

## The Implementation of Indonesia's Public Diplomacy in Promoting "Wonderful Indonesia" as a Nation Branding on Attracting Japanese

Tourists (2014-2016)

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### Abstract

Indonesia tourism defines as a medium in implementing public diplomacy conducted by Indonesian Government. In public diplomacy, Indonesian Government through Indonesia Tourism Ministry delivers message directly and/or indirectly to Japanese in order to increase nation branding in the sector of tourism. The research question will be how did Indonesia implement its public diplomacy on attracting Japanese tourists during the time framework 2014 to 2016. The study is using the theory of Mark Leonard on public diplomacy and Simon Anholt on nation branding. Indonesian Government in this study is using Wonderful Indonesia as a tourism brand in attracting Japanese tourists. The increasing of level awareness towards Indonesia tourism nation branding could be gained by adapting Simon Anholt's concepts. Anholt's concept promotes a nation strategy in which Indonesia is implementing Marketing Framework, and then the substance is defined as Indonesia policy regarding tourism. The policy is reflected to the Law Number 10 Year 2009. Both strategy and substance are related each other to realize Wonderful Indonesia as a symbol of action. The branding of Wonderful Indonesia is seen as an effective way in order to attract foreign tourist especially Japanese tourist. The purpose of Wonderful Indonesia branding is to increase awareness of Indonesia tourism to international society, Japanese in particular. The increasing of nation branding leads into the increasing number of Japanese tourists in Indonesia.

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## 1. Introduction

According Mark Leonard, public diplomacy is way to build relations by an understanding generally requirements, culture, society and also about the communication of perspective, provide good reason for the un-perception in International society, find out the field of government can get the same perspective. (Leonard Mark, 2017) Public diplomacy also defines as the way of a country to attract public opinion or a leader opinion from other countries in order to achieve an aim of foreign policy. (Manheim, 1990) The one example country that implemented public diplomacy is Indonesia. The profile of Indonesia itself is, Indonesia as a fourth place in terms of countries with the largest population in this world which populated with around 225 million people. Indonesian geographically, has more than 17,508 islands as an archipelago country that located between Asia Ocean and Australian ocean and also between Pacific Ocean and Indies Ocean and in equatorial line. (indonesia, 2017)

Besides that, Indonesia has nature, culture and manmade that can promote and attract foreign tourists visit to Indonesia. Indonesia can give the positive impact through the tourism. It is significant in order to develop and promote the country's image throughout the world. (Kementerian Pariwisata Republik Indonesia, 2017) Tourism is an action that involves a society in the country and gives a positive impact for the country and surrounding society. (Indonesia Tourism, 2017) Tourism is entire an action that related to the journey and has some actors that involved through the tourism which established as the demand of society and country, interaction between tourists with a local society, interaction each tourist, local government, and also entrepreneur. (Antariksa, 2005) Tourism development in Indonesia has significant role in effort to encourage some events in the field of economic, enhance image of Indonesia, increase welfare of society, and provide expansion of job demand. (Kementerian Pariwisata Republik Indonesia, 2017) The events of tourism offer a positive impact through the foreign exchange with a view from the number foreign tourists visit to Indonesia.

In line with explanation before, tourism also play significant role in order to promote nation identity and encourage society to proud of cultural wealth by introduced products in a country such as; arts, culture, properties, uniqueness of nature and sea, and also encourage society to preservation the natural environment and traditional cultural. Furthermore, tourism play a significant role in increasing foreign exchange by seek an increase number of tourist and increase average expanding by foreign tourists in Indonesia. (Kementerian Pariwisata Republik Indonesia, 2017) The complexities of tourism industry influence Indonesia to form Ministry of Tourism that manages entire actions through the tourism. Indonesia Tourism Ministry has several Deputies that have function in order to promote the tourism toward foreign country. (Kementerian Pariwisata Republik Indonesia, 2017)

Indonesia has a logo of tourism which is Wonderful Indonesia. Wonderful Indonesia used in order to promote Indonesia tourism around the world and to increase the awareness of foreign tourists and also to attract foreign tourists to visit Indonesia. (Ms. Entin Hartini as Assistant Deputy Director, 2017) According Indonesia Tourism Ministry, Wonderful Indonesia have fifth criteria such as; Wonderful Nature, Wonderful Culture, Wonderful People, Wonderful Food, and Wonderful Value for Money. (Kementerian Pariwisata Republik Indonesia, 2017) Meanwhile, in other country also have logo through the tourism itself such as in Malaysia "*Malaysia Truly Asia*", Singapore "*Your Singapore*", Thailand "*Amazing Thailand, Always Amaze You*", Philippines "*It's More Fun in the Philippines*", and also Vietnam "*Vietnam, Timeless Charm*". (Ms. Entin Hartini as Assistant Deputy Director, 2017) Thus, logo can use as a nation branding in order to develop and promote the country's image throughout the world. According to Simon Anholt, the importance of nation branding which can give impact to other country and the reputation of countries itself. Nation branding has purpose in order to enhance nation's competitiveness, progress, prosperity, and good management in a country. (Anholt, 2011)

Furthermore, Wonderful Indonesia as a tool of Indonesia Tourism Ministry on attracting Japanese Tourist visits to Indonesia. Based on the marketing concept in Awareness, Interest, Desire, Action (AIDA),

Indonesia Tourism Ministry consider the verification of effectiveness and promotion toward country focused on main market, including Japan need to increase. Therefore, since 2015 Indonesia Tourism Ministry increased the budget in the field of awareness and branding activities through “Wonderful Indonesia” with an allocation 50% from the total of budget. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) In accordance with explanation before, the purpose of Wonderful Indonesia is to increase awareness of Indonesia tourism in foreign country. Certainly, with the success of the proposed will give an impact on Japanese tourist visit to Indonesia. (Ms. Entin Hartini as Assistant Deputy Director, 2017)

In April 1958, Indonesia builds bilateral relations with Japan. (Ministry of Foreign Affairs Republic of Indonesia, 2017) In June 2003, Indonesia and Japan also joint announcement cooperation through tourism. (Kementerian Pariwisata Republik Indonesia, 2017) Both countries, related to the Indonesia and Japan government have purpose in order to strengthen the foundation of cooperation in various field, especially in the field of tourism also visitor of the leader and parliament from both countries are quite high. (Kementerian Pariwisata Republik Indonesia, 2017) Indonesia tourism policy is reflected on: Tourism Law No. 10, the year 2009. (Kementerian Pariwisata Republik Indonesia, 2017) Indonesia government has the vision in order to increasing the welfare and quantity of Indonesia through the tourism. There are several missions to implement the vision itself which are; encourage the development of region, can compete with other country, and develop the International tourism. The development of tourism will be focusing in the field of cultural, history, nature, and eco-tourism. Japan is the one country which targeted in development of Indonesia tourism destination. (Kementerian Pariwisata Republik Indonesia, 2017)

Supported by explanation before, in June 2015, H.E. Arief Yahya as Indonesian Tourism Ministry stated about the government policy in effort to promote tourism and facilitate foreign tourists visit to Indonesia. Arief Yahya also stated a government policy based on Presidential Decree No.69-year 2015 about free visa for 45 countries to visit to Indonesia. (Kementerian Pariwisata Republik Indonesia, 2017) Thus free visa for foreign tourists that visit to Indonesia in short period in order to do vacation. It can attract foreign tourists visit to Indonesia that can give positive impact in increasing the number of tourists that coming to Indonesia. (Indonesia Tourism Sector, 2017) In effort to increase a foreign tourist visit to Indonesia, Indonesia’s government established Visit Indonesia Tourism Officers (VITO) in foreign country, including Japan. (Indonesia Tourism, 2017) Indonesia has wonderful nature, culture, and destinations that give positive impact in effort to strengthen the tourism sector which makes society around the world wants to learn more about Indonesia tourism. That is why Indonesia government implements the public diplomacy in promoting “Wonderful Indonesia” as a nation branding on attracting Japanese tourists’ period 2014 until 2016.

## 2. The Overview of “Wonderful Indonesia”

Indonesia assumed that the world will be wonderful place when every society has opportunities to enjoy the “World of Wonderful”. (Wonderful Indonesia, 2017) Wonderful Indonesia is agreement of Indonesia Tourism Ministry throughout the world. Means of “Wonderful” is Indonesia rich of amazement, in the field of human although the nature, which can touch on mind and promise to the tourists that visit to Indonesia, can have new wonderful experience. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

Furthermore, Wonderful Indonesia established since 2007 that change the logo from Visit Indonesia become Wonderful Indonesia. Indonesia Tourism Ministry managed the brand of tourism in Indonesia which is “Wonderful Indonesia”. (Indonesia, 2017) Beneath it all, the alteration of logo Wonderful Indonesia still have the same meaning which is in order to promote tourism of Indonesia throughout the world. (Ms. Entin Hartini as Assistant Deputy Director, 2017) In here, Indonesia Tourism Ministry

emphasize that the alteration of logo contained in the tagline, from Visit Indonesia become Wonderful Indonesia. Here the difference between logo of visit Indonesia and Wonderful Indonesia:



Figure 2.1 Logo of Visit Indonesia (Visit Indonesia, 2017)



Figure 2.1 2 Logo of Wonderful Indonesia (Kementerian Pariwisata Republik Indonesia, 2017)

The meaning of thus logo have fourth explanation such as; (a) Garuda as a symbol of the state that as the concept of shape of the logo in a modern processing, (b) the five lines of different colours symbols as the diversity of Indonesia, (c) the dynamic that happen in Indonesia as symbol and process from the colours of the logo and (d) shape of the logo and type of letters, enhanced in a modern way. (Visit Indonesia, 2017)

The logo of Wonderful Indonesia symbolizes by bird. Birds live in groups as symbolize of peace among others in the nature. (Kementerian Pariwisata Republik Indonesia, 2017) Birds are the species with the largest population in Indonesia and became a symbol of the nation. Wing span which means openness, a desire for a review of fly away, across the border. That can recognize by all society that live in the nature of the universe. (Kementerian Pariwisata Republik indonesia, 2017)

The bird logo has 5 different colour components, each has their own meanings: first, Green: alignment, creativity, and natural friendliness. Second, purple: belief system, imagination, mental and unity of physical. Third, orange: innovation, openness, and spirit of rejuvenation. Fourth, blue: determination, peacefulness, and universality. And the last fifth, magenta: balance, common sense, and practical matters. (Kementerian Pariwisata Republik indonesia, 2017)

Ministry of Tourism and Creative Economy reposition the logo of Wonderful Indonesia into several some reconditioned such as; graphical elements, style, and the inclusion of website. The repositioning the logo of Wonderful Indonesia has purpose in order to strengthen the nation branding of Indonesia. (Indonesia K. P., 2017)

Wonderful Indonesia have purpose in order to increased awareness of foreign tourist and to attract foreign tourists visit to Indonesia. (Ms. Entin Hartini as Assistant Deputy Director, 2017) In this chapter, the researcher will give points to show the overview on how Indonesia Tourism Ministry promotes Wonderful Indonesia.

