



**Parahyangan Catholic University
Faculty of Social and Political Science
International Relations Undergraduate Study Program**

Accredited Excellent

SK BAN-PT NO: 2579/SK/BAN-PT/AK-ISK/S/IV/2022

**The 2018 Asian Games as Indonesia's National Branding
Instrument: Analyzing the Objectives and Impacts of
Hosting the 2018 Asian Games**

Thesis

Submitted for Undergraduate Examination
Department of International Relations

By

Ratu Jasmine Fadhillah Lukman
6091901056

Bandung
2023



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The 2018 Asian Games as Indonesia's National Branding Instrument: Analyzing the Objectives and Impacts of Hosting the 2018 Asian Games

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STATEMENT OF AUTHENTICITY

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I hereby declare that this thesis is the result of my own scientific writing and is not a work that has ever been submitted for an academic degree by another party. As for other works or opinions cited, they are written in accordance with the applicable scientific writing rules.

I make this statement with full responsibility and am willing to accept any consequences in accordance with applicable regulations if in the future it is discovered that this statement is not true.

Jakarta June 22, 2023



Ratu Jasmine Fadhila Lukman

ABSTRACT

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Title : The 2018 Asian Games as Indonesia's National Branding

Instrument: Analyzing the Objectives and Impacts of Hosting the 2018 Asian Games

Being the host country for a prestigious international multisport event such as The 2018 Jakarta Palembang Asian Games proves to be a great opportunity for Indonesia to elevate their national brand as a country through different aspects that eventually changed Indonesia's international position in the world's eyes. Despite initial doubts from other countries about Indonesia's ability to host such a significant event, the purpose of this thesis paper is to analyze how Indonesia has utilized The 2018 Jakarta Palembang Asian Games as an instrument to improve Indonesia's image and reputation. Using qualitative methods, this thesis paper will make use of the public diplomacy theory, nation branding theory, and sports diplomacy theory to further analyze the effectivity of The 2018 Jakarta Palembang Asian Games as a national branding instrument and the impact it has given to Indonesia afterwards, which was proven to be very much beneficial not just for uplifting Indonesia as a country but the 2018 Jakarta Palembang Asian Games has also left the nation with the mark of pride, a better sporting spirit, confidence, and a bargaining tool that will come in handy for the future. By effectively utilizing public diplomacy, nation branding, and sport diplomacy, Indonesia successfully projected its identity as a forward-looking nation with rich cultural heritage and unwavering sporting fervor. The insights from this research offer valuable lessons and inspiration for other countries seeking to leverage major sporting events as potent instruments for shaping national identity and global perception.

Keywords: Nation Branding, Sport Diplomacy, Asian Games 2018, Indonesia

ABSTRAK

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Student Number : 6091901056
Title : Asian Games 2018 Sebagai Instrumen National Branding
Indonesia: Analisis Tujuan dan Dampak Penyelenggaraan Asian Games 2018

Menjadi tuan rumah ajang multisport internasional bergengsi seperti Asian Games Jakarta Palembang 2018 terbukti menjadi peluang besar bagi Indonesia untuk mengangkat brand nasionalnya sebagai negara melalui berbagai aspek yang pada akhirnya mengubah posisi internasional Indonesia di mata dunia. Meskipun awalnya ada keraguan dari negara-negara lain tentang kemampuan Indonesia untuk menjadi tuan rumah acara sebesar ini, tujuan penulisan skripsi ini adalah untuk menganalisis bagaimana Indonesia memanfaatkan Asian Games Jakarta Palembang 2018 sebagai instrumen untuk meningkatkan citra dan reputasi Indonesia. Dengan menggunakan metode kualitatif, makalah tesis ini akan menggunakan teori diplomasi publik, teori diplomasi multi jalur, teori nation branding dan teori diplomasi olahraga untuk menganalisis lebih lanjut efektivitas Asian Games Jakarta Palembang 2018 sebagai instrumen branding nasional dan dampak yang diberikan kepada Indonesia setelahnya, yang terbukti sangat bermanfaat tidak hanya untuk mengangkat derajat Indonesia sebagai negara tetapi Asian Games Jakarta Palembang 2018 juga telah meninggalkan jejak kebanggaan, semangat olahraga yang lebih baik, kepercayaan diri, dan alat tawar-menawar yang akan berguna untuk masa depan. Dengan memanfaatkan diplomasi publik, branding negara, dan diplomasi olahraga secara efektif, Indonesia berhasil memproyeksikan identitasnya sebagai negara yang progresif dengan kekayaan budaya yang mendalam dan semangat olahraga yang kuat. Temuan dari penelitian ini memberikan pelajaran berharga dan inspirasi bagi negara lain yang ingin memanfaatkan acara olahraga besar sebagai alat potensial untuk membentuk identitas nasional dan persepsi global.

Kata Kunci: *Nation Branding, Diplomasi Olahraga, Asian Games 2018, Indonesia*

FOREWORD

First and foremost let us all give our biggest praise to Allah SWT our creator who has given us the chance to be here today and has given me the strength and capability to finish this thesis paper. Without the might of Allah SWT, I would not have grown into being the person I am today. I would love to give my deepest gratitude to Allah SWT and everyone who has guided me into the right direction.

