

DIPLOMASI PUBLIK KEDUTAAN BESAR REPUBLIK INDONESIA DI SEOUL DALAM MENINGKATKAN JUMLAH WISATAWAN KOREA SELATAN 2021-2023

ABSTRAK

Penelitian ini bertujuan untuk membahas bagaimana upaya diplomasi publik Kedutaan Besar Republik Indonesia dalam meningkatkan jumlah wisatawan Korea Selatan tahun 2021-2023. Penelitian ini menggunakan metode kualitatif deskriptif dengan konsep pariwisata dan teori diplomasi publik menurut Nicholas Cull yang terdiri dari listening, diplomasi budaya, diplomasi pertukaran, dan penyiaran atau media sebagai landasan analisis. Data yang diperoleh melalui data sekunder seperti jurnal, artikel, dokumen resmi, website resmi maupun portal berita, serta studi kepustakaan mengenai pelaksanaan upaya diplomasi publik KBRI Seoul dalam meningkatkan wisatawan. Kemudian, sumber data yang didapatkan melewati tahap reduksi data, penyajian data, dan penarikan kesimpulan dengan triangulasi data. Hasil penelitian menunjukkan Kedutaan Besar Republik Indonesia sudah berusaha untuk mengupayakan sejumlah kegiatan promosinya kepada masyarakat Korea Selatan dan mengalami peningkatan wisatawan Korea Selatan 2023.

Keywords: Kedutaan Besar Republik Indonesia di Seoul, Wisatawan, Diplomasi Publik

***PUBLIC DIPLOMACY EFFORTS OF THE EMBASSY OF THE REPUBLIC OF
INDONESIA IN SEOUL TO INCREASE THE NUMBER OF SOUTH KOREAN
TOURISTS 2021-2023***

ABSTRACT

This study aims to discuss the public diplomacy efforts of the Indonesian Embassy in increasing the number of South Korean tourists in 2021-2023. This study uses a descriptive qualitative method with the concept of tourism and public diplomacy theory according to Nicholas Cull, which consists of listening, cultural diplomacy, exchange diplomacy, and broadcasting or media as the basic for analysis. Data were obtained through secondary sources such as journals, articles, official documents, official website and new portals, as well as literature studies regarding the implementation of public diplomacy efforts by the Indonesian Embassy in Seoul in increasing tourists. Then, the obtained data sources went through the stages of data reduction, data display, and drawing conclusions through data triangulation. The results of the study indicate that the Indonesian Embassy in Seoul has attempted a number of promotional activities to the South Korean public and experienced an increase in South Korean tourists in 2023.

Keywords: Indonesian Embassy in Seoul, Tourist, Public Diplomacy