



**ROMANIAN GOVERNMENT SCHOLARSHIP FOR
INDONESIAN STUDENTS: A CASE STUDY OF
PUBLIC DIPLOMACY OF ROMANIA (2021-2024)**

UNDERGRADUATED THESIS

Submitted as one of the requirements to obtain

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ABSTRACT

This study attempted to examine public diplomacy of Romania to foster good perception of Romania towards Indonesian students through Romanian Government Scholarship program by Ministry of Foreign Affairs. This research focuses on the dynamics of the Romanian Government Scholarship from 2021 to 2024, which aims to foster two-way communication, promote mutual understanding, provide personal and unique experiences to each participant, and contribute to nation branding—challenging the existing image of Romania as a former communist country. This program explored as a form of public diplomacy of Romania that seeks to promote a positive perception and to build connection with the Indonesian students. The qualitative method is used to examined the interviews with Indonesian awardees which confirm that their personal experiences led to a more positive understanding of the country, contributing to a favorable national image. This research also showed that Indonesian students as the participants of the scholarship was engaged more with Romanian cultures and actually could play a role in improving Romania-Indonesia relations.

Keyword: *public diplomacy of Romania, Romanian Government Scholarship, Romania-Indonesia relations*

ABSTRAK

Penelitian ini berupaya untuk mengkaji diplomasi publik Rumania guna menumbuhkan persepsi yang baik tentang Rumania di mata mahasiswa Indonesia melalui program Beasiswa Pemerintah Rumania yang diselenggarakan oleh Kementerian Luar Negeri. Penelitian ini berfokus pada dinamika Beasiswa Pemerintah Rumania dari tahun 2021 hingga 2024, yang bertujuan untuk membina komunikasi dua arah, meningkatkan saling pengertian, memberikan pengalaman pribadi dan unik kepada setiap peserta, dan berkontribusi pada pencitraan bangsa—menantang citra Rumania yang ada sebagai negara bekas komunis. Program ini dieksplorasi sebagai bentuk diplomasi publik Rumania yang berupaya untuk mempromosikan persepsi positif dan membangun hubungan dengan mahasiswa Indonesia. Metode kualitatif digunakan untuk mengkaji wawancara dengan penerima beasiswa Indonesia yang menegaskan bahwa pengalaman pribadi mereka mengarah pada pemahaman yang lebih positif tentang negara tersebut, yang berkontribusi pada citra nasional yang baik. Penelitian ini juga menunjukkan bahwa mahasiswa Indonesia sebagai peserta beasiswa lebih terlibat dengan budaya Rumania dan benar-benar dapat berperan dalam meningkatkan hubungan Rumania-Indonesia.

Kata kunci: *diplomasi publik Rumania, Beasiswa Pemerintah Rumania, Hubungan Rumania-Indonesia*

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