I came from a family whose background revolves around sports. As I grew older and watched my dad work in the sporting industry with so much passion and dedication towards his country's fate in sports and all the sacrifices he made for the sake of Indonesia's future in sports, I was highly inspired by how someone can be so genuine towards what they do. As a daughter I am beyond proud to have witnessed her father obtain such remarkable achievements for the greater good and as a person who has unconsciously grown to have the same vision and goals towards Indonesia's sport industry, I aspire to become like him.

I hope through this thesis paper I am able to share the knowledge on how sport diplomacy is a valuable way in embarking a nation's image, reputation and spirit. Not only that but I also hope that this thesis paper will also be able to create a spark in the readers' hearts towards our nation's future in sports.

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In the process of writing this thesis paper, the author would like to give her warmest appreciation and gratitude to the parties that have been a great help for the author in completing this undergraduate thesis paper. The author would like to specifically express her thanks and gratefulness to:

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Jakarta, 14 June 2023

Ratu Jasmine F. Lukman

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ABBREVIATION

IOC	: International Olympic Council
NOC	: National Olympic Council
INASGOC	: Indonesian Asian Games Organizing Committee
OCA	: Olympic Council of Asia

CHAPTER I

INTRODUCTION

1.1 Background

Asian Games is a multi-sport event held every 4 years serving as the competition grounds for a total of 45 Asian countries. The first ever Asian multisport event was called the “Oriental Games” which was held in Manila, Philippines during 1913 with only 6 participating countries that consisted of Thailand, China, Japan, Philippines, Malaysia and Hong Kong. By 1917 in Shanghai China, the name Oriental Games was changed into the Far Eastern Championship Games and was successfully held every 2 years from 1917 until 1938. While the Far Eastern Championship was functioning, on the other part of Asia there was also a multisport event that was progressing called the West Asian Games, this event was first held in 1934 and took place in New Delhi, India.¹

However, due to World War II that occurred from 1939 up until 1945, all multisport events were canceled such as the Jerusalem Palestine 2nd West Asian Games and the Osaka 11th Far Eastern Games. During the London Summer Olympics in 1948, the Asian National Olympic Committee (NOC) decided to unify the East Asian and West Asian Games into a sole multisport event as the one most people are familiar with by now called the Asian Games. The Asian Games Federation who serves as the party responsible for regulating the Asian Games was formed in 1949 and successfully held the first ever officially unified Asian

¹ “OCA.” n.d. Ocasia.org. Accessed September 28, 2022. <https://ocasia.org/council/>.

Games in 1951. By 1981 The Asian Games Federation disbanded and decided to change their name to the Olympic Council of Asia (OCA) as their successor.²

The main goal of Asian Games, same as the other prestigious multi-sporting events, is to develop a sense of community, friendship and peace through sports.³ The first ever Olympics in Greece was held in order to stop wars. Specifically for Asian Games, it is hoped that by having all Asian nation participants, these countries will get along by having to interact in diplomatic agreements. Sport events serve as a platform where countries will be able to compete in a supportive environment and not through violence.⁴ A live example of this would be the known fact that South Korea and North Korea don't have the best relationship but in order for them to compete in a prestigious multisport event, they have to make peace with each other and compete as one country that is Korea.⁵ Sport holds the ability to make a nation come together and unify as a whole furthermore building up a nation's sense of nationalism. Sports achievements to a country is one of the many indications of national development.

In a diverse country like Indonesia that consists of various races, ethnicities, cultures and religions, sportsmanship has always been a tool for unifying the nation.⁶ Indonesia can greatly benefit from nation branding through

² "OCA." n.d.

³ Creak, Simon. 2017. "Eternal Friends and Erstwhile Enemies: The Regional Sporting Community of the Southeast Asian Games." *TRANS: Trans-Regional and -National Studies of Southeast Asia* 5 (1): 147–72. <https://doi.org/10.1017/trn.2016.29>.

⁴ Nanayakkara, Samantha, and Ian Culpan. 2012. "Strengthening The Peace Building And Peacekeeping Through Sport Nexus In Asia: Maximising The Potential Of Sport, Olympism And Education," June.

⁵ International Olympic Committee. 2018. "North and South Korea to Combine at Asian Games | Olympic Channel." Olympics.com. International Olympic Committee. July 25, 2018. <https://olympics.com/en/news/north-and-south-korea-to-combine-in-three-sports-at-the-asian-game>

⁶ Indrawan, Jerry, and Muhammad Prakoso Aji. 2019. "Olahraga Sebagai Sarana Pemersatu Bangsa Dan Upaya Perdamaian Dunia [Sports as an Instrument of Unifying a Nation and

sports diplomacy, particularly by leveraging the Asian Games as a platform. Using sporting events as a means of fostering diplomatic relations and cooperation between countries, offers Indonesia a unique opportunity to showcase its identity, values, and achievements on an international stage. The Asian Games, being one of the largest and most prestigious multi-sport events in the world, provides Indonesia with a global platform to highlight its cultural diversity, hospitality, and potential for economic and social development.

By hosting the Asian Games, Indonesia can demonstrate its ability to organize large-scale events and showcase its world-class sports facilities and infrastructure. The event allows Indonesia to welcome athletes, officials, and spectators from all over Asia, fostering international friendships and promoting peaceful coexistence among nations. Moreover, sports have the power to transcend political and social barriers, bringing people together through the spirit of competition, mutual respect, and fair play.

