

Abstrak

Indonesia merupakan negara yang memiliki berbagai keanekaragaman budaya dan alam, dengan adanya keanekaragaman tersebut Indonesia menggunakan diplomasi untuk memperkenalkan budaya dan keindahan alamnya, melalui wonderful Indonesia sebagai national brandingnya diharapkan Indonesia dapat menjadi destinasi wisata utama dunia. Penelitian ini menggunakan metode kualitatif dengan tujuan mengetahui bagaimana Wonderful Indonesia dapat memainkan perannya dalam diplomasi pariwisata Indonesia serta national branding Indonesia. Dalam penelitian ini, peneliti menggunakan teori diplomasi pariwisata, national interest dan national branding. Penelitian ini memaparkan bagaimana konsep diplomasi pariwisata Indonesia dapat berjalan dan bagaimana peningkatan pariwisata menggunakan national branding seperti wonderful Indonesia. Dalam penelitian ini, penulis menyimpulkan bahwa konsep pariwisata yang dilakukan Indonesia dinilai cukup baik, namun untuk menjadikan Indonesia sebagai destinasi wisata utama dunia cukup sulit, melihat bahwa setiap masyarakat global memiliki preferensi destinasi wisata yang berbeda-beda.

Kata Kunci: Wonderful Indonesia, National Branding, Diplomasi Pariwisata

Abstract

Indonesia is a country that has various cultural and natural diversity, with the existence of this diversity Indonesia uses diplomacy to introduce its culture and natural beauty. through wonderful Indonesia as its national branding, it is hoped that Indonesia can become the world's main tourist destination. can become the world's main tourist destination. This research uses the method of qualitative method with the aim of knowing how Wonderful Indonesia can play its role in tourism diplomacy. play its role in Indonesia's tourism diplomacy and national branding. Indonesia. In this study, researchers used the theory of tourism diplomacy, national interest and national branding. This research explains how concept of Indonesian tourism diplomacy can run and how to increase tourism using national branding such as wonderful Indonesia. tourism using national branding such as wonderful Indonesia. In this study, the author concludes that the concept of tourism carried out by Indonesia is concept is considered quite good, but to make Indonesia the world's main tourist destination is quite difficult, seeing that every global community has its own culture. world's main tourist destination is quite difficult, seeing that every global community has different tourist destination preferences. different preferences for tourist destinations.

Keywords: Wonderful Indonesia, National Branding, Tourism Diplomacy