

Research Article

Foreign Policy, Public Diplomacy, and Social Media: Observing Indonesian Missions Practices

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Submission: 29 March 2023 | Accepted: 08 June 2023

Abstract

This paper observes the practice of Indonesian Missions abroad in conducting public diplomacy via social media. The research question is how do the Indonesian Missions abroad utilize social media to connect with the public and to support Indonesia's foreign policies? This paper uses a descriptive qualitative method with primary and secondary data. Primary data are gathered by observing @indonesiainjeddah and @desrapercaya on Instagram. Secondary data are compiled by using literature studies of articles from reputable journals. There are three main findings of this paper. Firstly, the Ministry of Foreign Affairs of Indonesia emphasizes the importance of digital technology for diplomacy, proven by the Social Media Awards to appreciate the efforts in disseminating Indonesia's foreign policy overseas. Secondly, the Indonesian Consulate in Jeddah, @indonesiainjeddah, has utilized social media account to disseminate Indonesia's foreign policy, covering economic and health diplomacy, diplomacy for citizens' protection, and Indonesia's G20 Presidency. Thirdly, Ambassador Desra Percaya, @desrapercaya, has contributed to disseminating the foreign policy of Indonesia in the context of economic diplomacy, sports diplomacy, and the regional issue of ASEAN, with the additional element of cultural diplomacy. These findings confirm that Indonesia's public diplomacy can be conducted using social media, to further promote Indonesia's foreign policy.

Keywords: Foreign Policy, Indonesia, Public Diplomacy, social media.

INTRODUCTION

As an emerging economy in Southeast Asia, Indonesia plays a strategic role in global politics. Indonesia has proven its capabilities in the current international relations dynamics, as evidenced by its involvement in significant events such as the Group of 20 (G20) Presidency in 2022 and its active participation in the Association of Southeast Asian Nations (ASEAN), amidst the unprecedented global challenges. Indonesia's foreign policy has consistently emphasized the principle of "*bebas aktif*," which can be translated as "free and active." This principle was first coined by Mohammad Hatta in 1948 as Indonesia's response to the rivalry between the United States and the Soviet Union (Sukma, 1997). To this day, the term "*bebas aktif*" continues to serve as the foundation of Indonesia's foreign policy, as stated by the current Minister of Foreign Affairs (MoFA) of Indonesia, Retno Marsudi, in Indonesia's Foreign Policy Priorities 2019-2024 (Marsudi, 2019). The development of foreign policy studies encompasses various aspects, including contemporary issues such as the utilization of social MoFA media in disseminating foreign

policy priorities. Exploring the correlation between foreign policy and social media is intriguing, given its extensive use by both the government and the public.

Foreign policy is intricately linked to diplomacy. One of the many definitions of diplomacy is that it is "the principal means by which states communicate with each other, enabling them to have regular and complex relations" (Berridge and James, 2003). The development of diplomacy as a field of study has captivated scholars, leading them to explore diplomacy from various perspectives, ranging from government-to-government interactions to people-to-people connections. The contemporary aspect of diplomacy covering public engagement, called public diplomacy, aims to connect diplomatic agenda to public interests and disseminate foreign policy issues to gain public understanding and support. Public diplomacy can be defined as:

"Statecraft activities and engagements beyond traditional diplomacy, predominantly cultural and informational, that are designed to inform, influence, and engage global publics in support of foreign policy objectives tied to national interests" (Snow, 2020).

Based on this definition, this paper argues that assessing Indonesia's public diplomacy is crucial for gaining a deeper understanding of how the country informs and influences its foreign policy among the wider public. From the aforementioned definitions, it can be inferred that public diplomacy is closely intertwined with people. With the ongoing digital transformation, people can access information rapidly and express their opinions or arguments, including those related to foreign policy. The effort of the government to conduct public diplomacy on social media becomes very critical to provide valid and relevant information to the public.

With the advancement of technology, there is a growing trend among states to utilize social media accounts for public diplomacy purposes. At the global level, the debate surrounding the use of digital technology in diplomacy is often referred to as "digital diplomacy." Regionally, Indonesia took the initiative to organize the Regional Conference on Digital Diplomacy in 2019, focusing on the challenges and opportunities associated with digital diplomacy. Building on the success of this regional conference, Indonesia expanded its reach to the international level by initiating the International Conference on Digital Diplomacy in 2021, titled "Unmasking Digital Diplomacy in the New Normal." This conference addresses several critical topics, such as the use of digital diplomacy during the pandemic, the potential to develop tangible goals in digital diplomacy, and future cooperation in the context of capacity-building (Ministry of Foreign Affairs of Indonesia, no date b).

