

DIPLOMASI PUBLIK SINGAPURA DALAM MENINGKATKAN KUNJUNGAN WISATAWAN ASING MELALUI PENYELENGGARAAN F1 SINGAPORE GRAND PRIX 2023-2024

ABSTRAK

Penelitian bertujuan untuk mengetahui strategi diplomasi publik yang dijalankan Singapura melalui penyelenggaraan F1 Singapore Grand Prix pada 2023 dan 2024 dalam upaya menarik kunjungan wisatawan asing. Dilatarbelakangi oleh kebutuhan Singapura untuk menarik kembali perhatian wisatawan internasional pasca-pandemi COVID-19 di tengah persaingan antar destinasi pariwisata yang semakin ketat dan tingkat kunjungan yang masih berada di bawah level pra-pandemi. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data studi kepustakaan, memanfaatkan sumber data sekunder yang dianalisis menggunakan dua aspek teori diplomasi publik Nicholas J. Cull, yaitu *cultural diplomacy* dan *international broadcasting*. Hasil penelitian menunjukkan bahwa melalui *cultural diplomacy*, Singapura memanfaatkan program Grand Prix Season Singapore (GPSS), khususnya aktivasi di Kampong Gelam, yang mengintegrasikan budaya lokal, kawasan budaya bersejarah, pertunjukan seni, hingga kuliner. Melalui *international broadcasting*, Singapura memperluas eksposur internasionalnya lewat siaran langsung Formula 1, kerja sama dengan Netflix melalui *Drive to Survive*, serta media sosial resmi penyelenggara. Penelitian ini menyimpulkan bahwa F1 Singapore Grand Prix berfungsi sebagai instrumen yang memperkuat dan memperluas upaya Singapura menarik wisatawan asing, meskipun keberhasilannya tetap dipengaruhi berbagai faktor lain.

Kata kunci: diplomasi publik, F1 Singapore Grand Prix, *cultural diplomacy*, *international broadcasting*, pariwisata Singapura

**SINGAPORE'S PUBLIC DIPLOMACY TO INCREASE INTERNATIONAL
TOURIST ARRIVALS THROUGH THE FORMULA 1 SINGAPORE GRAND
PRIX 2023-2024**

ABSTRACT

This study aims to examine the public diplomacy strategy carried out by Singapore through the organization of the F1 Singapore Grand Prix in 2023 and 2024 in an effort to attract foreign tourist visits. It is driven by Singapore's need to rebuild its presence and awareness among international tourists in the post-COVID-19 pandemic period, amid increasingly intense competition among tourism destinations and visitor levels that remain below pre-pandemic figures. This study employs a qualitative approach with a library research technique, drawing on secondary data analyzed through two aspects of Nicholas J. Cull's public diplomacy framework, namely cultural diplomacy and international broadcasting. The findings show that through cultural diplomacy, Singapore utilizes the Grand Prix Season Singapore (GPSS) program, particularly the activation in Kampong Gelam, which integrates local culture, historic cultural areas, performing arts, and culinary experiences. Through international broadcasting, Singapore expands its international exposure through Formula 1 live broadcasts, its partnership with Netflix through Drive to Survive, and the organizer's official social media accounts. This study concludes that the F1 Singapore Grand Prix functions as an instrument that strengthens and extends Singapore's efforts to attract foreign tourists, although its success remains influenced by various other factors.

Keywords: *public diplomacy, F1 Singapore Grand Prix, cultural diplomacy, international broadcasting, Singapore tourism*