

CHAPTER I

INTRODUCTION

1.1 Background

Environmental issues have increasingly become an international agenda since the past three decades. In the last fifty years, the world population has significantly increased and thus causes a demand for higher standards of living. This phenomenon could provide a potential threat to the environment, including the marine environment.¹

Since the 19th century marine resources have begun to be considered as the primary need for humans substituting the reliance on existing resources in the mainland. Various kinds of human activities have been conducted to exploit marine resources such as fishing, seaweed farming, tourism, transportation, and mining on the ocean floor. The increase in number of these activities which were carried out in an uncontrolled manner caused a negative impact on the marine environment itself. These impacts can certainly decrease the marine and fisheries resources both qualitatively and quantitatively which is mainly due to overfishing, marine pollution, and habitats destruction. Green theory views that the basic damages on nature and

¹ Robert Jackson and Georg Sorensen. *Introduction to International Relations* (New York: OUP Oxford, 2013), 502.

environment occurs due to human's behavior.² In addition, other problems can occur because of global warming which leads to a rise on sea levels and that it might threaten the lives of humans and other organisms. Even the excessive utilization of marine resources and fisheries can cause an increase in geopolitical problems occurring in the sea.³

Related to the problems that have been occurring, the sea and the coastal area became very vulnerable to extreme conditions, which might cause substantial losses in the residential area of the coastal region.⁴ The impact of rising temperatures could increase the sea levels, erosion and degradation of ecosystems.⁵ The aspects of marine management, sustainability of marine environment, and mitigation of marine disaster are the top priorities in tackling these issues. In addition, it is necessary to have political, cultural, and socio-economic awareness, as well as ecological linkages between neighborhoods countries.

Marine resources that are available in a large quantity have been the main motivation for many countries to exploit them. In the past decade there has been a change in the development which is no longer centered on the mainland and instead on the ocean. Ocean is considered as an important element for a nation's future.⁶ Five of the world organizations mingling in the field of conservation, namely Conservation

² Aurelia Restuning Tunggal, *Ilmu Hubungan Internasional: Politik, Ekonomi, Keamanan, dan Isu Global Kontemporer* (Yogyakarta: Graha Ilmu, 2013), 91.

³ Manoj Gupta, *Indian Ocean Region: Maritime Regime for Regional Cooperation* (New York: Springer, 2010), 18.

⁴ Robin Warner and Clive H Schofield, *Climate Change And The Oceans* (United Kingdom: Edward Elgar Publishing Limited, 2012), 2.

⁵ Warner and Schofield, *Climate Change*, 3.

⁶ Gupta, *Indian Ocean Region*, 19.

International (CI), the World Conservation Union (WCU), The Nature Conservancy (TNC), World Resources Institute (WRI), and World Wide Fund for Nature (WWF) released a joint statement which is Conservation in the Twenty-first Century. They declared a vision stating: "A world in which the full diversity of life and the richness and well-being of human culture are secured for future generation."⁷ This statement encouraged the world to have a source management plan in a more integrated and sustainable way.

Until today there is no significant change in the implementation of several agreements in the maritime field. The latest legal framework that discusses about the use of the ocean is in the United Nations Convention on the Law of the Sea (UNCLOS), which was adopted in 1982.⁸ Indonesia and other maritime countries are in conditions that are very vulnerable to this issue and are in need of a national sustainable development program. In a meeting of the World Summit for Sustainable Development (WSSD) in Johannesburg in 2002, the international community agreed that 2010 is the year to discuss the issues of marine ecosystem.⁹

Indonesia is well known for having high biodiversity (mega biodiversity).¹⁰ The location of Indonesia which is within the equator line and having tropical climate allow a variety of organisms to grow and develop properly. The Pacific Ocean is

⁷ UNESCO, "The Earth Charter", http://www.unesco.org/education/tlsf/mods/theme_a/img/02_earthcharter.pdf. (accessed August 31, 2015).

⁸ WOC Local Committee, *Progress Report: Persiapan World Ocean Conference 2009 Manado – Sulawesi Utara – Indonesia 11-15 Mei* (Manado: WOC Secretariat, 2009), 3.

⁹ WOC Local Committee, *Progress Report*, 3.