Through the Asian Games, Indonesia has the opportunity to engage in sports diplomacy and use sports as a tool to bridge gaps, build trust, and enhance diplomatic relations with other Asian countries. The event also offers Indonesia a chance to enhance its soft power, projecting a positive and united image of the nation. Successful hosting of the Asian Games can boost Indonesia's global reputation, attracting investments, promoting tourism, and fostering cultural exchanges. It allows the nation to tell its story and values, encouraging people

Achieving World Peace].” *Verity: Jurnal Ilmiah Hubungan Internasional (International Relations Journal)* 10 (20): 64. <https://doi.org/10.19166/verity.v10i20.1459>.

around the world to connect with Indonesia on a deeper level beyond stereotypes and misconceptions.

1.2 Problem Identification

1.2.1 Problem Description

Asian Games proves to be a great boost to Indonesia's effort in increasing its national brand. When Indonesia was chosen as the host of the 2018 Asian Games, there were a few concerns since Indonesia was deemed unready and was feared of being incapable in hosting a prestigious multisport event such as Asian Games by the OCA and was given the yellow light.⁷ These dreaded doubts surfaced because within less than 3 years to go until the big event, Indonesia's technical and non-technical preparations were incomplete, competition and non-competition venues had to be fast-tracked.⁸ Indonesia has accepted the honor of being the host country for the 2018 Asian Games since it is a great advantage for the country and took the chance to improve its image and increase its value as a country by proving that they are ready, capable and is able to manage as well as hosting this event successfully.⁹

For the 2018 Asian Games, Indonesia has shown a lot of effort in renovating their public transportations, stadiums and venues that are going to be used for the competition and new buildings such as the athlete village were built

⁷ Post, The Jakarta. n.d. "Doubts Emerge about Indonesia's Preparedness for Asian Games 2018." The Jakarta Post. Accessed November 1, 2022. <https://www.thejakartapost.com/news/2015/12/22/doubts-emerge-about-indonesias-preparedness-asian-games-2018.html>.

⁸ ibid

⁹ ibid

in order to support this occasion. This resulted in a benefit to both the citizens of Indonesia who are now able to use the new and improved public transportations and better infrastructures even after the Asian Games was done, these new and renovated attributes to the city was also for the foreign athletes and guests that visited Indonesia who joined and supported the euphoria of Asian Games to enjoy also to create a better perspective towards the city for the world to see.¹⁰

Indonesia needs opportunities as such, in the way that the world comprehends Indonesia is still just a developing country so a big multi-sport event being the 2018 Asian Games happens to be a very favorable occasion in which Indonesia was given a chance and a reason to upgrade different aspects of the country resulting to great benefits for the nation. Being host country for the 2018 Asian Games has given Indonesia an opening to strengthen its national pride and make better of its international profile,¹¹ With free worldwide promotion Indonesia has grabbed the rest of the world's attention thus increasing the knowledge of other countries towards Indonesia which then heightens their curiosity regarding the country and has triggered them to explore Indonesia even more. Due to this, Indonesia's economical state was greatly improved from various sources starting from the outstanding tourism boost until retail shops and local street vendors.¹²

¹⁰ "Asian Games 2018: Indonesia Is Ready to Host the Sport Event." n.d. Invest-Islands.com. Accessed September 28, 2022. <https://invest-islands.com/asian-games-2018-indonesia/>.

¹¹ "Indonesia Pins Great Economic Hopes on Asian Games." n.d. VOA. Accessed January 12, 2023. <https://www.voanews.com/a/indonesia-economy-asian-games/4532872.html>.

¹² "Jakarta, South Sumatra Receive Vital Economic Boost from Asian Games." 2018. Jakarta Globe. August 31, 2018. <https://jakartaglobe.id/context/jakarta-south-sumatra-receive-vital-economic-boost-from-asian-games/>.

By successfully hosting the 2018 Asian Games, Indonesia received great publications throughout many countries especially Asian countries and these publications will be of assistance to a soft promotion instrument that builds up and boost Indonesia's image that the world will perceive. This will then change the world's perspective and portrayal of Indonesia who was doubted to be the host of the 2018 Asian Games and change Indonesia's stereotype of an incapable developing country.¹³ The 2018 Asian Games has improved Indonesia in many aspects not just its national branding but also essentials such as rapid renovations of infrastructures, tourism boost, morale boost and business opportunities.¹⁴

Overall, nation branding emerges as a critical and indispensable endeavor for Indonesia to establish a positive and recognizable image on the global stage. By effectively communicating its strengths, achievements, and unique identity, Indonesia can dispel outdated stereotypes and misconceptions that might have hindered its growth and development in the past. This strategic branding effort not only enhances Indonesia's global reputation but also opens doors to a myriad of opportunities for the nation.

One of the key benefits of successful nation branding lies in its potential to attract foreign investments. A well-crafted national brand that highlights Indonesia's vibrant economy, rich cultural heritage, and favorable business climate can captivate the interest of investors from around the world. As the global community takes notice of Indonesia's potential and opportunities, foreign direct investments can flow into the country, boosting economic growth and fostering innovation and entrepreneurship.

¹³ "Asian Games 2018: Indonesia Is Ready to Host the Sport Event." n.d. Invest-Islands.com. Accessed September 28, 2022. <https://invest-islands.com/asian-games-2018-indonesia/>.

