

Abstract

Wacken Open Air is an extreme music festival held in Germany, this big festival involves many parties from various countries such as Wacken Metal Battle which is a sub-program owned by the festival. This program aims to find talent/bands from all over the world that they have never met before. Indonesia is one of the countries that participated and participated in the event, through the DCDC Dreamworld Indonesia program managed to send 3 representatives during the 2017-2019 period. However, this program was used by DCDC Dreamworld as a place to introduce and promote Indonesian culture which can be seen from one of the representatives who went there by bringing and mixing extreme music and local cultural wisdom.

This study aims to determine the extent of the contribution made by Indonesia in promoting culture through the Metal Battle program at the Wacken Open Air festival in Germany. This study uses primary data collection by direct interviews with related parties who are considered capable of providing the information needed. The results of the study are expected to provide information to readers about how the process of cultural promotion carried out by Indonesia in the Wacken Open Air extreme music festival in Germany.

Based on the research obtained by the author, that extreme music which is always underestimated by the community can be mixed and bred with the culture of local wisdom. Where, music like this can be used as a tool to promote local culture owned by Indonesia with one example through the DCDC Dreamworld program, Indonesia in collaboration with Wacken Open Air, Germany in the Metal Battle program.

Keywords: Cultural Diplomacy, Extreme Music, Wacken Open Air and DCDC Dreamworld.