



**“IMPLEMENTATION OF INDONESIAN ART AND CULTURE
SCHOLARSHIP (IACS) AS INDONESIAN CULTURAL
DIPLOMACY TOWARDS AUSTRALIA IN THE PERIOD (2019
& 2021)”**

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By

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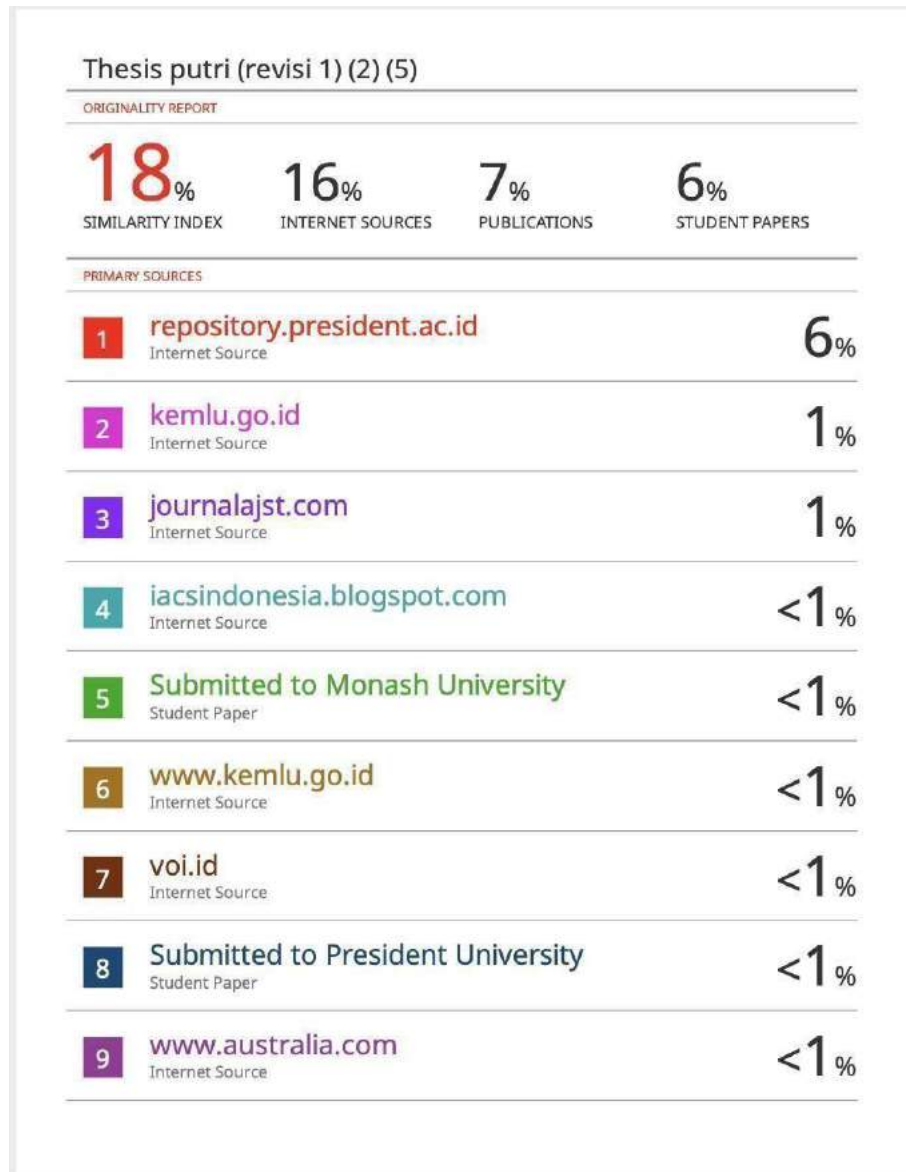
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ABSTRACT

Rafifah Imtinan Putri Mewal

International Relations 2020, President University

Thesis Title: *“Implementation of Indonesian Art and Culture Scholarship (IACS) as Indonesian Cultural Diplomacy towards Australia in the Period (2019 & 2021)”*

Thesis Advisor: Riski M. Baskoro, S.Sos., M.A.

