

ABSTRAK

DIPLOMASI PUBLIK INDONESIA DI ERA PANDEMI COVID-19 MELALUI BALI DEMOCRACY FORUM TAHUN 2020-2021

Penelitian ini bertujuan untuk membahas strategi diplomasi publik Indonesia di era pandemi COVID-19 ketika keadaan menjadi terbatas melalui Bali Democracy Forum pada tahun 2020-2021. Penelitian ini menggunakan teori *new public diplomacy*, transisi digital dalam diplomasi publik, dan *nation-branding*. Penelitian ini menggunakan metode kualitatif deskriptif dengan sumber data primer dan sekunder melalui wawancara ke Kementerian Luar Negeri, dokumen terkait, penelitian terdahulu, dan artikel. Penelitian ini beragumen bahwa Indonesia di era pandemi tetap melakukan diplomasi publiknya dengan memanfaatkan kemajuan teknologi yang tercermin pada pelaksanaan Bali Democracy Forum tahun 2020-2021. Indonesia telah memasuki fase adaptasi yang lebih jauh lagi dalam digitalisasi diplomasi publik melalui pelaksanaan forum tersebut. Dengan tetap melaksanakan forum tersebut di era pandemi, Indonesia memperkuat *nation-brand* negaranya sebagai negara demokrasi yang ikut berperan aktif dalam mencari solusi terkait penanganan pandemi.

Kata kunci: Bali Democracy Forum, diplomasi publik, pandemi COVID-19, digitalisasi diplomasi publik, *nation-branding*.

ABSTRACT

INDONESIA'S PUBLIC DIPLOMACY IN THE COVID-19 PANDEMIC ERA THROUGH BALI DEMOCRACY FORUM 2020-2021

This research aims to discuss Indonesia's public diplomacy strategy in the era of the COVID-19 pandemic when conditions became limited through the Bali Democracy Forum in 2020-2021. This research uses the theory of new public diplomacy, digital transition in public diplomacy, and nation-branding. This study uses a descriptive qualitative method with primary and secondary data sources through interviews with the Ministry of Foreign Affairs, related documents, previous research, and articles. This research argues that Indonesia in the pandemic era continues to carry out its public diplomacy by utilizing technological advances as reflected in the 2020-2021 Bali Democracy Forum. Indonesia has entered a further adaptation phase in digitizing public diplomacy through the implementation of this forum. By continuing to carry out this forum in the pandemic era, Indonesia is strengthening its country's nation-brand as a democratic country that takes an active role in finding solutions related to handling the pandemic.

Keywords: Bali Democracy Forum, public diplomacy, COVID-19 pandemic, digitalization of public diplomacy, nation-branding.