

## Uncovering the Impact of Festival Indonesia on Russia Towards Indonesia

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### ABSTRACT

Indonesia respectfully establishes good relations with Russia to get more benefits, such as tourism, culture, economy, and so on. Festival Indonesia is one of the instruments imposed and utilized by the Indonesian government to achieve Indonesia's economic interests in Russia. This article aims to explain the positive impact of Festival Indonesia as a form of Indonesian public diplomacy and economic diplomacy as well as a powerful instrument of Indonesian soft power. This article uses the soft power theory of Joseph Nye and the concept of public diplomacy as an analytical tool with qualitative research methods. This article concludes that the presence of Festival Indonesia as Indonesia's soft power through public diplomacy has a positive impact on Indonesia's positive image towards Russian citizens which leads to an increase in Russian tourists to Indonesia, an increase in sister city cooperation, and cooperation in other fields.

**Keywords:** Russia, Indonesia, Festival Indonesia, Soft Power, Public Diplomacy

### ABSTRAK

*Indonesia dengan hormat menjalin hubungan baik dengan Rusia untuk mendapatkan lebih banyak manfaat, seperti sektor pariwisata, budaya, perekonomian dan sebagainya. Festival Indonesia merupakan salah satu instrumen yang diberlakukan dan dimanfaatkan oleh pemerintah Indonesia untuk mencapai kepentingan ekonomi Indonesia di Rusia. Artikel ini bertujuan untuk menjelaskan bahwa dampak positif acara Festival Indonesia sebagai wujud dari diplomasi publik serta diplomasi ekonomi Indonesia sekaligus instrumen yang ampuh dari soft power Indonesia. Artikel ini menggunakan teori soft power dari Joseph Nye serta konsep diplomasi publik sebagai alat analisisnya disertai metode penelitian kualitatif. Artikel ini berkesimpulan bahwa hadirnya Festival Indonesia sebagai soft power Indonesia melalui diplomasi publik berdampak positif terhadap citra positif Indonesia terhadap warga negara Rusia yang berujung pada peningkatan wisatawan Rusia ke Indonesia, peningkatan kerjasama sister city serta kerjasama-kerjasama di bidang lainnya.*

**Kata Kunci:** Rusia, Indonesia, Festival Indonesia, Soft Power, Diplomasi Publik

### Introduction

Every year the tourism sector shows a positive trend. Data sourced from the United Nations World Tourism Organization (UNWTO) notes that in the last 10 years since 2009 there were around 892 million foreign tourist arrivals and this increased in 2019 with around 1,461 foreign tourist arrivals.<sup>1</sup> Based on data from the Ministry of Tourism and Creative Economy's 2020 Outlook, describes that the tourism sector has contributed 4,8% to Gross Domestic Product (GDP) and reached IDR 280 trillion of foreign exchange. Seeing the growth from year to year, the government set targets

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<sup>1</sup> United Nations World Tourism Organization, "HEALING SOLUTIONS FOR TOURISM CHALLENGE," unwto.org, 2020, <https://www.unwto.org/healing-solutions-tourismchallenge>.

to bring in more tourists, which is around 18.5 million tourists per 2020 with an estimated USD 21 billion foreign exchange.<sup>2</sup>

One of the bilateral cooperation in the tourism sector carried out by Indonesia is with Russia, one of the programs is to hold a Festival in Indonesia. Festival Indonesia is part of a series of diplomatic activities carried out by the Indonesian government which there are promotions of trade, investment, tourism, arts, and culture in Russia. This activity is also part of economic diplomacy as well as public diplomacy towards Russia by introducing and providing positive comprehension of Russian society towards Indonesia.<sup>3</sup>

In addition, Festival Indonesia will also be enlivened by dance master classes and traditional musical instruments, batik workshops, photo exhibitions about Indonesia, Indonesian language classes, fashion shows from Indonesian designers, Indonesian cooking classes, Indonesian coffee baristas, and others. The aims of Festival Indonesia are as a business forum or matching as well as an event to promote trade, investment, tourism, cultural arts performances, and exhibitions of Indonesian products. On the other side, another purpose is the bilateral cooperation in the tourism sector carried out by Indonesia with Russia, one of the programs is to hold a Festival Indonesia with the theme "Visit Wonderful Indonesia: Bali and Beyond".