¹⁰ Sinyo Harry Sarundajang, *Poros Maritim dan Ekonomi Biru Masa Depan Indonesia* (Jakarta: Kata Hasta Pustaka, 2015), 31.

considered as the Ocean of the Future. North Sulawesi along with other provinces such as Maluku, North Maluku, West Papua and Papua, are located in the Pacific Rim and have a promising prospect, if the government is able to realize the strategic position then it can obtain the access to a community of world trade.¹¹ When it is supported by a conducive and contributive program then various activities can be implemented optimally.

Some international programs such as marine conservation, discussion of ocean flows, and marine disaster mitigation have been implemented in various sustainable development programs. Indonesia itself has been active in international meetings that discuss the issues of marine and fisheries such as the Asia-Pacific Economic Cooperation (APEC) meeting held in Bali on September 2005, which was attended by the Minister of Marine and Fisheries of various countries. This brought out the "Bali Plan of Action" which is a policy document on maritime issues in the Asia-Pacific regional level. Later on together with Australia, Indonesia took the initiative to hold a ministerial level meeting in order to implement a regional program of combating "IUU fishing". At the sub-regional level, progresses have been achieved with the implementation of Arafura Sea and Timor Expert Forum (ATSEF), and Sulu-Sulawesi Marine Eco Region (SSME).¹² In 2007, Indonesia officially became a permanent member in several regional fisheries organizations, including the Indian

¹¹ Sinyo Harry Sarundajang, *Sulawesi Utara Pintu Gerbang Asia Pasifik: Inisiatif Dr SH Sarundajang Merevitalisasi Pemikiran Futuristik Sam Ratulangi* (Jakarta: Media Madina Nusantara Press, 2013), 134.

¹² Michael F. Umbas, *Sulut Mendunia: Sukses World Ocean Conference, Coral Triangle Initiative, and Sail Bunaken 2009* (Manado: Mika Publishing, 2009), 5.

Ocean Tuna Commission (IOCT) and the Commission for the Conservation of Southern Bluefin Tuna (CCSBT).¹³

Another desire for Indonesia to participate even more active is affected by the fact that Indonesia is the largest archipelago country with the highest number of islands, and approximately 75% of the country is covered with water, including the Exclusive Economic Zone (EEZ). This fact is based on the agreement issued in New York in 1982 the UNCLOS – III.¹⁴ Many efforts has been done by the Indonesian government in organizing various aspects in the maritime field, in correspondence of what is written in the Declaration of Bunaken 1998 in Manado, North Sulawesi, and followed by *Seruan Sunda Kelapa* in 2001.¹⁵

Moreover, Indonesia is located within the Coral Triangle. It is an area of the tropical marine waters encompassing 6 million square and home to 393 million people. This are is considered as the epicenter of marine biodiversity. Indonesia along with other five countries that border directly with this area namely Malaysia, Papua New Guinea, Philippines, Solomon Islands, and Timor Leste established the Coral Triangle Initiative on Coral, Reefs, Fisheries, and Food Security (CTI-CFF) which is a form of multilateral partnership to adress the urgent threats facing the coastal and

¹³ World Ocean Conference 2009, *WOC – Conference Kelautan Dunia dan CTI Summit – KTT Inisiatif Segitiga Terumbu Karang 2009* (Jakarta: WOC Secretariat, 2009), 4.

¹⁴ I Wayan Prathiana, *Hukum Laut Internasional dan Hukum Laut Indonesia* (Bandung: Yrama Widya, 2014), 62.

¹⁵ WOC Local Committee, *Progress Report: Persiapan World Ocean Conference 2009 Manado – Sulawesi Utara – Indonesia 11-15 Mei* (Manado: WOC Secretariat, 2009), 2.

marine resources of one of the most biologically diverse and ecologically rich regions on earth.¹⁶

Having had some experiences regarding regional maritime cooperation, Indonesia took a strategic step to strengthen their focus on marine issues through the efforts of elaborating the ocean's role in climate change and the impacts of climate change towards the marine world, by taking the initiative to organize the World Ocean Conference (WOC) in Manado on May 11-15, 2009, hereafter referred to as WOC 2009. WOC 2009 was a local idea from the government of North Sulawesi that was later developed comprehensively to reach the national and international levels.¹⁷ The governor of North Sulawesi, Sinyo Harry Sarundajang who fought for this idea prepared some diplomatic strategies to convince all the international stakeholders by firstly convincing the central government of Indonesia.

