

**DIPLOMASI BUDAYA KBRI ASTANA: UPAYA PENINGKATAN
JUMLAH WISATAWAN KAZAKHSTAN KE INDONESIA PERIODE
2021-2023**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui secara lebih dalam upaya yang dilakukan oleh Kedutaan Besar Republik Indonesia di Kota Astana, Kazakhstan dalam meningkatkan jumlah wisatawan Kazakhstan ke Indonesia periode tahun 2021-2023 dengan menggunakan teori diplomasi budaya dan *nation branding*. Metode penelitian yang digunakan merupakan kualitatif yang bersifat deskriptif-analitis. Teknik pengumpulan data dilakukan dengan tiga cara, yaitu wawancara semi terstruktur, studi dokumentasi dan materi audio visual kualitatif. Teknik analisis data menggunakan metode Miles, Huberman, dan Saldana yaitu dengan reduksi data, penyajian data, dan penarikan kesimpulan dan verifikasi. Hasil dari penelitian diperoleh dari proses analisis segala upaya diplomasi budaya dan *nation branding* KBRI Astana yang kemudian didukung dengan data survei yang dilakukan oleh penulis terkait citra Indonesia di masyarakat Kazakhstan. Penelitian ini juga menemukan bahwa praktik diplomasi KBRI Astana bersifat konfidensial karena adanya limitasi terhadap data yang dapat dipublikasi dalam penelitian. Setelah melewati beragam proses pengumpulan data dan analisis, hasil penelitian ini menunjukkan bahwa upaya yang dilakukan oleh KBRI Astana telah berhasil dalam meningkatkan jumlah wisatawan Kazakhstan ke Indonesia yang berfokus pada diplomasi budaya dan *nation branding* serta meningkatkan citra positif masyarakat Kazakhstan terhadap Indonesia.

Kata Kunci: Kedutaan Besar Republik Indonesia Astana, Diplomasi Budaya, *Nation Branding*, Pariwisata, Wisatawan.

**CULTURAL DIPLOMACY OF THE INDONESAN EMBASSI IN
ASTANA: EFFORTS TO INCREASE THE NUMBER OF KAZAKHSTAN
TOURISTS TO INDONESIA FOR THE 2021-2023 PERIOD**

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ABSTRACT

This research aims to find out more about the efforts made by the Embassy of the Republic of Indonesia in Astana City, Kazakhstan to increase the number of Kazakh tourists to Indonesia for the 2021-2023 period using the theory of cultural diplomacy and nation branding. The research method used is qualitative, descriptive-analytical in nature. Data collection techniques were carried out in three ways, namely semi-structured interviews, documentation studies and qualitative audio-visual materials. The data analysis technique uses the Miles, Huberman, and Saldana methods, namely data reduction, data presentation, and drawing conclusions and verification. The results of the research were obtained from the analysis process of all cultural diplomacy and nation branding efforts of the Indonesian Embassy in Astana which were then supported by survey data conducted by the author regarding Indonesia's image in Kazakh society. This research also found that the diplomatic practices of the Indonesian Embassy in Astana were confidential due to limitations on the data that could be published in research. After going through various data collection and analysis processes, the results of this research show that the efforts made by the Indonesian Embassy in Astana have been successful in increasing the number of Kazakh tourists to Indonesia who focus on cultural diplomacy and nation branding as well as increasing the positive image of the Kazakh people towards Indonesia.

Keywords: Embassy of the Republic of Indonesia Astana, Cultural Diplomacy, Nation Branding, Tourism, Tourists.