

CHAPTER I

INTRODUCTION

I.1 Background

International Relations is an interaction between nations in many aspects, which are politics, economics, social-culture, and others in order to reach their national interest. With this understanding, it is stated that International Relations is an interaction between society or even a person to a country, individually or in party.¹ There are many forms of International Relations, which is by individually (in personal form), in group (such as in social institutions), and relations among nations. International Relations itself happened based on awareness that nations are not possible to fulfil their own needs and always need the help of other nations.²

By definition, culture is a reflection of a nation which is the result of communities work, sense and copyrights and also the characteristic of a particular group of people which make them different from the others in

¹ Joshua S. Goldstein and Jon C. Pevehouse. 2008. *International Relations: Eighth Edition*. Pearson International Edition. Page 260

² Donald M Snow. 2003. *Cases in International Relations: Portraits of the Future*. New York: Longman. Page 120

the same nation or other nations.³ Culture is a symbolic communication and those characteristic defined by language, religion, social habits, beliefs, values, art and others. According to R. Linton anthropologist who is an expert in the book "The Cultural Background of Personality", stating that culture is the configuration of the behavior and results of behavior, the formation elements are supported and passed by the members of a particular community.⁴ In this case, culture is the material culture which is a human creation. Moreover, culture is the best tools for international diplomacy. Some say culture is the source of conflict but can also the source of cooperation. Despite those contradictive ideas, culture are treasures that is part of our perception of ourselves. Culture can be defined as an identity, which unites people. Because our culture is different and diverse, we need to be more open-minded to accept and be tolerant towards other cultures.

Cultural diplomacy is a form of soft power diplomacy which uses certain culture, political ideals and policies. Soft power in definition, is one of many concepts in International Relations that further highlight the ability to attract then coercive and typically involving the use of economic and cultural influence.⁵ In meaning, this cultural diplomacy indicates that

³ Culture. Available from <http://www.tamu.edu/faculty/choudhury/culture.html>. Accessed on 4 October 2013

⁴ Ralph Linton. 1945. *The Cultural Background of Personality*. New York. Page 27

⁵ Clive Bennet. *Culture and Democracy: Media, Space and Representation*.

the value of culture is the ability to attract foreigners to a nation.⁶ The goal of cultural diplomacy itself is to influence a foreign audience and use that influence, which is built up over the long term, as a sort of good will reserve to win support for policies. Sadly, not all cultural diplomacy works, in some cases, cultural diplomacy led to tension between nations that have similar culture.

Culture tension is a form of struggle between two or more sets of conflicting values.⁷ Culture tension happen almost in every corner of the earth and usually occur between two countries with own background and reasons. For this thesis analysis, the writer will discuss further about the culture tension between two neighboring countries Indonesia and Malaysia that shares similarities in many cultural aspects. Why choose these two countries? The writer believes that these two countries has always been unstable and has a intense relationship over time, especially regarding the cultural tension. Eventhough the tension between both countries doesn't always exist, it doesn't mean that there is a conflict between two countries. It is more of a misunderstanding rather than a conflict. And as a countries that has shared culture, both countries has similar values which related to one and another.

⁶ Article on A Cultural Role for a Greater Diplomacy. Available from http://www.clingendael.nl/sites/default/files/20090616_cdsp_discussion_paper_114_mark.pdf Accessed on 7 November 2013

⁷ Covert, Catherine L. and John D. Stevens. 1984. *Mass Media between the Wars: Perceptions of Cultural Tension*. Syracuse University Press. Page 3

Based on *The Economies of Southeast Asia*, this relationship has been described as one of the most important bilateral relationships in Southeast Asia, not least because Indonesia, with a population of 240 million plus, is the largest and most important nation in Southeast Asia. Malaysia is smaller than Indonesia, with a population of just under 30 million, but has better economy⁸ Since Indonesia's transition from authoritarianism to democracy, however, Indonesia has progressed much further politically than Malaysia.⁹

Speaking of the tension between both nations, one of the global issues in the cultural aspect that has happened in the past years that the writer will discuss are the controversial issue between Indonesia and Malaysia regarding the culture heritage Pendet dance, which originally from Bali, Indonesia however was published in one of Malaysian tourism advertisement. The case that occurred in the mid- August year 2009 had caused intense reactions between the two nations. In sum, Pendet dance which is one of the Indonesian cultural dance appeared in one of Malaysian tourism advertisement in Discovery Channel Asia but Malaysian denies claiming the of pendet dance as their culture.¹⁰ Furthermore, there is also case of Batik clothing, which already been certified by UNESCO (United Nations Educational, Scientific and Cultural

⁸ Daquila, Teofilo C. 2005. *The Economies of Southeast Asia: Indonesia, Malaysia, Philippines*. National University of Singapore. Page 20

