

CHAPTER IV: CONCLUSION

Many States today recognize the essential contribution of cultural policies to the identity and economic development of their countries, as well as their contribution to their international influence. Indonesia is among the country which uses public diplomacy as an instrument; based on the success of cultural exhibitions and the promotion of Indonesian language, training for farmers, granting scholarships; to seek to project its positive image abroad.

Madagascar as an African country and as a developing country was particularly chosen by Indonesia for implementing its public diplomacy. Adding to this, Indonesia's bilateral relationship with Madagascar is unique because of the historical-psychological relationship between the two countries. Until now, the relation of the two countries in economic and trade but especially in terms of culture remains significant, fair and respectable. Indonesia has its own mission, vision and purpose concerning its public diplomacy abroad.

In Madagascar, five activities of Indonesian public diplomacy were previously listed with their prowess and praise. The positive impacts and the effectiveness of the activities, also the way Malagasy mass Media talk about Indonesian public diplomacy; were analyzed through the Indonesian purpose early mentioned.

In light of that, one can be said that the public diplomacy of Indonesia in Madagascar is a successful diplomacy. That is because every result of the activities coincides with the purpose of the country in terms of public diplomacy. And answering the problematic of this research, one can say that Indonesian public diplomacy in Madagascar proceed with simplest method but surely; because of the persons that it aims and because of the networks that it creates. First, the activity Indonesia's public diplomacy in Madagascar concerns the fundamental sector of activity that the Malagasy people and the country needs which is agriculture because 80% of the population are still farmers. Second, it aims the principal leaders of the country and cooperate directly with them in terms of conference and program exchange. And third, the most important is the Indonesian public diplomacy through the granting of scholarship is creating a young network for Indonesia, to spread the name of Indonesia and to spread the knowledge; it creates the new "Elites" of tomorrow. The Indonesian public diplomacy in Madagascar is well recognized by the Malagasy people and improves Indonesia's image in the country as in the world in terms of development aid in developing countries. This subsequently promotes the continuity of cultural and, above all, economic exchanges between the two, since there is already a high level of confidence. This brings us to the hypothesis of study for this research, which stipulated that public diplomacy is an effective tool for improving a country's foreign policies. Finally, one may ask how far the prerogatives of public diplomacy policy can go, and what limits may be in the objectives set by the States ; for

example, the need to take globalization into account in the definition of these objectives, or concerning the budget allocated by the State in this sector.

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