



**THE APPLICATION OF ANHOLT'S NATION
BRANDING HEXAGON MODELS TOWARDS THE
CASE OF G20 TOURISM TRACK MEETING 2022
FROM INDONESIA PRESIDENCY**

**UNDERGRADUATE THESIS
Submitted as one of the requirements to obtain
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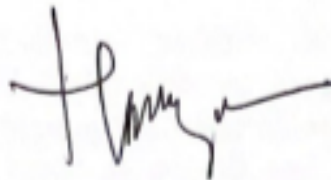
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INTERNATIONAL RELATIONS STUDY PROGRAM
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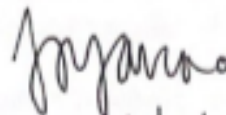
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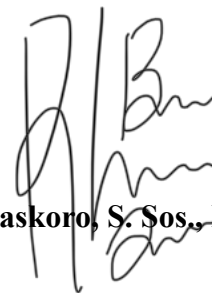
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I.

INTRODUCTION I.

1.

Background of Study In 2022, Indonesia was proud to assume the presidency of one of the most prestigious forums in the world, The Group of Twenty, leading the conduct of world 20 largest economic stakeholders for a whole year.

The G20 Presidency was important for Indonesia.

The forum provides an opportunity for Indonesia to be the decision maker, norm setter, and the voice of emerging countries towards the international stage (Marsudi, 2022).

Such a position is strategic to be leveraged for the development of Indonesia especially in the context of economy.

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**Ananda Aldie Duta Kurniawan, International Relations 2020, President
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Thesis Title: “The Application of Anholt’s Nation Branding Hexagon Models towards The Case of G20 Tourism Track Meeting 2022 from Indonesia Presidency”

This study aims to operate and apply the Hexagon Model by Simon Anholt’s Nation branding in the case of G20 Tourism Track Meeting 2022 from Indonesia Presidency. Analysing how the agenda could present Indonesia as a brand in a prestigious international forum opportunity through one of the most-used concepts of nation branding in international relations is an interesting new approach. The outcome of the research will become another extension and justification in the study of international relations. The research covered only the Indonesia G20 Presidency Tourism Track Meeting which consisted of two working groups and one ministerial meeting. The research will not discuss the Indonesia G20 Presidency as a whole. This research incorporates a descriptive qualitative method with interview and field observation method for data collection. The study found that Simon Anholt’s Nation Brand Hexagon is aligned with the implementation of the G20 Tourism Track Meeting 2022 from Indonesia Presidency. From that, It was concluded that Indonesia G20 Presidency Tourism Track Meeting indeed represents Indonesia as a brand with the main persona that Indonesia is a country that has leadership quality, capable to follow the development of era, and rich in human, cultural, and natural resources.

Keywords: Indonesia, G20, Tourism Track Meeting, Nation Branding.

ABSTRAK

**Ananda Aldie Duta Kurniawan, International Relations 2020, President
University**

Thesis Title: “The Application of Anholt’s Nation Branding Hexagon Models towards The Case of G20 Tourism Track Meeting 2022 from Indonesia Presidency”

Penelitian ini bertujuan untuk mengoperasikan dan menerapkan branding Nation Hexagon Model by Simon Anholt dalam G20 Tourism Track Meeting 2022 dari presidensi Indonesia. Menelaah bagaimana agenda tersebut dapat merepresentasikan Indonesia sebagai *brand* dalam peluang forum internasional bergengsi melalui salah satu konsep *nation branding* yang paling banyak digunakan dalam hubungan internasional adalah pendekatan unik. Hasil penelitian akan menjadi ekstensi dan justifikasi baru dalam studi hubungan internasional. Riset ini hanya mencakup Tourism Track Meeting Presidensi G20 Indonesia yang terdiri dari dua pelaksanaan kelompok kerja dan satu pertemuan tingkat menteri. Penelitian tidak akan membahas Presidensi G20 Indonesia secara keseluruhan. Metode penelitian yang digunakan merupakan deskriptif kualitatif dengan pengumpulan data menggunakan metode wawancara dan observasi lapangan. Studi ini menemukan bahwa Nation Brand Hexagon milik Simon Anholt selaras dan berlaku terhadap implementasi G20 Tourism Track Meeting 2022 dari presidensi Indonesia. Dari situ disimpulkan bahwa Tourism Track Meeting Presidensi G20 Indonesia terbukti merepresentasikan Indonesia sebagai *brand* dengan persona utama Indonesia sebagai negara yang memiliki kualitas kepemimpinan, mampu mengikuti perkembangan zaman, serta kaya akan sumber daya manusia, budaya, dan alam.

Keywords: Indonesia, G20, Tourism Track Meeting, Nation Branding.

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The author realises that the development of this study is still accompanied by many shortcomings due to the limitations it has. The author hopes that the document to be submitted can meet the applicable provisions and hopefully it can be useful and be used as its appropriate use.

Cikarang, 10 April 2023

Ananda Aldie Duta Kurniawan

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