⁹ Liow, Joseph Chinyong. 2005. *The politics of Indonesia-Malaysia relations: one kin, two nations*. London, RoutledgeCurzon. Page 10

¹⁰ Malaysia Denies Claim On Pndet Dance . Available from http://en.news.viva.co.id/news/read/84968-malaysia_denies_claim_on_pndet_dance. Accessed on 14 September 2013

Organization) as one of Indonesian heritage. But the Malaysian still claimed *Batik* as their heritage.¹¹ It's been over a decade or so that the relationship between Indonesia and Malaysia's tension are cultural heritage related. For example the claim of Malaysia on Indonesian cultural works such as; *Reog Ponorogo*, *Rasa Sayange* song, *Tor-Tor* dance and also the territorial dispute over Ambalat marine areas in Sulawesi Sea, East Indonesia. These issues have been taken seriously by the Indonesians.

Because the writer will discuss on the arts of cultural heritage, Intellectual Property Rights¹² has taken important role for both countries, which in point of fact is still weak in the handling and in protecting the heritage. Because of the lack of understanding of patents, copyrights, and other rights in the scope of intellectual property rights between Indonesia and Malaysia, one being easily provoked on issues related to claim a cultural ownership by other nations who are considered not eligible. And because of the people's lack of understanding on the issue, until today the general view that has been grown in Indonesia is a bad view to the Malaysian.

The bilateral relations between Indonesia and Malaysia had a rough start in the regime of Indonesia's First President Soekarno in year 1962, which happened when President Soekarno declared to dissolve

¹¹ Sengketa Perebutan Kebudayaan Di Dunia Internasional. Available from <http://www.bimbingan.org/sengketa-perebutan-kebudayaan-di-dunia-internasional.htm>. Accessed in 17 September 2013

¹² Agencies responsible for the handling of intellectual property rights. In Indonesia, the Directorate General of Intellectual Property Rights <http://www.dgip.go.id/> and in Malaysia, Intellectual Property Cooperation of Malaysia (MyIPO) <http://www.myipo.gov.my/web/guest>.

Malaysia or in Bahasa means *Ganyang Malaysia* in 1963. One of the reason behind the dissolution of Malaysia was the relations between Malaysia as the British Puppet, the involvement of Malaysia as non-permanent UN Security Council and include West Papua conflict.¹³ After the fall of President Soekarno, the relations restored between both countries under the regime of President Soeharto. The year 1965 became the year of turning point between two countries bilateral relations and its recovery begin 1966.¹⁴

The relationship between Indonesia and Malaysia actually is more complex and cannot be understood emotionally over time. And sadly, when most of the issues between the relations of both countries are raised, the people of each country automatically participate in defending their country and made their own assumption on the issues. This is evident from the attitude of most Indonesian and Malaysian nowadays, where they use their own assumption to attack each other. Such an understanding of identity ignores changes that have taken place in Malaysia as well as the way they understand and see Indonesia. Seen also in particular in the field of socio-cultural, the close relationship between the people of Indonesia and Malaysia has existed since long time ago. Both countries have similar traditional cultural values inherited from generation to generation (such as reog, shadow puppets, batik, etc.). This causes tension between the two

¹³ John B. Srijianto. 2010. *Ganyang Malaysia*. Interpre Book. Page 6

¹⁴ Mackie, J. A. C. 1974. *Konfrontasi: the Indonesia-Malaysia dispute 1963-1966*. Kuala Lumpur, Oxford University Press. Page 35

countries has the potential that if it is not managed by promoting mutual respect and understanding, will affect the good relations between the two countries.

Knowing the bilateral relations of two countries are unstable, that's when the role of media enters the sphere. The role of media has its positive and negative impacts to two countries. Unconsciously, the role of media in also hold a strong position in voicing what is happening in both Indonesia and Malaysia. The problem regarding the role of media in both countries is different ways of sending and receiving the news itself. And when the news is not delivered well, it leads to a tension between the people of a country (Indonesian and Malaysian).

In the 21st century, the tension between Indonesia and Malaysia began to heat up again. Especially in the year 2009, which particularly the peak year of the dispute, associated with maritime border dispute over Ambalat, a block-of oil-rich territory off the coast of eastern Borneo, the alleged mistreatment of the Indonesian citizens in Malaysia, illegal trading, illegal logging and cultural heritage claims to a variety Indonesian cultural forms are highlighted by the media. Similarly, report on frequent border violations by the Malaysian in the airspace, sea and land, have led to many protests from the Indonesian.¹⁵

¹⁵ Teuku Rezasyah. 2011. *17 Bom Waktu Hubungan Indonesia-Malaysia*. Humaniora . Page 15

Both Malaysia and Indonesia have many common characteristic traits, these include common frames of reference in history, culture, religion and language. Although both countries are separate and independent, they are also have deep embedded similarities with each other. The common characteristic between Indonesia and Malaysia, especially regarding arts culture should be an adhesive tool, not source of dispute. In reality, the cultural similarities between two countries has always been the source of tension. Less development of cultural cooperation between the two countries and the policy of the government of each country that make it difficult to seek mutual agreement. Because of that matter, cultural similarities between Indonesia and Malaysia should not be the trigger of tension for both countries, but the trigger to unite and cooperate to be a prosperous and developed countries.

