the conceptual linkage delves into the intersection of public diplomacy and national interest, affirming the argument that states employ public diplomacy to achieve their national objectives.

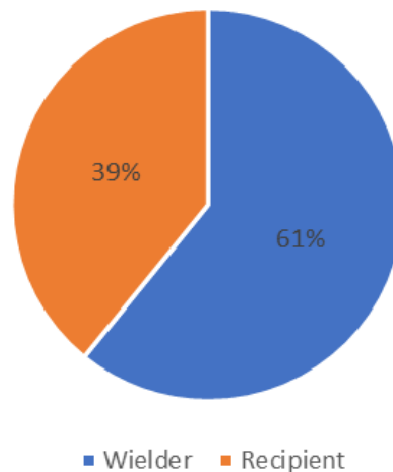


**Figure 6.** Co-Occurrence in Public Diplomacy Publications

Furthermore, the study of public diplomacy has primarily focused on Western perspectives, particularly those put out by Mark Leonard. Leonard's book, published in 2002, has played a significant role in shaping the notion of public diplomacy in Indonesia. In the co-occurrence analysis conducted using VOSviewer, the term "Mark Leonard" consistently surfaced as one of the frequently appearing keywords, emphasizing the enduring impact of Mark Leonard's ideas on the discourse surrounding public diplomacy in Indonesia. Out of 33 papers, 15 of them use Leonard's explanation of the definitions, dimensions, and aims of public diplomacy as tools of analysis for their case studies (Djemat, 2021; Effendi, 2022; Putri et al., 2018; Hutagalung et al., 2019; Joisangadji & Rasyidah, 2021; Kumalaningrum, 2021; Kusuma et al., 2020; Purnama et al., 2021; Rachmawati, 2017; Sabir, 2018; Santoso et al., 2020; Santoso & Dermawan, 2021; Zamzami et al., 2022). For example, in public diplomacy, there are three dimensions of communication that should be carried out continuously. They are routine communication, strategic communication, and long-term communication (Leonard, 2002). The researchers identified the presence or absence of these communication activities from their research analysis unit. Unfortunately, further analysis regarding the impact of this communication on the target public in general has not been discussed in more depth. The researchers feel that they have adequately described the presence or absence of public diplomacy activities based on these dimensions. Meanwhile, one of the important elements of public diplomacy is an influence on public opinion (Leonard, 2002). The incomprehensive analysis impacted the unfinished explanation and weak argument about the achievement of public diplomacy's aim of the unit of analysis.

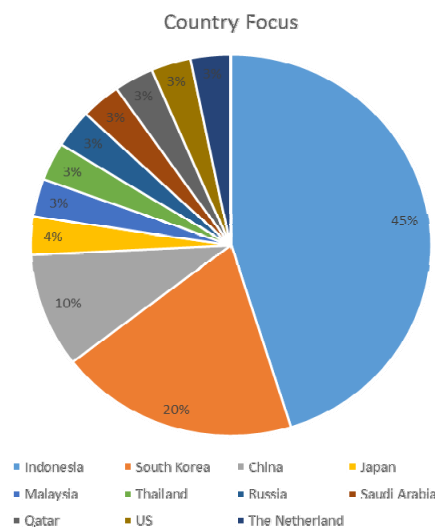
## *Positioning Indonesia's Role in Public Diplomacy Literature*

When using case studies centered on Indonesia, the majority of journal articles examine Indonesia's role as an initiator of public diplomacy. Conversely, the remaining articles focus on Indonesia as the recipient of public diplomacy efforts, predominantly originating from South Korea. All studies concerning South Korea's public diplomacy are focused on Indonesia.



Source: Created by the authors based on the final dataset

**Figure 7.** The Role of Indonesia in Public Diplomacy



Source: Created by the authors based on the final dataset

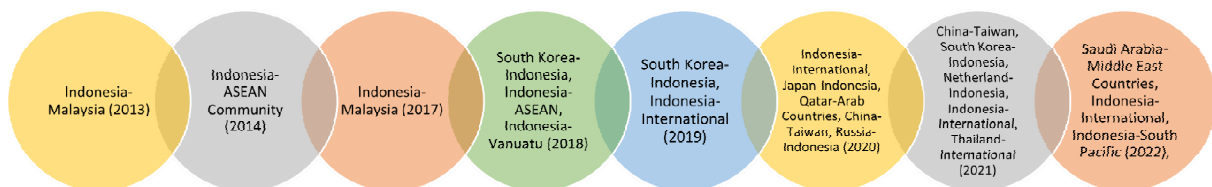
**Figure 8.** Country Focus

Among the 33 journal articles in Bahasa Indonesia, only 45% concentrate on Indonesia's public diplomacy activities. This is followed by an interest in South Korean (20%) and Chinese (10%) public diplomacy activities. This indicates that Northeast Asia continues to be

the primary focus of public diplomacy activities covered in Bahasa, Indonesia. However, a closer examination reveals that while all publications focusing on South Korea adopt a case study approach to its public diplomacy engagement with Indonesia, the Chinese case does not follow this pattern. Instead, publications on China's public diplomacy are not specifically dedicated to Indonesia.