¹⁴ *ibid*

In addition to attracting investments, nation branding also plays a pivotal role in promoting tourism. By showcasing Indonesia's breathtaking landscapes, diverse cultures, and vibrant traditions, the country can entice travelers seeking unique and authentic experiences. The increased exposure and positive image gained from the Asian Games act as a catalyst, drawing more tourists to explore Indonesia's natural wonders, historical landmarks, and captivating cities. This influx of tourists not only supports local businesses and communities but also fosters cross-cultural exchanges, enriching the nation's social fabric.

Furthermore, effective nation branding can foster international cooperation and diplomatic relations. As Indonesia establishes itself as a trustworthy and respected global player, other countries may be more inclined to collaborate on various issues, ranging from trade agreements to cultural exchanges. The positive perception of Indonesia as a reliable and influential partner can pave the way for fruitful diplomatic engagements, creating a platform for dialogue, collaboration, and collective problem-solving on regional and global challenges.

As the 2018 Asian Games garnered international attention and acclaim, it provided a unique opportunity for Indonesia to showcase its potential and aspirations. The increased visibility on the global stage acts as a catalyst, driving economic and social benefits for the nation. By leveraging this momentum and positive reception, Indonesia can capitalize on the opportunities presented and further solidify its position as a key player in the international arena.

1.2.2 Problem Limitation

The focus on this research paper's timeframe will start in the year 2018 where the Asian Games took place until the early year of 2022, this paper will analyze the progress Indonesia has made since 2018 up until 2022 that was caused by the Asian Games. The extended time frame allows for capturing the long-term effects and sustainability of the 2018 Asian Games on Indonesia's national branding efforts. By examining data up to 2022, the research explores how Indonesia leveraged the Games' momentum to enhance its national image over an extended period. The main focus of this paper is how Indonesia has used the 2018 Asian Games as a national branding instrument to increase and improve Indonesia's image.

1.2.3 Research Question

Based on the background written above, therefore this research paper will focus on analyzing and answering the research question: **“How Indonesia implements the 2018 Asian Games as a national branding instrument?”**

1.3 Research Purposes and Function

1.3.1 Research Purposes

This research paper's main objective is to analyze how the prestigious multinational sport event “Asian Games” that was hosted by Indonesia in 2018 has helped improve the country's image and boosted Indonesia's national branding. The author aims to give a more in depth understanding on how the

Asian Games that serves as a soft public diplomacy strategy has encouraged Indonesia's development growth in a lot of aspects.

1.3.2 Research Function

The function of this research paper is to serve as a reference for not only international relations students but also for sport and political academics on discussing the topic of how sports diplomacy is a powerful instrument that can be used by countries to boost their national branding.

1. For international relations students, this research offers a valuable resource to understand the intricate dynamics of sports diplomacy in shaping a nation's image and reputation on the global stage.
2. Sport enthusiasts, including athletes, coaches, and sports enthusiasts, will find this research paper enlightening in uncovering the broader implications of sports beyond the field of play.
3. Political academics, on the other hand, can use this research paper as a comprehensive reference to understand the nuances of sports diplomacy within the context of national branding and soft power.

1.4 Literature Review

In pursuing this research further, the author uses six scientific journals that are relevant and have similar significance related to the matter that is going to be discussed. The author has chosen four case studies with different countries and each of its own perspective, as well as two theory and concept related literature

about public diplomacy, sports diplomacy, national branding, and soft power. These are the literature with similar framework and case study:

“The Olympics and Japanese national identity: multi-layered otherness in Tokyo 2016 and 2020” written by Taku Tamaki, “National identity, social legacy and Qatar 2022: the cultural ramifications of FIFA’s first Arab World Cup” written by Thomas Ross Griffin, “Nation branding through the lens of soccer: Using a sport nation branding framework to explore the case of China” written by Xiufang (Leah) Li and Juan Feng and the last one that is a contrast to all previous literatures, “What Went Wrong with Sports Diplomacy?” written by Cantu Reyna Urquidi and Tabatha Melissa. Here are the further elaborations to the main sources.

“The Olympics and Japanese national identity: multi-layered otherness in Tokyo 2016 and 2020” a journal written by Taku Tamaki explains how the Japanese identity narrative was constructed through the Tokyo 2016 campaign and the Tokyo 2020 bid and organization.¹⁵ According to Taku Tamaki, a multi-sport event such as the Olympics is a form of opportunity for the host country to tell a story about its national identity. For instance, in 1964, Japan had an opportunity through the Tokyo 1964 campaign in flaunting their nation’s modernity and reconstruction post World War II, as well as how they took pride in being portrayed differently from the West but not similar to Asia.

Along with Tokyo 2016 and 2020 bids, Japan intended to inform the whole world that they have recovered from the 2011 disaster and to prove their ability to

¹⁵ Taku Tamaki, “The Olympics and Japanese national identity: multi-layered otherness in Tokyo 2016 and 2020,” *Contemporary Japan* (2019): 1-18, <https://doi.org/10.1080/18692729.2019.1607137>.

host sustainable Olympics based on the International Olympic Committee's (IOC) new agenda by building infrastructures and showcasing their advanced technology. Compared to Tokyo 1964, Tokyo 2016 and 2020 bids have created a greater positive impact on Japan's image internationally as well as a new-unique national identity narrative. However, the author argues that there is a possibility it could create problems within the country instead—mainly the big gap between the “big” city and its surrounding areas. This shows how powerful and important sports can be as a strategic tool used to show a nation's existence and revive the identity that once was bruised.