One of the reasons for the implementation of the WOC 2009 was also based on the studies and observations of experts in the 1990s, which stated that the Greenland's ice has started melting down. It is expected to be triggered by the rise in the sea level of about a hundred inch per year.¹⁸ This extreme change will cause extinction to a number of species that cannot adapt to such condition.¹⁹ Various attempts have been conducted by humans to prevent the issues on climate change and

¹⁶ Anne Walton and Allan White, "Establishing a Functional Region-Wide Coral Triangle Marine Protected Area System," *Coastal Management*, Vol. 42 Issue 2 (March/April 2014): 107.

¹⁷ Michael F. Umbas, *Sulut Mendunia: Sukses World Ocean Conference, Coral Triangle Initiative, and Sail Bunaken 2009* (Manado: Mika Publishing, 2009) 6.

¹⁸ Sanyo Harry Sarundajang, *Geostrategi: Sulawesi Utara Menuju Pintu Gerbang Indonesia di Asia Pasifik* (Jakarta: Kata Hasta Pustaka, 2011) 299.

¹⁹ Warner and Schofield, *Climate Change*, 3.

global warming. But all of those efforts are focused dominantly on the mainland. In the United Nations Framework Convention on Climate Change (UNFCCC) in Bali, December 2007, from around 800 topics discussed, there was only one marine-related topic.²⁰ Whereas the ocean is in fact 2/3 of the earth's surface and plays an important role in global climate change.²¹ On the other hand, a number of world's maritime issues has not been resolved and often becomes a source of disputes and wars between states.

Many scientists have said that the ocean is a carbon sink which has been proven to have potential in absorbing gas emissions. The entire ocean on earth absorbs carbon of 90 billion tons per year, and release back 92 billion tons of carbon per year into the atmosphere. The ability of the sea to store carbon is 50 times higher than the atmosphere.²² The absorption of carbon dioxide by the sea beats the Amazon forest in Brazil which is the lungs of the earth. Indonesian sea at the edge of the Pacific, the Philippines, Malaysia, Papua New Guinea, East Timor and the Solomon islands is the world's most humongous carbon sinks, and is also known as the "amazon of the seas" in the marine world. This areas cover 75,000 square kilometers, has more than 3,000 species of fishes, and is a source of food for 120 million people, as well as the source of regional economies with an estimated turnover of 2.3 million

²⁰ Sarundajang, *Geostrategi*, 300.

²¹ Warner and Schofield, *Climate Change*, 19.

²² Dorothee Herr and Grantly R. Galland, *The Ocean and Climate Change: Tools and Guidelines for Action* (Gland, Switserland: IUCN, 2009), 14.

billion dollars per year.²³ This is why Indonesia, especially North Sulawesi region is an ideal location for the implementation of the WOC 2009.

WOC 2009 was a historic conference because for the very first time the world specifically gave attention to marine environment and its contribution to the future of humanity. With the theme of "Oceans and Climate Change" and the sub-theme of "Climate Change Impacts to Oceans and the Role of Oceans to Climate Change", the conference intended to gather some of the heads of governments of maritime and coastal countries, international organizations, scientists, journalists, private sectors and other stakeholders to discuss the global marine issues in order to achieve an international agreement in the utilization of marine resources for the sake of the continuation and preservation of human and the universe, as well as to build international commitment in preserving the ocean and its potential in reducing the impact of global warming and climate change.²⁴

For the world, the WOC 2009 was a momentum to; optimize, develop, and conserve marine resources as the world's "mega carbon sink" world; identify the actions to be taken while facing global climate change, and; enhance the international cooperation for the sustainable utilization of marine resources in order to improve the welfare of mankind. These objectives and commitments are poured into the Manado Ocean Declaration (MOD), which was inaugurated at the end of the conference.²⁵

²³ Sarundajang, *Geostrategi*, 301.

²⁴ Sarundajang, *Geostrategi*, 304.

²⁵ Sarundajang, *Geostrategi*, 306.