## 2. 1 Actors of "Wonderful Indonesia"

Branding of Wonderful Indonesia managed and responsible under Deputy of Development International Tourism Marketing, (Kementerian Pariwisata Republik Indonesia, 2017) however in utilizing and promoting Wonderful Indonesia through tourism (within guidelines of Indonesia Tourism Ministry), can be applied through all stakeholders of tourism and people in Indonesia, in order to make foreign tourists aware of tourism in Indonesia and also to achieve targets of increasing the number of foreign tourists visit to Indonesia. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) In this chapter the researcher will divided into three group about the actors of Wonderful Indonesia, which are; Indonesia Tourism Ministry, stakeholders, and society.

### 2.1.1 Indonesia Tourism Ministry

Indonesia Tourism Ministry makes a policy about Indonesia tourism and also managed the entire things through the tourism in Indonesia. (Kementerian Pariwisata

Republik Indonesia, 2017) Indonesia Tourism Ministry has several divisions in order to implement the duty and function through the tourism. In supported by explanation before, Deputy of International Tourism Marketing Development (Deputi Badan Pengembangan Pemasaran Pariwisata Mancanegara – BP3I) also implements in order to promote Indonesia tourism throughout the world. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

Indonesia Tourism Ministry has several functions which are: (a) first, formulation and determination of policies in destination development and tourism industry, development of international tourism marketing, development of archipelago tourism marketing, and development of institutional tourism, (b) second, coordination and synchronization of policies in the field of development destinations and tourism industry, development of international tourism marketing, development of archipelago tourism marketing, and development of institutional tourism, (c) third, implementation of the technical guidance and supervision over the implementation of government affairs in destination development and tourism industry, development of international tourism marketing, development of archipelago tourism marketing, and development of institutional tourism, (d) fourth, coaching and giving the administrative support in the Tourism Ministry area. Fifth, Indonesia Tourism Ministry has the responsibility in management of property or wealth of the country, and also supervises the execution of duties in Tourism Ministry area. (Kementerian Pariwisata Republik Indonesia, 2017)

Indonesian Government cooperates its international relations regarding tourism promotion through Deputy of International Tourism Marketing Development. Hence, the following explanation of this study will be more focus on Deputy of International Tourism Marketing Development in order to emphasize the function of this division as the main core of Indonesian tourism promotion.

Generally, Indonesia Tourism Ministry have strategy in order to promote Wonderful Indonesia throughout the world, which is categorized as marketing framework that divided into three points such as; marketing, promotion and media. In marketing framework, itself divided into several approaches such as in Marketing has Destination, Origin, Time (DOT), in Promotion has Branding or Public Relations, Advertising, Selling (BAS), and also in Media has Paid Media, Owned Media, Social Media, and Endorser (POSE). (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) Here the researcher will explain more about important strategy based on Indonesia Tourism Ministry.

In accordance with explanation before, Destination, Origin, Time (DOT) is the one approaches that used by Indonesia Tourism Ministry. In destination have three points such as; attraction, accessibilities, and amenities. (Kementerian Luar Negeri Republik Indonesia, 2017) Attraction in here means that supporter factors through the tourism sectors in order to attract foreign tourists visit to Indonesia. There are factors of attraction that foreign tourists want to visit Indonesia such as; natural resources and cultural resources. (Kementerian Luar Negeri Republik Indonesia, 2017)

Next, in accessibilities means that tourism activities depend a lot in transportation and communication because of the distance and time that greatly effect of people desire to travel. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) The most important things in accessibilities is transport, in the field of the frequency of use, its speed can make the distance to be close. (Kementerian Luar Negeri Republik Indonesia, 2017)

Then, in amenities means that all type of facilities to provide services for tourists in

all requirements during stay or visit to a tourist's destination, such as hotels, motels, restaurants, bars, discotheques, cafes, shopping center, and souvenir shop. (Kementerian Luar Negeri Republik Indonesia, 2017) Meanwhile, in origin divided into two categories such as foreign tourists (country of origin) and local tourists (province on origin). Origin in here means that foreign country focused on fifth market Asia Pacific such as; Singapore, Malaysia, Australia, China and Japan. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) And the last but not least in time approaches it is means market seasonality (peak and off-peak seasons). Time in here means that foreign tourist's arrival in Indonesia. (Kementerian Luar Negeri Republik Indonesia, 2017)

In the marketing strategy which is DOT, will attract foreign tourist by the Indonesia properties such as in natural or cultural tourism also depend on the accessibilities that can provide foreign tourists visit to some places in Indonesia through tourism and view the amenities of local society that also can attract foreign tourist visit to Indonesia. Foreign tourist visits to Indonesia have purpose in order to travel or doing some business, which held on peak season and off-peak season. Meanwhile, beside the foreign tourist, local tourist also can visit to Indonesia in order to trip or doing some business.

- **BAS**

The marketing framework also has strategy which are categorized as promotion, those are; Branding, Advertising, and Selling (BAS). Branding has three categories such as; national branding, regional branding, and local branding. National branding "Wonderful Indonesia" in foreign country used through placement by website, social media, television, magazine, newspaper, festival, and family trip. (Kementerian Luar Negeri Republik Indonesia, 2017)

Furthermore, advertising has three categories such as; by customer, by product, and by event. The promotion through media in Prime Market, promotion prime fifteen destination, and also publication in International event and cross border event. In selling have three categories such as; travel mart, sales mission, and festival. Participation in tourism exhibition (travel) in prime market, sales mission in prime market and cooperation hardselling with airlines and wholesalers, and also held the Indonesia festival in foreign country cooperation with representative such as; Republic of Indonesia Embassy and Republic of Indonesia Consulate General. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

- **POSE**

As media approaches, the marketing framework has Paid Media, Owned Media, Social Media, and Endorser (POSE). Paid Media means that foreign media that invited to come to Indonesia for cover an event that held in Indonesia through the tourism such as; family trip, exhibition, and festival. Then result from that foreign media submitted to the Deputy of International Tourism Marketing in the office of Indonesia Tourism Ministry at 20th floor. Then be processed into news and as the collection of activities through tourism that held in Indonesia. Paid in here means as; traditional advertising, paid search, also direct email and the target is prospects, for the example implementation of paid media such as; Google, YouTube, also CNN. (Ms. Entin Hartini as Assistant Deputy Director, 2017)



Next, in Owned Media there are three categories such as; pre event, on event, and post event. In pre event, timing of promotion is the most important things, which is in International event need preparation for bimonthly before the day, in regional event need preparation for a month before the day, and also in the cross-border event need preparation a week before the day. The examples of Owned Media such as; website, social channels, blog, signage, and sales guarantee, and the target is customers. The implementation of owned media approaches is [www.Indonesia.travel](http://www.Indonesia.travel). (Kementerian Luar Negeri Republik Indonesia, 2017)

Next, the implementation of social media such as; Instagram, Facebook, twitter, path, and blog in this globalized world have massive influence since it is accessible and can be reached easily by people all around the world. Social means the words of mouth, referrals, and social sharing, and also for the target is an advocate. Last but not least, Endorser in here means that people appointed as a representative for promotion of country's brand. For example, on 9th October 2015, Philip Kotler as father of world marketing appointed as brand ambassador for Wonderful Indonesia, in the ASEAN Marketing Summit. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

In line with explanation before, Deputy of International Tourism Marketing Development (Deputi Badan Pengembangan Pemasaran Pariwisata Mancanegara – BP3I), also cooperate in promoting Indonesia tourism throughout the world. In here BP3I also has several strategies in order to promote Indonesia tourism, in the field of stakeholder and society. In the field of stakeholder, they are several types such as; digital tourism (e-tourism), joint promo airlines, branding, and VITO. Meanwhile, in the field of society there are endorsers or influencer.

#### 2.1.2 Stakeholder

Stakeholder is one of actors who plays role in the promotion implementation of Wonderful Indonesia along with Indonesian Tourism Ministry. The researcher will explain more about the; digital tourism (e-tourism), joint promo airlines, branding, and VITO.

- Digital Tourism (e-tourism)

Digital tourism has several types such as; placement media online, social media advertisement, and mobile apps. (Kementerian Luar Negeri Republik Indonesia, 2017) Placement media online in here means that logo of Wonderful Indonesia placed on media online. In line with thus explanation, in social media advertisement means that the logo of Wonderful Indonesia placed on social media such as; YouTube, Google, Trip Advisor, Baidu, Qunar.com, and e-trip. Through mobile apps, the application of Wonderful Indonesia that can downloaded by someone in their phone in order to knowing more information about Indonesia tourism. Thus, strategies have purpose in order to make awareness of foreign tourists about Wonderful Indonesia and also can attract foreign tourists visit to Indonesia. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

- Joint Promo Airlines

In joint promo airlines have fourth categorized such as; in-flight magazine, hardselling with airlines, cooperation with airlines, and also joint event. Tourism

activities depend a lot on transportation and communication because of the distance and time that greatly affect the desire of someone to travel. (Kementerian Luar Negeri Republik Indonesia, 2017) Transportation facilitates the travel of tourists from the origin country of tourists into tourism destinations although travel in the territory of tourism destination related to the motivation of tourism arrival. In this point, Indonesia airlines cooperated with foreign country to flight directly from origin country of tourist into abroad. (Kementerian Luar Negeri Republik Indonesia, 2017) Joint promo Airlines as the one important strategy on attracting foreign tourists visit to Indonesia because it can facilitate foreign tourists visit to Indonesia such as direct flight or without transit in a country which from Tokyo to Jakarta and Osaka to Bali. In here Indonesia Tourism Ministry cooperate with some airlines such as; Air Asia, Garuda, and Jet Star. (Ms. Entin Hartini as Assistant Deputy Director, 2017) Those airlines provide direct flight from a country to another country without transit.

- **Branding**

Branding has several forms such as event publication (pre-event and on-event), arrangement of nation branding, festival, and family trip. Event publication in here means that the logo of Wonderful Indonesia placed on that event such as in banner, and poster. Thus, thing implemented before and during the event in abroad. Furthermore, there are event, festival, and family trip in foreign country in order to promoting Wonderful Indonesia a logo of Indonesia tourism in abroad. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) Branding of Wonderful Indonesia is the one significant strategy coordinated by Indonesia Tourism Ministry that has purpose to attract foreign tourist regarding the Indonesia prosperities through the event, festival, family trip, and placement on banner and poster. Event and festival about Wonderful Indonesia, execute in several country to presenting the wealth of Indonesia. Furthermore, family trip activities that invites Media to visit several tourism destinations in Indonesia with the aim to introducing and promoting Indonesian tourism in the country of origin participant, and the results of the visit in the form of news about Indonesia tourism that will be published or aired on family trip media participants.