### *Theme Evolution in Public Diplomacy*

Theme analysis of the 33 journal articles shows that along with the function of public diplomacy, which supports the scope of conventional diplomacy, the activities of public diplomacy studies in Indonesia are also not much different from the concentric circle orientation of the Indonesian government's foreign policy. The same pattern is seen in Indonesian language public diplomacy publications. The Indonesian government places the Association of Southeast Asia Nations (ASEAN) at the center of its foreign policy orientation (Ministry of Foreign Affairs of the Republic of Indonesia, 2015; Hutabarat, 2016). ASEAN and its member countries are the main partners in maintaining regional stability and strategic partners in developing the region at the center of the international stage. The second layer is occupied by ASEAN+3 countries, which include China, Japan, and South Korea. The third layer is occupied by countries such as the United States, Russia, countries in the Asia Pacific region, and countries in other parts of the world. As we can see from the figure below, the scope of discourse ranges from ASEAN or ASEAN countries and expands into other countries in broader regions.



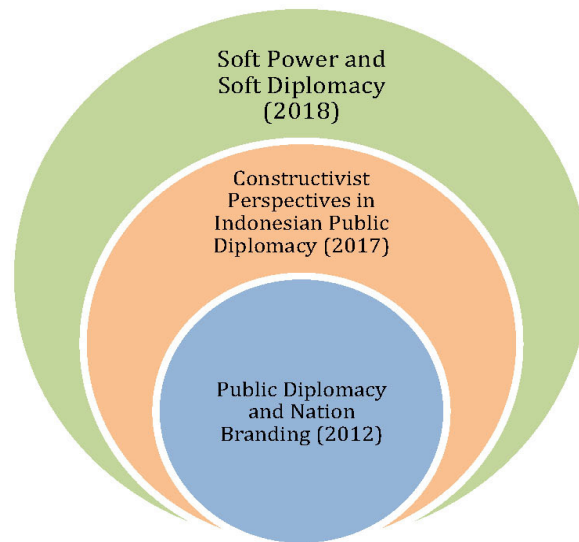
Source: Created by the authors based on the final dataset

**Figure 9.** Development of Public Diplomacy Discourses in Bahasa Indonesia Based on Country as Unit of Analysis (2012-2022)

In 2012, the inception of discussions surrounding analytical frameworks in public diplomacy emerged. Asep Saefudin Ma'mun delved into this topic in his article "Public Diplomacy in Building a Country's Image," exploring the evolution of public diplomacy, its correlation with public relations, and its role in shaping a country's image (Ma'mun, 2012). The discourse expanded to include case studies with nations as the focal point of analysis. Tonny Dian Effendi, for instance, examined a case study involving Indonesia and Malaysia (Effendi, 2022).



