

Indonesia's Diplomatic Strategy in Promoting Tourism in Singapore as an Effort for Indonesia's Economic Recovery in 2022

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Abstract

In this study, the authors discuss Indonesia's diplomatic strategy in promoting tourism in Singapore in 2022 after the subside of Covid-19. Indonesia considers Singapore as one of the potential countries to carry out tourism promotion, because there are three influencing factors, namely: Community, Geographic, and Market as calculations for Indonesia. Indonesia also sees that Singapore is the main key for its tourism because it is a connecting country for Asian and European countries when they want to visit Indonesia. The purpose of this research is to find out how Indonesia's diplomacy strategy is in promoting tourism in Singapore in 2022 by using the concept of cultural diplomacy as a tool in analyzing this strategy. This study uses a qualitative descriptive method and uses a document-based literature study with miles and Huberman analysis techniques. The results of this study indicate that Indonesia uses tourism to achieve its national interests as attracting Singaporean tourist visits in an effort to recover the economy after the Covid-19 pandemic, by carrying out several strategies such as conducting a travel bubble cooperation which reopened flight and shipping routes for the two countries followed by cooperation marketing collaboration and organizing sales missions in Singapore. In addition, Indonesia and Singapore also carried out a youth exchange program as one of their cultural diplomacy strategies. With this cultural diplomacy strategy,

Keywords: Indonesia – Singapore, Tourism Promotion, Diplomacy Strategy, Covid-19, 2022.

Background

In 2022 the Indonesian government will again begin efforts to increase foreign and local tourist visits through the Tourism Sector through several strategies by improving and focusing on locations, transportation access, improving services and superior sub-sectors or collaborating with parties involved in increasing foreign and local tourists to tourism areas in the Motherland¹. With the recovery of Covid-19 in

¹ Kemnparekraf, "Siaran Pers: Kemenparekraf Identifikasi Peluang Pariwisata Di Masa Normal Baru", Kementerian Pariwisata Dan Ekonomi Kreatif, (Jakarta: 31 Agustus 2020). Di akses pada tanggal 10 Januari 2023, pukul 17.52 WIB <<https://pedulicovid19.kemnparekraf.go.id/siaran-pers-kemnparekraf-identifikasi-peluang-pariwisata-di-masa-normal-baru/>>

2022, the government, especially the Ministry of Tourism and Creative Economy, Sandiaga Uno is optimistic about trying to revive Indonesian tourism which can generate large foreign exchange for the country like the last few years². As one of the highest foreign exchange earners in Indonesia, it is not surprising that the ups and downs of tourism can affect the country's economy. This is because the tourism sector is the largest foreign exchange earner and can even surpass foreign exchange from the oil and gas, coal and palm oil sectors for Indonesia.³

With the passing of time, the Indonesian tourism sector is increasingly being improved by the government, especially during the leadership of Ir.h. Joko Widodo who sees the advantages of tourism in Indonesia. Even though in 2020-2021 local and foreign tourists will decline, efforts to improve the tourism sector will continue to be carried out as optimally as possible so that they can welcome foreign and local tourists properly. With the improvement of Covid-19 and its preparations to return to welcoming foreign tourists, Indonesia has begun to target several countries as destinations for its promotion, one of which is countries in the Southeast Asian Region as neighboring countries such as Malaysia, Brunei, Thailand and Singapore⁴. Which is more potential to visit Indonesia than other regions. Singapore will become the big visitor for Indonesia because they had good relations and geographic are nearly than other state in Southeast Asian.