Similar to the framework in the previous journal, the following article—“National identity, social legacy and Qatar 2022: the cultural ramifications of FIFA's first Arab World Cup”—written by Thomas Ross Griffin argues that Qatar's eagerness in being the host country for the 2022 World Cup is an attempt for Qatar to assert a new national identity.¹⁶ This was due to Qatar's intention on showing the world that after generations they are now free from the shadows of its oil-rich neighboring countries and has become the region's wealthiest country through their extraction of liquefied natural gas therefore fighting for one of the world's biggest multi-sport event is one of the best ways to show off to the world. Not just wanting to be proud but Qatar also knew the impacts a multi sport event can provide for a country, ranging from sending a message to the world up to political influence can all be achieved through hosting a multi sport event.

¹⁶ Thomas Ross Griffin, “National identity, social legacy and Qatar 2022: the cultural ramifications of FIFA's first Arab World Cup,” *Soccer & Society* 20, no. 7-8 (2019): 1000-1013, <https://www.tandfonline.com/doi/full/10.1080/14660970.2019.1680499>.

However—slightly different with other previous literatures—the next literature written by Xiufang (Leah) Li and Juan Feng, “Nation branding through the lens of soccer: Using a sport nation branding framework to explore the case of China” argues that China’s use of sports in nation branding mainly directed at reconstructing their national identity to increase their nation’s legitimacy and solidarity among communities, rather than at political exercises.¹⁷ This was due to their habit of self-reflecting as a country, they rather not go down the same road they had—when they failed to win a war from Japan which was considered a humiliation for them. Hence, they focus more on building their nation's brand internally. In addition, the use of soccer in Beijing means to promote a government-led approach in strengthening social consensus on the previously-defined national identity. Simply put, the foundation in China’s nation branding practice is the inward looking nation building.

Moving on to another succeeding journal as one of the main sources of this research, “Sport as a Factor of Nation Branding: A Quantitative Approach” a journal by Michal Marcin Kobierecki and Piotr Stozek provides a new perspective yet still in the same framework in sport as a national branding.¹⁸ The authors stated that governments have now become extra alert on the importance of building an international image of a country. In addition, they believe that sport could be used as a tool for nation branding, especially hosting or organizing sport

¹⁷ Xiufang Li and Juan Feng, "Nation branding through the lens of soccer: Using a sports nation branding framework to explore the case of China," *European Journal of Cultural Studies* 25, no. 4 (2022): 1118-1138, <https://doi.org/10.1177/13675494211011179>.

¹⁸ Michal Marcin Kobierecki and Piotr Stozek, “Sport as a Factor of Nation Branding: A Quantitative Approach,” *The International Journal of the History of Sport* (2017): 1-16, <https://doi.org/10.1080/09523367.2017.1403901>.

mega events which will give a nation much prestige. Not just by hosting or organizing a sporting event, but when an athlete from a specific country wins in a sport, that will also raise the national brand of said country. Sporting events are a very strategic way to public diplomacy hence national branding, hosting countries are able to gain publicity through worldwide media and broader advertising opportunities.

In contrast to the previous journals, an article written by Cantu Reyna Urquidi and Tabatha Melissa titled “What Went Wrong with Sports Diplomacy?”—they argue that “...Sports diplomacy leaves a negative national image...”.¹⁹ Their rationales were derived from a case study they did which was based in Mexico. Mexico is a country that holds first rank in childhood obesity, high criminality rates, as well as the only country that has not managed to excel its own Olympic medal table. This was due to low interests in sports within their people and poor rooted negative traditions in their institution. The root problem was that Mexico’s sport governance has a negative reputation on issues such as corruption, budgetary limitations, and the lack of clear policy on sports diplomacy. Without potent sport governance or diplomats to carry action and make clear policy, these will create national branding loss.

With all those previous sources, the next literature will play a vital role as it provides further theoretical and conceptual discussion about sports diplomacy to help the author in analyzing this research. “From soft power to sports diplomacy:

¹⁹ Cantu Reyna Urquidi and Tabatha Melissa, “What Went Wrong with Sports Diplomacy? The Case of Mexico,” Master’s Thesis, KDI School of Public Policy and Management, 2021, <https://archives.kdischool.ac.kr/bitstream/11125/42538/1/What%20went%20wrong%20with%20sports%20diplomacy%3F.pdf>.

a theoretical and conceptual discussion” an original article written by Yoav Dubinsky examines how soft power has an ability to influence others by attraction and negotiations without having to use military force and payments nor economic threats, Yoav Dubinsky focuses on the three main aspects that soft power holds, these are: culture, political values and foreign policy. This article explains how sports diplomacy has been used by countries for public diplomacy purposes to lift their image as a country and achieve their desired social, political and financial goals for a better nation branding.²⁰

All literatures elaborated previously above are used for this research to provide more understanding of how Indonesia used its given opportunity in hosting the 2018 Asian Games as its sport and public diplomacy for a national branding instrument. Moreover, the author’s position in this research is aligned with the view of those literatures that support the use of sportsmanship diplomacy as a national branding instrument. This research aims to make a substantial contribution to the existing literature by conducting a thorough examination of Indonesia's utilization of the 2018 Asian Games as a national branding instrument. By integrating the theories of public diplomacy, nation branding, and sport diplomacy, the research reveals the interplay between these concepts and their collective influence on Indonesia's image and reputation throughout the event. Through this comprehensive analysis, this study hopes to bridge some gaps in the current literature, thereby providing a deeper understanding of how the 2018 Asian Games impacted Indonesia's national branding and reputation on the global stage.