Realizing the emerging trend in the study of digital diplomacy, as well as the initiative of Indonesia in this matter, this paper aims to provide a contribution in the development of digital diplomacy. It observes the practices of Indonesian Missions abroad in maximizing the potential of social media to engage with the public, in disseminating Indonesia's diplomacy and foreign policy. It is particularly intriguing, considering that the MoFA of Indonesia has recognized the importance of social media for public diplomacy through the "Social Media Awards". This Award is a form of appreciation to address the

efforts made by Indonesian Missions in spreading information to the public using the platforms of social media. Therefore, this paper limits its focus to the Missions that have received this Award. There are three underlying reasons for this focus. Firstly, the public diplomacy strategies employed by these Missions can serve as valuable "lessons learned" for others seeking to enhance their use of social media platforms. Secondly, this research contributes academically to the field of International Relations, particularly in relation to public and digital diplomacy. The last one, it provides insight into Indonesia's roles and messaging to the global public in the digital sphere.

Based on the Social Media Awards 2023 by the MoFA of Indonesia, this paper takes the example of social media platforms of (i) the Indonesian Embassy in Islamabad (KBRI Islamabad); (ii) the Consulate General of Indonesia in Jeddah (KJRI Jeddah); (iii) the Indonesian Embassy in Seoul (KBRI Seoul); (iv) Ambassador Herry Sudradjat, Head of Mission in Indonesian Embassy in Maputo (KBRI Maputo); (v) Ambassador Dr. Desra Percaya, Head of Mission in Indonesian Embassy in London (KBRI London); and (vi) the Indonesian Embassy in Riyadh (KBRI Riyadh) (Ministry of Foreign Affairs of Indonesia, no date c). To assess the sample more specifically, firstly, this paper observes the Instagram account of the Indonesian Consulate in Jeddah. The reason is, of all Missions that are being awarded, it is the only Consulate and not Embassy. Furthermore, this study observes the practice of Ambassador Dr. Desra Percaya because his Instagram account has more followers and posts compared to Ambassador Herry Sudradjat.

Previously, similar academic research has covered several empirical case studies of social media for public diplomacy, for instance, the network and content of Australia, Belgium, New Zealand, and Switzerland (Sevin and Ingenhoff, 2018) as well as the use of digital technology by Indonesian MoFA to protect Indonesian citizens abroad (Dharossa and Rezasyah, 2020) and to conduct digital public relations (Nugraha and Irwansyah, 2022). Moreover, another study has been published regarding the role of Indonesia, particularly through the Regional Conference on Digital Diplomacy. This study found that Indonesia has attempted to conduct digital diplomacy through the Regional Conference on Digital Diplomacy. In addition, this conference is aligned with the use of technology, as well as the contribution of Indonesia's foreign policy in Asia-Pacific (Listyowati, Damayanti, and Dewi, 2022).

However, in the midst of these academic endeavors, some of crucial gap remains unexplored. None of the aforementioned research studies have specifically focused on the case study of Indonesia's Missions that have received the prestigious Social Media Awards, as announced during the MoFA Annual Press Statements (*Pernyataan Tahunan Menteri Luar Negeri* or PPTM, 2023). This gap is significant, as it leaves a critical aspect of Indonesian digital diplomacy untouched. The Missions that have been recognized and awarded for their exceptional use of social media in public diplomacy deserve closer examination. By delving into their practices, strategies, and achievements, we can gain valuable insights into the successful integration of social media into diplomatic efforts. Therefore, this paper seeks to address the research question of how Indonesian Missions utilize social media platforms for public diplomacy in disseminating Indonesian foreign policy. The analysis focuses on two specific case studies: the Instagram accounts

@indonesiainjeddah and @desrapercaya. This paper aims to provide a contribution to the field of International Relations studies, particularly in the realm of public diplomacy.

METHOD AND THEORY

This paper uses descriptive qualitative research with primary and secondary data. Descriptive research aims to “paint a picture, using words or numbers to present a profile, a classification of types, or an outline of steps to answer questions such as who, when, where, and how” (Neuman, 2014). This research aims to observe the practices of public diplomacy on Instagram and therefore classify the relevant actors and their actions to disseminate Indonesia’s foreign policy priorities. Primary data are gathered from the observation of the content of social media accounts of Indonesian Missions abroad, namely the Consulate General of Indonesia in Jeddah (KJRI Jeddah) and Ambassador Dr. Desra Percaya, Head of Mission in Indonesian Embassy in London (KBRI London). Social media accounts in this context focus on the use of Instagram. Observing Instagram is justifiable since it is one of the most popular social media platforms globally. The majority of Instagram studies focus on “determining what Instagram users are posting about a topic that either holds broader social implications or sheds light on a phenomenon that may otherwise be obscured”. To collect and analyze data from Instagram, there are three possible methods. These methods are automated Instagram data collection, manual Instagram data collection, and engaging with Instagram users (Laestadius and Witt, 2022). This paper uses manual Instagram data collection by manually searching the relevant Instagram accounts based on the reasoning presented in the introduction section. The secondary data are collected from academic journals, books, and the official website of MoFA Indonesia. This paper acknowledges its limitation as descriptive qualitative research and suggests further studies to use other methods to explore this matter more comprehensively.