Historically, Festival Indonesia began in 2016 initiated by the Indonesian Embassy in Moscow, Russia with the Central and Eastern European Directorate of the Ministry of Foreign Affairs of the Republic of Indonesia and the Ministry of Tourism of the Republic of Indonesia, where Moscow became the first host to be precise at the Hermitage Garden. At the event, there were at least more than 60 thousand residents of Moscow and its surroundings who attended and there were 50 UMKM stands, batik workshops, Indonesian art performances (music, dances, clothes, handicrafts, furniture, and so on) with instructors who were brought directly from Indonesia at the same time teach Russians to try it.<sup>4</sup>

Meanwhile, in the following year, 2017 was still in the same place, at the Hermitage Garden, Festival Indonesia took the theme "Visit Wonderful Indonesia - Enjoy its Diversity." In that year around 90 thousand people were attending, where visitors were treated to cultural, and art performances, 70 The culinary stand and the new one is the Indonesia-Russia Business Forum as a forum for regional governments and entrepreneurs to collaborate with the Russian side.<sup>5</sup>

"Visit Wonderful Indonesia: Explore our Regions" is the theme of Festival Indonesia in 2018 which this time was held in Krasnaya Presnya Park, not far from the White House (Prime Minister's office of the Russian Federation) and the World Trade Center (WTC). There was an increase in visitors of around 120 thousand people, more than the previous year which was 90 thousand people. There was also an increase in 15 stands from the previous year, namely to become 85 booths for culinary, crafts, arts, and so on by making pavilions as representations of several provinces in

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<sup>2</sup> Kementerian Pariwisata dan Ekonomi Kreatif, "Outlook Pariwisata Dan Ekonomi Kreatif" (Jakarta, 2021), [https://bankdata.kemenparekraf.go.id/upload/document\\_satker/a6d2d69c8056a29657be2b5ac3107797.pdf](https://bankdata.kemenparekraf.go.id/upload/document_satker/a6d2d69c8056a29657be2b5ac3107797.pdf).

<sup>3</sup> The Jakarta Post, "Indonesia Festival to Return for Fourth Time in Russia," [thejakartapost.com](https://www.thejakartapost.com/amp/travel/2019/03/02/indonesia-festival-to-return-for-fourth-time-in-russia.html), 2019, <https://www.thejakartapost.com/amp/travel/2019/03/02/indonesia-festival-to-return-for-fourth-time-in-russia.html>; Kementerian Luar Negeri RI, "Festival Indonesia IV Di Moskow, Lebih Besar Dan Semarak Dibanding Sebelumnya," [kemlu.go.id](https://kemlu.go.id), 2019, <https://kemlu.go.id/portal/id/read/367/berita/festival-indonesia-iv-di-moskow-lebih-besar-dan-semarak-dibanding-sebelumnya>; Kementerian Luar Negeri RI, "Antara Bisnis Dan Budaya Di Festival Indonesia Moskow," [kemlu.go.id](https://kemlu.go.id), 2019, <https://kemlu.go.id/moscow/id/news/1563/antara-bisnis-dan-budaya-di-festival-indonesia-moskow>.

<sup>4</sup> Tempo, "Pengunjung Festival Indonesia Di Moskow Antusias," [tempo.com](https://bisnis.tempo.co), 2016, [tempo.com](https://bisnis.tempo.co/read/798904/pengunjung-festival-indonesia-di-moskow-antusias/full&view=ok), 2016, <https://bisnis.tempo.co/read/798904/pengunjung-festival-indonesia-di-moskow-antusias/full&view=ok>.

<sup>5</sup> Tribunnews, "90 Ribu Lebih Orang Kunjungi Festival Indonesia Moskow 2017," [tribunnews.com](https://www.tribunnews.com), 2017, [tribunnews.com](https://www.tribunnews.com/internasional/2017/08/07/90-ribu-lebih-orang-kunjungi-festival-indonesia-moskow-2017?page=3), 2017, <https://www.tribunnews.com/internasional/2017/08/07/90-ribu-lebih-orang-kunjungi-festival-indonesia-moskow-2017?page=3>.

Indonesia to look like miniature Indonesia. The event continues to hold business forums that are attended by local governments and several private parties.<sup>6</sup>

In 2019, Festival Indonesia took the theme "Visit Wonderful Indonesia: Enjoy Your Tropical Paradise", where the event won 117,669 visitors and was enlivened by 1,000 participants. At the event, not only handicraft, culinary, and art stands, but for the first time, presented high-tech products in the form of ships for civilians and military, medical equipment, as well as more local governments participated in the success of the event.<sup>7</sup>

If one looks at the development of Festival Indonesia as an effort to improve the tourism sector in the context of Indonesia's economic diplomacy from 2016 to 2019, it seems that it has experienced a significant increase. Not only an increase in visitors but there was also an increase in the aspect of participants who contributed to the success and events that were packaged more comprehensively by including local government and the private sector.