On the other hand, because of their common characteristic traits, it brings a vice-versa benefit to both countries. For example, many Indonesian popular cultures are also popular in Malaysia such as Indonesian movies, musics and others and also Malaysian animated television series such as Upin Ipin are popular in Indonesia. In their own ways, popular cultures brings positive effects towards each countries. However those cultural exchange doesn't always bring a positive effects, since some people in each countries haven't fully appreciate of those cultures.

I.2 Research Questions

Based on the brief background about the issue, the writer have three research questions that need to answer:

1. What are the background behind the culture tension between Indonesia and Malaysia that still exists until today? And how can the tension influence both foreign and domestic policy of the countries?
2. How is the role of media influence the culture tension between two countries and its foreign policy?
3. Could the Intellectual Property Rights regarding cultural ownership work in both countries?

I.3 Purpose of Research

Based on the research question, the writer will build framework that will help to explain the issue and eventually answer the questions and draw conclusions.

Those purposes are:

1. To analyze the background and the influence of the tension between Indonesia and Malaysia that still exists until today in foreign and domestic policy
2. To analyze the role of media that took part in the cultural tension between two countries and how it affect both countries foreign policies.
3. To find whether the Intellectual Property Rights in both countries regarding cultural ownership can work.

The writer intend to answer the research question as organized as possible, therefore it would help in understand the issue thoroughly yet able to analyze it deeper.

I.4 Research Benefit(s)

I.4.1 Theoretical Benefits

By writing the thesis, the writer intended to give a significant contribution to the International Relations field. The writer also hopes that the thesis could be the source of information, foundation, reference, and give description about the current issues regarding cultural tension between two neighbouring countries Indonesia and Malaysia. Cultural diplomacy remains an important concept that the world uses as a bridge between countries. To support the writing, the writer use constructivism theory to strengthen the discussion regarding the topic. Constructivism theory stressed on the importance of relations and interaction between actors, structures, identities, culture and the importance in forming a social construct. The relations between constructivism and culture is the theory doesn't merely look at the nation interests, but also the cultural factor that involves in shaping both domestic and foreign policy.

I.4.2 Practical Benefits

Practical benefits that is expected from this research is to explain the core problem of the cultural tension between Indonesia and Malaysia that has been going on and have not reach solutions for both countries. The

writer believes that by analyzing more on the topic, it will bring a clearer solution on why the reaction of the society towards the cultural tension in both countries has not been accepted very well which related to more tensions that has gone globally in International Relations.

I.5 The Organization of the Thesis

CHAPTER I INTRODUCTION

- 1.1 Background
- 1.2 Research Question
- 1.3 Research Objective
- 1.4 Research Purposes
- 1.5 Systematic Writing

Consist of general information regarding the topic. A brief explanation about the overall situation that wants to be examine then sharpen it until it shows the main problem.

CHAPTER II ANALYTICAL FRAMEWORK

This chapter consists of minimum three of literature reviews or thematic books in accordance with the thesis. It is highly recommended so that the explanation can be to the point, clear, and exact. Theories and concepts also needed to be completed and elaborate in this chapter. The second chapter will get more specific than the first chapter, which only limits to breakdown all general views.

CHAPTER III SOCIAL RESEARCH METHODS

This chapter will explain about the method in doing the analysis, ways to collecting data and how to process it. The chapter will also contain the reason why the writer choose a specific period or case to support the research and this particular topic. The thesis will use qualitative analysis. For the purpose of collecting data, the writer will use utilize sources from literature reviews, thematic books, websites, journals, documents, newspaper and articles.

CHAPTER IV ANALYSIS

This chapter will be the most important part of the thesis since the analysis will make a clear descriptive explanation and answering the research questions mentioned in the first chapter. The data collected for this chapter came from various resources, which consists of data collected through literature review from books, thematic books, websites, online articles, newspapers and also online journals.

CHAPTER V CONCLUSION AND RECOMMENDATIONS

This chapter will consist of conclusion and the finding of this thesis. The conclusion will summarize all information from chapters. It is important in the conclusion to point out the main problems, solutions, history, etc so readers can follow what this thesis would try to discover. In this chapter, the writer will include suggestions resulted from the study.

BIBLIOGRAPHY

Consist of detailed information about sources that have been used to complete the thesis (books, journals, articles, websites, etc).

APPENDIXES

Official documents, letters, etc that used to complete the research and finishing the thesis.