Diplomatic relations between Indonesia and Singapore are harmonious because they have been established for 55 years since the leadership of prime minister Lee Kuan Yew and president Suharto on 7 September 1967 until 2022, relations between the two countries are officially carried out right after 1 year of the Malaysian Federation's recognition of independence Singapore and the establishment of ASEAN in the Southeast Asian region⁵. Since the start of this collaboration, especially in 2004 until now, Indonesia and Singapore have continued to collaborate in order to encourage growth and national needs for both countries. In addition, Indonesia and Singapore also often make visits between government officials to

² Kominfo, "manparekraf optimis sambut tahun 2022 dengan kebangkitan pariwisata", kominfo (Jakarta: 27 Desember 2021), di akses pada tanggal 11 Januari 2023 pukul 00.24 WIB <https://www.kominfo.go.id/content/detail/39036/menparekraf-optimis-sambut-tahun-2022-dengan-kebangkitan-parisi-wata/0/virus_corona>

³ Kementerian Investasi, "*peluang bisnis industri pariwisata*", Kementerian investasi (Jakarta) di akses pada tanggal 10 Januari 2023 pukul 19.06 WIB <<https://www.investindonesia.go.id/id/artikel-investasi/detail/peluang-bisnis-industri-pariwisata>>

⁴ Muhammad Arief Satrio, "*Upaya Pemerintah Indonesia dalam Meningkatkan Pariwisata Mandalika Melalui Kerangka Branding 'Wonderful Indonesia'*", Indonesian Perspective, Vol. 6, No. 1 (Januari-Juni 2021), hal. 66-67

⁵ Lemhanas RI, "*Kuliah Umum Hubungan Bilateral Indonesia-Singapura*", (Jakarta:23, Juli 2019), diakses pada tanggal 14 Februari 2021, pukul 14.00 WIB, < <https://www.lemhannas.go.id/index.php/news/main-news/733-lecturing-general-bilateral-relation-indonesia-singapore>>

continue to provide commitment and significant contributions to the continuation of cooperation between the two countries so that it runs well.⁶

Singapore is the most immigrants from Southeast Asia are visiting Indonesia around 2019-2021. And according to the Visit Indonesia Tourism Officer (VITO) in Singapore, which is one of the tourism management agencies in Singapore, explained that Indonesia is one of the very superior destinations in Singapore. This can be proven by data on foreign tourist visits before Covid-19 spread, around 16 million foreign tourists and 1.9 million of these tourists came from Singapore. Meanwhile, Singapore itself has access to 14 cities in Indonesia with aircraft accommodation with 25 thousand seats a day⁷.

Seeing the enthusiasm of Singaporeans who often visit or vacation in Indonesia, both before the outbreak of the pandemic and after. Indonesia sees that there are several factors and opportunities that influence Singaporeans to continue visiting Indonesia until now. So that in 2022 Indonesia will carry out several diplomatic strategies that can increase Singaporean tourists to visit tourism destinations in Indonesia through several promotions both online and offline. From these problems the author sees that it is important to know the efforts made by Indonesia to increase Singapore tourists which had declined in 2020-2021 due to the impact of covid-19.

Theoretical review

Cultural Diplomacy

Cultural diplomacy is described as a country's efforts to take advantage of the exchange of ideas, values, traditions and other aspects related to culture or state identity to strengthen relations between countries, enhance cultural cooperation, promote national interests and have the ability to influence "global public opinion" until on ideology, community and nation. In its application, cultural diplomacy has several principles, namely: as respect and recognition of cultural diversity and heritage, as a constant global intercultural dialogue, as justice, equality and interdependence, to protect human rights globally, and to maintain global peace and stability.

Some experts say that cultural diplomacy can be in the form of an attempt by a country to influence other countries through various aspects of culture. As mentioned by Finn in the research he wrote "The case for cultural diplomacy: Engaging Foreign Audiences" that cultural diplomacy can be used as a promotion

⁶ Ibid.