The theoretical framework in this paper highlights the aspects of foreign policy, public diplomacy, and social media. Breuning (2007) mentioned the definition of foreign policy as “a country’s policies toward and interactions with the environment beyond its borders”. The foreign policy covers numerous aspects, among others, security, economic, and environmental issues (Breuning, 2007). “*Bebas aktif*” or free and active have always been the main foundation of Indonesia’s foreign policy. The dynamics of Indonesia’s foreign policy have been characterized by the priorities set by the Head of State in each term. A study by Andika (2016) noted that under President Joko Widodo, Indonesia’s foreign policy stresses the importance of “pro-people diplomacy” or “down-to-earth diplomacy”, which highlights the domestic aspect, while at the same time, also maintains the existence of Indonesia at the global stage (Andika, 2016). Indonesia’s foreign policy upholds multilateralism, for instance, in responding to the COVID-19 pandemic. This multilateral approach includes coordination, collaboration, and cooperation with the international community (Luerdi and Setiawan, 2022). Fathun (2021) explored the consideration of Indonesia’s foreign policy in the context of economic and social sectors, particularly in the digital era, by using poliheuristic theory. This work found that the foreign policy of Indonesia covers the consideration based on rational calculative considerations and

cognitive psychology, which affect the digital economy and social humanity (Fathun, 2021).

In its development, foreign policy can also be explored from the point of view of the actors who engage in its process. While the traditional view often stresses the importance of state actors, the contemporary approach includes non-state actors, or the public in general (Breuning, 2007). In the digital era, foreign policy and media are correlated to one another. Robinson (2017) noted that there are two existing research strands. On one hand, the media is seen as the "constraint and instigator" of policy, while on the other hand, it can be perceived as an "agent of manipulation and influence on public opinion" (Robinson, 2017). Public diplomacy can be defined as "a government's diplomatic efforts that target citizens, the press, and other constituencies in other countries rather than their governments" (Breuning, 2007).

A previous explanation of public diplomacy as a form of government communication has been written by Yun (2022). Achsin and Nadhifa (2018) mentioned that the public diplomacy of Indonesia can be characterized by three factors, which include its Muslim population, its democratic form, and its economic capabilities in Southeast Asia. Indonesia has conducted various public diplomacy programs, for instance, through Friends of Indonesia: Fellowship for Future Ambassadors Program 2018, which aims to highlight the relationship-building dimension (Achsin and Nadhifa, 2018). A previous study on social media and foreign policy in Indonesia has been conducted by scholars, for instance, Indonesia's digital diplomacy through social media and its relation to public participation (Darmastuti et al., 2021).

The use of social media for spreading government strategic policies has been studied by scholars in various countries. A study by Rosamond and Hedling (2022) highlights State feminism and digital diplomacy, exploring Sweden's feminist foreign policy by utilizing digital storytelling. This paper found that, among others, feminist foreign policy digital storytelling enables the government, in this context the Ministry for Foreign Affairs, to connect with digital audiences, by using success stories. In addition, there is a study on the challenges of The United Arab Emirates' (UAE) digital diplomacy, particularly in the globalization era (Antwi-Boateng and Al Mazrouei, 2021). This study describes that, among others, the UAE has utilized digital diplomacy tools, such as national branding and political advocacy.

The academic debate about public diplomacy highlights several issues, including revisiting soft power and public diplomacy, the populist challenge, the role of the diaspora, cultural diplomacy, the terrorism challenge, and digital diplomacy (Melissen and Wang, 2019). On one hand, the government conducts public diplomacy on social media to engage with a wider audience, proven by the existence of government institutions and leaders' accounts on various social media platforms. On the other hand, there is another side of public diplomacy, such as the existence of a State-sponsored disinformation campaign that has become a salient issue in public diplomacy, which target foreign audiences. The method of a State-sponsored disinformation campaign can be categorized into three forms: identity-grievance, information gaslighting, and incidental exposure. To counter these

disinformation campaigns, there are several strategies that can be taken, including identity-affirmation, shared identities/values approach, solutions-efficacy messaging, self-affirmation to audiences, improving information literacy, repeated exposure to corrective information, presenting information in a compelling format, creating alternative narratives, and provide education to promote news media literacy (Nisbet and Kamenchuk, 2019).