MOD synthesizes key messages which were agreed by the ministers and heads of delegations who participated at WOC 2009. It covers the issues of collective concern, including the need to (i) commit to a long term conversation, management, and sustainable use of marine living resources; (ii) establish national strategies to sustainably manage marine and coastal ecosystems and enhance their resilience; (iii) reduce marine pollution; (iv) increase understanding and information exchange of the coasts, oceans, and climate change, particularly in developing countries; and (v) establish and effectively manage Marine Protected Areas, including resilient network.²⁶

This conference demanded political will from the heads of governments so that the agreement resulted in the MOD can become a foundation and be the first step in the development of global marine. The Indonesian government also hopes that similar meetings can be implemented periodically to renew the global commitment. Through WOC 2009, Indonesia has become the center of excellence for marine research and development. As for the local government of North Sulawesi, this event increased the tourism industry, making it as the driving sector of regional and national economic, and improved the welfare of North Sulawesi's people.

Driven by the desire to make North Sulawesi the gate of Indonesia in the Asia Pacific, the local government of North Sulawesi supported by the central government managed to perform a variety of preparations and diplomatic strategies.

²⁶ Transform Aqorau, "Current Legal Developments World Ocean Conference, Manado, Indonesia, 11-14 May 2009," *The International Journal of Maritime and Coastal Law*. Vol. 24 Issue 3 (2009): 597-602.

These efforts were able to bring this event to the local, national, and international stage. The success of this international event also allowed North Sulawesi and Indonesia to gain an international trust and recognition. In the future, North Sulawesi targeted to improve the MICE (Meeting, Incentive, Conference, and Exhibition) activities in Eastern Indonesia.

1.2 Research Questions

The preparation of the WOC 2009 has certainly gone through a long process. Various efforts have been made by the local government of North Sulawesi, both at the national level and international level. The process of communications and diplomacies were conducted in order to gain the supports from the ministries, state agencies, institutions, academics, private sectors, other countries, and international organizations. Based on the introduction above, the research questions arise for this thesis are:

1. How did the local government of North Sulawesi establish and build strategic partnerships with national and international actors to initiate the World Ocean Conference 2009?
2. In what ways did the World Ocean Conference 2009 contributed to the development of North Sulawesi?

1.3 Research Objectives

Based on the research questions above, the research objectives of this thesis are:

1. To explain the process of communication and diplomacy that have been undertaken by the local government of North Sulawesi in establishing and building strategic partnerships with national and international actors as the initiator of the WOC 2009.
2. To elaborate all the advantages of the WOC 2009 for the development of North Sulawesi.

1.4 Research Benefits

The benefits that can be taken from this research among others are:

1. As an information material for students, especially international relations students on the process and the steps taken by the Indonesian government both at national and international level in creating international strategic cooperation through the implementation of the WOC 2009, as well as knowing how a partnership can be established through diplomacy and international treaties.
2. Helps the general public in raising awareness of marine environmental issues which has lately become the world's attention, as well as a reminder of the

fact that the marine environment is an important and crucial aspect for humanity in the future.

3. Beneficial for the government to determine policies on the implementation of the similar agenda in the years ahead as well to participate as members of the organizations concerned with the issue of marine environment.

1.5 Organization

The result of this research will be put together as a scientific report with the following systematic structure of writing:

Chapter I Introduction

This chapter consists of the research topic's background that later will be developed to research questions, purposes of research, practical benefits of the research, and the organization.

Chapter II Analytical Framework

This chapter consists of literature review, theory, and concepts used by the writer in analyzing the research topic. In this chapter, the writer explains the theory of liberalism which serves as the major basis for analyzing the data obtained and discussing the topic. The theory is supported by some concepts that are still relevant with the research topic such as diplomacy, multilateralism, and globalization.

Chapter III Research Method

This chapter explains about the research approach, data collection technique, and data analysis technique used by the writer.

Chapter IV Data and Analysis

This chapter consists of analysis and discussions about the research topic. It explains about the communication and diplomatic processes conducted by the local government of North Sulawesi during the preparation of the WOC 2009. Moreover, it provides the multilateral cooperation between the government of Indonesia and the stakeholders, details information about the WOC 2009, and the advantages of the WOC 2009 in the development of North Sulawesi.

Chapter V Conclusion

This last chapter consists of the conclusion and recommendations based on the data that have been analyzed.