²⁰ Yoav Dubinsky, "From soft power to sports diplomacy: A theoretical and conceptual discussion," *Place Branding and Public Diplomacy* 15 (2019): 156-164, <https://doi.org/10.1057/s41254-019-00116-8>.

1.5 Theoretical Framework

To explain the topic of this paper further, the author has used multiple theories, concepts and approaches as an instrument in order to help analyze this paper. Below, the author will discuss more about the approaches that are going to be used to connect with the analysis of this research paper.

Public Diplomacy

Public diplomacy emerges as a crucial aspect of soft diplomacy, playing a pivotal role in a nation's efforts to communicate effectively with the global community. Unlike traditional diplomacy, which primarily focuses on intergovernmental relations, public diplomacy adopts a broader approach, targeting foreign social communities, organizations, and individuals.²¹ It is a strategic means of engaging with the public across borders, fostering mutual understanding and building bridges of connection.

One distinguishing feature of public diplomacy is its flexibility and informality, which sets it apart from the rigid structures of traditional diplomatic channels.²² By incorporating the private sector and various non-governmental actors, public diplomacy harnesses the diverse strengths and perspectives of these stakeholders, contributing to a more dynamic and inclusive approach to international engagement.

²¹ Melissen, Jan. 2005. "The New Public Diplomacy Soft Power in International Relations." https://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf.

²² Djelantik. *Diplomasi Antara Teori dan Praktik*, 209.

According to Joseph Nye, public diplomacy serves as a powerful instrument through which governments can attract the attention and interest of foreign publics to their country.²³ In essence, it seeks to promote a positive image of the nation and its values, projecting them onto the global stage. This endeavor involves the strategic use of media, cultural exports, and other communication channels to garner public attention and shape perceptions of the country abroad. Moreover, public diplomacy and soft power are closely intertwined, with public diplomacy serving as a means to enhance a country's soft power influence. Soft power, a concept coined by Joseph Nye, refers to a country's ability to influence others through attraction and persuasion rather than coercion. Public diplomacy serves as a valuable tool for projecting a country's soft power assets, such as culture, values, and ideals, to resonate with international audiences.

In a world characterized by interconnectedness and rapid information dissemination, public diplomacy plays a vital role in shaping a nation's global reputation. By effectively engaging with foreign publics and showcasing their cultural richness and contributions, countries can cultivate a positive image that draws admiration and fosters goodwill. This, in turn, opens doors for collaboration, trade, tourism, and diplomatic cooperation, facilitating positive and constructive relations with other nations.

Overall, public diplomacy stands as a key pillar of soft diplomacy, offering a multifaceted approach to engage with foreign societies and individuals beyond traditional diplomatic circles. Its flexible and informal nature allows for a more

²³ Joseph S. Nye Jr, "Public diplomacy and soft power." *The annals of the American academy of political and social science* 616, no. 1 (2008): 94-109.

dynamic interaction with diverse stakeholders, enhancing a country's soft power and global influence. As nations navigate the complex world of international relations, investing in effective public diplomacy emerges as a strategic imperative to build lasting connections and foster a positive perception on the global stage.

Furthermore, Nicholas J. Cull defines public diplomacy as the way a state achieves its foreign policy interests by dealing with people from other countries. According to Cull, there are five components in public diplomacy, namely: (1) listening, (2) advocacy, (3) cultural diplomacy, (4) exchange diplomacy, and (5) international broadcasting.²⁴ Listening is a component that emphasizes the importance of attentively understanding the perspectives, opinions, and concerns of foreign audiences. By actively engaging in dialogue and receptively observing international conversations, a country can gain valuable insights into how it is perceived abroad. This act of attentive listening enables policymakers to tailor their messages and policies to better resonate with global audiences, fostering mutual understanding and cooperation.

Advocacy, at the core of public diplomacy lies the art of persuasive advocacy. Countries engage in advocating their values, policies, and interests to foreign audiences in a manner that appeals to their aspirations and beliefs. Through effective advocacy, a nation can showcase its strengths, highlight shared values, and build credibility, fostering positive perceptions and generating support for its diplomatic initiatives. Cultural diplomacy involves showcasing a country's cultural heritage, arts, traditions and values to create mutual appreciation and

²⁴ Nicholas J. Cull, "Public Diplomacy: Taxonomies and Histories," *The ANNALS of the American Academy of Political and Social Science* 616, no. 1 (2008): 31 - 32,

deeper cultural connections with people from other countries. It's like showing the world the unique and fascinating aspects of one's own culture, inviting others to explore and understand it better. By sharing music, art, cuisine, traditions, and more, countries can bridge cultural gaps and promote a sense of global unity and shared humanity.