Another debate on digital diplomacy is regarding the risks possessed by using digital technology for diplomacy. A study by Rashica (2019) noted that there are several challenges to digital diplomacy. Among others, the challenges that exist include the dismissals of politicians and conflicts because of the lack of knowledge on using social media. The training on how to conduct digital diplomacy properly is deemed necessary. Furthermore, questions regarding digital frustration, hate speech, digital ethics, and widespread disinformation should be the focus of government and civil society (Rashica, 2019). Therefore, the government conducting public diplomacy can be seen from two sides: one that attempted to engage with the audience to disseminate valid information, and the other one that sponsors disinformation campaigns for its own interests. In addition to that, the use of digital technology for public diplomacy does not only bring benefits but also possess risks.

RESULT AND ANALYSIS

This section describes the practice of Indonesian Missions abroad, including the Consulate General and Head of Mission, in conducting public diplomacy on their social media accounts. This part covers the strategic messages mentioned on social media, as well as the relations of the content posted online in 2022 with the foreign policy priorities of Indonesia. The reason underlying the selection of these Indonesian Missions is because they received Social Media Awards during MoFA Annual Press Statements (*Pernyataan Tahunan Menteri Luar Negeri*) 2023. During MoFA Annual Press Statements 2022, Minister of Foreign Affairs of Indonesia, Retno Marsudi, mentioned that the priorities of Indonesia's foreign policy are: (i) health diplomacy; (ii) economic diplomacy; (iii) diplomacy for citizens' protection; (iv) sovereign diplomacy; (v) diplomacy for peace and humanity at the regional and global levels; and (vi) Indonesia's G20 Presidency (Ministry of Foreign Affairs of Indonesia, 2022). The following part will briefly describe each of these foreign policy priorities.

Health diplomacy refers to the effort of Indonesia to fulfill both short-term and long-term interests, which includes "strengthening health security and national health independence". The effort of health diplomacy in Indonesia is closely linked to vaccine diplomacy (Ministry of Foreign Affairs of Indonesia, no date a). Previous study has explained the existence of health diplomacy during the COVID-19 pandemic, as an instrument of Indonesian foreign policy. During the pandemic, the health issue is one of the top priorities of Indonesia. That study concludes, Indonesia has taken bilateral and multilateral approaches in conducting health diplomacy, covering health equipment and vaccine equality. The foreign policy implementation can be seen from Indonesia's

involvement in multiple forums, for instance, the International Coordination Group on COVID-19 (Djalal, Subagyo, and Delanova, 2021).

In the context of economic diplomacy, Indonesia's foreign policy aims to combine "conventional economic diplomacy" and "digital economy". A study by Margiansyah (2020) noted that the digital economy is essential to Indonesia's foreign policy. The government of Indonesia created "Making Indonesia 4.0" to boost the potential of the digital economy. On the other hand, there are several challenges, namely: (i) institutional and socioeconomic issues; (ii) digital divide and difficulty to access the internet; (iii) vulnerability to cybercrime; and (iv) lack of innovation. The economic diplomacy of Indonesia emphasizes the need for the direct benefit of diplomacy to the prosperity of people. This is aligned with President Joko Widodo's pro-people approach and down-to-earth diplomacy (Margiansyah, 2020).

The next priority of Indonesia's foreign policy is called diplomacy for citizens' protection. A study by Setiawan, Sulastrri, and Sumarno (2018) addressed President Joko Widodo's administration's approach to "pro-people foreign policy", particularly in protecting migrant workers abroad. Indonesia has initiated the establishment of facilities to assist migrant workers overseas, for instance, by providing shelters and digital platforms. This study also mentioned that people's protection aims to "maintain the welfare of the people at home and abroad" (Setiawan, Sulastrri and Sumarno, 2018). Furthermore, a study by Maksun, Tsay and Muhammad (2020) acknowledged that migrant workers are frequently marginalized. This study noted that migrant workers' role should be considered as a primary factor in both bilateral partnership and trade cooperation. A previous study has analyzed the Indonesian diplomacy strategy for migrant workers' rights protection in Papua New Guinea (Suryanti and Sinaga, 2022).

Sovereign diplomacy is one of the key priorities of Indonesia's foreign policy. Sovereign diplomacy is conducted to protect the unity of Indonesia's territory. Furthermore, foreign policy is used to intensify the agreements on State's borders. The purpose of sovereign diplomacy is to maintain the sovereignty of Indonesia, as well as to disseminate the values of tolerance, diversity, and democracy, as part of Indonesia's identity. Sovereign diplomacy also aims to combat terrorism and radicalism, as the problem that might threaten the sovereignty of the State (Marsudi, 2019). A study by Rachmawati and Dewi (2020) noted the practice of Indonesia's border diplomacy. This article proposed that subnational and non-state actors should be considered to expand border diplomacy.

