

ABSTRAK

Penelitian ini bertujuan untuk melihat praktik diplomasi publik Indonesia di Australia dalam memperkenalkan budaya Indonesia di Kota Melbourne pada tahun 2024. Penelitian ini dilatarbelakangi oleh menurunnya minat masyarakat Australia, khususnya generasi muda, terhadap pembelajaran bahasa dan kebudayaan Indonesia, yang berdampak pada berkurangnya pemahaman jangka panjang mengenai Indonesia. Kondisi tersebut menjadi tantangan bagi kebijakan luar negeri Indonesia, terutama dalam konteks hubungan bilateral Indonesia - Australia, sehingga mendorong perlunya upaya diplomasi publik yang lebih adaptif dan kontekstual. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Studi ini berfokus pada dua kegiatan diplomasi publik Indonesia di Melbourne, yaitu Festival Indonesia (FI) dan Indonesian Street Food Festival (ISFF). Data diperoleh melalui wawancara dengan perwakilan Konsulat Jenderal Republik Indonesia (KJRI) Melbourne serta didukung oleh studi pustaka. Analisis data dilakukan menggunakan model analisis interaktif Miles dan Huberman. Meskipun diplomasi publik dan diplomasi budaya telah banyak dikaji sebelumnya, penelitian ini memiliki kebaruan dengan menelaah diplomasi publik Indonesia melalui penyelenggaraan festival budaya berskala besar di Australia menggunakan kerangka teori diplomasi publik Nicholas J. Cull. Hasil penelitian menunjukkan bahwa diplomasi publik Indonesia di Melbourne dijalankan melalui lima kategori diplomasi publik menurut Cull, yaitu *listening*, *advocacy*, *cultural diplomacy*, *exchange diplomacy*, dan *international broadcasting*. Temuan penelitian menunjukkan bahwa diplomasi publik Indonesia bersifat kolaboratif dengan keterlibatan aktor non-negara, khususnya diaspora Indonesia, serta efektif dalam membangun *people-to-people interaction* dan citra positif Indonesia di tengah masyarakat multikultural Melbourne.

Kata kunci: diplomasi publik, diplomasi budaya, Festival Indonesia, Indonesian Street Food Festival, Melbourne.

ABSTRACT

This study aims to examine Indonesia's public diplomacy practices in Australia in promoting Indonesian culture in the city of Melbourne in 2024. The research is motivated by the declining interest among the Australian public, particularly younger generations, in learning the Indonesian language and culture, which has contributed to a reduced long-term understanding of Indonesia. This condition poses a challenge to Indonesia's foreign policy, especially within the context of Indonesia - Australia bilateral relations, thereby necessitating more adaptive and context-sensitive public diplomacy efforts. This study employs a qualitative approach using a descriptive research design. The research focuses on two major public diplomacy activities conducted in Melbourne, namely the Festival Indonesia (FI) and the Indonesian Street Food Festival (ISFF). Data were collected through interviews with representatives of the Indonesian Consulate General in Melbourne and supported by a literature review. Data analysis was conducted using the interactive analysis model developed by Miles and Huberman. Although public diplomacy and cultural diplomacy have been widely discussed in previous studies, this research offers a distinct contribution by examining Indonesia's public diplomacy through large-scale cultural festivals in Australia using Nicholas J. Cull's public diplomacy framework. The findings indicate that Indonesia's public diplomacy in Melbourne was carried out through five categories of public diplomacy proposed by Cull: listening, advocacy, cultural diplomacy, exchange diplomacy, and international broadcasting. The study further shows that Indonesia's public diplomacy practices were collaborative in nature, involving non-state actors, particularly the Indonesian diaspora, and were effective in fostering people-to-people interaction and enhancing Indonesia's positive image within Melbourne's multicultural society.

Keywords: *public diplomacy, cultural diplomacy, Festival Indonesia, Indonesian Street Food Festival, Melbourne.*