

ABSTRACT

Title : Indonesia's Digital Diplomacy Through the Wonderful Indonesia Social Media Campaign on Instagram, YouTube, X, and TikTok as an Effort to Build a Positive Image of Indonesia

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The development of digital technology has transformed the way diplomacy is conducted by various countries, including Indonesia. The Indonesian government utilizes social media as an instrument of digital diplomacy through the Wonderful Indonesia campaign, which aims to introduce the nation's tourism potential, culture, and identity to the international community. This study aims to analyze Indonesia's digital diplomacy strategy through the Wonderful Indonesia social media campaign, identify the roles of Instagram, YouTube, TikTok, and X as instruments of digital diplomacy, and explain their contribution to building a positive image of Indonesia at the international level.

This study employs a qualitative method with a library research approach. Data were collected from scientific journal articles, books, official government documents, and related publications, then analyzed descriptively using the theories of Digital Diplomacy, Soft Power, and the concept of Nation Branding.

The results show that the Wonderful Indonesia digital diplomacy strategy is implemented through an integration of Branding, Advertising, Selling (BAS); Destination, Origin, Time (DOT); and Paid Media, Owned Media, Social Media, Endorser (POSE) approaches, involving mass media, influencers, tourism industry actors, and the public. Social media serves as a communication instrument that consistently and interactively presents visual content showcasing Indonesia's natural beauty, culture, and culinary richness. Digital diplomacy through Wonderful Indonesia is shown to contribute to shaping a positive image of Indonesia, although its sustainability still requires the support of quality tourist destinations and collaboration among multiple stakeholders.

Keywords: *digital diplomacy, social media, Wonderful Indonesia, nation branding, positive image*