Diplomacy for peace and humanity at the regional and global levels is important for Indonesia's foreign policy. At the regional level, Indonesia plays a vital role in the development of ASEAN. After holding the G20 Presidency in 2022, Indonesia continues to actively contribute at the regional level, with its position as the ASEAN Chair in 2023. As part of its humanitarian diplomacy, Indonesia focuses on the recognition of human values. A study by Damayanti (2020) found a positive contribution between the implementation of humanitarian diplomacy with the public diplomacy of Indonesia. The Indonesian government believes that humanitarian diplomacy is appreciated by the international

community. Furthermore, humanitarian diplomacy can improve Indonesia's branding at the global level (Damayanti, 2020). At the regional level, Indonesia opened humanitarian space in Myanmar through humanitarian negotiation (Permata, Hijrah D and Sinulingga, 2019).

The sixth priority is Indonesia's G20 Presidency in 2022, which is one of the most influential positions in Indonesia's diplomacy on the international stage. Indonesia prioritized economic recovery, as seen in its G20 theme: "Recover Together, Recover Stronger". Indonesia focuses on three main pillars that were being debated and discussed during its G20 Presidency, namely: (i) global health architecture; (ii) sustainable energy transition; and (iii) digital transformation. During the G20 Presidency, Indonesia gains some benefits, for instance, Indonesia was able to show its economic resilience and leadership at the global level. Furthermore, Indonesia utilized the G20 Presidency moment to promote the culture of Indonesia, as part of Indonesia's soft power (Intentilia, 2022). After describing each foreign policy priority, the next section focuses on the observation results of Indonesian Missions' abroad in disseminating these foreign policy priorities on social media.

The first Indonesian Missions being observed in this section is the Indonesian Consulate in Jeddah, specifically the Instagram account of @indonesiainjeddah with 6.690 followers and 1.127 posts, as of 19 May 2023 (Indonesian Consulate in Jeddah, 2022). On 31 December 2022, @indonesiainjeddah posted a video on the end-year reflection, in order to highlight the achievement of the Indonesian Consulate in Jeddah during the period of 2022. By posting this video, the account summarized all activities related to the Consulate General diplomacy in 2022. @indonesiainjeddah also shared information regarding the press release of the dissemination team of the national criminal code of Indonesia on 20 December 2022. @indonesiainjeddah has posted information on the occasion of International Migrants Day 2022. This is closely connected to the priority of Indonesia's foreign policy, in particular regarding diplomacy for citizens' protection. On @indonesiainjeddah, the post includes the short video competition, a collaboration of @indonesiainjeddah, Ministry of Manpower of Indonesia (KEMNAKER), Association of Jeddah Saudi Arabia Community, and the Alliance of Indonesian Migrant Workers, which was posted on 19 December 2022.

Another post mentioned the celebration of International Migrants Day 2022 with a culinary bazaar, band performance, and medical checkup, which aims to attract Indonesian workers abroad to attend this event. This is aligned with one of the priorities of Indonesia's foreign policy, to raise awareness of diplomacy for citizens' protection. To protect the citizens in terms of administrative documents, @indonesiainjeddah posted information, among others, on 25 October, 6 and 13 November, and 8 December 2022, about the integrated passport services (*Layanan Terpadu Pasporisasi*) to assist the Indonesian workers in Jeddah, should they find any difficulties in processing passport. The post related to passportization on 8 December 2022 mentioned the need to maximize this service so that the Indonesian people who live abroad do not feel as if they are "stateless" or without citizenship. In the context of protection, @indonesiainjeddah

uploaded on 13 November 2022 its effort to secure the salary of Indonesian migrant workers who faced challenges in order to get their worker rights for up to 16 years.

@indonesiainjeddah also shared their efforts to implement economic diplomacy, for instance, by posting a collaboration in the aviation sector and flight availability for Hajj and Umrah, on 8 November and 18 December 2022. Concerning Hajj and Umrah, @indonesiainjeddah emphasized its economic diplomacy on 4 December 2022 to optimize Indonesian products during the Hajj season in 2023. The Consulate also provided counseling and consultation session with potential Indonesian exporters to share the mechanism and regulation of Indonesian products to enter Saudi Arabia. This was posted on 21 October 2022. Moreover, Indonesia's micro, small, and medium enterprises also got the opportunity to join business matching programs with importers in Saudi Arabia, uploaded on 21 October 2022.

Another example of economic diplomacy posted on 15 December 2022 by this account is exploring the collaboration with provincial-level government. In this context, an Instagram post shared a meeting among the Vice Governor, Head of Industrial and Trade Office, and Head of Co-operation (*Koperasi*) and Small Enterprises of West Java, with the representative of the Indonesian Trade Promotion Centre (ITPC) Jeddah. This meeting aims to discuss the cooperation potential in the area of investment, tourism, and trade in Saudi Arabia. In addition to West Java, the government and business sector representative of East Java, posted on 4 December 2022, visited markets in Jeddah to conduct a survey and meeting with importers, particularly to assess East Java's products with high demands. Jeddah and East Java have agreed upon seven trade commitments for 1 million USD, posted on 1 December 2022. Furthermore, @indonesiainjeddah posted information on 8 December 2022 regarding economic and trade sectors by highlighting its initiative to bring 60 Saudi Arabian importers to attend the Indonesian Trade Expo, which resulted in the signing of a trade commitment for the total amount of 112 million USD. Indonesian Product Month was one of the Instagram contents of @indonesiainjeddah posted on 17 September 2022.