Exchange Diplomacy is a component that revolves around the exchange of knowledge, ideas, and people between countries. It's like a two-way street of learning and collaboration. By facilitating educational and cultural exchanges, scientific partnerships, and people-to-people interactions, nations can foster personal connections and create a sense of camaraderie. Such exchanges not only promote understanding but also open doors for future cooperation and mutual benefit.

Nation Branding

A country must have a certain depiction as to what they want the other nations to perceive them as, the effort into building this particular image is called *Nation Branding*. The main objective of nation branding is improving and managing a nation's reputation which could lead to better tourism, investments, trade and it even holds a power in changing a nation's stereotype if needed.²⁵ Having a valued image or brand for a nation proves to be a vital aspect for a country, with a good representation better opportunities and relationships between nations are going to be built.²⁶ Every country has its own image that is derived

²⁵ "Chapter 4 Nation Branding: Country Specific Evaluation." n.d. http://www.culturaldiplomacy.org/culturaldiplomacynews/content/pdf/Cultural_Diplomacy_Outlook_Report_2011_-_04-01.pdf.

²⁶ "Nation Branding Explained." 2019. Council on Foreign Relations. 2019. <https://www.cfr.org/background/nation-branding-explained>.

from factors the nation offers such as its history, geography, iconic citizens, proclamations also from art and music.²⁷ These aspects as a whole have built a certain portrayal of a country.

According to Simon Anholt in his book “Beyond the Nation Brand: The Role of Image and Identity in International Relations” he mentioned that there are three main components in nation branding, these being: strategy, substance and symbolic action. Strategy is when a nation knows who it is and where it stands, also knowing its goals and how those goals are going to be achieved. Substance on the other hand is the execution of said strategy in the form of new economic, political, legal, cultural, social and educational activity such as innovations, businesses, reforms, legislations, institutions, investments and policies which will bring the nation’s strategy into action and achieve the desired development. Whereas a symbolic action is a movement or an operation that proves a national story or the intention in telling it, a symbolic action can be in the form of innovations, structures, reforms, legislations, investments, institutions or policies that has a dramatic, surprising, remarkable or memorable effect. A great example of a symbolic action is when Spain has legalized same sex marriage to show that they are now a country with modern values.

One of the fundamental impacts of successful nation branding is its influence on economic sectors such as tourism, investments, and trade. A well-established and positive national image attracts tourists from around the world, allured by the promises of unique experiences and cultural richness.

²⁷ Kobierecki, Michał Marcin, and Piotr Strożek. 2017. “Sport as a Factor of Nation Branding: A Quantitative Approach.” *The International Journal of the History of Sport* 34 (7-8): 697–712. <https://doi.org/10.1080/09523367.2017.1403901>.

Similarly, investors are more likely to consider a country with a favorable image as a safe and attractive destination for their capital. Trade relations also benefit from a country's positive reputation, as it engenders trust and confidence in potential trading partners.

Beyond economic gains, nation branding holds the power to challenge and reshape a nation's stereotypes. In an interconnected world, perceptions often dictate interactions between countries. Nation branding offers an opportunity to dispel misconceptions and replace them with accurate and positive representations. Through a well-crafted national brand, a country can break free from outdated stereotypes and showcase its progressive ideals, values, and contributions to the global community. The process of nation branding draws on a country's diverse attributes, including its history, geography, iconic citizens, proclamations, and cultural expressions. These elements together form a unique portrayal of the nation, capturing its essence and essence, which resonates with the world at large. Harnessing these intrinsic qualities and projecting them strategically on the global stage enables a country to create a distinct and recognizable national brand.

In the realm of international relations, according to Szondi, nation branding and cultural diplomacy intertwine to shape a country's image and influence its standing on the global stage.²⁸ Nation branding, akin to corporate branding strategies, constitutes a deliberate effort to construct and manage a

²⁸ Gyorgy Szondi, "Public Diplomacy and Nation Branding: Conceptual Similarities and Differences," 2016, https://www.diplomacy.edu/wp-content/uploads/2021/11/Public_Diplomacy_and_Nation_Branding_Conceptual_Si.pdf.

nation's image, reputation, and identity. Through this process, countries aim to establish a positive and distinctive presence, highlighting their values, culture, history, and achievements to garner support and admiration. Cultural diplomacy serves as a crucial component of nation branding, utilizing cultural exchanges, arts, and heritage to foster mutual understanding and build bridges with foreign audiences. By sharing their cultural treasures, traditions, and artistic expressions, countries can evoke emotions, generate interest, and establish a lasting connection with people from different cultures. In tandem, nation branding and cultural diplomacy create a multi-dimensional approach, enabling nations to wield soft power and project a favorable impression that extends beyond political and economic interests.

Sport Diplomacy

Cooperation and intercultural understanding has been achieved through sport diplomacy. Sporting events have been used as a diplomatic tool to make better relationships between countries either bilaterally or multilaterally, it is favorable whereas both the government and the people are able to be reached through their shared love of sport. International leaders meet during sporting events and that will spark an immediate conversation which leads to a form of soft diplomacy, this will then create a bridge between different cultures. Sport is such a powerful way to connect nations, most people who watch sporting events have shared the same common knowledge to the rules of the sport so it doesn't matter

that they speak a different language because through sport they understand and play by the same rules.²⁹

Sport diplomacy has proven to be a powerful tool in promoting cooperation and fostering intercultural understanding between nations. Through sporting events, countries have found a favorable platform to strengthen their relationships, whether bilaterally or multilaterally. It is a unique opportunity where both governments and the people can come together, united by their shared love for sports. These international sporting occasions serve as a melting pot, bringing leaders from different countries face-to-face, initiating immediate conversations that pave the way for soft diplomacy. In this way, sports act as a bridge, facilitating communication and exchange between diverse cultures.

