



Diplomasi Budaya di Kawasan Asia Tenggara

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Abstrak :

Relasi politik di antara aktor-aktor internasional yang terus mengalami perubahan telah membentuk konstelasi politik kontemporer yang dinamis. Namun, diplomasi tetaplah menjadi hal yang tidak dapat dipisahkan dari interaksi negara-negara di dunia. Perkembangan yang terjadi saat ini memaksa pada pembuat kebijakan untuk kembali melakukan evaluasi atas kebijakan-kebijakan yang telah ada. Pengerahan pasukan sebagai parameter kapasitas militer maupun pencapaian-pencapaian ekonomi saja terbukti tidak cukup. Dalam keadaan ini diplomasi budaya menawarkan solusi alternatif untuk mengurai kompleksitas dari hubungan internasional, dengan mengutamakan budaya sebagai dasar dari soft power. Berbeda dengan diplomasi konvensional yang bergantung pada aktor-aktor formal maupun negara, konsep dari diplomasi modern ini memberikan ruang yang lebih luas bagi keterlibatan dari aktor-aktor non-negara. Hal ini sejalan dengan kenyataan praktik diplomasi saat ini yang tidak terbatas hanya pada hubungan antar-negara, namun telah meluas pada hubungan antar-masyarakat serta perorangan. Karya tulis ini mencoba untuk mengaplikasikan konsep diplomasi budaya pada kawasan Asia Tenggara dengan menggunakan analisis aktor yang berfokus pada peran dari aktor negara serta aktor non-negara.

Kesimpulan :

Kegiatan kultural diplomasi yang dilaksanakan baik dari institusi ASEAN dan negara anggota mayoritas bersifat long term dan intermediate. Hal ini penting mengingat keuntungan terbesar yang diperoleh melalui pelaksanaan kultural diplomasi terletak pada proses pembangunan identitas. Kultural diplomasi bertujuan untuk meningkatkan dan membangun kepedulian akan komunitas ASEAN. Mengingat perbedaan profil politik, ekonomi dan sosial budaya yang dimiliki oleh sepuluh negara anggota ASEAN, adalah suatu yang esensial untuk membangun fondasi hubungan antar personal yang kuat. Pembentukan kepercayaan (trust building) menjadi sangat penting dan hal ini tidak dapat diraih tanpa adanya suatu upaya pengenalan antara masyarakat di kawasan Asia Tenggara. Hubungan sosial menjadi prioritas dan diplomasi kultural (budaya) dapat menjembatani perbedaan serta gap sosial yang terdapat diantara masyarakat ASEAN.

Refrensi :

[1] Chyntia P. Scheneider, "Cultural Diplomacy : Hard to Define, But You'd Know it if You Saw it", The Brown Journal of World Affairs, Fall/Winter, Vol. XIII, Issues I, pp. 191, 2006.

[2] Anthony Haigh, Cultural Diplomacy in Europe, Strasbourg : Council of Europe, pp. 21, 1974.

[3] Jessica Gienow-Hect C. E and Mark C. Donfried, "The Model of Cultural Diplomacy : Power Distance and the promise of Civil Society", Searching for A Cultural Diplomacy, New York : Berghann Books, 2010.

[4] Manuela Agullar, Cultural Diplomacy and Foreign Policy: German -American Relationship 1055-1968, New York: Peter Lang, 1996.

[5] Joseph S. Nye, The Future of Power. New York: Public Affairs, 2011.