Then, an interesting question that arises is how is the positive impact of Indonesia through the tourism sector at Festival Indonesia in Russia from 2016 until 2019? Therefore, this article argues that Festival Indonesia as a form of enhancement of Indonesia's tourism sector and Indonesia's economic diplomacy has a positive impact on Indonesia's positive image towards Russian citizens which has an impact on the increase in tourists from Russia to Indonesia as part of increasing the economic potential of Indonesian tourism. Furthermore, strengthening of bilateral cooperation between Indonesia and Russia, both at the national and city/province levels (sister city). As well as increasing Indonesia's economic potential through trade, investment, and tourism. In terms of the economic potential of Indonesian tourism, it can be explored through the increasing number of Russian citizens visiting tourist destinations in Indonesia, which results in MSME income, trade volume, and investment. In terms of Indonesia's positive image, it can be examined through the perception of Russians who are better off towards Indonesia, which has led to an increase in tourist visits from Russia to Indonesia. No less important, this is a moment to strengthen bilateral cooperation between the two countries, even if necessary, to collaborate between cities/provinces (sister cities). Of course, it all comes down to Indonesia's foreign exchange income, especially through the tourism sector.

To show the novelty of this article, several similar previous studies have been shown. Several previous studies have examined the cooperation between Indonesia and Russia in the tourism sector, giving rise to positive images, both from the Indonesian and Russian perspectives through intergovernmental diplomacy (Government to Government) and public diplomacy.

In the tourism sector, the existence of a Memorandum of Understanding Between the Ministry of Culture and Tourism of the Republic of Indonesia and the Federal Agency for Tourism of the Russian Federation on Cooperation in the Field of Tourism has made it easy for Russia to get VOA (Visa on Arrival) from Indonesia.<sup>8</sup> That way, tourists from Russia have the convenience of visiting Indonesia for traveling. With the cooperation in the tourism sector between Indonesia and Russia, the tourism sector will increase and develop in Manado. Manado was chosen because the results of the fifth session between the joint commission of the Republic of Indonesia and the Russian Federation, on 8 - 9 December 2008 in Moscow, determined efforts to promote ten Indonesian tourism, one of

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<sup>6</sup> Kanalsatu, "KBRI Moskow Targetkan 120 Ribu Pengunjung Di Festival Indonesia Ketiga 2018," kanalsatu.com, 2018, <https://kanalsatu.com/id/post/52705/kbri-moskow-targetkan-120-ribu-pengunjung-di-festival-indonesia-ketiga-2018>.

<sup>7</sup> Amir Sodikin, "Rekor Baru, Festival Indonesia Di Moskow Diikuti 1.000 Peserta," kompas.com, 2019, <https://money.kompas.com/read/2019/08/03/004527826/rekor-baru-festival-indonesia-di-moskow-diikuti-1000-peserta?page=all>.

<sup>8</sup> Rizki Hidayat and Indra Pahlawan, "Kerjasama Indonesia Dan Rusia Dalam Bidang Pariwisata Pada Masa Pemerintahan Susilo Bambang Yudhoyono Tahun 2006-2011" (Riau: Universitas Riau, 2013).

which was Manado, North Sulawesi.<sup>9</sup> Therefore, Manado City Government can promote its tourism sector more widely, such as by collaborating with international travel agents from Russia. Also, through cooperation by participating in international standard events, such as the Golden Dolphin.

When viewed from a Russian perspective, Russia is a suitable country for Indonesian backpackers, making it easier to arrange an itinerary, especially in the city of Moscow.<sup>10</sup> The ease of arranging an itinerary (travel schedule) is reflected in the ease of information for every Indonesian passport holder traveling to Russia as well as explaining the process for designing a travel plan that is more accessible.

Also, Russia considers the need for a positive image that is portrayed in front of the Indonesian public by using one of the media, namely Russia Beyond (RBTH Indonesia).<sup>11</sup> Of course, the establishment of the RBTH media in Indonesia has become the official link for the public diplomacy carried out by Russia by disseminating some valid information about Indonesia.

Of the previous articles above, none has focused on the impact of Festival Indonesia as part of Indonesia's public and economic diplomacy on Russia. This also implies that Festival Indonesia is a powerful Indonesian soft power instrument. Thus, it is important to discuss how the positive impact of Festival Indonesia as public diplomacy and economic diplomacy is a powerful soft power instruments for Indonesia. In addition, this is a research gap as well as giving novelty to science, especially International Relations.