The unifying nature of sports lies in its ability to connect nations on a fundamental level. Spectators and participants alike share a common understanding of the rules and spirit of the game, transcending language barriers and cultural differences. As fans cheer for their teams and athletes, they become part of a global community, bonded by the excitement and emotions that sports elicit. Such shared experiences build a sense of camaraderie and mutual respect, fostering a spirit of cooperation and collaboration that extends beyond the playing field.

Moreover, sports have a unique way of breaking down stereotypes and misconceptions that may exist between countries. When individuals from different

²⁹ Trunkos, Judit, and Bob Heere. n.d. "Sport Diplomacy: A Review of How Sports Can Be Used to Improve International Relationships." Accessed November 2, 2022. https://fitpublishing.com/sites/default/files/pages_from_sportdiplomacy-011317-bw20.pdf.

backgrounds come together to compete or celebrate a sporting event, they form connections and relationships based on their shared passion and mutual respect for one another's abilities. As these bonds develop, they create a foundation for further diplomatic engagements and cultural exchange, helping to build lasting friendships and understanding between nations. Sports provide an avenue for nations to showcase their values, traditions, and achievements on an international stage. The pride and national identity displayed during sporting events contribute to a positive representation of a country's image. This representation can influence how it is perceived by the global community, fostering goodwill and generating interest in its culture and society.

The interplay between the theories of public diplomacy, nation branding, and sport diplomacy forms a comprehensive framework that can be effectively utilized to investigate and understand a country's strategic efforts in boosting its international image and reputation. Public diplomacy serves as the foundational approach through which a nation engages with foreign audiences, communicating its values, culture, and aspirations on the global stage. Nation branding, closely aligned with public diplomacy, focuses specifically on crafting a positive and distinctive identity for the country, seeking to shape international perceptions and garner support.

When integrated with sport diplomacy, this framework gains added momentum as mega sporting events become potent platforms for nations to showcase their prowess, unity, and national spirit to a diverse global audience. The synergistic blend of public diplomacy, nation branding, and sport diplomacy

can offer remarkable opportunities for a country to enhance its reputation, foster international relations, and leave a lasting impact on the world stage. Within the context of 'The 2018 Asian Games as Indonesia's National Branding Instrument,' this framework can provide valuable insights into how Indonesia effectively implemented the Games to elevate its national brand, boost its image, and foster goodwill and cooperation among participating nations.

1.6 Research Method and Data Collecting Techniques

1.6.1 Research Method

The method used in this research is the qualitative research method, which involves a systematic and subjective approach to describing life experiences and giving meaning to those experiences. This method aims to gain a comprehensive understanding of an object from the perspective of the individuals being studied. Qualitative research is concerned with the ideas, perceptions, opinions, or beliefs, and none of these aspects can be measured in numerical terms. According to Creswell, qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem.³⁰ Based on the above statement, the qualitative method is the best way to help the author analyze the data in this research. Additionally, Creswell also emphasizes that an essential action in this method is the extensive collection of data from various sources. This research paper will be based on the 2018 Jakarta Palembang Asian Games event therefore it is a case study based on the

³⁰ John W. Creswell, *Qualitative Inquiry and Research Design: Choosing among Five Tradition* (London: Sage Publications, 1998), 15.

momentum that the Asian Games has provided. Study case is a part of the qualitative research method that is bound by a certain timeframe and activity, it is descriptive and uses a detailed real-life context in order to explain a specific phenomenon.³¹

1.6.2 Data Collecting Techniques

This research will utilize data extraction and secondary sources as its data collection techniques. Based on Sugiyono, the data collecting technique for this research will be in the form of secondary data such as journals, literature reviews, news articles, official websites, documentations, interviews and other sources that support the analysis process of the topic that is being issued in this paper.³² Data that are going to be used are official data that is proven to be reliable and valid from credible sources.

1.7 Systematic Guidelines

Chapter I will briefly discuss the topic's introduction that will be studied on this paper. This chapter consists of the problem's background, research objectives and benefits, literature reviews, theoretical framework, research methodology and its systematic discussion.

³¹ Priya, Arya. 2020. "Case Study Methodology of Qualitative Research: Key Attributes and Navigating the Conundrums in Its Application." *Sociological Bulletin* 70 (1): 94–110. <https://doi.org/10.1177/0038022920970318>.

³² Sugiyono, *Metode Penelitian Kuantitatif* (Bandung: Alfabeta, 2018), 456.

Chapter II will discuss how Indonesia organizes and promotes the 2018 Asian Games. Will also examine the strategies used and its impact on Indonesia's national branding.

Chapter III analyzes the difference between Indonesia before and after the 2018 Asian Games and answers the research question "How Indonesia uses the 2018 Asian Games as a national branding instrument?" including the effectiveness of Indonesia's branding strategy.

Chapter IV will close the research in the form of conclusions and suggestions from the author.