Tabel 1. Hasil Utama

ASEAN Secretariat	EVENT	TIME RANGE		
		IMMEDIATE	INTERMEDIATE	LONG TERM
1	ASEAN Today			Time: debuted in October, 30 2011. Purpose: relationship; to build awareness about ASEAN which later hopefully will build a sense of unity among ASEAN citizens; Media/Public Opinion: building favorable conditions, by showing the common and unique elements among ASEAN member states; Government: partially linked; Public Diplomacy instrument: branding
2	ASEAN Youth Competition on Arts and Human Rights			Time: May 2014. Purpose: proactive to raise awareness about human rights particularly in ASEAN; Media/Public Opinion: strategic communication, promoting a greater awareness about the human rights issues through the arts competition; Government: partially linked; Public Diplomacy instrument: International Public Relations, targeted to all ASEAN people
3	Best of China Performing Arts, Special Celebration 2014 ASEAN-China Cultural Exchange Year			Time: August 18 2014. Purpose: Proactive, gathering best performing artists and ASEAN States) to show their own cultural uniqueness; Media/Public Opinion: strategic communication, to promote ASEAN artists and cultural performers to promote a sense of pride of the richness of ASEAN and Chinese culture; Government: partially linked; Public Diplomacy instrument: International Public Relations
4	ASEAN Connectivity Video Series			Time: August 9 2014. Purpose: Proactive, to help the public to know and understand more about ASEAN Connectivity; Media/Public Opinion: strategic communication, by using social media to spread the video series so that it is easy to be accessed; Government: partially linked; Public Diplomacy instrument: International Public Relations
5	Southeast Asian Ministers of Education Organization Regional Centre for Higher Education and			Time: established on November 30, 1965. Purpose: Proactive, to help the public to know and understand more about ASEAN Connectivity; Media/Public Opinion: strategic communication, by using social media to spread the video series so that it is easy to be accessed; Government: partially linked; Public Diplomacy instrument: International Public Relations
6	ASEAN Virtual Heritage Resources Centre (AVHRC)			Time: in the process of establishment. Purpose: relationship, to establish a deeper connection among ASEAN societies by providing information related to ASEAN; Media/Public Opinion: building favorable conditions, by providing information related to ASEAN; AVHRC is expected to attract more ASEAN people to be involved in ASEAN Community building; Government: closely linked; Public Diplomacy instrument: branding
7	Training of Trainers and Translating on Public Relations and Statistics			Time: April 12 - May 30, 2014. Purpose: proactive, to enhance ASEAN Secretariat capability in providing information related to ASEAN in order to raise awareness about ASEAN staff; Media/Public Opinion: strategic communication, to attract people interested in ASEAN by providing actual information through an interactive publications; Government: closely linked; Public Diplomacy instrument: International Public Relations

ASEAN Found on	EVENT	TIME RANGE		
		IMMEDIATE	INTERMEDIATE	LONG TERM
1	The 3rd ASEAN Traditional Tonic Symposium			Time: March 20-21 2015. Purpose: proactive, to show the public about the culture of ASEAN members' tonic; Media/Public Opinion: strategic communication, to gather experts and enthusiasts to discuss about benefits and its intellectual property rights; Government: partially linked; Public Diplomacy instrument: International Public Relations, to establish a relations between the experts and enthusiasts of tonic from all over ASEAN countries
2	Workshop on Youth Culture and Development			Time: November 2008. Purpose: Relationship, to build a deeper relations among ASEAN youth and to share a same ASEAN identity; Media/Public Opinion: building favorable conditions, to prepare youth as the future leader as the same ASEAN identity can be felt in the future; Government: partially linked; Public Diplomacy instrument: International Public Relations, as an arena for interaction between ASEAN youth.
3	Promoting ASEAN's Cultural Heritage through Puppetry Symposium, Dialogues and Festivals			Time: October 14-15 2010. Purpose: Proactive, to promote the puppetry tradition from each of the ASEAN Countries; Media/Public Opinion: strategic communication, to enhance and discuss the aspect of puppetry about its development; Government: partially linked; Public Diplomacy instrument: International Public Relations, as an arena to gather and connect puppetry experts in the region.
4	The ASEAN Student Leaders' Summit and Cultural Festival			Time: January 22-26 2010. Purpose: Relationship, to build a deeper relations amongst ASEAN youth and to share a same ASEAN identity; Media/Public Opinion: Building Favorable Conditions, to prepare youth as the future leader so that the same ASEAN identity can be felt in the future; Government: partially linked; Public Diplomacy instrument: International Public Relations, to prepare youth as the future leader so that the same ASEAN identity can be felt in the future.