### Theoretical Framework

This article uses soft power and public diplomacy as analytical tools to answer the research question above. International relations scholars agree that to fulfill a country's national interest, that country must have power.<sup>12</sup> In simple terms, power can be said as the ability to influence the behavior of other actors to produce the desired behavior. Generally, power is divided into two things. First, hard power is a method to change the behavior of other actors by using tangible power/influence such as military, geography, and economy.<sup>13</sup> Second, soft power, which is a method to change the behavior of other actors by focusing on providing co-opted pressure. The soft power method can be used in an agenda-setting way (manipulating the agenda of political choices so that other parties fail to express certain political preferences because they feel that preferences seem unrealistic based on institutions) or in an attractive way (attractions that stem from culture, values, and policies).<sup>14</sup>

On the other hand, Joseph Nye defines soft power as "the ability of a state to get other countries to want what it wants" and the "ability to get what you want through attraction rather than coercion or payments". In other words, the ability to get what one wants through actions set on the agenda (co-opting people) rather than through coercive or financial actions (forcing them).<sup>15</sup> One form of soft power can be found in various forms, such as cooperation, dialogue, or agreement, to instill value in achieving diplomatic goals. Therefore, several international actors today, both state and non-

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<sup>9</sup> Day Pahlawan Putra, "Pengaruh Kerjasama Pariwisata Indonesia Dan Rusia Terhadap Industri Pariwisata Manado," *JOM FISIP* 1, no. 2 (2014): 1–13, <https://media.neliti.com/media/publications/31138-ID-pengaruh-kerjasama-pariwisata-indonesia-dan-rusia-terhadap-industri-pariwisata-m.pdf>.

<sup>10</sup> Pitaya, "Daya Tarik Wisata Moskow Dalam Itinerary Perjalanan Ala Backpacker Pemegang Paspor Indonesia," *Jurnal Pariwisata Terapan* 1, no. 2 (2017): 77–96, <https://doi.org/10.22146/jpt.30148>.

<sup>11</sup> Chandra Purnama et al., "Russia Beyond Indonesia: Upaya Mengubah Citra Melalui Diplomasi Publik," *Global & Strategis* 14, no. 1 (2020): 109–24, <https://doi.org/10.20473/jgs.14.1.2020.109-124>.

<sup>12</sup> Damien Spry, "What Is Soft Power? Hint: It's Not Footing Sam Dastyari's Bills," *theconversation.com*, 2016, <https://theconversation.com/what-is-soft-power-hint-its-notfooting-%0Asam-dastyaris-bills-65026>.

<sup>13</sup> Sartika Soesilowati, "Diplomasi Soft Power Indonesia Melalui Atase Pendidikan Dan Kebudayaan," *Global & Strategis* 9, no. 2 (2017): 293–308, <https://doi.org/10.20473/jgs.9.2.2015.293-308>.

<sup>14</sup> Joseph Nye, *Soft Power: The Means to Success in World Politics* (New York: Public Affairs, 2004).

<sup>15</sup> Nye.

state actors (IGOs, NGOs, and transnational communities) are more focused on using soft power as an effort to instill their values and interests.<sup>16</sup>

Joseph Nye identified at least three sources of soft power, namely culture, political values, and foreign policy. Of the three sources, foreign policies are often used by countries, such as bilateral cooperation, investment, and the provision of humanitarian assistance.<sup>17</sup> Comparing the two types of power, the hard power element is relatively easy to identify and measure. Soft power has the form and character of "uncontrollable" and "unpredictable".<sup>18</sup> In addition, soft power is also considered something that does not require a lot of costs<sup>19</sup> as well as being an effective instrument in implementing foreign policy. country.<sup>20</sup>

Predicting and setting targets for the results of soft power is not easy because it is intangible and involves the community. Interestingly, although these difficulties seem obvious, the current trend shows that countries in the world are trying to develop Soft Power more intensively. However, this does not make the use of hard power by a country completely disappear. Even some countries still use it, especially when it occurs in areas prone to armed conflict.<sup>21</sup> One of the powerful instruments of soft power is public diplomacy. Rugh said that Public Diplomacy as a popular instrument to achieve the interests of the country for a long time. Thus, public diplomacy becomes one of the means of foreign policy to achieve national interests, however, in this context, the elements of the public/society play a more important role.

Therefore, this is in line with the opinion expressed by Benny Susetyo that public diplomacy also aims to influence the public in making a positive image of a country so that the country will find it easier to reach an agreement and cooperation. It is not uncommon for bilateral cooperation to appear in sectors that have never been carried out to sister city cooperation.<sup>22</sup> Not only that, but the economic sector has also become one of the goals to be achieved from public diplomacy. Sofia Trisni argues that the implementation of public diplomacy is also aspired to produce a creative society that can seek opportunities for cooperation through people-to-people relations between countries so that indirectly this interaction can provide economic benefits.<sup>23</sup> This can be seen in the aftermath of an increase in the volume of trade and investment between the two countries.

