

“VISIT RWANDA” SEBAGAI NATION BRANDING RWANDA MELALUI KLUB SEPAK BOLA ARSENAL PERIODE 2018-2020

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ABSTRAK

Penelitian ini menganalisis keterlibatan Rwanda dengan klub sepak bola Arsenal sebagai bagian dari strategi *nation branding* melalui program promosi pariwisata “*Visit Rwanda*” pada periode 2018–2020. Penelitian ini dilatarbelakangi oleh upaya Rwanda dalam membangun kembali citra negaranya pascagenosida 1994 melalui pendekatan *branding* nasional yang melibatkan aktor global. Penelitian ini menggunakan pendekatan kualitatif dengan data primer dan sekunder, yang diperoleh melalui dokumen resmi, publikasi media, serta wawancara dengan perwakilan Kedutaan Besar Rwanda. Teori yang digunakan adalah *Transnational Corporations* (TNC) dan tujuh elemen *Nation Branding* menurut Keith Dinnie, yaitu *Nation Brand Strategy*, *Nation Brand Communications*, *Nation Brand Ambassadors*, *Nation Days*, *Customer and Citizen Relationship Management*, *Diaspora Mobilization*, serta *The Naming of Nation-Brands*. Hasil penelitian menunjukkan bahwa Arsenal telah terbukti menjadi *nation branding* yang digunakan oleh Rwanda untuk membangun citra internasional mereka. Rwanda menjadi contoh nyata bagaimana suatu negara dapat memanfaatkan aset *soft power* sebagai alat *nation branding* dalam rangka mencapai kepentingan nasionalnya.

Kata Kunci: Nation Branding, Rwanda, Visit Rwanda, Arsenal, Transnational Corporations

"VISIT RWANDA" AS RWANDA'S NATION BRANDING THROUGH ARSENAL FOOTBALL CLUB IN THE PERIOD OF 2018–2020

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ABSTRACT

This research analyzes Rwanda's engagement with the football club Arsenal as part of its nation branding strategy through the Visit Rwanda tourism promotion campaign during the period 2018–2020. The background of this study lies in Rwanda's efforts to rebuild its national image following the 1994 genocide by adopting a nation branding approach involving global actors. This study employs a qualitative approach using both primary and secondary data obtained from official documents, media publications, and interviews with representatives of the Embassy of Rwanda. The research applies the theory of Transnational Corporations (TNC) and the seven elements of Nation Branding proposed by Keith Dinnie, namely Nation Brand Strategy, Nation Brand Communications, Nation Brand Ambassadors, Nation Days, Customer and Citizen Relationship Management, Diaspora Mobilization, and The Naming of Nation-Brands. The findings show that Arsenal has proven to be a nation branding used by Rwanda to shape its international image. Rwanda serves as a concrete example of how a country can leverage its soft power assets as a nation branding tool to achieve its national interests.

Keywords: *Nation Branding, Rwanda, Visit Rwanda, Arsenal, Transnational Corporations*