An interesting post from @indonesiainjeddah on 27 November 2022 illustrated that economic diplomacy also can be seen from an academic point of view. This means that through writing an academic article and supporting the movement to love Indonesian products in Madinah, Indonesian students who studied there can be ambassadors to promote Indonesian trade and businesses. This shows that @indonesiainjeddah has used Instagram to showcase its economic diplomacy program as part of Indonesia's foreign policy priority, which also includes the local or provincial government in Indonesia. In addition to that, the content on 20 November 2022 highlights the effort of the Consulate General of Indonesia in Jeddah in the context of education. This post depicts the success of Indonesian citizens in Jeddah who graduated from Universitas Terbuka. Furthermore, the Instagram account is used to showcase the cooperation between the Consulate General with Universitas Terbuka to conduct hybrid graduation. Most of the students who attended this graduation are Indonesian migrant workers who are currently working in Saudi Arabia. It shows the effort of the Consulate General to appreciate the willingness of

these migrant workers to pursue higher education. This paper observes this post as part of diplomacy for citizens' protection in terms of education.

Health diplomacy is also included on @indonesiainjeddah content in 2022. An Instagram feed portrayed an activity attended by the Ministry of Health of Indonesia and the Consul General of Indonesia in Jeddah. The arrival of the representative of the Ministry of Health of Indonesia is in the framework of coordination, to prepare for the implementation of the destruction of medicines and medical supplies for the Hajj health service which have entered the expiration date. This paper argues that this is also a form of health diplomacy, which involves a related Ministry, that is the Ministry of Health of Indonesia. Another example of health diplomacy on social media account, particularly the Instagram account of @indonesiainjeddah posted on 16 November 2022, is the information regarding meningitis vaccination, which is only required for pilgrims with Hajj visas.

Other than posting on its feeds, the @indonesiainjeddah account has also utilized the "highlight" feature on Instagram. Highlight is a feature where users can save their stories and group them into any categories. As of 18 May 2023, the Indonesian Consulate in Jeddah has grouped its Instagram highlight into seven categories, namely: (i) requirement (*persyaratan*); (ii) question and answer (*tanya jawab*); (iii) cost (*biaya*); (iv) passportization (*pasporisasi*); (v) monthly journal (*jurnal bulanan*); (vi) in the news (*dalam berita*); and (vii) news of the week (*berita sepekan*). This paper also observes the content of these highlights, in order to understand to what extent these contents relate to Indonesia's foreign policies. The "requirement" highlight comprises summarized information which includes the requirement of the services provided by the Indonesian Consulate in Jeddah, such as funeral permit requirements, which is divided into the funeral permit for the migrant workers, the family of the migrant worker, as well as Umrah and Hajj pilgrims.

This Instagram highlight provides a clear summary of each document needed and the differences among each category. In addition to funeral permits, the requirements highlight also covers the legalization of birth certificates, marriage certificates, cargo documents, job order or demand letter documents, business documents, and translated documents. Other than that, this highlight informs about the renewal of domestic workers' work agreements. The requirement highlight facilitates Indonesian workers in Jeddah to know more about administrative procedures. This paper observes that providing relevant information on Instagram's highlight is one of the ways utilized by the Indonesian Consulate in Jeddah to support diplomacy for citizens' protection.

In the context of supporting Indonesia's G20 Presidency as one of the priorities of its foreign policy, @indonesiainjeddah utilized Instagram as a social media account to share the process of the G20 Presidency in 2022. It uploaded videos about new updates on G20 on 18 October 2022, including the logistic preparation prior to the G20 Summit. @indonesiainjeddah uploaded on 16 November 2022 the G20 Summit agendas, the official closing of the G20 Summit, as well as the handover to India to hold the G20 Presidency in 2023. All of these examples mentioned above show that the @indonesiainjeddah Instagram account showcases specific issues that support the dissemination of Indonesia's foreign

policy priorities in Jeddah, including diplomacy for citizens' protection, health diplomacy, economic diplomacy, and Indonesia's G20 Presidency.

