

ABSTRAK

Penelitian ini bertujuan untuk memahami upaya diplomasi budaya pemerintah Indonesia melalui program Merdeka Belajar – Kampus Merdeka (MBKM) IISMA HEROES Challenge tahun 2022 di kawasan Asia dan menganalisis korelasi diplomasi budaya Indonesia melalui program MBKM IISMA terhadap pelaksanaan HEROES Challenge tahun 2022 di kawasan Asia. Penelitian ini merupakan penelitian berbasis kualitatif dengan menggunakan pendekatan fenomenologi sebagai acuan dimana hasil penelitian adalah apa yang diterima, dirasakan dan dipahami oleh objek penelitian sebagai data, kemudian penulis menganalisis bagaimana kegiatan promosi budaya Indonesia bertajuk HEROES Challenge yang dilakukan oleh seluruh peserta IISMA Asia pada tahun 2022 dapat membentuk citra positif Indonesia di dunia internasional. Program IISMA terdiri dari 3 jalur berbeda, yaitu IISMA *Undergraduate* (Sarjana), IISMA Vocational (D3/Sarjana Terapan), dan IISMA-Entrepreneurship. Kegiatan HEROES Challenge 2022 yang dilaksanakan oleh peserta IISMA Asia tahun 2022 di Malaysia (Universiti Malaya), Korea Selatan (Hanyang University), dan Turki (Middle East Technical University) berhasil mempromosikan keanekaragaman budaya Indonesia kepada masyarakat di ketiga negara tersebut sehingga kegiatan HEROES Challenge mendapat respon yang positif. Upaya diplomasi budaya Indonesia dalam Program IISMA dapat dibuktikan dengan dilaksanakannya kegiatan promosi budaya Indonesia, yaitu “HEROES Challenge” oleh seluruh peserta IISMA Asia pada tahun 2022 melalui berbagai kegiatan budaya yang menarik, seperti penampilan tarian daerah, pengenalan kuliner khas Indonesia, permainan tradisional Indonesia, presentasi tentang tradisi dan sejarah pahlawan Indonesia, serta pemutaran film bertema Indonesia.

Kata kunci: Diplomasi Budaya, Kegiatan Promosi Budaya, Program MBKM IISMA, Kawasan Asia, HEROES Challenge.

ABSTRACT

This research is aimed to understand the Indonesian government's cultural diplomacy efforts through the 2022 IISMA HEROES Challenge Merdeka Belajar - Merdeka Campus (MBKM) program in the Asian region and analyze the correlation of Indonesian cultural diplomacy through the IISMA MBKM program with the implementation of the 2022 HEROES Challenge in the Asian region. This research is qualitative-based research using a phenomenological approach as a reference where the research results are what is received, felt and understood by the research object as data, then the author analyzes how Indonesian cultural promotion event entitled HEROES Challenge are carried out by all IISMA Asia participants in 2022 can shape a positive image of Indonesia in the international level. The IISMA program consists of 3 different pathways, namely IISMA Undergraduate (Bachelor), IISMA Vocational (D3/Applied Bachelor), and IISMA-Entrepreneurship. The HEROES Challenge 2022 activities carried out by IISMA Asia participants in 2022 in Malaysia (Universiti Malaya), South Korea (Hanyang University), and Turkey (Middle East Technical University) have been successful in promoting Indonesia's cultural diversity to the people of these three countries so that the 2022 HEROES Challenge received a positive response. Indonesia's cultural diplomacy efforts in the IISMA Program can be proven by the implementation of Indonesian cultural promotion activities, namely the "HEROES Challenge" by all IISMA Asia participants in 2022 through various interesting cultural activities, such as local dance performances, introduction of typical Indonesian culinary delights, traditional Indonesian games, presentations about the traditions and history of Indonesian heroes, as well as screenings of Indonesian-themed films.

Keywords: Cultural Diplomacy, Cultural Promotion Event, IISMA MBKM Program, Asian Region, HEROES Challenge