Interestingly, actors who play a role and target in public diplomacy are not only the state which is the sole actor (state-centric) but there are non-state actors such as local governments (sub-state), MNC, international organizations, appointed by the state to individuals also contribute to the success of public diplomacy, to create the same positive image between the foreign public and the domestic public.<sup>24</sup> It is interesting again that the practice of public diplomacy, in general, does not only

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<sup>16</sup> Achmad Ismail, "Motives and Rivalry of Superpower Countries: The United States and China in Rohingya Humanitarian Crisis," *Jurnal Hubungan Internasional* 7, no. 1 (2018): 107–17, <https://doi.org/10.18196/hi.71129>.

<sup>17</sup> Nye, *Soft Power: The Means to Success in World Politics*.

<sup>18</sup> Ying Fan, "Soft Power: Power of Attraction or Confusion," *Place Branding and Public Diplomacy* 4, no. 2 (2008): 147–58, <https://doi.org/10.1057/pb.2008.4>.

<sup>19</sup> Colin S. Gray, *Hard Power, and Soft Power: The Utility of Military Force as An Instrument of Policy in the 21st Century* (Pennsylvania: SSI Strategic Studies Institute, 2011).

<sup>20</sup> Giulio M. Gallarotti, "Soft Power: What It Is, Why It's Important, and the Conditions for Its Effective Use," *Journal of Political Power* 4, no. 1 (2011): 25–47, <https://doi.org/10.1080/2158379X.2011.557886>.

<sup>21</sup> Ismail, "Motives and Rivalry of Superpower Countries: The United States and China in Rohingya Humanitarian Crisis."

<sup>22</sup> Benny Susetyo, "Peranan Diplomasi Publik" (Jakarta, 2008), [http://ditpolkom.bappenas.go.id/basedir/Artikel/062.PerananDiplomasiPublik\(18Desember2008\).pdf](http://ditpolkom.bappenas.go.id/basedir/Artikel/062.PerananDiplomasiPublik(18Desember2008).pdf).

<sup>23</sup> Sofia Trisni, "Diplomasi Publik: Bagaimana Posisinya Bagi Indonesia?," *Frequency of International Relations (FETRIAN)* 2, no. 1 (2020): 29–55, <https://doi.org/10.25077/fetrian.2.1.29-55.2020>.

<sup>24</sup> Alwafi Ridho Subarkah, Junita Budi Rachman, and Akim, "Destination Branding Indonesia Sebagai Destinasi Wisata Halal," *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan* 4, no. 2 (2020): 84–97, <https://doi.org/10.34013/jk.v4i2.53>; Nicholas. J. Cull, *Public Diplomacy: Lessons from the Past*. (California:

use various instruments and actors related to civil society but military instruments and actors are often part of public diplomacy.<sup>25</sup>

Concerning public diplomacy, the role of non-state actors depends on the extent to which the state as the initiator provides space for participation for them.<sup>26</sup> The greater the space given, the bigger the role played by non-state actors is likely. The provision of this space is a manifestation of supporting the first-track diplomacy carried out by the state. This is based on the fact that government efforts alone are not sufficient to answer increasingly complex challenges, especially if diplomacy is carried out in a formal/rigid manner.<sup>27</sup> In other words, to make public diplomacy successful, there must be good synergy between state and non-state actors so that the international community has an image of the country by the expected image.

Through the soft power theory coupled with the concept of public diplomacy as a powerful instrument of soft power, this paper identifies that Festival Indonesia conducted by the Indonesian government in Russia is one of Indonesia's soft power through a diplomacy agenda towards the Russian public to improve Indonesia's good image. Of course, this also has implications for the increase in the number of Russian tourists who will visit Indonesia, sister city cooperation between the two countries as well as bringing economic benefits to both countries, even though this is closely related to Indonesia's economic diplomacy.

### **Method**

This article uses a qualitative research method with a literature review approach to fill research gaps that have never been researched by previous authors. The data collection technique used in this article is a literature study. The data collection technique used in this article is a literature study sourced from various books, scientific journals, reports, proposals, and online media in Bahasa and English. The literature is focused on information related to Festival Indonesia which is a means of public diplomacy for the Indonesian government and has positive benefits for Indonesia

The data analysis technique used in this article is to first collect all data from various references, such as books, journals, official documents, and scientific articles on the internet related to Festival Indonesia in Russia. Then some of the data that has been collected is simplified as well as classified. After that, the author reduces/selects the data needed and not needed in this article. After that, the data that has been selected is compiled to support the analysis to make it easier to understand systematically, making it easier to find the relationship between similarities and differences to produce a conclusion as an answer to the existing problem formulation. The research time limit in this article is between 2016 and 2019.