⁷ Gusti Andry, "Menpar ajak Vito manfaatkan singapura untuk dorong turis masuk indonesia", info publik portal berita info publik, (11 April 2019). Di akses pada tanggal 12 januari 2021, <<http://infopublik.id/kategori/nasional-ekonomi-bisnis/341207/menpar-ajak-vito-manfaatkan-singapura-untuk-dorong-turis-masuk-indonesia>>

of state democracy through music, food, film, education, and art as well as cultural elements.⁸. And according to other figures like Czech. V Hubinger also said that cultural diplomacy can be used as a foreign policy instrument through presentations, promotions, to build a positive image of the country through cultural activities.⁹. Meanwhile, according to Tulus Warsito and Wahyuni Kartika Sari in the book "Cultural Diplomacy: Concepts and Relevance for Developing Countries" said that cultural diplomacy is a state effort to fight for national interests through the cultural dimension by utilizing cultural aspects (in foreign policy) both micro and macro such as education, tourism, tradition, technology, science, sports, and arts or propaganda to expert exchanges¹⁰. In addition, cultural diplomacy can also be grouped into the following points:

Table 1 Points in Cultural Diplomacy

Peaceful Conditions		
FORM	OBJECTIVE	MEANS
<ul style="list-style-type: none"> - exhibition - Competition - Mission exchange - negotiation - Convention 	<ul style="list-style-type: none"> - To gain recognition - In an effort to hegemony - Friendship path - As a means of adjustment 	<ul style="list-style-type: none"> - Tourist - Sport - Education - Art

Source: Cultural Diplomacy: Concepts and Relevance for Developing Countries Indonesia case study by Tulus Warsito and Wahyuni Kartikasari.

In the application of cultural diplomacy, not only state actors can play a role in practice, but non-state actors can also contribute to the implementation of this diplomacy. As explained by Schneider,

⁸ Riski Muhammad Baskoro, "The Truth Of Cultural Dilomacy", Jurnal AEGIS Vol.4 No.2, (September: 2020), hal.38

⁹ Erik Pajtinka, "Cultural Diplomacy in Theory and Practice of Contemporary International Relations", Journal for Political Sciences Vol.17 No.4 (Desember: 2014), hal.100.

¹⁰ Tulus Warsito, dan Wahyuni Kartika Sari, "Diplomasi Kebudayaan: Konsep dan Relevansi Bagi Negara Berkembang", (Yogyakarta: Penerbit Ombak, 2007), hal.2-6

Stamatoudi, Jang, Paik and Finn that actors in cultural diplomacy are not only limited to countries¹¹. Therefore, actors such as MNCs and individuals can also take part in carrying out the role of cultural diplomacy for a country. With the explanations that have been explained by several prominent figures, it can be concluded that the actors of cultural diplomacy are not limited to state actors but non-state actors and even the public can also become important actors in cultural diplomacy. In practice diplomacy has functions as representation, negotiation, reporting, and protecting¹². However, for its main task, diplomacy is in control to protect the state in political affairs, economic relations, culture, dispute resolution and can become an advocate for human rights issues. Diplomacy can occur in a bilateral and multilateral context.¹³. Diplomacy itself is a soft power effort that is usually carried out by a country in order to achieve national interests and efforts to avoid a conflict with other countries.

Research Methods

Research Design

In this study the authors used a qualitative method which made descriptive data in the form of writing, speech and behavior from the community as research material. The research process is carried out by compiling basic assumptions as the logic of thinking and channeled into the form of sentences that are arranged and written. Qualitative research itself is a form of study of a natural environment so that it does not have variable limits because social behavior is dynamic. While the data collection researchers used literature study by digging into many sources in collecting data both from Literature, Newspapers, Internet Magazines and Official Documents. This study uses an induction data analysis technique, which uses the data and phenomena studied and then filtered according to relevant data and grouped so that it is easy to analyze in order to assist in completing the research¹⁴.

Object of research

The object of research is Singapore. that being the target of Indonesia implements on cultural diplomacy strategy through tourism so that it can promote Indonesian tourism in 2022 which had

¹¹ Riski Muhammad Baskoro, "The Truth Of Cultural Diplomacy", Jurnal AEGIS Vol.4 No.2, (September: 2020), hal.41

¹² P.Anthonius Sitepus, "Studi Hubungan Internasional", (Yogyakarta: Graha Ilmu, 2011)., hal.196-201

¹³ Mohtar Mas' oed, "Ilmu Hubungan Internasional: Disiplin dan Meteorologi", (Jakarta: LP3ES,1990), hal.139

¹⁴ Dr. Christopher Lamont, "Metode Penelitian Hubungan Internasional", Di Terjemahkan Oleh Umar Suryadi Bakry, (Jakarta: pustaka pelajar, 2015), Hal.18.

experienced a drastic decline in 2020-2021 so that it can again attract foreign tourists to visit tourism destinations in Indonesia.