- **VITO**

To increase the foreign tourist to visit to Indonesia, Indonesia Tourism Ministry established Visit Indonesia Tourism Officers (VITO) in foreign country. (Kementerian Luar Negeri Republik Indonesia, 2017) In line with explanation before, Experts of International Tourism Promotion or VITO is representative (point of contact) Indonesia Tourism Ministry in implementing activities of Indonesian tourism abroad, particularly in countries or regions where they are located, within the task is conducting the promotion of Indonesia in the field of fundraising analysis market data, sales promotion, public relations and distribution of tourism information. Experts of Foreign Tourism Promotion or Visit Indonesia Tourism Officers (VITO) is representative (point of contact) Indonesia Tourism Ministry (Visit Indonesia, 2017) in performing significant role to promote Indonesia tourism in foreign country, particularly in countries or regions where they are located, which the task are; conducting the promotion of Indonesia in the field of collecting and analyzing market data, sales promotion public relations, also



the distribution of tourism information. (Kementerian Pariwisata Republik Indonesia, 2017) In 2016, Indonesia Tourism Ministry designated 17 VITO from 14 countries that spread in three marker areas, such as; Southeast Asia region, Asia Pacific region and European Middle East region. (Kementerian Pariwisata Republik Indonesia, 2017)

Overall, the entire scope of VITO is divided into three main groups such as; (1) data of collection and analysis or market intelligence, which is included; market analysis, competitor analysis and global trend. (2) assisting the promotional facilitation, which includes; exhibition or trade and consumer show, festival, sales mission, and family trip. (3) conducting networking, media and public relations, which includes; placement of media such as print, electronic and online, connecting with local media, an author, and top influencer, media social such as; Facebook, twitter, and Instagram, build networking in the field of Airlines, Embassies, Association and Destination Management Company (DMC). (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

### 2.1.3 Society

- Endorser or Influencer

Endorser or Influencer has two categorized such as family trip artist, *vlogger*, blogger, and travel researchers. Branding of Wonderful Indonesia used artist as a representative for foreign country to promote Indonesia Tourism. Moreover, Indonesia society also can do the same things. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) In line with explanation before, on 9 October 2015, Philip Kotler as the Father of Marketing throughout the world, elected as the Brand Ambassador of Wonderful Indonesia in ASEAN Marketing Summit in Jakarta. (Kementerian Pariwisata Republik Indonesia, 2017)

Indonesia Tourism Ministry has "strategy" in order to boost branding of Wonderful Indonesia throughout the world. Arief Yahya as the Indonesia Tourism Ministry selected Professor Philip Kotler, marketing from Kellogg School of Management, Northwestern University, United States (US), as a brand ambassador. (Kementerian Pariwisata Republik Indonesia, 2017) Author of 55 books and business marketing was introduced to the public in the Ballroom of The Ritz Carlton, Pacific Place, Jakarta, in the event of The First ASEAN Marketing Summit, on Friday 9 October 2015. (Kementerian Pariwisata Republik Indonesia, 2017) Kotler also been actively encouraging the Komodo Island, Labuan Bajo, NTT in Chicago, USA, as a destination of international class, and included as the seven wonders of the world.

The next endorser, Nadya Hutagalung selected as host TV shows Indonesia "Wondernesia". Super models from Australia and Indonesia, said she was happy and proud to be part of the team that promotes the wonderful of nature and culture of Indonesia throughout International world. (Kementerian Pariwisata Republik Indonesia, 2017) Nadya Hutagalung is Indonesian role model who actively participates and fully dedicate in many events and projects in order to enhance people's awareness in the field of environment and education. She was nominated to become The Most Responsible International Celebrity by International Award. Since she likes contributing herself in environment activities, she is receiving a mandate to become the host of Wondernesia. As a super model, she utilizes it to attract people from Indonesia although foreign to explore all the

existing culture in the country. In TV shows Indonesia namely Wondernesia, she invites *vlogger* from foreign countries such as; Mae Tan from Singapore, Diana Huntley from China, and Luke Latty from Australia. (Kementerian Pariwisata Republik Indonesia, 2017) As today's booming, *vlogger* known as a person who uploads a YouTube video regarding some certain activities and it has massive influence towards internet users.

TV show Wondernesia aims to introduce and promote the prosperities of Indonesia throughout the world, and the purpose in inviting those *vloggers* is line with goal of TV show which is going to introduce the existing culture in Indonesia to their own country. Nadya Hutagalung also introduces Bali, Lombok, Wakatobi and Raja Ampat to those *vloggers*. (Kementerian Pariwisata Republik Indonesia, 2017) Discovery as a tenant of documentary that has good quality that will be aired throughout the Asia-Pacific countries. In addition, *wondernesia* presents a different look from the previous movie of Discovery. Nadya as host, play a role in introduce cultural festival, food even art of the unique and thrilling adventure in every step they explore the wealth of Indonesia. (Kementerian Pariwisata Republik Indonesia, 2017)

Indonesia Tourism Ministry, observe the importance of tourism development in digital era, be effectively through social media which is Wonderful Noon. This activity in line with one of the three focuses Indonesia Tourism Ministry in 2017, namely 'Go Digital', Indonesia Tourism Ministry invites bloggers, *vloggers* and selebgram to continue to promote destinations in Indonesia through social media. (Kemenpar Ajak Aktivis Sosmed Promosi Wonderful Indonesia, 2017) The event expected to be a place for bloggers, *vloggers*, and selebgram collaborate with the Indonesia Tourism Ministry. To develop Digital Indonesian tourism through social media in order to achieve the target of 20 million foreign tourists visits and 275 million domestic tourists in 2019. (Kementerian Pariwisata Republik Indonesia, 2017)

This activity involves travel, fashion and beauty bloggers and *vloggers* and celebrity of Instagram (selebgram) by the number of thousands and even hundreds of thousands of followers such as Indah Nada, Febrian, Ucita Pohan, Gemala Hanafi, Trinity, Rachel Godard. Indonesia tourism Ministry also invites Head of Legal and Public Communication Mr. M. Iqbal Alamsjah, and invited guests Tugu Hotels General Manager Mr. Andy Guy, CEO PT.Martina Berto. Mr. Bryan Tilaar, Corporate Marketing Manager Tauzia Group, Mrs. Tri Niarti and officials echelon 3 and 4 in the Bureau of Law and Public Communication. (Kementerian Pariwisata Republik Indonesia, 2017) Wonderful Noon, expected to strengthen the good relations with the "digital activists" which previously some of them already actively helping Indonesia Tourism Ministry as an "endorser" in introducing to leading destinations through family trip activities. (Kementerian Pariwisata Republik Indonesia, 2017)

### 3. Indonesia Public Diplomacy in Japan through its Tourism destination

Public diplomacy is the significant way in order to build mutual understanding between Indonesia to another country. This thing focused on the role of society through diplomacy. (Leonard, 2017) In public diplomacy, society deliver message in directly although indirectly to other society. those things not only to get comprehension about Indonesia, but also to increase level of International reliance through building relations

with other country through tourism branding of Indonesia which is, Wonderful Indonesia. (Hall, 2017) According to Mark Leonard public diplomacy is way to build relations by an understanding generally requirements, culture, society and also about the communication of perspective, provide good reason for the different perception in International society, find out the field of government can get the same perspective. (Leonard Mark, 2017) Public diplomacy also defines as the way of a country to attract public opinion or a leader opinion from other countries in order to achieve an aim of foreign policy. (Manheim, 1990) Hence, Indonesian Tourism Ministry in this study is seen as the actor who coordinates the public diplomacy in order to build relations with international actors as an understanding and communication of perspective in terms of tourism realm. For specific case, Indonesia and Japan have bilateral relations in the field of tourism and this tourism activity attracts public opinion in international stage. Besides, it also affects so many other national economic growth causes. For example, by visiting Indonesia, Japan gives contribution in increasing Indonesia devise. Same goes to Japan, Indonesia tourists who visiting Japan could also be contributed to Japan's devise. Thus, in this relationship, both countries gain mutual understanding and benefit. Furthermore, public diplomacy has also implemented by the definition in which the government provides sponsor programs in the field of education, culture, and programs information, exchange residents, radio, and television. (Chahine, 2017) Those things have purpose in order to promote national interest of a country through understanding, informing, and influencing foreign society. In the end, the sponsor programs will become a medium of government efforts in order to publish and give the perspective regarding to country's image in which this is all categorized as part of public diplomacy. The impact of personal activity such as the popularity of culture, fashion, and sport, give the impact through foreign policy and national security and also trade, tourism and others national interest. (Hunt, 2015)

### *3. 1 Indonesia – Japan Bilateral Cooperation on Tourism Sector*

In April 1958, Indonesia builds bilateral relations with Japan. (Indonesia M. o., 2017) In June 2003, Indonesia and Japan also joint announcement cooperation through tourism. (Kementerian Pariwisata Indonesia, 2017) Both countries, related to the Indonesia and Japan government have purpose in order to strengthen the foundation of cooperation in various field, especially in the field of tourism also visitor of the leader and parliament from both countries are quite high. (Kementerian Pariwisata Republik Indonesia, 2017) In accordance with explanation before, there is an approach of joint announcement on tourism cooperation. That joint announcement cooperation as a foundation of tourism between both countries occurred since 2003 until now. (Mr. Wahyu Wicaksono as Head of Sub-Area Asia and Pasific Region, 2017)

In June 2003, H. E. Megawati Soekarnoputri as a President of Republic of Indonesia with H.E. I Gede Ardika as an Indonesia Culture and Tourism Ministry visited to Japan and met H.E. Chikage Oogi as a Japan Land, Infrastructure and Transport Ministry, with the purpose is to joint announcement on tourism cooperation between Japan and Indonesia. (Mr. Wahyu Wicaksono as Head of Sub-Area Asia and Pasific Region, 2017) In joint announcement cooperation through tourism, have sixth points such as; first, mutual countries consider about the significant of cultural exchange, also tourism exchange that provide the collision for upcoming improvement in the field of culture, economy and social and increased the good relations and mutual understanding between Indonesia and Japan. (Kementerian Pariwisata Republik Indonesia, 2017)

Second, mutual countries have goals in achieving economic growth through the promotion of travel and tourism and also joint their purpose to established constructive and cross-cultural relations. (Kementerian Pariwisata Republik Indonesia, 2017) Third, Indonesia and Japan are trying to increase the number of foreign tourists visit to their countries by the promoting each country. Both countries delivered society of public and private sector in order to promote each country. Both countries have human capacity building, in effort to deepen International friendship and mutual understanding between Indonesia and Japan. (Kementerian Luar Negeri Republik Indonesia, 2017)

By increasing the number of foreign tourists visit, Japan could contribute to Indonesian national devise and leverage the tourism development within the country. Indonesian tourists could also increase Japan national income by its increased devise. The mutual benefit could be gained by promoting and having mutual understanding from each other between Indonesia and Japan.

Fourth, Indonesia and Japan have established Joint Announcement Cooperation which one of the issues is providing free visa applied by these two countries. This system is beneficial for both countries since it is going to make an easier way for tourists in visiting the country. In implementing that system, both countries have cooperated with relevant organization which is Immigration Directorate General. Fifth, mutual countries decided Japan Association of Travel Agents (JATA) as a private sector that play significant role in effort to assured safety of tourist and restore the travel demands by delivered its survey mission to Bali twice after the Bali Bombing incident on 12th October 2002. Sixth, mutual countries conducting a human resources growth in the field of travel and tourism, in order to increase the number of foreign tourists that visit to their countries. Mutual countries ensured that every opportunity that faced will be use as promotion of tourism exchange for future development. (Kementerian Pariwisata Republik Indonesia, 2017)

According to Mark Leonard on public diplomacy, this study will recognize the Indonesia Tourism Ministry as an agent in building relations by understanding general requirements and having communication of perspective towards international society. Indonesia is trying to gain mutual understanding by cooperating with other countries, as well as tourism sector relations with Japan. The bilateral relation is created in order to pursue the mutual interest between both countries. Indonesia needs Japan in leveraging the tourism development, in terms of the incoming tourist's number, tourism destinations, tourism infrastructure, and other crucial concerns related to the tourism itself. Same goes to Japan, Japanese Government is aiming the same certain goals as Indonesian Government has. This is what called as mutual interest.