### **Analysis**

This article seeks to explain the various impacts, especially the positive impacts, of Festival Indonesia as part of public diplomacy, including Indonesia's positive image towards Russia, increased bilateral cooperation including sister city cooperation, and all of which lead to an increase in the economy of value, trade, and investment.

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Figuroa Press, 2009); R. Indraswari and Y. P. Hermawan, "Diplomasi Publik Dan Nation Branding" (Bandung, 2015); Tonny Dian Effendi, "Diplomasi Publik Sebagai Pendukung Hubungan Indonesia-Malaysia," *Jurnal Ilmu Hubungan Internasional* 9, no. 1 (2013): 47–61, <https://doi.org/10.26593/jihi.v9i1.540.%p>.

<sup>25</sup> Angga Nurdin Rahmat, "Diplomasi Publik Indonesia Melalui Kontingen Garuda/UNIFIL Tentara Nasional Indonesia Di Lebanon Selatan," *Jurnal Ilmu Hubungan Internasional* 12, no. 1 (2016): 1–14, <https://doi.org/10.26593/jihi.v12i1.2543.1-14>.

<sup>26</sup> Dian Mutmainah, "Demokratisasi Dalam Diplomasi?: Sebuah Tinjauan Terhadap Konsep Dan Fungsi 'Citizen Diplomacy,'" *Jurnal Ilmiah Hubungan Internasional* 10, no. 2 (2014): 123–41, <https://doi.org/10.26593/jihi.v10i2.1312.%25p>.

<sup>27</sup> Jessica Martha, "Pemanfaatan Diplomasi Publik Oleh Indonesia Dalam Krisis Covid-19," *Jurnal Ilmu Hubungan Internasional*, 2020, 121–30, <https://doi.org/10.26593/jihi.v0i0.3859.121-130>.

The event is held annually, starting in 2016. Until 2019, Festival Indonesia has become the right means to change the image of Indonesia in Russian society. Likewise, changing the image of Russia in Indonesian society. In this way, the Indonesian people and the Russian society will have an increasingly close relationship. This was stated by the Indonesian Ambassador to Russia, namely Mohamad Wahid, who said that Festival Indonesia also changed the image of the two countries in the hearts of their respective people, where previously Indonesia considered Russia still with a closed Soviet name and Russians considered Indonesia still like the underdeveloped era of Sukarno.<sup>28</sup>

That way, a positive image of the two countries will emerge as well as the people in the two countries will understand each other better. No more returning to previous bad images. Of course, for 4 years Festival Indonesia has been held to become a tool for information disclosure between the two countries to become easily accessible so that the previous unfavorable image has diminished. This is what is meant by the introduction (introduction) to the foreign public which can be carried out through exhibitions or following international events abroad.<sup>29</sup> In this context, Indonesia provides an introduction (introducing) to the Russian public by organizing Festival Indonesia, including displaying Indonesian art exhibitions and so on.

When this positive image of the Russian public appears, especially after Festival Indonesia was held, Indonesia may become a tourist destination for Russian citizens who wish to travel. This can be seen from the increase in tourists from Russia who visit Indonesia every year. The number of tourists from Russia visiting Indonesia is the fifth largest in the European region after England, France, Germany, and the Netherlands. Data from various sources show that in 2016 there were 75,000 tourists; in 2017 there were about 117,500 tourists; in 2018 as many as 125,700; and finally in 2019 there were 158,943 tourists, an increase of 26.4% compared to 2018.<sup>30</sup>



Source: compiled by authors

Of course, with the increase in tourist visits from Russia to Indonesia, making Indonesia's economic acceptance through hotel occupancy is quite profitable. This is because according to the Deputy for Marketing Development II of the Ministry of Tourism, Nia Niscaya, said that Russian

<sup>28</sup> Marlinda O. Erwanti, "Festival Indonesia Di Moskow Ubah Citra Dua Negara," detik.com, 2019, <https://news.detik.com/berita/d-4650438/festival-indonesia-di-moskow-ubah-citra-dua-negara>.

<sup>29</sup> Tonny Dian Effendi, *Diplomasi Publik Jepang Perkembangan Dan Tantangan* (Bogor: Ghalia Indonesia, 2011).