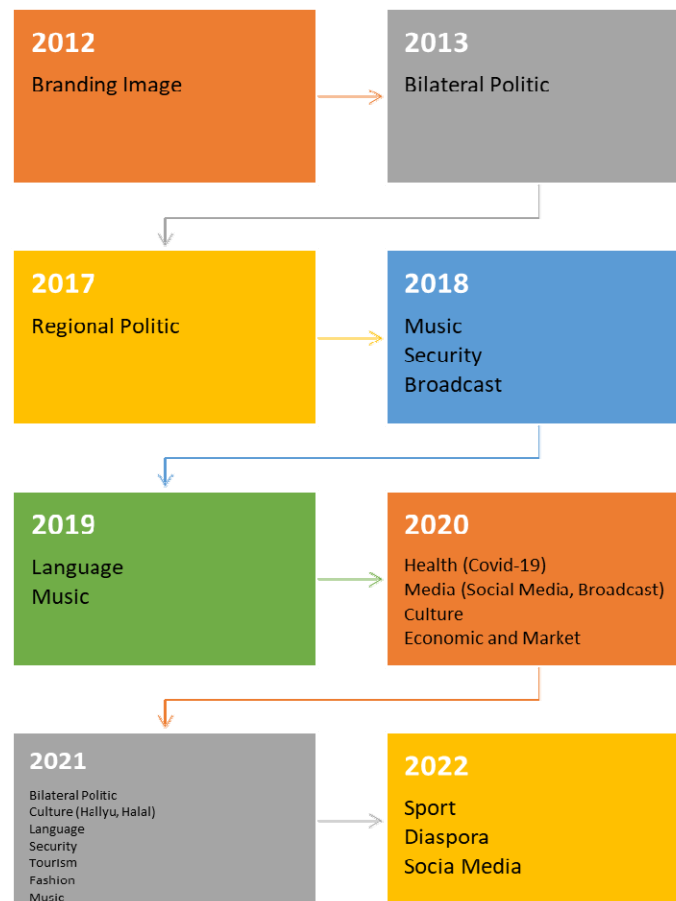
In 2014, Rizki Damayanti aimed to assess the Indonesian Ministry of Foreign Affairs' capability to execute public diplomacy within the Southeast Asia region (Damayanti, 2014). This study remained relatively dormant for three years until Iva Rachmawati rekindled the discussion with articles in 2017 (Rachmawati, 2017). One of these articles endeavored to employ a constructivist approach in scrutinizing Indonesian public diplomacy, while the other sought to delineate the pattern of Indonesian public diplomacy towards Malaysia.



Source: Created by the authors based on the final dataset

**Figure 10.** Development of Public Diplomacy Discourses in Bahasa Indonesia based on Analytical Framework Application by the Authors (2012-2022)

In 2018, there was a notable surge in the publication of public diplomacy study, marked by six articles encompassing case studies and conceptual framework analyses, which were in their nascent stages of development. Indonesia's public diplomacy efforts toward ASEAN continued to garner academic interest, particularly with a heightened focus on subfields within Social Sciences, Arts, and Culture. The orientation of public diplomacy towards the Asia-Africa region found elevation through the presentation of numerous people-to-people activities across various programs. Examples of case studies from the implementation of Indonesian public diplomacy include music festivals, scholarships, and community interactions. Beyond these sectors, efforts to utilize public diplomacy in the security domain were also discerned, as evidenced by Ahmad Sabir's examination of Indonesian diplomacy towards Vanuatu to address separatism in Papua (Sabir, 2018).



Source: Created by the authors based on the final data set

**Figure 11.** Development of Public Diplomacy Discourses in Bahasa Indonesia based on Field of Study (2012-2022)

In the same timeframe, publications began emerging concerning public studies of South Korean public diplomacy. The articles authored by Sofia Trisnia et al. (2019) and Angga Nurdin Rahmat (2019) shared a common theme, notably the utilization of Korean Wave (Hallyu) musical and artistic cultural elements in advancing public diplomacy efforts. In the context of deepening the conceptual and theoretical framework, the writings of Yanyan Mochamad Yani and Elnovani Lusiana (2018) tried to identify the elements of soft power and soft diplomacy in the study of public diplomacy. Unfortunately, publications declined in the following year. The trend in analyzing non-state actors began to appear in 2018.

In 2020, there were six articles with a broader sub-field scope, such as health and media, in addition to the previous sub-fields that were already present. In the health sub-sector, the Covid-19 pandemic is the background for discussion. Meanwhile, in the analysis of media, the use of instruments such as social media, Facebook, and a number of programs run by Al-Jazeera stations are studied in more depth through case studies. The analysis unit is still dominated by countries such as Indonesia, Japan, Qatar, China, and Russia.

There were nine articles published in 2021. This year marks the most publications in public diplomacy studies by Indonesian academics in the SINTA index. Indonesia, South

Korea, Thailand, and China are the dominant units of analysis discussed in a number of papers. A new sub-field emerged from this study, namely, one related to industry and tourism.