Overall, public diplomacy itself is being pursued by Indonesian Government through Indonesia Tourism Ministry as the coordinator who plays role as main actor in conducting national promotion regarding tourism activities. The relations between Indonesia and Japan in tourism sector is seen as bilateral cooperation in which it is believed as a form of public diplomacy, in accordance with Mark Leonard theory. As the implementation, Indonesian Government provides sponsor programs related to Indonesia tourism. This sponsor is expected to create a closer tie in building relations and increase public opinion towards Indonesia tourism so that it could attract incoming tourists. In the end, it will realize the implementation of country's mutual understanding regarding to the public perspective in tourism sector. Besides the cooperation occurred, some policies are applied in order to create rules and regulation regarding tourism. Hence, the following explanation will be figured Indonesia tourism policy.

### 3. 2 Indonesia Tourism Ministry

According to Goeldner and Ritchie defines tourism policy as follow:

*"Tourism policy can be defined as a set of regulation, rule and guide line, directive and development or promotion objective and strategies that provide a framework within which the collective and individual decision directly affecting long-term tourist development and the daily activities within a destination are taken". (Charles R. Goeldner, 2009)*

In accordance with the explanation before, Paul S. Biederman on his book *Travel and Tourism: An Industry Primer*, append social aspect through the tourism policy, as follow:

*"A tourism policy defines the direction or course of actions that a particular country, region, locality, or an individual destination plans to take when developing or promoting tourism. The key principle for any tourism policy is that it should ensure that the nation, region or locality would benefit to the maximum extent possible from the economic and social contribution of tourism. The ultimate objective of tourism policy is to improve the progress of the nation (region or locality) and the lives of its culture". (Biederman, 2008)*

Based on explanation above tourism policy are entire regulation, strategy, and target of development or promoting tourism as a guide to take decision in short-term or long-term. These

policies should provide the assurance that the main purposes are to create society who live in the tourism destinations, gain maximum advantage from the involvement of tourism in the field of social and economic in terms of furtherance, prosperity and quality of life.

### 3.2.1 *Republic of Indonesia Law Number 10 Year 2009*

Indonesia tourism policy reflected in the Law of the Republic of Indonesia Number 10 the Year 2009. The law consists of several provisions that related through tourism issue in Indonesia such as the principles of tourism operations, determination of regional tourist attraction, rights, obligations, and prohibitions for the visitors. It consists of 17 chapters with 70 articles which generally explain all about tourism development in Indonesia. In the first chapter, consist of general provision which is explanation through the tourism such as; what is tourism, tourism destination, business of tourism, tourism Ministry. In the second chapter, consist of principle, function, and purposes through the tourism. Purposes of tourism itself such as; to preserve environment, nature, and resources, develop a culture. Increase country image, and tighten relations between countries throughout the world. (Indonesia G. o., 2017)

In the third chapter, consist of implementation principle through tourism which is to uphold the human right, uphold the norm of religion and cultures, welfare of society, and to preserve the environment. In the fourth chapter, consist of tourism development which is implemented based on developing tourism, consider in uniqueness, diversity, culture, nature and society requirement to travel. In the fifth chapter, consist of strategy area that develop to participate in establish unity nation, and consider in the field of culture, social, religion of local society. In the sixth chapter, consist of tourism effort such as; attracting tourists' area, accessibilities, food and beverage. In the seventh chapter, consist of; rights, obligation, and interdiction. In line with explanation before, every society or tourists have rights to get opportunities through tourism, tourism business, deserve best service through tourism, and protection of individual rights. (Indonesia G. o., 2017) In accordance with explanation before, as a government compulsory to set information, law protection, security through tourist, protect and preserve the tourism destination that can attract tourists visit to that place also every tourists that visit to destination area obligated to preserve the environment, respect to local society, tradition, culture, and local norms. (Indonesia G. o., 2017)

Furthermore, entire tourist prohibited to damage the environment or tourism attractiveness such as; prohibited to change the color, shape, damage the environment, and damage the species. In eight and nine chapter, consist of authority and coordination of government and local government. The authority of government and local government through the tourism such as; coordinate in tourism development, implement the international coordination based on law provision, protect the environment, supervised the tourism implementation and budget allocation through tourism. In order to increase tourism implementation, government coordinate cross sector strategies based on policy, program and activities of tourism. Cross sector related to the immigration, security, transportation, and promotion. (Indonesia G. o., 2017)

In chapter tenth, consist of promotion institution Indonesia tourism. In this chapter government build some group in order to manage entire activities through promotion of tourism. Promotion of tourism reflected on law and policy, also has

function to increase image of Indonesia tourism, increase the number of foreign tourism and foreign exchange, and research of business development. (Indonesia G. o., 2017) In the eleventh chapter, consist of industry consolidation Indonesia tourism. The function of industry consolidation Indonesia tourism, is to support development of comparative business tourism which has member; tourism entrepreneur, tourism association, and tourism profession. (Indonesia G. o., 2017) In the twelve chapters, consist of training of human resources, standardization, certification and labor. Government establishes human resources training through tourism reflected on tourism law. The standardization and certification related to the labor obligated to have standard competence and competence certification implement by institution that has been get license based on law. (Indonesia G. o., 2017) Tourism entrepreneur can employ foreign labor based on law and foreign labor should have recommendation for association organization of tourism professional worker. (Indonesia G. o., 2017)

In the thirteenth chapter, consist of budget. Tourism budgeting is shared of responsibility between; government, local government, entrepreneur, and society. Principle of efficiency, transparency, and public accountabilities are the implementation of tourism budgeting. Local government allocated half of income to preserve nature and culture. In the fourteenth chapter, consist of administrative sanction which are; verbal and writing warning. In the fifteenth chapter, consist of punishment provision, entire tourists that damage the tourist area or environment has the punishment in the form of imprisonment and fines. In the sixteenth chapter, consist of transition compulsory and the last chapter consist of occlusion. (Indonesia G. o., 2017) The implementation of this law which should have been set within the period of two years since the act was enacted.

In accordance with the Law of the Republic of Indonesia Number 10 Year 2009, Indonesian Government shows seriousness in promoting its tourism to international stage by implementing its rules and regulations. According to the interview result with Indonesia Tourism Ministry officers, the seriousness of Indonesian Government is needed in order to increase awareness and attract foreign tourist so that it could increase foreign incoming tourists which in the perspective of economy, it will lead to the increasing of national devise income. Besides, the more incoming tourists will create more competitiveness in tourism sector within the country. This competitiveness then leads into the development in the field of tourism, such as the concern of tourism infrastructures and facilitation in many tourism destinations in Indonesia that is going to be developed. For the domestic society, it could create the new job vacancy so that in the end it will decrease the number of unemployment in Indonesia.

Furthermore, that explanation above is seen as a form of public diplomacy in which Indonesia has objective to the mutual understanding in a significant way through tourism promotion. Indonesia is also pursuing national interest which is gaining nation branding. Thus, the result of the national interest when it has been achieved is the increasing of people's awareness towards Indonesian tourism and its increasing number of incoming tourists. Other policies are released is the Precedential Decree Republic of Indonesia Number 69 Year 2015 regarding Free Visa.



### 3.2.2 Free Visa

Free visa reflected on Presidential Decree Republic of Indonesia Number 69 Year 2015. (Presidential Decree Republic of Indonesia, 2017) Free visa has purpose to facilitate foreign tourist visit to Indonesia, give positive impact through national development and economic development.

*"Visa policies are among the most important governmental policies influencing international tourism..... A great deal of progress has been made in travel facilitation, which contributes to the remarkable growth of the tourism sector".* (World Tourism Organization (UNWTO), 2017)

Furthermore, free visa consists of nine articles, which is; first, foreigner capable visit to Indonesia in order to self-development, recreation, understanding about uniqueness of culture in provisional term. (Indonesia G. o., 2017) Second, free visa given to foreigner from certain country and government administrative region with regard to the principle of reciprocity and benefits. Third, foreigners extricable from obligation to have visitors' visa visit to Indonesia in order to travel. Next, foreigners licensed to stay in Indonesia within 30 days. Fifth, based on law regulation, foreigners obligated to have visitor's visa, in order to do an activity except to travel. Sixth, foreigners extricable from obligation to have visitor's visa in order to do government duties, education, culture social, tourism, business, family, journalism, or just transit. Then, provision reference to immigration inspection based on Ministry Decree. Eight, since this Presidential Decree occurred, Presidential Decree Number. 18 Year 2003 about free visa concise visit has changed, last of Presidential Decree Number 43 Year 2011 about Three Alteration based provision of President Number. 18 Year 2003, then declared invalid. And the last this Presidential Decree implemented since June, 2015 in order to ascertainable from entire society. (Indonesia G. o., 2017)

Indonesia's Visa Free Facility has given for Japan according to Presidential Decree Number 21 Year 2016 regarding "Short Visa Free Facilitation". (Global Business Indonesia Guide, 2017) Presidential Decree Number 21 Year 2016 about Alteration of Presidential Decree. Presidential Decree Number 104 Year 2015 about Free Visa, implemented on 2 March 2016. This Presidential Decree adding number of country free visa, totally the number of free visa country is 169 countries. Free visa policy expected can increase the number of foreign tourists visit to Indonesia. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) Another presidential decree has strengthened the Indonesia Tourism Ministry strategy. Presidential Decree Republic of Indonesia Number 105 Year 2015 regarding Foreign Yacht Visit to Indonesia plays role in upholding the rules and regulation related to yacht visit. It will be explained more below.