<sup>30</sup> Rizki Akbar Hasan, "Festival Indonesia Moskow 2017, Tekankan Diplomasi Perdagangan," Liputan6.com, 2017, <https://www.liputan6.com/global/read/3012505/festival-indonesia-moskow-2017-tekanan-diplomasi-perdagangan>.

tourists are one of the biggest contributors to Indonesia's tourism economy, this is because of their length of stay has a long duration, not to mention the hotels used to stay are 5-star hotel.<sup>31</sup>

Interestingly, Festival Indonesia event not only has an impact on increasing tourist visits from Russia to Indonesia but also has an impact on increasing Indonesia-Russia bilateral cooperation. Even some of these collaborations have touched on the sister city level. Because in the event, parties from several provincial governments in Indonesia participated to collaborate. Among the sister city collaborations are (1) DKI Jakarta Province and Moscow City; (2) West Java Province with Bashkortostan; (3) Central Java Province with the Sverdlovsk region; (4) Medan City and Rostov on Don City; (5) Palembang City and Belgorod City; and (6) Yogyakarta Special Region Province (DIY) with the City of St. Petersburg.

An example is the sister city cooperation between the Yogyakarta Provincial Government which collaborates with the City of St. Petersburg (Russia). This cooperation has made the regional economy increase, one of which is through the tourism sector. In cooperation, the Yogyakarta Provincial Government provides a "fun trip" holiday package and Yogyakarta Province provides tourist destinations that do not exist in Russia, namely beaches, which are the main attraction. This is what the engaging part of public diplomacy says by increasing the sense of Russian tourists being included in a familiarization trip, in this context a "fun trip", to better introduce tourist destinations and local culture.<sup>32</sup> For the record, tourists from Russia set aside their money (spending money) which is quite high, reaching USD 1,500 [Rp21.3 million] and the vacation time (length of stay) also reaches four days to five days. It is not impossible, in the future there will be cooperation by prioritizing the opening of the Moscow-Kulonprogo flight route to make it easier for tourists to visit.<sup>33</sup>

In addition to state actors, some non-state actors take part in this public diplomacy process, namely several businesses, and business associations including the signing of the MOU as a form of collaboration between the DKI Jakarta KADIN and the Moscow City KADIN, the Central Java KADIN and Samara KADIN, and the JSC "Institute Orgenergostroy" with PT Surveyor Indonesia (Persero).<sup>34</sup> This is in line with Effendy's (2011) statement, which states that public diplomacy will affect increasing cooperation in various fields, one of which is sister city cooperation. This was proven when Festival Indonesia also attended several elements from the provincial and city governments in the context of establishing sister-city cooperation.

Furthermore, the Festival Indonesia event as part of public diplomacy has a positive impact on the Indonesian economy, particularly Indonesia and Russia's economic activities. Not infrequently the Indonesian Ambassador to Russia, namely Mohamad Wahid, considers that the Festival Indonesia event is not only public diplomacy, but this event is also part of economic diplomacy to increase the value of Indonesian exports to Russia, investment, and Russian tourists to Indonesia. the framework of trade and economic relations between the two countries.<sup>35</sup>

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<sup>31</sup> Marcheilla Ariesta, "Indonesia Jadi Tujuan Favorit Wisatawan Rusia," medcom.com, 2019, <https://www.medcom.id/internasional/asia/aNrQwA2K-indonesia-jadi-tujuan-favorit-wisatawan-rusia>.

<sup>32</sup> Effendi, *Diplomasi Publik Jepang Perkembangan Dan Tantangan*.

<sup>33</sup> Mediani Dyah Natalia, "Turis Rusia Potensial Kerek Pendapatan," harianjogja.com, 2019, <https://ekbis.harianjogja.com/read/2019/08/28/502/1014823/turis-rusia-potensial-kerek-pendapatan>.

<sup>34</sup> Tribunnews, "90 Ribu Lebih Orang Kunjungi Festival Indonesia Moskow 2017."

<sup>35</sup> Tribunnews.



The improvement of trade and economic relations has been proven after the event was held consecutively from 2016 to the present. According to the Indonesian Ambassador to Russia, Mohamad Wahid explained that since the 2016 Festival Indonesia was held, the value of Indonesia's trade with Russia had increased by 33.5 percent or increased to USD 2.6 billion, besides that, the value of Indonesia's exports had increased around 49 percent and Indonesia received a surplus of around US \$ 1.8 billion. For information, Indonesia's highest export goods to Russia are machine (machinery) products, laboratory equipment, and factories. In 2016 alone, the export value of these goods from Indonesia to Russia reached US \$ 669,203, which is a significant increase, wherein in 2015, the export value was only US \$ 1,534.<sup>36</sup>

The second highest position is occupied by export products of palm oil and its processed products and derivatives. Data shows that in 2016, the export value of Indonesian palm oil to Russia was USD 512,931 and there is a potential for a significant increase above 20 percent per year on average.<sup>37</sup> Seeing this potential, Indonesia will be able to achieve maximum benefits in the palm oil sector and its processed products and derivatives.

