

ABSTRACT

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**THE INDONESIAN ARTS AND CULTURE SCHOLARSHIP (IACS)
PROGRAM AS AN INSTRUMENT OF PUBLIC DIPLOMACY**
(viii+76 Pages: 1 Table; 3 Appendices)

Keywords: Public Diplomacy, Country Image, IACS, People-to-People Contact

In the 21st century, globalization is advancing, and its impact is also increasingly being felt by countries globally, including Indonesia, both in security, economy, and politics. Several state issues began to shift and progress in their resolution. The ethnic and cultural diversity that exists in Indonesia provides its own potential and advantages for the government to carry out modern diplomatic activities such as public diplomacy as the right instrument for Indonesia to resolve several issues while at the same time developing the country's image through culture to other countries. This research aims to explain how the Indonesian Arts and Culture Scholarship (IACS) functions as an instrument of Indonesian public diplomacy. In answering research questions, the author uses qualitative research as a research approach and is carried out through secondary data techniques derived from books, journals, government websites, and other supporting documents. Based on the research results obtained by the author, it can be concluded that the function of the IACS as an instrument of Indonesian public diplomacy is to shape and improve the image of the Indonesian state through Image-Making, give education and promote culture to the international community through Informing International Community About Diversity in Indonesia, and encourage cooperation and growth of communication between communities through Establishing People-to-People Contact.

References: 21 books (1987-2020) + 15 journals + 7 government publications + 7 internet sources

ABSTRAK

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PROGRAM BEASISWA SENI DAN BUDAYA (BSBI) SEBAGAI INSTRUMEN DIPLOMASI PUBLIK

(viii + 76 halaman: 1 Tabel; 3 lampiran)

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Di abad ke-21 ini globalisasi semakin maju dan dampaknya juga semakin terasa oleh negara-negara di dunia termasuk Indonesia, baik dalam keamanan, ekonomi, dan politik. Beberapa isu negara mulai bergeser dan mengalami perkembangan dalam penyelesaiannya. Keanekaragaman suku dan budaya yang ada di Indonesia memberikan potensi serta keuntungan tersendiri bagi pemerintah untuk menjalankan aktivitas diplomasi modern seperti diplomasi publik sebagai instrumen yang tepat bagi Indonesia untuk menyelesaikan beberapa isu sekaligus mengembangkan citra negara melalui budaya ke negara lain. Penelitian ini menjelaskan Bagaimana Beasiswa Seni dan Budaya Indonesia (BSBI) berfungsi sebagai instrumen diplomasi publik Indonesia. Dalam menjawab pertanyaan penelitian, penulis menggunakan penelitian kualitatif sebagai pendekatan penelitian, dan dilakukan melalui teknik data sekunder yang berasal dari buku, jurnal, website pemerintah, serta dokumen-dokumen pendukung lainnya. Berdasarkan hasil penelitian yang diperoleh penulis, dapat disimpulkan bahwa fungsi BSBI sebagai instrumen diplomasi publik Indonesia adalah membentuk serta memperbaiki citra negara Indonesia lewat *Image-Making*, memberikan edukasi serta mempromosikan budaya kepada masyarakat internasional lewat *Informing International Community About Diversity in Indonesia*, dan yang terakhir mendorong kerjasama dan pertumbuhan komunikasi antar masyarakat melalui *Establishing People-to-People Contact*.

Referensi: 21 buku (1987-2020) + 15 jurnal + 7 publikasi pemerintah + 7 sumber daring