### 3.2.3 CAIT

CAIT (Clearance Approval for Indonesian Territory), reflected on Presidential Decree Number 105 Year 2015 about "Visitor's Foreigner Yacht to Indonesia". (Presidential Decree Republic of Indonesia, 2017) These decrees consist of 14 articles which are: yacht is air transportation with foreign flag that used by tourist in order to travel or vied. Port of turn in or port of turnout is port that provision as placed for yacht in and out. Second, yacht also merchant marine, passenger and goods in order to travel admit for foreigners easily visit through immigration. Third, turn in and turn out of yacht based on port that provision in this Presidential Decree. (Presidential Decree Republic of Indonesia, 2017) Next, merchant marine or passengers permitted to stay based on provision of regulation

law such as; free visa. Fifth, yacht and merchant marine obligated to quarantine inspection. Sixth, port inspection occurred in port of entry and out. Then, yacht, merchant marine, passengers, and goods that will turn out of port obligated to abreast the regulations. (Presidential Decree Republic of Indonesia, 2017)

Furthermore, yacht that executes tourism in Indonesia prohibited to commercialization or rented to others parties. Nine, in order of yacht's welfare, Center Government develop observing system. Next, in order to increase the number of yacht visitors, Local Government supported facilitate of yacht. (Presidential Decree Republic of Indonesia, 2017) In line with explanation before, government coordinate with related institutions in order to assured the effectiveness of this Presidential Decree implementation. Twelve, Ministry of Communication has Decree in order to constitute further law of regulation about yacht. Thirteen, since occur this Presidential Decree, Presidential Decree Number 79 Year 2017 about Yacht Visit to Indonesia has alteration into Presidential Decree Number 180-year 2014 about Alteration of Presidential Decree Number 79 Year 2011 about Yacht Visit to Indonesia (Paper of Republic of Indonesia Year 2014 Number 384) declared invalid. The last is, the regulation is reflected in this Presidential Decree in order to society knowing this regulation. (Presidential Decree Republic of Indonesia, 2017) Previously, yacht that visit to Indonesia obligated to arrange license or CAIT while two weeks. Related to that issue, arrangement of CAIT shortened into an hour, it has been practiced by neighbor country. (Kementerian Pariwisata Republik Indonesia, 2017)

In line with explanation before, commitment of Joko Widodo as President of Republic Indonesia to prioritize through tourism as a leading sector proved in Presidential Decree Number 105 Year 2015 about Yacht Visit to Indonesia that abolition of CAIT and temporary import. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) According to Indonesia Tourism Ministry, Arief Yahya he stated that the Presidential Decree facilitate yacht visit to Indonesia in order to manage the document CIQP (Custom, Immigration, Quarantine, Port) in 18 ports. This policy is expected can increase the number of yacht visitors to Indonesia in 2019 up to 5,000 yachts in 2019 hence foreign exchange USD 500 million. (Kementerian Pariwisata Republik Indonesia, 2017)

Indonesia Tourism Ministry, Arief Yahya, explained the promotion of marine tourism receive additional supported by establishing the Ministry of Communication Decree Number 121 Year 2015 about provision of facilitate through tourists utilize cruise with foreign flag. With this regulation of cabotage for foreign cruise invalid, the result foreign cruise permit to carry and drop of passengers at fifth ports in Indonesia such as; Tanjung Priok port in North Jakarta, Tanjung Perak port in East Java, Belawan port in North Sumatra, Soekarno-Hatta port in Makassar, dan Benoa port in Bali. (Kementerian Pariwisata Republik Indonesia, 2017)

#### 3.2.4 *Cabotage Cruise*

Cabotage is principle which gives the right to operate commercially in a country through transport enterprise in that country exclusively. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) This means the cruise permit to carrying and dropping of passengers in Indonesia with Indonesia flag. Revocation of that principle, nowadays foreign cruise permit to carrying tourists in

a country port in order to travel in fifth ports in Indonesia such as; Tanjung Priok port in North Jakarta, Tanjung Perak port in East Java, Belawan port in North Sumatra, Soekarno-Hatta port in Makassar, and Benoa port in Bali. This regulation offers positive impact for the future. Previously foreign tourist permit took a ride from neighbor country which is Singapore. (Kementerian Pariwisata Republik Indonesia, 2017) Besides implementing policy, Indonesian Government also has strategies specifically regarding to its tourism which will be presented through strategic planning and master plan below.

### 3.3 Indonesia Tourism Development Planning

This sub chapter will focus on National Long-term Development Plan (*Rencana Pembangunan Jangka Panjang Nasional* - RPJPN), (Kementerian Pariwisata Republik Indonesia, 2017) and National Tourism Development Master Plan (*Rencana Induk Pembangunan Kepariwisata Nasional* - RIPPARNAS). (Kementerian Pariwisata Republik Indonesia, 2017) Those strategies are implemented by Indonesia Tourism Policy that has been deregulated by Arief Yahya as the Indonesia Tourism Ministry. (Ms. Entin Hartini as Assistant Deputy Director, 2017)

#### 3.3.1 RPJPN

RPJPN has four phase of strategic development plan which are; National Medium-term Development Plan 2005-2009, National Development Medium-term Plan 2010-2014, National Medium-term Development Plan 2015-2019, and National Medium-term Development Plan 2020-2024. (Ms. Entin Hartini as Assistant Deputy Director, 2017) In this chapter, the researcher will be focusing on National Development Medium-term Plan 2010-2014 and National Medium-term Development Plan 2015-2019 because the limitation of this research will be narrowed from 2014 until 2016. National Development Medium-term Plan 2010-2014 has vision, mission and program action. According to President Susilo Bambang Yudhiono the vision is "The Actualization of Indonesia that Prosperous, Democracy, and Justice". (Government of Indonesia, 2017) Prosperous means, in effort to increase the welfare of society through the economic sector based on the competitive, wealth of natural and human resources, and national culture. Democracy means, in effort to develop democratic society, cultured, uphold the responsibility of right. Next, justice means to create development that fair and apportionment in order to have win-win solution and against the poverty. (Government of Indonesia, 2017)

The mission period 2010-2014 is the effort to achieve Indonesia vision year 2014. Mission period 2010-2014 directed to Indonesia actualized more welfare, secure, and peace also as the strengthen foundation for Indonesia that fair and democracy. The efforts of realization Indonesia vision year 2014, will explain in form government mission period 2010-2014 as follows: (Government of Indonesia, 2017) First, continued development to achieve prosperous Indonesia, related to the welfare of society, economic, food security, energy security, technology, and preserve environment. Second, strengthening the democracy pillars which related to the culture, human rights, institutional capacity building and lead to the establishment of public order. Third, strengthening the fair dimension in all sectors which related to the

reduction of income discrepancy and gap between regions and gender. (Government of Indonesia, 2017)

In effort to realizing the vision and mission of national development year 2009-2014 determine fifth main major agenda of national development year 2009-2014, such as; economic development and increasing welfare of society, enhancing good governance, enforcement pillar of democracy, law enforcement and anti-corruption also inclusive and equitable development. (Government of Indonesia, 2017) Government's vision and mission year 2009-2014 require be formulating and explaining into a number of priority programs that can be easily implemented and measured levels of successes. Eleventh of National Priority has purposes related to the challenges that faced by the nation in the future. In addition, beside the eleventh of national priority also has other priority which is in the fields of politics, law and security, in the economic field, and in the field of public welfare. In line with explanation before, tourism sector included of public welfare sector, that expected can increase the number of local and foreign tourists visit to Indonesia. There were several efforts in order to promote through tourism such as; increase the quality of tourism which is transportation, increase the quality of tourism destination, apply a creative and effective advertisement. (Government of Indonesia, 2017)

Furthermore, Indonesia Tourism Ministry has arranged Destination Development Strategic Plan and Tourism Industry Year 2015-2019 (Strategic Plan, *Pengembangan Destinasi dan Industri Pariwisata* - PDIP 2015-2019) which the contains are; General Condition, Potential and Problems, Vision, Mission, Goals, Objectives and Policy Direction and Destination Development Strategic Plan and Tourism Industry Year 2015-2019 as an effort to provide information that is accountable and reliable related to the programs and actions in order to achieve a targets and goals of national tourism development 2015-2019. (Kementerian Pariwisata Republik Indonesia, 2017) According to United Nations World Tourism Organizations (UNWTO), tourism plays a significant role to develop a country, increase prosperity for society, and also as a leading sector. Increasing of destination and investment tourism, make tourism as a key factor in export earnings, job creation, business development and infrastructure. (Kementerian Pariwisata Republik Indonesia, 2017)

In line with explanation before, Indonesia has potential and problem through the tourism, in potential side Indonesia has; natural resources, tourism priorities, competitiveness price, human resources, welfare and security. Meanwhile, Indonesia also face the problem through tourism which are; tourism infrastructure, ICT infrastructure, cleanness, hygiene, accessibilities (connectivity, seat capacity, and direct flight), regulation (yacht, visa, excise tax). (Kementerian Pariwisata Republik Indonesia, 2017) Furthermore in strategic plan also have vision, mission, purposes and strategic target. The vision of National Medium-term Development Plan 2015-2019 is "Actualizing Indonesia that Sovereign, Self, and Personality based on Mutual Assistance". (Kementerian Pariwisata Republik Indonesia, 2017) These are several efforts to achieve the vision

through seventh of the National Development Mission 2015 -2019, such as: (a) create national security that capable to protect territorial sovereignty, sustain economic independence by prosecute maritime resources, and reflecting Indonesia's personality as an archipelago country, (b) create welfare society, equality, and democracy based on country law, (c) create foreign policy free-active and strengthen personality as a maritime country, (d) create quality of life through Indonesia society that high, advance, and prosperous, (e) create competitive nation, (f) create Indonesia as a maritime country that independent, advance, forceful, and based on national interest, the last is (g) create society personality through culture. (Kementerian Pariwisata Republik Indonesia, 2017)

Then, that vision was further described in Missions of RPJMN year 2015-2019 such as; (a) increase quality and quantity of tourism destination that competitiveness in International market, (b) create tourism industry that capable to implement national economic, so Indonesia can be independent, and developed with other Asian nation, (c) strategies of marketing through Indonesia tourism destination that effective, efficient, and responsible, intensive, innovative, and capable to achieve maximum productivity and the last is (d) develop tourism institution and manage tourism that capable to synergize tourism destination development, tourism marketing, and tourism industry as professional, effective, efficient, and achieve maximum productivity. (Kementerian Pariwisata Republik Indonesia, 2017) The purpose of RPJMN 2015-2019 are to increase the quality and quantity of tourism destination that can compete in International market, realizing Tourism industry that capable to implement through national economic, implement the marketing tourism that effective, efficient and innovative also develop the tourism institution. (Kementerian Pariwisata Republik Indonesia, 2017)

Policy direction and development strategy of Destinations and Industry tourism reflected on Presidential Decree Number.2 Year 2015 about RPJMN Year 2015-2019, consist of: development tourism destination to increase the traction tourist area that can compete in a country and in a foreign country, development of tourism industry to increase the participation of local business through national tourism industry in order to increase diversity and compete in product and service through national tourism in entire tourism destination. (Kementerian Pariwisata Republik Indonesia, 2017)

### 3.3.2 RIPPARNAS

RIPPARNAS (*Rencana Induk Pembangunan Kepariwisataaan Nasional*) known as National Tourism Development Master Plan. Policy and strategy of destination development and tourism industry reflected on Law Number 10 Year 2009 regarding Tourism and Government Regulation Number 50 Year 2011 regarding RIPPARNAS year 2010- 2025. (MENTERI HUKUM DAN HAK ASASI MANUSIA, 2017) The national tourism development consists of four pillars of development, such as: (1) tourism destinations; (2) tourism Industry; (3) tourism marketing; and (4) tourism Institutional. (Kementerian Pariwisata Republik Indonesia, 2017)

In the context of policy and strategy of destination development and tourism industry, the development of national tourism destinations (*Destinasi Pariwisata Nasional* - DPN) such as: (a). develop DPN areas; (b) develop a tourist attraction; (c) develop tourism accessibility; (d) develop public infrastructure, public facilities and tourism facilities; (e) society empowerment through tourism; and (f) develop tourism investment. (Kementerian Pariwisata Republik Indonesia, 2017) Reflected on the policy and strategy of tourism destination development is integrated and systematic in efforts of all components through tourism destinations in order to create and improve quality of product and service that capable to make tourists easily to actuate through tourism destination. (Kementerian Pariwisata Republik Indonesia, 2017)