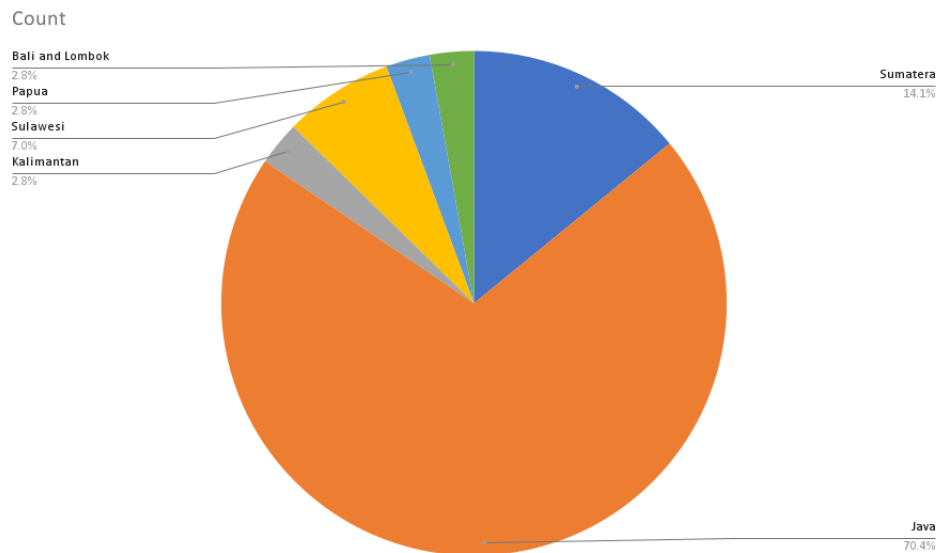
In 2022, a series of five articles were published in various SINTA-indexed journals, aiming to broaden the study domain of public diplomacy in Indonesia and several other nations. Kusuma et al. focused on non-state actors, using media as a key point of investigation in their study of public diplomacy during crises. (Kusuma et al., 2020). Meanwhile, Wibowo et al. examined the use of public diplomacy to enhance regional interactions, focusing on a case study involving Saudi Arabia and the Middle East, thus broadening the scope beyond Southeast Asia.

## **Discussion**

This section addresses the key findings of the analyses of public diplomacy literature in Bahasa Indonesia. Three main points were found: (i) the unequal distribution of study programs, publishers, and authors; (ii) the evolution of public diplomacy studies; and (iii) the utilization of culture as public diplomacy by Indonesia.

### **Unequal distribution of study programs, journal articles, and authors**

The field of International Relations within the context of Indonesia can be considered relatively recent. As of 2022, Indonesia boasts a total of 30,107 Higher Education Institutions (HEIs), comprising 2,982 private universities and 126 public universities (Badan Pusat Statistik, 2022) as well other form of higher education institutions. Among these HEIs, only 73 offer study programs specializing in International Relations, with varying degrees of emphasis on diplomacy within their curriculum (AIHII, 2014). Moreover, there exists an unequal distribution of these universities, with the majority concentrated in Java. Specifically, out of the nine clusters, five are situated on Java Island, two are located in East Indonesia, and the remaining two are in North Indonesia. This inequality also has an impact on the distribution of international relations journals in Indonesia. In total, there are 28 journals published by 26 universities. However, out of the 28 journals, 17 are accredited by SINTA. In terms of distribution, the majority of journal publishers are located in the Java area, while only seven are situated in non-Java areas.



Source: Collected by the authors through the AIHII website

**Figure 12.** The distribution of regions with universities that have an International Relations Department

There is a notable concentration of International Relations departments and journal publishers in the Java region compared to other regions that correlates with the authors' demographic distribution. The investigation into the institutional affiliations of the authors revealed a noteworthy finding. Specifically, out of the 33 articles examined, a significant majority—29, to be precise—were found to have affiliations with the Javanese community, constituting more than 85% of the total. This finding highlights a pervasive trend of Javanese-centric authorship, shedding light on the broader issue of Java-centricity within Indonesia.

This observation underscores a longstanding concern within the country, where developmental initiatives and policy frameworks tend to be disproportionately centered around Java. This myopic focus has contributed to the perception of Indonesia as synonymous with Java alone, neglecting the rich diversity of ethnic groups that collectively constitute the nation. With more than 300 ethnicities in Indonesia, there is a necessity for a more inclusive approach to development and policy formulation, one that transcends the confines of Java-centric perspectives.

## Evolution of Public Diplomacy Studies

Constantinou et al.'s (2016) edited book on diplomacy offers a comprehensive insight into the evolution of diplomatic studies . It delves not only into its historical roots but also explores its developments over time. Initially, diplomacy was primarily studied within the realm of International Relations, intricately connected with foreign policy and state communications. However, as scholarship progressed, diplomacy transcended its traditional confines within

International Relations, encompassing disciplines such as Sociology, Anthropology, Philosophy, and Cultural Studies.

