



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

UNDERGRADUATE THESIS

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Sarjana Sosial (S. Sos.)**

By:

**ANANDA ALDIE DUTA KURNIAWAN
016202000214**

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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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ABSTRACT

**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”

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
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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.

TABLE OF CONTENTS

PANEL OF EXAMINER APPROVAL.....	I
STATEMENT OF ORIGINALITY.....	II
ADVISOR'S APPROVAL FOR PUBLICATION.....	III
SCIENTIFIC PUBLICATION APPROVAL	
FOR ACADEMIC INTEREST.....	IV
TURNITIN PLAGIARISM TEST RESULT.....	V
ARTIFICIAL INTELLIGENCE-BASED ANTI-PLAGIARISM TEST	
RESULT.....	VI
ABSTRACT.....	VII
ABSTRAK.....	VIII
ACKNOWLEDGEMENT.....	IX
TABLE OF CONTENTS.....	X
LIST OF TABLES.....	XII
LIST OF FIGURES AND IMAGES.....	XIII
I. INTRODUCTION.....	1
I. 1. Background of Study.....	1
I. 2. Literature Review.....	2
I. 3. Problem Identification.....	4
I. 4. Research Question.....	6
I. 5. Research Objective and Significance.....	6
I. 6. Theoretical Framework.....	7
I. 7. Research Methodology.....	9
I.7.1. Research Method.....	9
I.7.2. Research Framework.....	10
I.7.3. Research Time and Place.....	11
I.7.4. Research Instruments and Operationalisations.....	12
I. 8. Scope and Limitations of The Study.....	13
I. 9. Research/Thesis Structure.....	13
I. 10. Definition of Terms.....	14
II. OVERVIEW OF INDONESIA G20 PRESIDENCY TOURISM TRACK	

MEETING.....	18
II. 1. The Group of Twenty (G20).....	18
II. 2. Indonesia G20 Presidency.....	21
II.2.1. Finance Track Meeting.....	22
II.2.2. Sherpa Track Meeting.....	23
II. 3. Tourism Track Meeting.....	26
III. ANALYSIS: THE APPLICATION OF ANHOLT’S NATION BRANDING HEXAGON MODELS TOWARDS THE CASE OF G20 TOURISM TRACK MEETING 2022 FROM INDONESIA PRESIDENCY.....	30
III. 1. Tourism.....	31
III. 2. Export Brand.....	36
III. 3. Government Policy.....	43
III. 4. Investment and Immigration.....	48
III. 5. Culture and Heritage.....	53
III. 6. People.....	63
IV. CONCLUSION AND RECOMMENDATION.....	68
IV. 1. Conclusion.....	68
IV. 2. Recommendations.....	69
REFERENCES.....	71
APPENDICES.....	81
Appendix 1 - Tourism Working Group I Agenda.....	81
Appendix 2 - Tourism Working Group II Agenda.....	83
Appendix 3 - Tourism Ministerial Meeting Agenda.....	85
Appendix 4 - The Bali Guidelines.....	88
Appendix 5 - The Interviewer Sheets.....	89
Appendix 6 - Interview Audio Recording.....	98
Appendix 7 - Chair’s Summary of 2022 G20 Tourism Ministerial Meeting..	99

LIST OF TABLES

Table 1. 1. <i>Research Time, Place, and Source</i>	11
Table 1. 2. <i>Research Instruments by Procedures</i>	12
Table 1. 3. <i>Definition of Terms</i>	14
Table 2. 1. <i>G20 Member Countries and Guest Affiliations</i>	18
Table 2. 2. <i>Indonesia G20 Presidency Finance Track Meeting Agendas</i>	22
Table 2. 3. <i>Indonesia G20 Presidency Sherpa Track Meeting Agendas</i>	23
Table 2. 4. <i>Indonesia G20 Presidency Tourism Track Meeting Agendas</i>	26
Table 4. 1. <i>Hexagon Representation of Indonesia G20 Presidency Tourism Track Meeting Summary</i>	67

LIST OF FIGURES AND IMAGES

Figure 1. 1. <i>Research Framework Flowchart</i>	10
Figure 2. 1. <i>Indonesia G20 Presidency Agendas and Meeting Coordination Map</i>	22
Image 3. 1. <i>The Implementation of Indonesia G20 Presidency Tourism Ministerial Meeting</i>	29
Image 3. 2. <i>The Implementation of The First Tourism Working Group in Labuan Bajo with Hybrid Setting</i>	31
Image 3. 3. <i>G20 Delegations Tour to The Penglipuran Village</i>	32
Image 3. 4. <i>Indonesian Booth Sababay Winery and Home Coffee Roastery</i> ...	36
Image 3. 5. <i>Hydro Coco as Complimentary Drinks for Delegations during Tourism Track Meetings</i>	37
Image 3. 6. <i>Traveloka Representative with India Tourism Working Group Delegation and Tourism Working Group Chair</i>	39
Image 3. 7. <i>G20 Delegations Visit to Garuda Wisnu Kencana</i>	41
Image 3. 8. <i>Indonesia G20 Presidency Tourism Working Group Chair Consolidates with Other Delegations</i>	45
Image 3. 9. <i>Nusa Dua, Bali Centre for Tourism Development during Indonesia G20 Tourism Working Group II and Tourism Ministerial Meeting</i>	49
Image 3. 10. <i>The Underground Meeting with Local MSMEs during Indonesia G20 Tourism Working Group Agendas</i>	51
Image 3. 11. <i>The Welcoming Dance during G20 Delegation Visit to The Penglipuran Village</i>	53

Image 3. 12. <i>The Performance of Barong during G20 Delegation Visit to The Penglipuran Village</i>	54
Image 3. 13. <i>The Traditional Ceremony during G20 Delegation Visit to The Penglipuran Village</i>	54
Image 3. 14. <i>The Performance of Ramayana in Uluwatu Temple</i>	55
Image 3. 15. <i>G20 Delegation Dinner in Phinisi Boat</i>	56
Image 3. 16. <i>Gala Dinner of Indonesia G20 Tourism Track Meeting</i>	57
Image 3. 17. <i>The Wayang Ramayana Souvenir Presented for G20 Ministerial Level Delegations</i>	59
Image 3. 18. <i>Minister of Tourism and Creative Economy of Indonesia Wears Balinese Traditional Clothing</i>	60
Image 3. 19. <i>The Incorporation of Bali Cultural Wisdoms in The Hearing of Tourism Ministerial Meeting</i>	61
Image 3. 20. <i>The Substantive Team of The G20 Tourism Track Meeting Sitting behind The Indonesian Minister of Tourism and Creative Economy</i>	64
Image 3. 21. <i>The Residents of Penglipuran Village Welcomes G20 Delegations</i>	66