Meanwhile in national tourism industry development such as: (a) strengthen the structure of tourism industry; (b) increase the competitiveness of tourism product; (c) develop a tourism business partnership; (d) create business integrity; and (e) develop the environmental responsibility. (Kementerian Pariwisata Republik Indonesia, 2017) In accordance with the policy and strategy of the tourism industry development is an integrated and systematic in efforts to enhance the tourism industry structure, improving the competitiveness of tourism products, strengthening the tourism business partnership, create business integrity, and development of environmental responsibility. (Kementerian Pariwisata Republik Indonesia, 2017)

Furthermore, Minister of Tourism and Creative Economy (*Menteri Pariwisata dan Ekonomi Kreatif - Menparekraf*), explained the vision of tourism, that focus to create Indonesia as direction tourism destination throughout the world, competitive, and sustainable. In effort to achieve this vision is increase competitiveness tourism product, develop competitiveness, integrated and sustainable promotion also institution and human resources development. (Kementerian Pariwisata Republik Indonesia, 2017) There are three main factors that has priorities through Indonesia tourism development in the future, such as develop tourist's destination, develop culture tourism, nature tourism and ecotourism, recreation and sport tourism, cruises, culinary, shopping, health and wellness tourism, convention tourism, and MICE (meeting, incentive, exhibitions and events). (Kementerian Pariwisata Indonesia, 2017)

In accordance with RIPPARNAS, Menparekraf emphasize the significant of cross sector coordination in order to develop tourism, especially with local government, consider that development tourism have been in region. Expected, entire region can develop tourism sector, capable to commence tourism development with determine Regional Tourism Development Master Plan (*Rencana Induk Pembangunan Kepariwisata Daerah - RIPPARDA*) that refer to RIPPARNAS. Nationally, destination development will be focussed on 16 National Tourism Strategic Area (*Kawasan Strategis Pariwisata Nasional (KSPN)*), which is related to the rural tourism, society recreation center, tourism market, creative zone, tourist's attraction and also cooperate and partnership. (Kementerian Pariwisata Republik Indonesia, 2017)



#### **4. The Implementation of Indonesia's Public Diplomacy in Promoting "Wonderful Indonesia" As A Nation Branding on Attracting Japanese Tourists**

Public diplomacy according to Mark Leonard, defines as a way to build relations by an understanding generally requirements, culture, society and also about the communication of perspective, provide good reason for the different perception in International society, to figure out how to create same perspective among governments. (Conrad, 2017) Public diplomacy also aims to attract public opinion or a leader opinion from other countries in achieving the goal of foreign policy. (Manheim, Strategic Public Diplomacy: The Evolution of Influence, 1990) Indonesia tourism ministry is trying to increase the reputation of Indonesia by promoting Indonesia tourism throughout the world. (Kementarian Pariwisata Indonesia, 2017) Indonesian Tourism Ministry in this study is seen as the actor who coordinates the public diplomacy through the branding of Wonderful Indonesia. It is conducted in order to build relations with international actors as an understanding and communication of perspective in terms of tourism realm. For specific case, Indonesia and Japan have bilateral relations in the field of tourism and this tourism activity attracts public opinion in international stage.

Public diplomacy has many forms of implementation, for instance, the government provides sponsor programs in the field of education, culture, and programs information, exchange residents, radio, and television. Those sponsor programs purposes to promote national interest of a country through understanding, informing, and influencing foreign society. (Chahine, PUBLIC DIPLOMACY: A CONCEPTUAL FRAMEWORK, 2017) Indonesia government uses public diplomacy as a tool to communicate with foreign audience in order to achieve national interest and foreign goals. (Melissen, 2005) In this study, Indonesian Government through Wonderful Indonesia is trying to attract public awareness and create some perspectives on how people in international stage seeing Indonesia as a country that should be visited. Furthermore, the image brought by international stage from the implementation of Wonderful Indonesia could be categorized as nation branding. Wonderful Indonesia is brand of Indonesia in which promoting the country in order to attract foreign tourists, Japanese tourists particularly, coming to the country. This nation branding gained by Indonesian Government is part of public diplomacy effort.

Regarding to Japan, Indonesia has bilateral relations with Japan in the field of joint cooperation in tourism sector. By having joint announcement cooperation, it is expected to create advantages for both countries. (Ministry of Foreign Affairs Republic of Indonesia, 2017) Moreover, Indonesia has reach prosperity of nature, environment, culture, and manmade tourism that can promote to foreign country, especially Japan. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

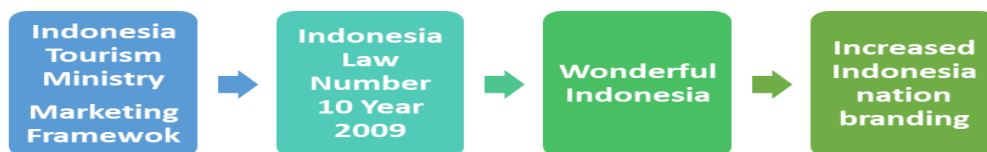
In line with explanation before, nation branding refers to the strategy and tools for nation state. (ilanen, 2009) According to Gyorgy Szondi, nation branding as a part of public diplomacy and it is the implementation of public diplomacy. (Szondi, 2017) Furthermore, nation branding, is expected can fix up the bad images in foreign country. Supported by explanation before, nation branding can be implemented as a tool of communication in the field of diplomacy public. Nation branding can be utilized as a tool in pursuing foreign policy in order to create a faster response towards the awareness of national issue and position of country on a particular problem. (Szondi, 2017)

Through this chapter, the researcher will emphasize that nation branding as part of public diplomacy. (Szondi, 2017) Based on Anholt's concept, public diplomacy is implemented by considering its strategy, substance implementation, action and result of the effort. Thus, this chapter will use Anholt's concept to analyse how did Indonesia implement its public diplomacy on attracting Japanese tourists through the marketing framework created by Indonesia Tourism Ministry. The figure of Anholt's nation branding concept is presented below.



**Figure 4.1** Anholt's nation branding framework (Anholt, 2011)

The figure above shows Simon Anholt nation branding framework which will explain about strategy, substance, symbol action, and increased reputation of a nation. First, Simon Anholt defines the strategy in order to get nation branding which a nation is and where it stands today (both in reality and according to internal and external perceptions); through that knowledge, a nation will decide what they purpose and how to achieve that purpose. (Anholt, Place Branding and Public Diplomacy., 2008) A nation should know their own identity before they present throughout the world, then they can decide their purpose and decided on how to achieve their purpose. Substance is the implementation of that strategy. (Anholt, Identity, Image and Reputation, 2010)



**Figure 4.2** The implementation of Anholt's concept towards Indonesia tourism (constructed by researcher)

According to the Anholt's concept above, Indonesia Tourism Ministry has strategy to optimize the spreading of tourism promotion in getting attention and building nation branding through its marketing framework. The marketing framework consists of DOT (Destination, Origin, and Time), BAS (Branding, Advertising, Selling), POSE (Paid Media, Owned Media, Social Media, Endorser and/or influencer). It is created by Indonesia Tourism Ministry as several approaches concern on marketing, promotion and media.

Based on the Indonesia Marketing Framework that has been explained generally above, presents Indonesia tourism identity as a form of communication perspective through its effort of promotion to the international society and Japanese in particular. Recognizing the identity is crucial part before Indonesia is going to promote its national branding throughout Japan.

The implementation of the strategy is called as substance. In this study, the substance is more focus on the field of tourism policy. Regarding to tourism policy, Indonesian Government has implemented policy regarding to the principles, rules and regulation concerning on tourism sector which is The Republic of Indonesia Law Number 10 Year 2009. It consists of 17 chapters explaining more about tourism purposes, principles, functions, preservation, strategy, tourism effort, promotion, industry, administrative sanction, and transition compulsory. Hence, the rules, regulation and principles that are contained in the chapters of the Law above show what Indonesian Government wants to achieve in the concern of tourism and how is it going to pursue any goals related to Indonesia and Japan tourism bilateral cooperation.

Strategy and substance are related to each other which aim to increase reputation of a nation. (Anholt, Policy advisor, Superbrands: What is a Nation Brand?, 2002) Symbol action is the type of action that has strong communication in explains national stories. (Anholt, Identity, Image and Reputation, 2010) In this study, the symbol action refers to Wonderful Indonesia as strong branding that could become a tool of communication to attract international actors in the effort of increasing incoming tourist, particularly from Japan. Wonderful Indonesia is classified as an action to promote and present national stories such as maritime tourism, food, culture, entertainment, art, custom, technology, transportation, sports, adventure and other explorations.

When all three components above are met, a country's reputation will be improved and the international actors will recognize it as positive image. Image is seen as the reputation that each government in this world would like to address. In order to improve its reputation, Indonesia will conduct a sequence of nation branding concept. The public opinion leads reputation. In this study, Indonesia tried to improve the reputation in tourism sector towards Japanese so that the Japanese are attracted in visiting Indonesia. The increasing reputation then will lead the increasing number of Japan tourists coming to Indonesia. Theoretical framework may enable the researcher to specify which key variables influence a phenomenon (Asher, 1983), and will help the researcher to answer the research question.

#### 4. 1 Strategy on Indonesia Marketing Framework

According to Anholt's concept, the strategy is needed to create an increasing of reputation in a nation. (Anholt, Identity, Image and Reputation, 2010) For Indonesia, the increasing of reputation means the increasing of nation branding. Through this sub chapter the researcher will analyse about important strategy based on Indonesia Tourism Ministry in order to attract foreign tourist visit to Indonesia. Through this point, the researcher will explain about the strategy of Marketing Framework created by Indonesia Tourism Ministry. The implementation based in the field of tourism is the substance that can bring to the development that desired.

This issue focuses on Indonesia and Japan relation regarding tourism. So, in here the researcher will analyze how marketing framework that has been figured above executed by actors who play role in supporting Indonesia tourism, which are; Indonesia Tourism Ministry, stakeholder, and society. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) The strategy created by Indonesia Tourism Ministry can be seen in marketing framework. Marketing framework is divided into three part which are; marketing, promotion, and media. (Kementerian Pariwisata Republik Indonesia, 2017) First, in marketing strategy has DOT (Destination, Origin, and Time). In Destination itself, Indonesia tourism ministry tried to attract Japanese tourists to visit to Indonesia by providing the prosperities of cultural and natural resources seeing Indonesia as an archipelago country that has many potential islands and reliable tourism destinations.

