

# **IMPLEMENTASI DIPLOMASI BUDAYA MELALUI FOTOGRAFI DAN VISUAL STORYTELLING OLEH JAKARTA INTERNATIONAL PHOTO FESTIVAL**

## **SALSABILA**

## **ABSTRAK**

Penelitian ini berfokus pada peran diplomasi budaya dalam mempromosikan pertukaran ide dan perspektif antar negara melalui fotografi dan *visual storytelling*. Secara khusus, peneliti mengkaji implementasi diplomasi budaya melalui Jakarta International Photo Festival, yang telah menjadi *platform* penting untuk mempromosikan kebudayaan Indonesia.

Tujuan dari penelitian ini adalah untuk menganalisis bagaimana bentuk dari diplomasi budaya terhadap promosi budaya Indonesia dan penguatan hubungan budaya antara Indonesia dan Belanda. Penelitian ini menyimpulkan bahwa Jakarta International Photo Festival, telah memainkan peran penting dalam mempromosikan pertukaran dan kolaborasi budaya, serta berkontribusi terhadap penguatan diplomatik antarbudaya kedua negara.

**Kata kunci:** Diplomasi budaya, merek bangsa, fotografi, penceritaan visual, JIPFest.

# **IMPLEMENTATION OF CULTURAL DIPLOMACY THROUGH PHOTOGRAPHY AND VISUAL STORYTELLING BY JAKARTA INTERNATIONAL PHOTO FESTIVAL**

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## **ABSTRACT**

This research focuses on the role of cultural diplomacy in promoting the exchange of ideas and perspectives between countries through photography and visual storytelling. Specifically, the researcher examines the implementation of cultural diplomacy through the Jakarta International Photo Festival, which has become an important platform to promote Indonesian culture.

The purpose of this research is to analyze how cultural diplomacy shapes the promotion of Indonesian culture and the strengthening of cultural relations between Indonesia and the Netherlands. This research concludes that the Jakarta International Photo Festival has played an important role in promoting cultural exchange and collaboration, as well as contributing to the strengthening of intercultural diplomatic relations between the two countries.

**Keywords:** Cultural diplomacy, nation branding, photography, visual storytelling, JIPFest.