

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pelaksanaan diplomasi budaya Indonesia melalui program Indonesian International Student Mobility Awards (IISMA) di Malaysia sebagai upaya memperkenalkan budaya Indonesia dan menghapus mispersepsi budaya, khususnya di kalangan sivitas akademika di Universiti Malaya (UM), Universiti Sains Malaysia (USM), dan Universiti Kebangsaan Malaysia (UKM). Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Data diperoleh melalui wawancara mendalam dengan awardee IISMA, koordinator kawasan Asia, serta studi dokumentasi dari laporan kegiatan dan media sosial. Analisis data dilakukan dengan menyesuaikan prinsip diplomasi budaya menurut Patricia Goff, yaitu koneksi, konsistensi, dan inovasi. Hasil penelitian menunjukkan bahwa IISMA mampu menjadi instrumen diplomasi budaya non-negara yang efektif. Awardee tidak hanya bertindak sebagai pelajar, tetapi juga sebagai agen budaya yang memperkenalkan elemen budaya Indonesia secara langsung dan partisipatif melalui kegiatan seperti Indonesian Cultural Day dan tantangan budaya seperti BATIK Challenge dan Heroes Challenge. Program ini juga menunjukkan dampak positif dalam memperkuat hubungan bilateral Indonesia–Malaysia di bidang pendidikan tinggi. Diplomasi budaya yang dijalankan secara people-to-people melalui IISMA berkontribusi dalam membentuk persepsi positif terhadap budaya Indonesia.

Kata kunci: Diplomasi Budaya, IISMA, Indonesia-Malaysia, Soft Power, Aktor Non-negara.

ABSTRACT

This study aims to analyze the implementation of Indonesia's cultural diplomacy through the Indonesian International Student Mobility Awards (IISMA) program in Malaysia, particularly in promoting Indonesian culture and addressing cultural misperceptions among the academic communities of Universiti Malaya (UM), Universiti Sains Malaysia (USM), and Universiti Kebangsaan Malaysia (UKM). The study uses a descriptive qualitative method with a case study approach. Data were collected through in-depth interviews with IISMA awardees, the regional coordinator for Asia, and documentation from activity reports and social media. The analysis adopts Patricia Goff's principles of cultural diplomacy: connection, consistency, and innovation. The findings indicate that IISMA serves as an effective non-state cultural diplomacy tool. Awardees acted not only as students but also as cultural agents who introduced elements of Indonesian culture through participatory and direct interactions, such as Indonesian Cultural Day and cultural challenges like the BATIK Challenge and Heroes Challenge. The program has contributed positively to strengthening Indonesia–Malaysia bilateral relations in higher education and expanding cross-cultural networks. IISMA's people-to-people diplomacy fosters a positive perception of Indonesian culture.

Keywords: Cultural Diplomacy, IISMA, Indonesia-Malaysia, Soft Power, Non-state Actor.