Furthermore, Indonesia Tourism Ministry also concern about the accessibilities for Japanese tourists in order to reach the tourism destination by air transportation, land transportation, and sea transportation. (Kementerian Pariwisata Republik Indonesia, 2017) In air transportation, Indonesia tourism ministry cooperates with airlines which are Garuda Indonesia, Air Asia, Esque, and Jet Star. (Ms. Entin Hartini as Assistant Deputy Director, 2017) In line with explanation before, the purpose of join with airlines is to facilitate Japanese tourist in the field of transportation, for example there is direct flight from Denpasar to Tokyo and vice versa, also Jakarta to Osaka and vice versa. (Ms. Entin Hartini as Assistant Deputy Director, 2017)

Then in amenities Indonesia Tourism Ministry provides services for Japanese tourists in all requirements during stay or visit to a tourist's destination, such as hotels, motels, restaurants, bars, discotheques, cafes, shopping centre, and souvenir shop. (Kementerian Pariwisata Republik Indonesia, 2017) Meanwhile in the field of origin divided into two categories such as foreign tourist (country of origin) and local tourists (province on origin). Origin in here means that foreign country focused on fifth market Asia Pacific such as; Singapore, Malaysia, Australia, China and Japan. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) And the last but not least in time approaches it is means market seasonality (peak and off-peak seasons). Time in here means that Japanese tourist's arrival in Indonesia (Kementerian Pariwisata Republik Indonesia,

2017) In the marketing strategy which is DOT, will attract Japanese tourists by the Indonesia prosperities such as in natural or cultural tourism also depend on the accessibilities that can provide Japanese tourists visit to some places in Indonesia through tourism and view the amenities of local society that also can attract Japanese tourists in visiting Indonesia. Japanese tourists visit to Indonesia have purpose in order to travel or doing some business, which held on peak season and off-peak season. Meanwhile, beside the foreign tourist, local tourist also can visit to Indonesia in order to trip or doing some business.

Furthermore, second strategy is BAS (Branding, Advertising, and Selling). In 2008 until 2014 branding play a role 20% through the promotion of tourism, advertising play a role 30% through the promotion of tourism, and selling play a role 50% through the promotion of tourism, but those percentage was changed in 2015 which is, branding play a role 50% through the promotion of tourism, advertising play a role 20% through the promotion of tourism, and selling play a role 30% through the promotion of tourism. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

In line with explanation before, those percentage was changed because based on the marketing concept in awareness, interest, desire, action (AIDA), Indonesia tourism ministry consider the verification of effectiveness and promotion toward country focused on main market, including Japan need to increase. Therefore, since 2015 Indonesia Tourism Ministry increased the budget in the field of awareness and branding activities through "Wonderful Indonesia" with an allocation 50% from the total of budget. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

Furthermore, Indonesia tourism ministry focused on branding Wonderful Indonesia in Japan. Japanese tourists could see and aware the branding placement of Wonderful Indonesia in several placements such as website, social media, television, magazine, newspaper, festival, and family trip. (Kementerian Pariwisata Republik Indonesia, 2017) Accordance with explanation before, family trip from Japan that visit to Indonesia, contributes to introduce and promote Indonesian tourism to Japan society, and the results of the visit in the form of news about Indonesia tourism that will be published or aired on family trip media participants could gain benefit, so Japanese tourists also will know more the information of Indonesia through tourism. (Ms. Entin Hartini as Assistant Deputy Director, 2017)

Moreover, Japanese tourists also will know the product and event that held by wonderful Indonesia in their country by the advertising of wonderful that publication in international event and cross border event. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) then for the selling itself, Indonesia tourism ministry held the tourism exhibition (travel) in prime market, sales mission in prime market and cooperation hardselling with airlines and wholesalers, and also held the Indonesia festival in Japan cooperate with VITO. (Ms. Entin Hartini as Assistant Deputy Director, 2017)

Furthermore, the next strategy that implemented by Indonesia Tourism Ministry is POSE. The Deputy of International Tourism Marketing invites media from Japan in order to visit to Indonesia for an event of Wonderful Indonesia. The result of that event will be spread to all society in Japan, and also will be submitted to the Indonesia tourism ministry office. (Ms. Entin Hartini as Assistant Deputy Director, 2017) Then be processed into news and as the files of activities through tourism that held in Indonesia, for the example implementation of paid media such as; Google, YouTube, also CNN. (Ms. Entin Hartini as Assistant Deputy Director, 2017) Next, marketing framework that is being implemented by Indonesia Tourism Ministry is Owned Media. It executes the promotion of Wonderful Indonesia in Japan by website, social channels, blog, signage, and sales guarantee.

Promotion Wonderful Indonesia that held in Japan need preparation, in here owned media play a role in order to update all the information about that event every time, before and after the event held. (Kementerian Pariwisata Republik Indonesia, 2017) The implementation of Owned Media approaches is [www.Indonesia.travel](http://www.Indonesia.travel). Next, an actor of Wonderful Indonesia is stakeholder. In here stakeholder also has the strategy in order to promote Wonderful Indonesia through Japan society. In stakeholder itself have several types such as; digital tourism (e-tourism), joint promo airlines, branding, and VITO. Meanwhile, in the field of society there are endorsers or influencer.

Digital tourism (e-tourism) in here is the placement of logo Wonderful Indonesia in media online, social media advertisement, and mobile apps. (Kementerian Pariwisata Republik Indonesia, 2017) The purpose of the placement Wonderful Indonesia in social media advertisement is in order to increase awareness of Japan society and to attract Japanese tourists visit to Indonesia. Japan society will know the placement of logo Wonderful Indonesia in YouTube, Google, trip advisor, Baidu, Qunar.com, and E-Trip. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) Moreover, Japan society also can download application of Wonderful Indonesia in their Smartphone in order to know more information about Indonesia tourism easier and also to make awareness of foreign tourist about Wonderful Indonesia and also can attract foreign tourist visit to Indonesia. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) Joint promo airlines strategy has purpose in order to facilitate Japanese tourists visit to Indonesia a lot of demand transportation depend on tourism activities because of the distance and time that greatly affect the desire of someone to travel. (Kementerian Pariwisata Republik Indonesia, 2017)

Transportation facilitates the travel of tourists from Japan into tourism destinations in Indonesia although travel in the territory of tourism destination related to the motivation of tourism arrival. In this point, Indonesia airlines cooperated with foreign country to flight directly from origin country of tourist into abroad. (Kementerian Pariwisata Republik Indonesia, 2017) Joint promo airlines as the one important strategy on attracting Foreign tourist visit to Indonesia because it can facilitate Japanese tourists visit to Indonesia such as direct flight or without transit in a country which from Denpasar to Tokyo and vice versa, also Jakarta to Osaka and vice versa. (Ms. Entin Hartini as Assistant Deputy Director, 2017) In here Indonesia tourism ministry cooperate with some airlines such as; Air Asia, Garuda, And Jet Star. (Ms. Entin Hartini as Assistant Deputy Director, 2017) Those airlines provide direct flight from a country to another country without transit.

Furthermore, the next strategy is VITO. VITO is representative (point of contact) Indonesia tourism ministry in implementing activities of Indonesian tourism in Japan within the task is conducting the promotion of Indonesia in the field of fundraising analysis market data, sales promotion, public relations and distribution of tourism information. (Ms. Entin Hartini as Assistant Deputy Director, 2017) In line with explanation before, the task of VITO in Japan which is performing significant role in order to promote Indonesia tourism by branding of Wonderful Indonesia. (Indonesia K. P., Menparekraf Menghadiri Rapat Koordinasi Dengan Visit Indonesia Tourism Officer (VITO), 2017) VITO cooperate with Indonesia tourism ministry in order to held event, festival, and exhibition that related to the promoting branding of Wonderful Indonesia, also invite media to give more information about Wonderful Indonesia, see the progress of Indonesia tourism destination and also build networking in the field of airlines, embassies, association and Destination Management Company (DMC). (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

Next strategy is endorser or influencer endorser or influencer has two categorized such as family trip artist, *vlogger*, blogger, and travel writers. Branding of Wonderful Indonesia is used by the society as a representative for foreign country to promote Indonesia tourism. Moreover, Indonesia society also can do the same things. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) For example, as an influencer in trip journey, the photographer took a night sky scenery from Flores, Indonesia. The photo has uploaded to Instagram and it affects people in seeing Indonesia. The influencer's trip above is coming from Tokyo, his name is Masaya. He is an art director and photographer based on Tokyo. One of his pictures of those photos, he captures the one of wonderful Island in Flores, Indonesia. (Masaya, 2017)

#### 4. 2 Substance on Attracting Japanese Tourists Through Policy

According to Anholt's concept of nation branding, substance is the implementation of strategy. (Anholt, Place Branding and Public Diplomacy., 2008) Indonesia Tourism Ministry has substance which refers to the policy reflected on Law Number 10 Year 2009. The policy is providing general requirements through tourism, the function, principle, and purposes, tourism development, right, obligation, and prohibition, coordination, and tourism promotion, principles of tourism operations, determination of regional tourist attraction, rights, obligations, and prohibitions for the visitors. (Indonesia G. o., 2017) It consists of 17 chapters with 70 articles which generally explain all about tourism development in Indonesia. (Kementerian Pariwisata Republik Indonesia, 2017) Based on Anholt's concept, the substance refers to policy. (Anholt, Identity, Image and Reputation, 2010) Hence, the following explanation will be focused on tourism policy consists of rule and target of development or promoting tourism as a guide to take decision in short-term or long-term. These policies should provide the assurance that the main purposes is to create society who live in the tourism destinations, gain maximum advantage from the involvement of tourism in the field of social and economic in terms of furtherance, prosperity and quality of life.

Regarding to the relation Indonesia and Japan, the first chapter could guide general provision of tourism destination for Japan tourist, business of tourism, and Indonesia tourism ministry and relevant institutions. In the second chapter, it explains about the principle, function, and purposes of Indonesia in conducting tourism activities. Purposes of tourism itself such as; to preserve environment, nature, and resources, develop a culture in Indonesia. It could lead to the effort in increasing Indonesia image to Japan, and tighten relations between Indonesia and Japan. The third chapter consists of implementation principle in order to uphold the human rights, uphold the norm of religion and cultures, welfare of society, and to preserve the environment. (Kementerian Pariwisata Republik Indonesia, 2017) Hence, in Indonesia could preserve and develop its quality of tourism sector so that Japan tourists are more attracted to visit. The fourth chapter consists of tourism developments which are considering the uniqueness, diversity, culture, nature, and society requirement to travel. (Kementerian Pariwisata Republik Indonesia, 2017) This concern has been promoted through the existence of Wonderful Indonesia. The fifth chapter consists of strategy area of Indonesia that could develop to participate in establish culture and custom of local society. The sixth chapter, consist of Indonesia tourism effort such as; attracting tourists' area, accessibilities, food and beverage. It will facilitate Japan tourists that are coming to the country since it provides the easier way to enjoy the destinations and spots. In the seventh chapter, it consists of rights, obligation, and interdiction. In line with this chapter, every Japan tourist has rights to get opportunities through tourism, tourism business, deserve best service through tourism, and protection of individual rights. It



stimulates Japan tourists to enjoy and visit Indonesia.

Indonesian Government is compulsory to set information, law protection, and security through tourist, protect and preserve towards Japan tourists. The good protection and development of Indonesia tourism destinations can attract tourists visit to that place. Every tourist coming from Japan can also be contributed to preserve the environment, respect the local society, tradition, culture, and local norms. Furthermore, in this Law, Indonesian Government could emphasize the tourist prohibition in any damage activities towards the environment or tourism attractiveness such as; prohibited to change the colour, shape, damage the environment, and damage the species. (Kementerian Pariwisata Republik Indonesia, 2017) In eight and nine chapter, consist of authority and coordination of government and local government. The authority of government and local government through the tourism such as; coordinate in tourism development, implement the international coordination based on law provision, protect the environment, supervised the tourism implementation and budget allocation through tourism towards the preparation in increasing number of Japan tourists.