Conceptually, the evolution of diplomacy studies mirrors the trends in global practices of public diplomacy. Scholars have advocated for the emergence of “new diplomacy”, emphasizing the advent of globalization, which has redefined the actors involved. No longer are roles and responsibilities of actors in international relations clearly delineated (Melissen, 2005).

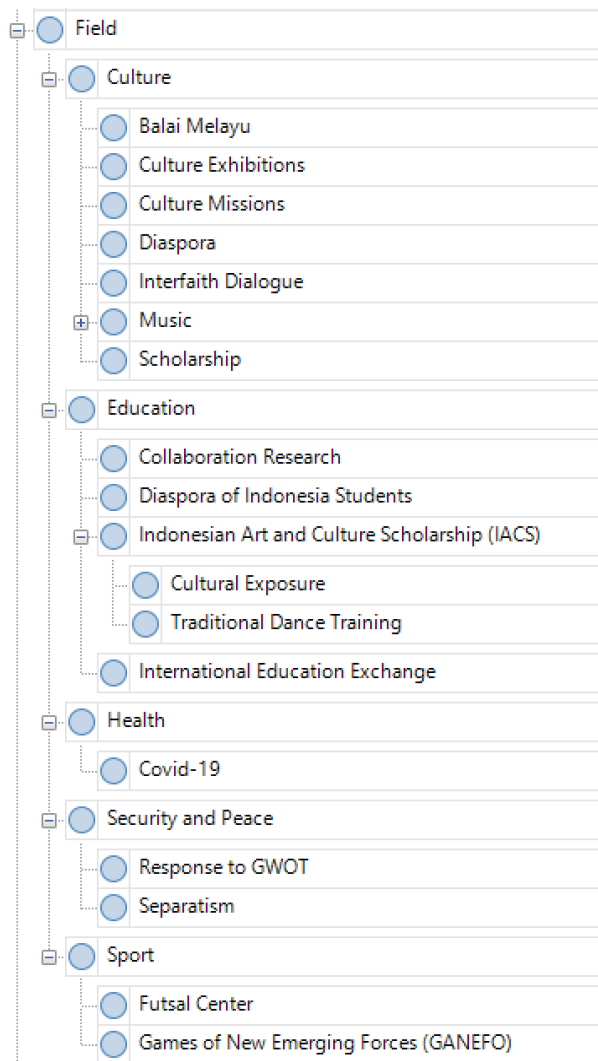
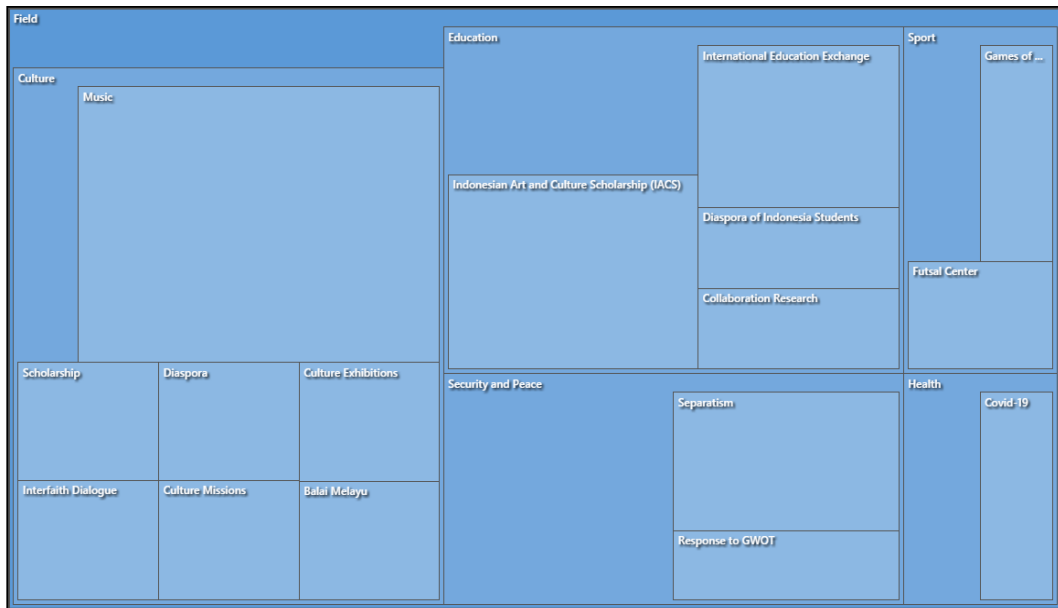
“Diplomacy is expanding beyond governmental function to include non-state entities, thus elevating the significance of the public role. Moreover, there has been a shift from purely political and security concerns to include economic cooperation between states. Consequently, the concept of public diplomacy has gained prominence, leading to diverse approaches in its practice.