Data collection technique

In this study the authors collected various secondary data related to Singapore and Indonesia's diplomatic strategy as an effort to promote Indonesian tourism in Singapore and will be processed using descriptive literature methods. The data used by the author comes from various references from documents that are considered relevant to research such as written texts, artifacts, pictures, and photos of books, journals, internet, news, magazines and newspapers which discuss the topics raised so that can help and support the completion of this research¹⁵.

Data analysis technique

The author uses qualitative data analysis techniques with several stages such as managing data, understanding and classifying and assessing the data obtained to be taken as research data. Then it can be managed and filtered again so that it finds important points that can be used as hypotheses in research. According to Miles and Huberman, written in a book on research methods, it says that "In qualitative research, data is collected through various different data collection techniques, such as interviews, observations, quotations, and extracts from documents, notes on tape; looks more like words than numbers. Therefore it must be processed before use.¹⁶ So Miles and Huberman put forward three general patterns of analysis, namely data reduction, data display, and drawing conclusions. While in this study the authors used data analysis techniques with three stages, namely data reduction, data presentation, and data retrieval as offered by Miles and Huberman.

Results and Discussion

Indonesia's Diplomacy Strategy in Promoting Tourism in Singapore in 2022

Diplomacy is one of the concepts in International Relations that is used to strengthen the relations of a country through elements of culture and national identity. So that it can influence politics, economics, and social culture, especially global public opinion. From the application of this concept allows a country to agree on some cooperation and carry out promotions that are profitable for both countries. This happens because of the interaction between the two or more countries so that interests and problems can be discussed

¹⁵ Prof. DR. Lexy J. Moleong, M.A., *"Metodologi Penelitian Kualitatif"*, (Bandung: PT. Remaja Rosdakarya, 2017), hal.11.

¹⁶ Prof. Dr. A. Muri Yusuf, M. Pd., *"Metode Penelitian kuantitatif kualitatif dan penelitian gabungan"* (Prenadamedia group: Jakarta), 2019, hal.407.

which ultimately provide the best solution for each country. The implementation of this concept is releveling with one of the hadiths of the prophet which discusses the importance of maintaining a relationship which reads:

عن أنس بن مالك رضي الله عنه قال سمعت رسول الله صلى الله عليه وسلم يقول: «من أحبَّ أن يُبسَّطَ عليه في رزقه، وأن يُنسأَ له في أثره؛ فَلْيَصِلْ رحمه [صحيح] - [متفق عليه]

Artinya: Anas bin Malik –radhiyallahu anhu- berkata Aku mendengar Rasulullah –sallallahu ‘alaihi wa sallam- bersabda, “Siapa yang ingin dilapangkan rezekinya dan dipanjangkan umurnya, hendaknya ia menyambung silaturahmi. Hadits shahih – Muttafaq ‘alaih¹⁷

From the hadith it is explained that by connecting with fellow human beings, it can bring goodness to those who do it. Where when friendship is established, it can strengthen relationships and smooth one's fortune because establishing friendship can open up opportunities to get more benefits. The hadith above can be a reflection of the concept of diplomacy that exists in International Relations, which if carried out will open up opportunities for profits for the countries that do it. For example, such as holding visits between countries to resolve a problem and ending with the inauguration of a cooperation that is beneficial to both countries. During 2020-2021 the economy throughout the country experienced a severe recession due to the emergence of the new virus "Covid-19" and resulted in a drastic decline that affected various sectors of the economy of society and the country. Therefore it is necessary to have a solution carried out by the state or non-state to normalize the economy which has declined in the past 2020-2021. And for improving the number of visitor from Singapore's touris Indonesia have done several strategy by implemanting cultural diplomacy:

1. Travel Bubble Collaboration Between Indonesia and Singapore

A travel bubble can also be defined as a response to international standard travel restrictions for two or more countries that have made an agreement and have rules that must be fulfilled by the country concerned with the aim of economic recovery for the country.¹⁸ Making this policy makes it easy for individuals to visit a country freely without quarantine requirements upon arrival. Apart from making it

¹⁷ Mohamad Zaenal Arifin, Suliyono, Muh. Anshori, “Pemasaran Syariah Dalam Perspektif Hadits Dan Aplikasinya Pada Perbankan Syariah”, Jurnal Madani Syariah, Vol.5 No.4, (Agustus 2022), hal. 87

¹⁸ Asep Setiawan, “Teori dan Praktik Diplomasi”, Diktat Teori dan Praktik Diplomasi, (Jakarta: Universitas Muhammadiyah Jakarta, 2016), hal. 21

easier for tourists to travel, travel bubbles also provide convenience for countries that do so because they can rebuild the economy through the tourism sector.

By seeing the opportunities offered by the Travel bubble which are implemented by several countries, Indonesia is starting to be interested in implementing this concept by targeting Singapore as the main target in the travel bubble collaboration. In its efforts, Indonesia has started to carry out several approach strategies by visiting Singapore so that it can negotiate regarding the travel bubble. It is the negotiation that is one form of Indonesia's cultural diplomacy efforts towards Singapore which will eventually lead to cooperation between the two countries.

With the cooperation between Singapore and Indonesia through the travel bubble with all the policies and offers that are quite promising, it provides good opportunities and benefits for the Indonesian economy, especially for the tourism sector. After the official implementation of the travel bubble implemented by Indonesia and Singapore, it caused a surge in foreign tourists, especially Singapore, in the first half of 2022. According to a Tourism for Us report, it was stated that the number of visiting tourists from Singapore began to increase. This increase does not only apply to visits at the entrance to Batam, Bintan, but for the entrance to the Bali gate as well. According to the report, there were 153,006 million Singaporean tourists who visited Indonesia during January-July 2022.¹⁹.

This collaboration is a form of Indonesia's cultural diplomacy towards Singapore in increasing Singaporean tourist arrivals to visit Indonesia. This collaboration is the result of successful negotiations between the two countries resulting in an understanding in the form of cooperation and mutual benefit. This collaboration is a form of Indonesia's strategy to revive its tourism so that it can run normally even though it is bound by several safety regulations. And indirectly this program has also become one of the tourism's promotions events for Indonesia to Singaporean tourists that Indonesia has provided safe and secure tourism.

2. Marketing collaboration with airlines

With the recovery of Covid-19 and the official travel bubble between Indonesia and several countries, Indonesia has re-opened international flight and shipping routes for foreign tourists in the world. This is also used by Indonesia to collaborate with travel operators to inform the reopening of Indonesian tourism to the international community. One of the collaborations that Indonesia is undertaking in 2022 is a marketing collaboration by the Ministry of Tourism and Creative Economy with AirAsia airlines in order

¹⁹ Tourism For Us, “*Kememparekraf Gelar Sales Mision di Singapura, Sasar Wisatawan Kapal Pesiar dan Digital Nomad*”, Tourism For Us, (Oktober: 01, 2022), diakses pada tanggal 16 Februari 2023 pukul 22.50 WIB, < <https://tourismforum.com/2022/10/01/kememparekraf-gelar-sales-mission-lagi-di-singapura-sasar-wisatawan-kapal-pesiar-dan-digital-nomad/>>

to promote the #It's TimeforBali campaign to the people of Singapore, Thailand and Malaysia through the Familiarization or Famtrip program which is attended by representatives of travel agents or the official operator of each country²⁰.