In order to enhance the tourism related development, government coordinates together with cross sector strategies based on policy, program and activities of tourism. Cross sector related to the immigration, security, transportation, and promotion. It is easily facilitating Japan tourist to come visiting the country. Chapter tenth consists of promotion institution Indonesia tourism. In this chapter government build some group in order to manage entire activities through promotion of tourism. Promotion of tourism reflected on law and policy, also has function to increase image of Indonesia tourism, increase the number of Japan tourists and devise as well as research of business development. The eleventh chapter consists of industry consolidation Indonesia tourism. The function of industry consolidation Indonesia tourism is to support development of comparative business tourism particularly tourism entrepreneurs associated with Japan. In chapter twelve, consists of training in the field of human resources development, standardization, certification and labour. Indonesian Government establishes human resources training through tourism reflected on tourism law. The standardization and certification related to the labour obligated to have standard competence and competence certification implement by institution that has been get license based on law. Japan could rely on Indonesia in this effort of the development since Indonesian Government is trying to leverage its skills and knowledge of human resources as well as the society ability and capability. The thirteenth chapter, consists of budget. Tourism budgeting is shared of responsibility between government, local government, entrepreneur, and society. The principle of efficiency, transparency, and public accountabilities are the implementation of tourism budgeting, it could gain more trust from Japan Government in increasing the belief on Indonesian Government when Indonesia tourism has come into significant factor influenced its national economic growth.

The fourteenth chapter consists of administrative sanction which are; verbal and writing warning. (Kementerian Pariwisata Republik Indonesia, 2017) Hence, Japan Government could also be aware and prevent their tourists from making mistakes and break the rules. Next, the fifteenth chapter consists of punishment provision, the warning for the entire Japan tourists that damage the tourism destination has the punishment in the form of prison and/or fines. The sixteenth chapter consists of transition compulsory from Indonesian Government towards Japan tourists in particular. The last but not least, chapter seventeen consists of conclusions which summarize all the tourism principles, rules and regulation. The implementation of this law which should have been set within the period of two years

since the act was enacted. The Law Number 10 Year 2009 is an implementation in developing Indonesia tourism as a realization of Indonesia Tourism Ministry Marketing Framework strategy. The implementation is focused on the field of tourism. In accordance with Anholt's concept, this substance of policy Law Number 10 Year 2009 could bring the current situation into the development that desired.

#### 4. 3 *Wonderful Indonesia Symbol Action*

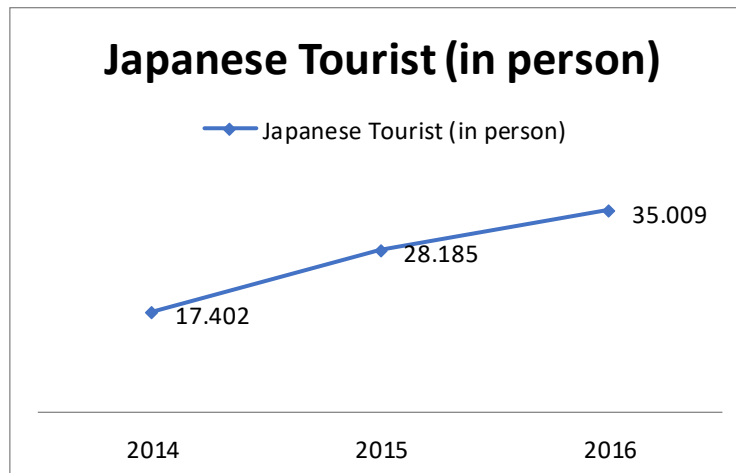
According to Anholt, symbol action is the type of action that has strong communication in explains national stories. (Anholt, Identity, Image and Reputation, 2010) In this issue the symbol action that used by Indonesia Tourism Ministry is branding of Wonderful Indonesia. Wonderful Indonesia as a tool of Indonesia Tourism Ministry on attracting Japanese tourists visits to Indonesia. Based on the marketing concept in Awareness, Interest, Desire, Action (AIDA), Indonesia Tourism Ministry consider the verification of effectiveness and promotion toward country focused on main market, including Japan need to increase. Therefore, since 2015 Indonesia Tourism Ministry increased the budget in the field of awareness and branding activities through "Wonderful Indonesia" with an allocation 50% from the total of budget. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) In accordance with explanation before, the purpose of Wonderful Indonesia is to increase awareness of Indonesia tourism in foreign country. Certainly, with the success of the proposed will give an impact on Japanese tourists visit to Indonesia. (Ms. Entin Hartini as Assistant Deputy Director, 2017)

Furthermore, there are several festivals through the wonderful Indonesia that held in Japan such as; promotion of Wonderful Indonesia, One World Festival 2016 in Osaka, Promotion of Wonderful Indonesia Culinary in Tokyo, Promotion Wonderful Indonesia Industrial Gathering in Tokyo, Promotion Wonderful Indonesia, Indonesia Week Osaka in Osaka, and Promotion Wonderful Indonesia in Diplomatic reception in Tokyo.

Wonderful Indonesia presents about Indonesia national stories. Indonesia could promote its thematic wonder experience. Nature wonders figures the sea and maritime tourism, including green area, mountain. It utilizes to communicate the wonderful nature of Indonesia. The sensory wonders figure the food, beverages, health, and entertainment. This wonder has implemented in order to communicate the human being and daily needs of people. Cultural wonder experience, it figures art, culture and heritage. It implements to communicate the wonderful tradition and culture activities of Indonesia. Modern wonders experiences, figures uptown life, technology and transportation. It communicates the wonderful the greatness, heritage, and development of Indonesia. The last but not least, adventurous wonders figure adventure, sport, and exploration. It implements to communicate the greatness of adventurous soul and the uniqueness of sport in Indonesia.

#### 4. 4 *Increased Reputation from Incoming Tourists*

According to Anholt's concept, the combination from strategy, substance, and symbol action can increase a country's reputation which is Indonesia and give the positive image to the International level. (Anholt, Identity, Image and Reputation, 2010) In the issue of Indonesia's public diplomacy in promoting brand tourism of Indonesia, it can be assumed that image is one of countries national interests which government would like to enhance. (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017) In order to improve its reputation, Indonesia will conduct a sequence of nation branding concept. (Anholt, Policy advisor, Superbrands: What is a Nation Brand?, 2002) The figure below will present the number of incoming Japanese tourists to Indonesia during 2014 to 2016.



**Figure 4.4 Foreign tourist visit to Indonesia** (Ms. Cindy Desta as Staff of International Tourism Marketing Strategy, 2017)

From diagram above, the researcher will explain the foreign tourist visit to Indonesia with the origin country from Japan only between year 2014 and 2016. In that period there are total of 80,596 Japanese tourists visiting Indonesia, which is 5,3% from the total of Foreign tourist visiting Indonesia. The number of Japanese tourists that visit to Indonesia in 2014 are 17,402, which is 3,62% from total Foreign tourist visit to Indonesia in 2014. The number of Japanese tourists visit to Indonesia increased by 38,2% in 2015, which total into 28,185. The number of Japanese visits to Indonesia increased again in 2016 as much as 19,4%, which total into 35,009. Thus, the researcher concludes that the number of Japanese tourists visiting Indonesia is always increasing from year 2014 until 2016.

Overall, according to Anholt's concept which is collaborating Strategy, Substance, Symbol Action and the Increasing Reputation. The strategy that is being used is reflected on the Republic of Indonesia Law Number 10 Year 2009 regarding to principles, rules and regulation towards tourism. While, the substance refers to the Indonesia tourism marketing framework created by Indonesia Tourism Ministry which concerns on marketing, promotion and media. Thus, the symbol action, this study is classifying this in introducing Indonesia public opinion in the field of tourism through Wonderful Indonesia. Many events and festivals have been conducted under the aim of Wonderful Indonesia. These components are related to each other so that in the end resulting the increasing of Indonesia reputation. Indonesia has proved the good reputation that led it into the increasing number of Japanese tourist year by year during time framework 2014 to 2016.

## 5. Conclusion

Indonesia tourism defines as a medium in implementing public diplomacy. In public diplomacy, Indonesian Government through Indonesia Tourism Ministry delivers message directly and/or indirectly to Japanese in order to increase nation branding in the sector of tourism. Indonesia Government in this study is using Wonderful Indonesia as a tourism brand in attracting Japanese tourists. The increasing of level awareness towards Indonesia tourism could be gained by adapting Simon Anholt's concepts. Anholt's concept promotes a nation strategy in which Indonesia is implementing Marketing Framework, then the substance is defined as Indonesia policy regarding tourism. The policy is reflected to the Law Number 10 Year 2009. Both strategy and substance are related each other to realize Wonderful Indonesia as a symbol of action. Hence, the

symbol of action will come into a result in increasing reputation. The increasing reputation means nation branding of Indonesia has increased. The increased nation branding will lead the increasing number of incoming tourists from Japan. Those strategies give the positive impact through the Indonesia tourism; proven by cultural events, exhibition, and sales mission that held in Japan, one of those events is in February, 2016 there is Promotion Wonderful Indonesia, One World Festival 2016 held in Osaka, Japan.

The branding of Wonderful Indonesia is seen as an effective way in order to attract foreign tourist especially Japanese tourist. Based on Indonesia Tourism Ministry, consider the verification of effectiveness and promotion toward country focused on main market, including Japan that need to increase. The purpose of Wonderful Indonesia is to increase awareness of Indonesia tourism in foreign country. Certainly, with the success of the proposed will give an impact on Japanese tourists visit to Indonesia. Indonesia Tourism Ministry has realized and then started increasing budget allocation towards nation branding activities through Wonderful Indonesia with the allocation 50% from the total budget. Furthermore, specific issue of the implementation of Wonderful Indonesia has significant role in order to achieve its public diplomacy which aims to attract Japanese tourists.

The implementation of bilateral cooperation also occurred, proved by a government policy based on Presidential Decree Number 69 Year 2015 about free visa for foreign country visit to Indonesia. It is expected to attract Japanese tourists interested in visiting Indonesia. Overall, the combination of strategy, substance, and symbol action can increase the reputation of Indonesia throughout the Japanese tourist. Furthermore, by Wonderful Indonesia can promote country image and strengthen the implementation of Indonesia public diplomacy in the field of tourism sector. In supported by explanation before, Indonesia can promote its country through the tourism that proven by the number of Japanese tourists that visit to Indonesia in 2014 are 17,402, which is 3,62% from total Foreign tourist visit to Indonesia in 2014. The number of Japanese tourists visit to Indonesia increased by 38,2% in 2015, which total into 28,185. The number of Japanese visits to Indonesia increased again in 2016 as much as 19,4%, which total into 35,009. Thus, the researcher concludes that the number of Japanese tourists visiting Indonesia is always increasing from year 2014 until 2016.

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