The following section outlines the observation result of the Head of Mission's Instagram account. The Head of Missions observed in this section is Ambassador Dr. Desra Percaya, Head of Mission in the Indonesian Embassy London. With approximately 43,1 thousand followers and 474 posts, @desrapercaya is a personal Instagram account of the Ambassador (Percaya, 2022). In this account, the Ambassador posted various programs and activities to disseminate information about Indonesia's foreign policy priorities. As of 19 May 2023, his account has more followers compared to the account of the Indonesian Embassy in London @indonesiainlondon, with 32,8 thousand followers (Indonesian Embassy in London, 2022). Ambassador Desra Percaya highlighted numerous issues on his Instagram posts, ranging from sports to economic diplomacy.

In the context of economic diplomacy, on 31 March 2022, @desrapercaya posted information on Instagram regarding the implementation the Forest Law Enforcement Governance and Trade Voluntary Partnership (FLEGT VPA) and emphasize Indonesia as the first and only country to implement FLEGT VPA with the United Kingdom (UK). This post also stressed the Roundtable Discussion with various stakeholders from Indonesia and the UK for the promotion of FLEGT Licensed Indonesian Timber Products. This describes the effort to conduct economic diplomacy by involving buyers, importers, representatives of the Ministry of Trade and the Ministry of Environment and Forestry of Indonesia, as well as multiple associations of Indonesia. On 28 October 2022, Ambassador Desra Percaya posted the importance of investing sustainably in Indonesia. He emphasized the sustainable economic development and improvement of human resources in realizing the balance among people, planet, and prosperity, at the Indonesia Investment Forum 2022.

Another important economic diplomacy information is regarding coffee diplomacy. @desrapercaya reposted content from @indonesiainlondon on 30 March 2022 about the participation in the 2022 London Coffee Festival, by showcasing coffee-producing MSMEs such as Bali Arabika Kintamani, Kamigayo Coffee, and Pesantren Darul Mursyid Coffee in South Tapanuli. In regard to gastro-diplomacy, or food diplomacy, @desrapercaya reposted a video of BBC Indonesia, with the caption that highlighted the Indonesian MSMEs community in the UK, especially in the culinary industry. Ambassador Desra Percaya uploaded another example of economic diplomacy on 25 January 2022, specifically the potential and best practices of the shipping and logistic industries. Ambassador Desra Percaya also mentioned on 10 February 2022 the cooperation of Indonesia on the aspect of green economies, such as tidal energy and renewable energy sources. Furthermore, @desrapercaya uploaded on 4 April 2022 the achievement of the creative industry sector of Indonesian youth.

The Instagram account of Ambassador Desra Percaya attempted to build the image of Indonesia from sports. This is proven by his effort reposting from @indonesiainlondon on 15 January 2022, mentioning Dennis Wise, a technical director of the soccer coaching program Garuda Select, as the person who "will bring Indonesian talents to the Europa

League". In addition to that, on 27 January 2022, @desrapercaya posted an informal discussion session with an Indonesian diaspora and football player, Elkan Baggott, with a caption that aims to capture his humble and optimistic character as "the real culture of Indonesia". Furthermore, on 11 March 2022, this account also welcomed the All-England badminton team from Indonesia in Birmingham.

In the context of its role at the regional level, Indonesia's foreign policy emphasizes that its involvement in ASEAN is one of the most strategic external policies. His post on 28 February 2022 depicted that Ambassador Desra Percaya appreciated the Warwick ASEAN Conference, a platform for Ambassadors, High Representatives from ASEAN Member States' mission in London, as well as the students to reflect the roles and relevance of ASEAN, by advocating for peace, economic growth, social progress, and cultural development. This illustrates that the Instagram account of @desrapercaya promoted the importance of ASEAN on social media, as one of the foreign policy priorities of Indonesia.

Ambassador Desra Percaya also utilizes the feature of Instagram highlight to share information with his followers. Compared to @indonesiainjeddah, Instagram account @desrapercaya has more highlight sections, as of 23 May 2023, namely: (i) Ireland; (ii) Platinum Jubile; (iii) badminton; (iv) *Dirgahayu* ke-77; (v) Simba and Meli; (vi) HM Elizabeth; (vii) Unique London; (viii) EI 2022; (ix) 2022; (x) Gunners; (xi) AE 2023; (xii) Saxo; (xiii) Eid 2023; (xiv) Coronation 2023; and (xv) *Gowes*. From these highlights feature, this article observes that the Ambassador does not only share contents related to his work but also his personal activities and hobbies in London. This paper also observes that his highlight on EI 2022 refers to "Experience Indonesia" and "Indonesian Day", which consists of video content that showcases the culture of Indonesia from various regions and provinces.