The program was held directly by the Ministry of Tourism and Creative Economy by embracing Air Asia airlines to re-promote Indonesian tourism, especially new destinations in Bali after the subsidence of Covid-19 in several countries such as Malaysia, Thailand and Singapore. This program started from 12 - 15 July 2022 as a direct promotional program for operators in charge such as TA and TO to prove the beauty and readiness of Indonesian tourism after the easing of Covid-19. During the course of the program, the participants were always accompanied by the Visit Indonesia Tourism Office (VITO) from each country, making it easier for interaction and introduction to famous destinations on the island of the Gods, such as the island of Nusa Penida, Kelingking Beach, Angel Billabong, Broken Beach,²¹.

3. Organizing Sales Missions

After the inauguration of the travel bubble in Indonesia, there are many opportunities to increase foreign tourists to Indonesia, one of that is by holding several activities so that the government moves faster to promoting the tourism destinations. However, promoting tourism cannot run efficiently if it is only done through media promotion but it is necessary to carry out direct promotions involving various sections other than media. Such as holding a performance or direct promotion through organizing a sales mission in the destination country by presenting representatives from their respective agencies. Sales mission itself can be interpreted as an introduction and promotion effort by visiting destination countries where they will discuss cooperation in marketing and selling tourism products²².

Sales Mission for a country is very important because it greatly influences the increase in visits for foreign tourists in their country. In general, this program must be carried out and held in the country itself or the country of promotion destination, as a form of promotion and introduction of new tourism or a new agenda belonging to the country concerned. Indonesia itself is no stranger to this program because it is often held in several regional countries, one of which is Singapore. Indonesia's goal of organizing the program is not solely for cultural introductions or tourism. However, on this occasion Indonesia can also provide the that year.

²⁰ Tourism For Us, “*Kolaborasi Marketing Kemenparekraf dan Air Asia Bawa TO/TA ASEAN Famtrip Ke Bali*”, Touris for Us, (July: 19, 2022), diakses pada tanggal 18 Febuari 2023 pukul 13.00 <<https://tourismforum.com/2022/07/19/kolaborasi-marketing-kemenparekraf-dan-airasia-bawa-to-ta-asean-famtrip-ke-bali/>>

²¹Ibid

²² (Elda Agustina Qomaria, 2019)

After being delayed due to the spread of Covid-19 in previous years, finally in 2022 Indonesia can organize its tourism promotion efforts again through a sales mission in Singapore which took place on May 31, 2022 and on September 30 2022. That hold in Singapore and delivered directly by the Indonesian Minister of Tourism and Creative Economy, namely Sandiaga Salahudin Uno, the organizer of the program²³. Which took many participants from the Singapore Tourism Industry which consists of various airline agents, cruise and ferry operators as well as tour operators and travel gen funds. Apart from the offline agents who came there were also several media representatives who came to attend this sales mission²⁴.

4. Singapore–Indonesia Youth Leader Exchange Program

In international relations, understanding between countries is needed in order to avoid conflict and propaganda. This understanding between countries can be grown through various programs that can be agreed upon between two or more countries. The Singapore-Indonesia Young Leaders Exchange Program is one of the programs agreed upon by the two countries to strengthen relations between the two countries. By sending delegates from each country to gather in a forum²⁵.

The program was held again in Bali on 18-24 September 2022 by bringing 25 representatives from the Singapore delegation and 28 people from the Indonesian delegation. With this program, it can be an opportunity for Indonesia as a venue for tourism promotion after the improvement of Covid-19. By raising topics of discussion such as "Youth Entrepreneurship-Youth Action Recovery after Pandemic", as the topic of discussion in the youth exchange program between Indonesia and Singapore in 2022. Where this discussion will discuss the tourism sector of the two countries which have reopened to increase the post-pandemic downturn Covid-19²⁶.