One of the strategies of the Indonesian government under the Directorate of Public Diplomacy of the Ministry of Foreign Affairs of the Republic of Indonesia to improve the country's image through culture is the Indonesian Art and Culture Scholarship program. IACS is a practice of diplomacy that aims to introduce Indonesian culture to the younger generation of the international community, especially Australia and various other countries to learn culture directly in Indonesia. Australia and Indonesia have established a very long diplomatic relationship and Australia was chosen to be one of the scholarship recipient countries which aims to create harmonious relations between the two countries. This research shows the establishment of the Indonesian Arts and Culture Scholarship in 2019 (offline) and 2021 (online) as Indonesia's efforts to implement Cultural Diplomacy towards Australia through the use of arts and culture as a means. The research method used in this writing is a qualitative research method in analyzing the problems studied, using data obtained from; official state data, online media, books, articles, and news. To analyze this research, the author uses an understanding of the main theories, namely Cultural Diplomacy and Public Diplomacy. The results of this research show that the implementation of the Indonesian cultural arts scholarship program before the pandemic in 2019 and after the covid 19 pandemic in 2021 turned out well in introducing and teaching Indonesian art and cultural diversity through people-to-people contact to the international world, especially Australia.

Keywords: Cultural Diplomacy, Public Diplomacy, Indonesia Art and Culture Scholarship, Indonesia Channel, Australia

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Salah satu strategi pemerintah Indonesia di bawah Direktorat Diplomasi Publik Kementerian Luar Negeri Republik Indonesia dalam meningkatkan citra negara melalui budaya adalah dengan adanya program Beasiswa Seni dan Budaya Indonesia. IACS merupakan praktik dari diplomacy yang bertujuan untuk memperkenalkan budaya Indonesia kepada generasi muda masyarakat internasional khususnya Australia dan berbagai negara lainnya untuk belajar budaya secara langsung di Indonesia. Australia dan Indonesia sudah menjalin hubungan diplomatik yang sangat lama dan Australia terpilih menjadi salah satu negara penerima beasiswa yang bertujuan untuk menciptakan hubungan harmonis antara kedua negara. Penelitian ini menunjukkan diadakannya Beasiswa Seni dan Budaya Indonesia dalam rentang waktu 2019 (offline) dan 2021 (online) sebagai upaya Indonesia dalam implementasi Diplomasi Budaya terhadap Australia melalui penggunaan seni dan budaya sebagai sarannya. Metode penelitian yang digunakan dalam penulisan ini adalah metode penelitian kualitatif dalam menganalisis permasalahan yang diteliti, dengan menggunakan data yang diperoleh dari; data resmi negara, media online, buku, artikel dan berita. Untuk menganalisis penelitian ini penulis menggunakan pemahaman teori-teori utama yaitu Cultural Diplomacy dan Public Diplomacy. Hasil riset ini menunjukkan bahwa implementasi dari pelaksanaan program beasiswa seni budaya indonesia sebelum pandemi pada tahun 2019 dan pasca pandemi covid 19 pada tahun 2021 berhasil dalam memperkenalkan dan mengajarkan seni dan keragaman budaya indonesia melalui people-to-people contact kepada dunia internasional khususnya Australia.

Keywords: Cultural Diplomacy, Public Diplomacy, Indonesia Art and Culture Scholarship, Indonesia Channel, Australia

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Praise and gratitude I offer the Presence of God Almighty for all the blessings so that I can finish writing this thesis, entitled "Implementation of Indonesian Art and Culture Scholarship (IACS) as Indonesian Cultural Diplomacy towards Australia in the period (2019 and 2021)". This thesis was written as one of the requirements to complete the Undergraduate Program in International Relations at the Faculty of Humanities President University.

I conducted this research because of my interest when I was an intern at the Ministry of Foreign Affairs in the annual scholarship program from the Directorate of Public Diplomacy regarding Indonesian Arts and Culture Scholarships (IACS). Therefore, I am interested in using this title as research material to find out the role of the Indonesian Arts and Culture Scholarship (IACS) program as a diplomatic tool in building Indonesia's image by utilizing Indonesia's artistic and cultural wealth.

While completing this research, I experienced various challenges for about almost 1 year. However, thanks to support, support, guidance, and collaboration with various parties, I was able to carry out and complete this research. So, with respect and gratitude, I would like to express my thanks to:

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