

## ABSTRAK

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### **IMPLIKASI PENYELENGGARAAN ACARA MENDUNIA TERHADAP PENGUATAN *SOFT POWER* DAN AKTIVITAS BISNIS DOMESTIK SINGAPURA**

(xiv + 102 Halaman: 7 Gambar; 1 Tabel)

**Kata Kunci :** Liberalisme, *Soft Power*, Diplomasi Publik

Penyelenggaraan acara mendunia digunakan oleh Singapura untuk penguatan soft power untuk menciptakan eksistensinya dalam melakukan diplomasi dan kerjasama dengan negara lain atau organisasi. Singapura memanfaatkan acara mendunia untuk menunjukkan diplomasi publik melalui kampanye Singapura yang bertajuk green Singapore dan passion made Singapore atau dikenal dengan your Singapore. Pembentukan soft power yang dilakukan oleh Singapura dilatarbelakangi oleh multi etnis masyarakat Singapura. Penelitian ini menggunakan teori Liberalisme, konsep soft power, dan diplomasi publik. Pengumpulan data dilakukan dengan teknik kepustakaan yang berasal dari buku, jurnal, dan laporan terkait penelitian. Data diperoleh menggunakan analisis validitas dan reliabilitas yang ditemukan peneliti di lapangan. Analisis data dilakukan berdasarkan data dari jurnal dan laporan. Hasil penelitian kemudian dieksplorasi terkait permasalahan penelitian yaitu penguatan soft power melalui acara mendunia dalam aktivitas bisnis domestik Singapura. Penguatan soft power yang digunakan oleh Singapura melalui diplomasi publik yang didalamnya terdapat kampanye Green Singapore dan Passion Made Possible melalui acara mendunia seperti F1 Grand Prix, Singapore Air Show, Art Basel, dan konser musik internasional memiliki dampak positif terhadap aktivitas bisnis domestik Singapura ditandai dengan adanya perluasan kerjasama dan peningkatan pendapatan Singapura. Singapura dalam memperkuat soft power melalui acara mendunia yaitu F1 Grand Prix, Singapore Air Show, Art Basel, dan Konser Musik Internasional berkontribusi besar terhadap aktivitas bisnis domestik Singapura dengan tidak menghilangkan budaya dan sejarah masyarakat Singapura dan menciptakan interdependensi ekonomi dengan negara lain dan menciptakan kerjasama investasi asing melalui instansi internasional.

**Referensi :** 19 Buku (1982 – 2018) + 33 Jurnal + 36 Website

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(xiv + 102 Pages: 7 Pictures; 1 Tabel)

### **IMPLICATION OF ORGANIZING GLOBAL EVENTS ON STRENGTHENING SINGAPORE'S SOFT POWER AND DOMESTIC BUSINESS ACTIVITIES**

**Keyword:** *Liberalism, Soft Power, Public Diplomacy*

*The implementation of global events is used by Singapore to strengthen soft power to create its existence in conducting diplomacy and cooperation with other countries or organizations. Singapore utilizes world events to show public diplomacy through Singapore's campaign entitled green Singapore and passion made Singapore or known as your Singapore. The formation of soft power carried out by Singapore is motivated by the multi-ethnicity of Singaporean society. This research uses the theory of Liberalism, the concept of soft power, and public diplomacy. Data collection was carried out using library techniques derived from books, journals, and reports related to the research. Data were obtained using validity and reliability analysis found by researchers in the field. Data analysis was conducted based on data from journals and reports. The results of the research were then explored in relation to the research problem, namely strengthening soft power through global events in Singapore's domestic business activities. The strengthening of soft power used by Singapore through public diplomacy in which there are Green Singapore and Passion Made Possible campaigns through global events such as the F1 Grand Prix, Singapore Air Show, Art Basel, and international music concerts has a positive impact on Singapore's domestic business activities marked by the expansion of cooperation and an increase in Singapore's income. Singapore in strengthening soft power through global events, namely F1 Grand Prix, Singapore Air Show, Art Basel, and International Music Concerts contribute greatly to Singapore's domestic business activities by not eliminating the culture and history of Singaporean society and creating economic interdependence with other countries and creating foreign investment cooperation through international agencies.*

**References:** *19 Books (1982 – 2018) + 33 Journal + 36 Website*