As part of the strengthening relations between Indonesia and Russia, Festival Indonesia is used as part of economic diplomacy for seeking an export destination.<sup>38</sup> Later in 2019, Russia indicated an interest in future infrastructure development investments in conjunction with the transfer of Indonesia's capital.<sup>39</sup> It means Indonesia and Russia are more close than in previous years. Festival Indonesia is also believed as the accelerator.<sup>40</sup> According to Ridwan Hassan, Special Staff at the Indonesian Ministry of Foreign Affairs, the enormity of the potential in Moscow for Indonesia can be seen in Indonesian exports to Russia, which have expanded dramatically between 2015 and 2017. Thus, the 2019 Russian expression, which occurred two years after Festival Indonesia, represents the continuation of the positive growth of Indonesia-Russia bilateral ties. Then, as Luhut Pandjaitan argues, Indonesia is still dedicated to maintaining good ties with Russia in 2022.<sup>41</sup>

Another positive impact occurred in the increase in total business transactions as well as Russia's planned direct investment with Indonesia. According to the Ministry of Foreign Affairs of the Republic of Indonesia, it was noted that the total value of business transactions through the signing of cooperation contracts or direct retail was USD 10.7 million, or around Rp. 152.2 billion. On the investment side, Russia has plans to invest by building a tapioca factory in Indonesia with an investment value of USD 1.1 billion, or around Rp. 15.6 trillion.<sup>42</sup> At this stage, what is meant by the influencing stage is carried out by influencing Russia to increase cooperation in various fields, such as trade cooperation, and investment for sister-city cooperation.<sup>43</sup> Thus, state income will increase. It was noted that in 2019, the realization of foreign exchange from the tourism sector only reached IDR 280 trillion, in other words, the tourism sector economy contributed 5.5% to National GDP (Susanto, 2020).<sup>44</sup>

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<sup>36</sup> Hasan, "Festival Indonesia Moskow 2017, Tekankan Diplomasi Perdagangan."

<sup>37</sup> Hasan.

<sup>38</sup> Otniel Tamindael, "Festival Indonesia in Russia Part of Economic Diplomacy," *antaranews.com*, 2017, <https://en.antaranews.com/news/109515/festival-indonesia-in-russia-part-of-economic-diplomacy>.

<sup>39</sup> Sella P and Azis Kurmala, "Indonesia Concurs on Intensifying Bilateral Relations With Russia, US," *antaranews.com*, 2019, <https://en.antaranews.com/news/132730/indonesia-concurs-on-intensifying-bilateral-relations-with-russia-us>.

<sup>40</sup> Tamindael, "Festival Indonesia in Russia Part of Economic Diplomacy."

<sup>41</sup> Petir Garda Bhwana, "Indonesia Committed to Strengthening Bilateral Ties with Russia: Luhut," *tempo.com*, 2022, <https://en.tempo.co/read/1601193/indonesia-committed-to-strengthening-bilateral-ties-with-russia-luhut>.

<sup>42</sup> Kementerian Luar Negeri RI, "Antara Bisnis Dan Budaya Di Festival Indonesia Moskow."

<sup>43</sup> Effendi, *Diplomasi Publik Jepang Perkembangan Dan Tantangan*.

<sup>44</sup> Vendi Yhulia Susanto, "Sepanjang 2019, Devisa Sektor Pariwisata Mencapai Rp 280 Triliun," *kontan.co.id*, 2020, <https://nasional.kontan.co.id/news/sepajang-2019-devisa-sektor-pariwisata-mencapai-rp-280-triliun>.

## Conclusion

Festival Indonesia which was held in Russia from 2016 to 2019 is part of public diplomacy and economic diplomacy as well as being one of Indonesia's soft power tools. Of course, as part of Indonesia's soft power, Festival Indonesia in Russia brings a positive impact on several national sectors. This article finds that three important findings have a positive impact on Indonesia. The first finding is that Festival Indonesia gives a positive image of Indonesia to Russian citizens. Thus, it also has an impact on the tourism sector. The positive image generated makes the point of view of tourists from Russia interested in traveling to Indonesia. This positive image has an impact on increasing the number of tourists, especially tourists from Russia to Indonesia.

The second finding is that Festival Indonesia was attended by several provincial governments, of course, the impact on increasing cooperation between cities/provinces in Indonesia and cities/provinces in Russia, or what is known as sister-city cooperation. The third finding is that Festival Indonesia has a positive impact on the Indonesian economy. This increase is clearly illustrated when more and more tourists from Russia visit Indonesia, there will be an increase in income in the MSME sector, an increase in hotel/lodging occupancy, an increase in aircraft occupancy, and so on. In addition, the Festival Indonesia event is an entry point for trade cooperation in various strategic sectors as well as the investment sector.

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