



Eurovision Song Contest as a form of Cultural Diplomacy

by European Countries

By

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Eurovision Song Contest as a form of Cultural Diplomacy by European Countries

Abstrak

Dalam dunia globalisasi yang cepat dan inovasi teknologi saat ini, Diplomasi Budaya telah menjadi praktik pertama dan paling umum yang digunakan oleh banyak negara di seluruh dunia, singkatnya cara branding nasional melalui budaya.

Tugas akhir ini bertujuan untuk meneliti situasi di mana konsep Diplomasi Budaya berperan dalam kontes musik, khususnya Eurovision Song Contest (atau ESC), kompetisi musik internasional yang telah lama diadakan sejak tahun 1956 terutama antar negara-negara Eropa. Laporan baru pada tahun 2022 menunjukkan bahwa Kontes Lagu Eurovision membawa dampak besar terhadap sosial, ekonomi, budaya dan tentu saja, dampak musik di dalam dan di luar layar, terutama bagi negara-negara Eropa yang berpartisipasi dalam kontes lagu. ESC merupakan program di bawah lembaga bernama European Broadcasting Union (atau EBU) dan tidak terkait dengan kebijakan budaya Uni Eropa, tetapi juga menunjukkan bahwa kontes lagu dapat menjadi beberapa cara praktik diplomasi budaya yang telah lama berjalan sampai sekarang.

Tulisan ini akan membahas apakah Eurovision diciptakan untuk membangun citra positif, karena sebagaimana tujuan awal pembuatan kontes ini adalah agar negara-negara di Eropa dapat bersatu padu dalam kebersamaan di sela-sela perang yang menimpa Eropa saat itu. Ia juga akan memperdebatkan apakah pembuatan Song Contest itu sendiri efektif dan akan mencantumkan semua efek ESC dalam konteks diplomasi budaya di Eropa.

Soft Power melalui Diplomasi Budaya akan digunakan sebagai kerangka teoritis untuk mendukung makalah ini. Metode yang digunakan dalam makalah ini adalah kuantitatif dan kualitatif, dengan data kuantitatif yang diambil dari Laporan Dampak Merek Kontes Lagu Eurovision 2022 (diterbitkan oleh Media Intelligence Service dari European Broadcasting Union, diproduksi oleh Matthieu Rawolle & Francesca Cimino) dan data kualitatif yang diambil dari jurnal dan artikel web dari sumber resmi.

Kata Kunci: Kontes Lagu Eurovision, Eropa, Diplomasi Budaya, European Broadcasting Union, imej positif, branding nasional

Abstract

In today's world of rapid globalization and technological innovation, Cultural Diplomacy has been the first and most common practice used by many countries all over the world, a way of national branding through culture to say the least.

This final project paper aims to research the situation in which the concept of Cultural Diplomacy plays a part in a music contest, in particular the Eurovision Song Contest (or ESC), an international music competition that has long been held since 1956 mainly between European countries. New reports in 2022 suggest that the Eurovision Song Contest brought a huge impact towards the social, economic, cultural and of course, musical impact on and off screen, particularly to the European countries participating in the song contest. ESC is a program under an institution called European Broadcasting Union (or EBU) and is not related to the cultural policies of the European Union, but it also shows that the song contest can be some of the ways of cultural diplomacy practices that has been long running until now.

This paper will discuss if Eurovision was created to build a positive image, because as the initial intention of creating this contest was so that the countries in Europe could unite in togetherness on the sidelines of the war that befell Europe at that time. It will also argue whether the creation of the Song Contest itself is effective and will list all the effects of ESC in the context of cultural diplomacy in Europe.

Soft Power through Cultural Diplomacy will be used as a theoretical framework to support this paper. The method used in this paper will be both quantitative and qualitative, with quantitative data taken from Eurovision Song Contest Brand Impact Report 2022 (published by the European Broadcasting Union's Media Intelligence Service, produced by Matthieu Rawolle & Francesca Cimino) and qualitative data taken from journals and web articles from official sources.

Keywords: *Eurovision Song Contest, Europe, Cultural Diplomacy, European Broadcasting Union, positive image, national branding*

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Table of Contents

PANEL OF EXAMINERS' APPROVAL SHEET	2
DECLARATION OF ORIGINALITY	3
SCIENTIFIC PUBLICATION APPROVAL	
FOR ACADEMIC INTEREST	4
ADVISOR APPROVAL FOR PUBLICATION	5
Turnitin Report	6
Abstrak	10
Abstract	11
Acknowledgements	12
Table of Contents	14
List of Figures	15
1. Introduction	16
2. Cultural Diplomacy	17
2.1 Soft Power Concept	18
2.2 Cultural Diplomacy in Europe.....	20
3. Eurovision Song Contest	20
3.1 How the contest works	22
3.2 Voting system	24
4. Effects of ESC in the context of Cultural Diplomacy in Europe.....	25
4.1 Political aspect.....	25
4.1.1 Armenia-Azerbaijan	26
4.1.2 Russia-Ukraine	26
4.1.3 Israel's participation	27
4.2 Economical aspect	28
4.3 Society aspect	29
4.4 Cultural aspect	29
5. Conclusion	31
References (Journals, Web Articles)	32

LIST OF FIGURES

Figure 1. The concept of Soft Power and its branches (in particular, Culture)	18
Figure 2. European Broadcasting Union Logo from 2012	21
Figure 3. European Broadcasting Union Logo today	21
Figure 4. Logo of the Eurovision Song Contest Turin 2022 “The Sound of Beauty” ...	22
Figure 5. Eurovision stage designs (2010-2019)	23
Figure 6. Trophy of the Eurovision Song Contest	24
Figure 7. The impact of the 2022 Eurovision Song Contest towards young viewers with a unique economic and cultural impact	28
Figure 8. ESC in showing Europe’s Language Diversity	30
Figure 9. Eurovision Song Contest in Boosting Acceptance	30