ASEAN Member States	EVENT	TIME RANGE		
		IMMEDIATE	INTERMEDIATE	LONG TERM
1	The 4th ASEAN Festival of the Arts			Time: January 2010. Purpose: proactive, to foster better understanding about ASEAN culture and values, both the common and different one; Media/Public Opinion: strategic communication, the Philippine government cooperated with several art performer through the ASEAN; Government: partially linked; Public Diplomacy instrument: International Public Relations, the target are not only the Philippine citizens but also particularly ASEAN citizens.
2	ASEAN Night ASEAN Beyond Frontier			Time: December 13-15 2013. Purpose: proactive to foster better understanding about ASEAN culture and values, both the common and the different one; Media/Public Opinion: strategic communication, held by cooperation between Thailand Government with private organization; Government: partially linked; Public Diplomacy instrument: International Public Relations, targeted not only Thailand citizens, but also ASEAN citizens in general.
3	ASEAN Temporary Visual Art Show			Time: December 13 2013 - March 2 2014. Purpose: Proactive for the Thailand Concept Content Contribution; Media/Public Opinion: strategic communication, to promote ASEAN artists and at the same time promote sense of pride of the richness of ASEAN culture among ASEAN citizens; Government: partially linked; Public Diplomacy instrument: International Public Relations
4	Bangkok ASEAN Art and Culture Festival			Time: June 27 2013 - March 31 2014. Purpose: Proactive for the Thailand Concept Content Contribution; Media/Public Opinion: strategic communication, this event are held to promote ASEAN culture, particularly Thailand culture; Government: partially linked; Public Diplomacy instrument: International Public Relations
5	ASEAN Film Festival 2014			Time: March 17-21 2014. Purpose: Proactive; Media/Public Opinion: strategic communication, to promote better acceptance for film produced by ASEAN producers by showing the film; Government: partially linked; Public Diplomacy instrument: International Public Relations
6	ASEAN Concert 2012			Time: January 21 2012. Purpose: proactive, to introduce ASEAN languages through songs by artists as a part of ASEAN identity; Media/Public Opinion: strategic communication, to foster the building of ASEAN one identity; Government: partially linked; Public Diplomacy instrument: International Public Relations
7	ASEAN Square at Damansara Recreational Park			Time: January 11 1986 - February 24 1986. Purpose: proactive, as a gently reminder to ASEAN identity whenever visit the park; Media/Public Opinion: strategic communication, it also preserves ASEAN's rich theme "Harmony in Diversity" interpreted in sculptures to build remarkable understanding for people who visit the park; Government: partially linked; Public Diplomacy instrument: International Public Relations
8	Vietnam Southeast Asian Museum (2014)			Time: opened since December 1, 2013. Purpose: relationship, to show how each ASEAN member states culture are connected and converged; Media/Public Opinion: building favorable conditions, to build sense of belonging of ASEAN citizens as a rich and diverse culture; Government: remotely linked; Public Diplomacy instrument: branding, to promote understanding that all ASEAN member states share some common culture that link them as a unit.

ASEAN Found on	EVENT	TIME RANGE		
		IMMEDIATE	INTERMEDIATE	LONG TERM
1	The 3rd ASEAN Traditional Tonic Symposium			Time: August 8-11 2014. Purpose: proactive, to present the uniqueness culture from ASEAN Countries especially for young generation and provide an opportunity for ASEAN youth seekers; Media/Public Opinion: strategic communication, to enhance the young generations knowledge about ASEAN culture and also giving jobs and scholarship opportunity; Government: partially linked; Public Diplomacy instrument: International Public Relations
2	ASEAN Fun Run and Village			Time: August 10 2014. Purpose: Proactive, to increase knowledge about the ASEAN Community 2015, celebrate the 47th ASEAN Day and promote ASEAN's potential in tourism, culture and sports; Media/Public Opinion: Strategic Communication, to enhance public awareness about ASEAN Community as a healthy and fun way; Government: partially linked; Public Diplomacy instrument: International Public Relations
3	ASEAN Jazz Festival 2013			Time: July 22-23 2013. Purpose: proactive, to promote better relationship between jazz community throughout ASEAN which hopefully will help the building of ASEAN sense of brotherhood; Media/Public Opinion: strategic communication, using music as a unifying factor to let interaction among ASEAN citizens; Government: partially linked; Public Diplomacy instrument: International Public Relations
4	ASEAN Plus Cultural Festival 2011			Time: September, 17-19 2011. Purpose: proactive, to introduce ASEAN cultural richness; Media/Public Opinion: strategic communication, to stimulate the curiosity, especially from Indonesia citizens to know more about other ASEAN countries; Government: partially linked; Public Diplomacy instrument: International Public Relations
5	ASEAN Fair 2011			Time: November, 1-2 2011. Purpose: strategic communication, besides to promote ASEAN richness in culture and cuisine, this event are held also to emphasize the ongoing ASEAN High Level Meeting at the time; Media/Public Opinion: strategic communication, to foster awareness of ASEAN as a communal effort to achieve more progress and integrated ASEAN; Government: partially linked; Public Diplomacy instrument: International Public Relations
6	ASEAN TEX 2013			Time: November, 14-16 2013. Purpose: proactive, to facilitate business entities, both small and big business, to meet and collaborate in order to achieve higher quality products; Media/Public Opinion: strategic communication, by invited thousands of people involved in business (producers, distributors, seller, etc); Government: partially linked; Public Diplomacy instrument: corporate diplomacy, this event is held in accordance to enhance cooperation between business entities across ASEAN
7	Young Envoy for ASEAN Community			Time: August 20-26 2011. Purpose: proactive; Media/Public Opinion: building favorable condition; Government: partially linked; Public Diplomacy instrument: exchanges
8	ASEAN Library Festival 2014			Time: March 21-23 2014. Purpose: proactive; Media/Public Opinion: building favorable condition; Government: partially linked; Public Diplomacy instrument: International Public Relations
9	The 9th ASEAN Science and Technology Week			Time: August 18 - 27, 2014. Purpose: proactive; Media/Public Opinion: strategic communication; Government: partially linked; Public Diplomacy instrument: International Public Relations