The Instagram account @desrapercaya disseminates Indonesia's foreign policy by implementing cultural diplomacy. This can be seen not only from various contents about the music and dances of Indonesia but also from the core value and Indonesian way of life, which includes the values of solidarity. His Instagram content on 29 June 2022, reposted from @indonesiainlondon account, shows the solidarity of Balinese Hindu communities in organizing the opening of a worship place in England. It shows the solidarity among Indonesian citizens who live in the UK, to remain united in sharing their culture and tradition in the spirit of togetherness. In addition to the solidarity depicted by Balinese Hindu communities in the UK, Ambassador Percaya also noted the traditional procession of Batak called Mangulosi, on the occasion of the Batak Cultural Festival (*Pesta Budaya Batak*). In this post, Ambassador Percaya mentioned the value of Indonesian culture, especially in being respectful to others.

Another example of cultural diplomacy on @desrapercaya Instagram account can be seen on 30 June 2022. His post illustrates the event of "MOSAIC: Indonesia Cultural Exhibition" in Oxford. In his caption, he wrote about several activities in that exhibition, including the opportunity to learn Indonesia's national language, *Bahasa* Indonesia, unique cultural and art performances, as well as various culinary experiences of

Indonesia. The Instagram account @desrapercaya also promotes Indonesian culture through fashion. His post on 20 and 21 September 2022 showed his support for the promotion of Indonesian modest fashion to the world, particularly by promoting *tenun* designs. His post depicted the appreciation to Indonesian brands who participated in the London Fashion Week 2022, as well as to Indonesian singers and celebrities who visited the Indonesian Embassy in London.

The contents on Instagram mentioned above posted by @desrapercaya have shown that Ambassador Desra Percaya as the Head of the Indonesian Mission to the UK, Ireland, and IMO has contributed to disseminating Indonesian foreign policy priorities on social media, including economic diplomacy, sports diplomacy, and the relevance of ASEAN at the regional level. Furthermore, his Instagram account also highlights the element of cultural diplomacy of Indonesia from various perspectives. The Instagram account @desrapercaya utilizes the aspect of dances, music, fashion, tradition, and values of life, such as solidarity and togetherness, to share the culture of Indonesia.

CONCLUSION

The purpose of this paper is to observe the practice of Indonesian Missions abroad in disseminating Indonesia's foreign policy priorities on social media. To conclude, there are three main findings of this paper. Firstly, this paper found that Indonesia, especially the MoFA of Indonesia, has taken notice that digital technology is crucial for diplomacy. It is proven by presenting the awards to recognize and appreciate the efforts made by the Indonesian Missions abroad in promoting Indonesia's diplomacy on social media. This award is called the "Social Media Award", presented on the MoFA Annual Press Statements (*Pernyataan Tahunan Menteri Luar Negeri* or PPTM) 2023. This paper argues that Indonesian Missions abroad are actively utilizing social media platforms to stay relevant with the development of digital technology. In addition to that, amidst the challenges of misinformation and disinformation, the presence of social media accounts for public diplomacy can be a verified and reliable source, that can be easily accessed by the public. Indonesian citizens abroad can get quick updates on relevant issues and activities by accessing the official social media accounts of the Indonesian Mission abroad. Furthermore, to support MoFA of Indonesia's initiative regarding digital diplomacy up to the regional and international levels, promoting best practices at the national level is highly necessary.

This paper focuses on the case studies of Instagram accounts @indonesiainjeddah and @desrapercaya. By observing the practices on Instagram, the second finding of this paper is that the Indonesian Consulate in Jeddah, through the account of @indonesiainjeddah, has utilized Instagram account to promote its programs and activities in the context of Indonesia's diplomacy, covering economic diplomacy, health diplomacy, diplomacy for citizens' protection, and Indonesia's G20 Presidency. Thirdly, the result of observation on the account of Ambassador Desra Percaya on Instagram, @desrapercaya, illustrates that the Ambassador has promoted Indonesia's foreign policy priorities on social media, ranging from economic diplomacy, sports diplomacy, as well as

the regional issues of ASEAN. Moreover, Ambassador Percaya also emphasizes the aspect of cultural diplomacy in his Instagram account. Public diplomacy in Indonesia is being implemented by, among others, sharing information through social media. This paper observes that foreign policy priorities being highlighted in the public diplomacy of the Indonesian Missions abroad have to match the characteristic of the emerging issues and the challenges in the particular State. Therefore, this paper finds that @indonesiainjeddah addresses more on diplomacy for citizens' protection and economic diplomacy, while @desrapercaya emphasizes more on economic and cultural diplomacy.

This paper confronts on its own limitations, peering into the intricate web that connects foreign policy, public diplomacy, and the ever-evolving world of social media. By delving deeper into the minds and experiences of those on the frontlines of Indonesian Missions abroad, we can illuminate the challenges that beset them in their noble pursuit of effective public diplomacy through social media and beyond. What are the obstacles they face? How do they navigate the digital landscape and engage with diverse audiences? Therefore, this paper not only urges but demands further research that seek to provide in-depth explanations that resonate with the complexities of foreign policy, public diplomacy, and social media.

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