²³ Tourism For Us, “Kemenparekraf Gelar Seles Mision Lagi di Singapura, Sasar Wisatawan Kapal Pesiar dan Digital Nomad” Tourism For Us, (Oktober: 01, 2022), di akses pada tanggal 17 Febuari 2023 pukul 09.00 WIB <<https://tourismforum.com/2022/10/01/kemenparekraf-gelar-sales-mission-lagi-di-singapura-sasar-wisatawan-kapal-pesiar-dan-digital-nomad/>>

²⁴ Tourism For Us, “*Seles Mission Singapore 2022: More Other Destination Update Please*”, Tourism For Us, (June: 02, 2022), diakses pada tanggal 17 Febuari 2022 pukul 09.00 WIB <<https://tourismforum.com/2022/06/01/sales-mission-singapore-2022-more-other-destinations-update-please/>>

²⁵Youthopia, “Delegates from Singapore-Indonesia Youth Leaders Exchange Program 2020 reflect on the 4th edition”, Youthopia,(Singapore, 7 January 2021), accessed on 20 February 2023, 14.00 WIB. <<https://youthopia.sg/read/delegates-from-singapore-indonesia-youth-leaders-exchange-programme-2020-reflect-on-the-4th-edition/>>

²⁶AntaraNews, "Singapore-Indonesian Youth Exchange in Bali discussed tourism issues", AntaraNews, (Denpasar: 20 September 2022),<<https://www.antaraneews.com/berita/3128861/pertukaran-pemuda-singapura-indonesia-di-bali-discuss-tourism-issues#mobile-src>>

The youth exchange between the two countries is one of Indonesia's efforts in diplomacy with Singapore through a form of exchange of missions from the concept of cultural diplomacy that is carried out directly by the best youth from the two countries so that they can produce a form of understanding and find common solutions to problems or topics taken in the forums. From this youth exchange, Indonesia and Singapore raised the theme of tourism to be studied together, since this sector is one of the sectors that significantly influences the country's economy, so it is necessary to exchange opinions from the two countries so that they can produce the same and profitable mission. And from this exchange of missions, Indonesia can understand Singaporean youth about culture and life in Indonesia. As well as seeing directly the tourism sector in Bali through the program.

These efforts are Indonesia's diplomatic strategy towards Singapore in promoting its tourism in 2022 which is carried out by implementing negotiations and exchange missions as Indonesia's main strategy in attracting foreign tourists from Singapore. Implementing this strategy during 2022 produced good results. What makes Indonesia's tourism sector slowly increase and improve. This can be proven by the increasing number of foreign tourist arrivals, especially foreign tourists from Singapore. According to a report by the Central Statistics Agency, visits by foreign tourists to Indonesia have increased by 215.16 percent compared to 2021²⁷.

Conclusion

In promoting its tourism, Indonesia takes a subtle approach in the form of cultural diplomacy which is practiced through negotiation and mission exchange efforts. With this approach, several strategies have been created such as conducting a travel bubble collaboration where in this collaboration Indonesia negotiates the opening of flight and shipping routes to support each country's tourism sector and offer safe travel and guaranteed facilities after Covid-19 for Singaporean tourists. who want to visit. Furthermore, Indonesia also negotiated with travel operators in Singapore by cooperating with international airlines such as Air Asia and Singapore Airline as facilitators for the family trip program held in Bali for TO/TA Singapore, Malaysia, and Thailand as an effort to succeed in the #it's time for bali campaign in 2022. In addition to implementing cultural diplomacy in the form of negotiations, Indonesia is also carrying out sales

²⁷ Badan Pusat Statistik, "Jumlah Kunjungan Wisman Ke Indonesia Pada Oktober 2022 Mencapai 678,53 Ribu Kunjungan dan Jumlah Penumpang Angkutan Udara Domestik Pada Oktober 2022 Naik 10,08 Persen", Badan Pusat Statistik, (Desember: 02, 2022), diakses pada tanggal 17 Febari 2023 pukul 16.00 WIB, <

missions to directly promote new tourism owned by Indonesia to buyers in Singapore. And finally, for exchange missions, Indonesia and Singapore routinely exchange missions to discuss various international issues between the two countries through the Singapore-Indonesia Youth Leader Exchange program which started in 2014 and is held every year including in 2022 with the theme of tourism and tourism. held directly on the island of Bali, Indonesia. Apart from that, in implementing cultural diplomacy in the form of negotiations, Indonesia also carried out sales missions to directly promote new tourism owned by Indonesia to buyers in Singapore.

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