15	Parang ASEAN (P2A)			Time: since June 2012. Purpose: relationship, not only between the university involved, but also between ASEAN citizens who joined this programme; Media/Public Opinion: building favorable conditions, by showing hospitality and provide better understanding about another ASEAN member states through local citizens; Government: remotely linked; Public Diplomacy instrument: exchanges
16	South ASEAN Choir Regional Competition			Time: January, 23 2014. Purpose: relationship; students across ASEAN are expected to learn more about ASEAN by joining this competition; Media/Public Opinion: build favorable condition, by competing in knowledge of ASEAN; young citizens of ASEAN will have a growing sense of pride for having extensive knowledge about ASEAN; Government: remotely linked; Public Diplomacy instrument: branding
17	BSN ASEAN Paralympic Games			Time: will be held in 2015. Purpose: relationship, to build solidarity among ASEAN citizens; Media/Public Opinion: building favorable conditions, by facilitate an opportunity to show their abilities; Government: partially linked; Public Diplomacy instrument: International Public Relations
18	ASEAN International Film Festival & Awards			Time: March, 28-30 2013. Purpose: proactive, to provide forum for ASEAN countries to exchange ideas and experience in film-making process; Media/Public Opinion: strategic communication, to encourage an exchange of networks and marketing programmes for films across ASEAN; Government: partially linked; Public Diplomacy instrument: International Public Relations
19	Luang Prabang Film Festival 2013			Time: December, 7-11 2013. hold annually; Purpose: relationship, to build a sustainable regional film industries across ASEAN; Media/Public Opinion: building favorable condition, to promote exchange of ideas and experience among film-makers across ASEAN; Government: remotely linked; Public Diplomacy instrument: exchanges; by provide workshops
20	Animated Video of Traditional Southeast Asian Games			Time: in 2014. Purpose: reactive, to support ASEAN Asia-Cultural Community; Media/Public Opinion: news management, to enhance ASEAN young citizens' awareness and understanding of the unique history of Southeast Asia, as well as cultural similarities and differences in the region; Government: closely linked; Public Diplomacy instrument: International Broadcasting, the video will be played in any ASEAN cultural diplomacy activities
22	ASEAN Film Workshop for Young Directors (2014)			Time: 2014. Purpose: proactive, to promote regional cooperation in film creation, extend the international market for ASEAN films; Media/Public Opinion: strategic communication, not only to promote ASEAN film industry, but also to build a tight relationship among film directors in ASEAN; Government: partially linked; Public Diplomacy instrument: International Public Relations
23	Singapore-ASEAN Youth Fund			Time: until 2015. Purpose: relationship; Media/Public Opinion: building favorable condition, especially to who wants to make an ASEAN-related programme; Government: partially linked; Public Diplomacy instrument: branding, this programme supports youth and sector organization who want to create an ASEAN-related events by giving them funding
24	ASEAN Library Development Forum (2014)			Time: February 3-4 2014. Purpose: proactive, to build better relations between librarians in ASEAN; Media/Public Opinion: strategic communication, to provide a forum where librarians across ASEAN can share ideas and experience; Government: partially linked; Public Diplomacy instrument: International Public Relations

Indonesia	EVENT	TIME RANGE		
		IMMEDIATE	INTERMEDIATE	LONG TERM
1	ASEAN Youth Expo 2014			Time: January 22-26 2010. Purpose: Relationship, to build a deeper relations amongst ASEAN youth and to share a same ASEAN identity; Media/Public Opinion: Building Favorable Conditions, to prepare youth as the future leader so that the same ASEAN identity can be felt in the future; Government: partially linked; Public Diplomacy instrument: International Public Relations, to prepare youth as the future leader so that the same ASEAN identity can be felt in the future.
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