A similar trajectory is discernible in Indonesian HEIs’ curricula. There is a noticeable transition towards incorporating non-traditional approaches, evident in the increasing adoption of courses on “open diplomacy.” However, despite this shift, traditional diplomatic approaches remain entrenched, demonstrating their enduring influence. Notably, these changes in the curriculum only began to materialize after 2020, reflecting a delayed response in evolving diplomatic paradigms within curriculum development in Indonesian HEIs. This delay can be attributed partly to the lengthy process of curriculum revision, which typically occurs every five years, and partly to the reluctance of scholars to relinquish traditional understandings of diplomacy.

These findings suggest that Public Diplomacy studies in Indonesia are still in the developmental stages. Academically, there’s a lag in the institutional alignment with global trends. Primarily due to the five-year gap in curriculum development, Indonesian HEIs are late in reflecting the increasing utilization of public diplomacy in the curriculum. Even though some universities have managed to adopt the new diplomacy concept, the majority have retained the traditional approach to diplomacy.

### **Indonesia Utilization of Culture as the Source of Public Diplomacy**

Indonesia is seen trying to utilize its cultural riches to build a positive image in the international community. Specifically, the forms of public diplomacy presented include holding music festivals, providing cultural scholarships, spontaneous diplomacy from the Indonesian diaspora in various countries, cultural exhibitions, establishing regional (Malay) language centers, and inter-faith dialogue forums. A number of these programs are implemented in Indonesia and abroad with the aim of introducing Indonesian culture notably through dance and music training, as well cultural preservation through the establishment of language centers.



Source: Created by the authors based on the final data set

**Figure 13.** Indonesia's Public Diplomacy Instruments

Apart from that, in the education sector, student exchanges and language courses are a form of activity managed by the Ministry of Foreign Affairs under the Directorate General of Information and Public Diplomacy. Indonesia's public diplomacy activities also cover the fields of security and peace, sports and health. In the security sector, the focus of activities is directed at responding to the issue of Papuan separatism and the threat of global terrorism. Meanwhile in the sports sector, organizing sports festivals in the Southeast Asia region and providing grants for futsal facilities to countries in the South Pacific are primary activities. In the health sector, the Covid-19 pandemic shapes public diplomacy efforts in the midst of a global crisis situation.

## **Conclusion**

The trend of publications on public diplomacy issues in Indonesia peaked after 2018. In terms of methodology, publications show a strong inclination towards qualitative case study methods and a lack of quantitative approaches. Most publications show reliance on secondary data sources. The author's gender and affiliation have yet to be distributed evenly. Although the gender gap ratio is lower, the author's affiliated region gap shows a tilt toward being Java-centric, particularly in West Java. Similarly, publishers are also concentrated in the Java area. Almost half of the publications adopt case studies of Indonesia, with most publications on Indonesia focusing on its role as the wielder of public diplomacy.

The late introduction of OJS regulation hampers publications on public diplomacy in Bahasa Indonesia. However, the future trajectory appears to be optimistic since it is expected that the number of publications will increase due to the government's push for journal publishers to obtain accreditation from SINTA. Additionally, the relatively weak emphasis on public diplomacy studies at the undergraduate level and lack of uniformity indirectly contributes to the low output of publications in public diplomacy. Nevertheless, there is still hope for the future, as academic programs are progressively expanding the scope of study in this area.

While this accreditation criterion does ensure the quality of publications, it is important to note that it only provides a limited perspective on the broader landscape of diplomatic publications. As the theoretical framework of public diplomacy in Bahasa Indonesia mostly uses Western references, the scope of the analytical framework is still limited, neglecting the importances of cultural resources. At the same time, there is potential for a stronger linkage to show the connection between public diplomacy and cultural diplomacy. This can be seen from the consistency of public diplomacy publications that analyze various forms of cultural activity as instruments. The diversity of cultural activities studied in public diplomacy is not something new because Indonesia is unique in its cultural diversity and always strives to respond to changing times. This includes the dynamics of changes in foreign policy orientation which require instruments that are also adaptive.

Furthermore, these findings provide a valuable foundation for discussions about the limitations of the current state of public diplomacy research in Indonesia and offer directions for potential improvements and diversification in research methodologies and approaches. Since this research is limited to accredited journal publications, to capture the development of the study, future research should incorporate student publications, such as dissertations, theses or student journal publications.

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