# CHAPTER I

# INTRODUCTION

Chapter I is an introductory chapter. The chapter contains the following sections; research background, research question, research objective, literature review of previous writings and research, conceptual framework, methods, hypothesis, and outlines of the entire chapters.

## A. Background

Since the beginning of the 20th century, information technology has evolved rapidly, causing noticeable changes to world politics. Technology has contributed to the convergence of political and economic barriers among the countries, the spread of the inclusive cultures, and interconnectedness among people around the world; or later known as globalization. Information regarding international issues can spread rapidly, creating a contagious effect for people to react and transfer empathy. Such phenomena have made the preceding beliefs in International Relations become questionable.

Information technology; particularly the internet, social media, and other technological devices have gradually belittled the concept of sovereignty. All the actors of international relations are challenged to define the internet or cyber world as the new space for the political realm (Mansbach, 2009). The Arab Spring is perhaps one of the examples that illustrate how "social media" can be a catalyst for several grassroots movements and uprises in the Middle East. Tunisian Revolution in 2010 which was the impact of social media activism has

later inspired the movement in neighbouring countries; Egypt, Libya, Yemen, and Syria (Sandre, 2015).

In the midst of the evolution of a number of issues and challenges, as well as the penetration of various actors in international relations, state-actors continue to be the key player for international relations and resist those challenges, hence the division of states based on territorial sovereignty persists (Cotas M Constantinou, Kerr, & Sharp, 2016). Diplomacy, however, remains the most essential feature in International Relations Studies. Innovation in diplomacy is more related to the use of communication and technology in diplomacy and its core function (Hocking & Melissen, 2015). As one of the leading countries in digital diplomacy, the United States has employed hundreds full-time staff working for e-diplomacy in the country and overseas since 2012. This policy is also followed by a number of countries that are varied in terms of power (Holmes, 2015).

Digital diplomacy and other similar terms such as e-diplomacy, cyber diplomacy, tech-diplomacy, social media have buzzingly become the trend among the governments worldwide; particularly statesmen & Ministries of Foreign Affairs; international organizations, and IRs scholars. Current digital disruption has made world politics become more intense and unpredictable compared to the Washington-Moscow Hotline during the Cold War. Twitter is now the most preferred social media used by world leaders; for instance, Trump, Trudeau, Modi, and other most followed political leaders; to publicly inform their policies and decisions. The selfie has also become a trend between world

political leaders in recent years. Kim Jung Un with Minister of Foreign Affairs of Singapore, Vivian Balakhrisnan selfie, Netanyahu with several Bollywood selfie have become the spotlight in the history of digital diplomacy (Sandre, 2018).

The paradigm shift in the concept of diplomacy also led to institutional reforms within the Indonesian Ministry of Foreign Affairs; *Kementerian Luar Negeri* or *Kemlu*. In 2001, Indonesian Ministry of Foreign Affairs restructured its body, causing the establishment of Directorate General of Information and Public Diplomacy (Kemlu, 2013), as it is stipulated in the Presidential Decree No. 119 of 2001 or *Keputusan Presiden Nomor 119 Tahun 2001*. Since public diplomacy is about how to deal with and influence the public worldwide opinions and attitudes toward the implementation of state's foreign policy, Directorate General of Information and Public Diplomacy becomes responsible to harness both domestic and international support. The regulation has come into the force in 2002, and the *Kemlu's* website was also first released in the same year. *Kemlu* has improved the website by integrating it into Indonesia's mission abroad and new menus were added a few years later. After the enactment of Regulation No. 7 of 2011 concerning the Organization and Procedures of the Ministry of Foreign Affairs, Directorate General split its body into four directorates, and one of them is the Directorate of Information and Media (Kemlu, 2011).

As a country with large digital society, Indonesia is feasible to become one of the world's digital giants. Data shows that the population of internet users in Indonesia has reached 88,1 million users in 2014, the

number has later increased into 132,7 million users in 2016 (See Figure 1.1), and 97,4 of them have the access to the social media (APJII, 2016). The incessant use of the internet and social media among people, as well as the implementation of digital diplomacy by a number of developed countries, have made Indonesia struggling to catch up with the lag.

Figure 1.1 Internet Penetration in Indonesia 2014-2016
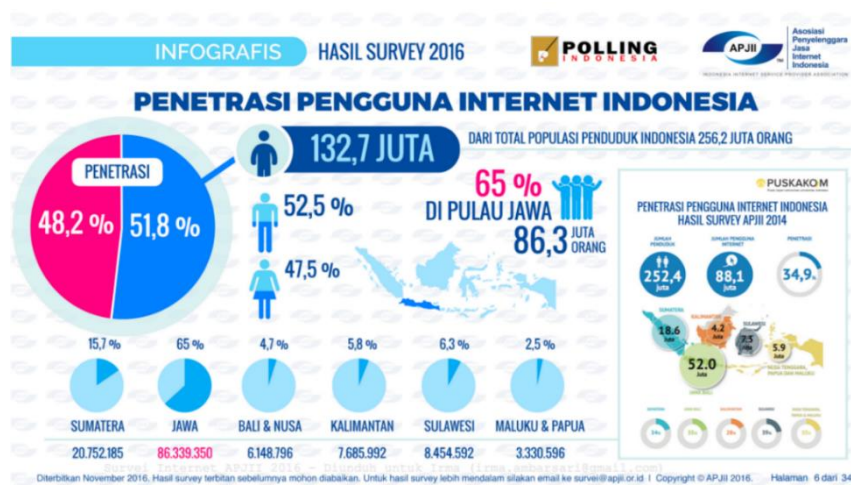


The graphic is the property of *Asosiasi Pengguna Jasa Internet Indonesia*

The contemporary ICT has also influenced Indonesia at the governmental level. Governmental bodies; including *Kemlu* and its missions abroad, and local government have actively used social media; such as Twitter, Facebook, Instagram, Youtube for nearly a decade. Twitter is undoubtedly the most widely used social platform among government sectors. Data shows @jokowi currently has more than 10 million followers, causing @jokowi to become one of the most followed world leaders (Sandre, 2018). Although digital diplomacy has been practically used by the government. However, digital diplomacy had

never been inserted as part of the government strategic plan before. The government seemed to learn from the experience of how the Australian Government used social media as a means to contend the Indonesian Government's decision to execute the Bali Nine (Yahya, 2016). Indonesia has gradually developed digital diplomacy as the means to fulfil its national interest. Digital diplomacy was officially inserted as the strategic plan of the Ministry of Foreign Affairs of *Kabinet Kerja* in 2017 (Kemlu, 2017), complying with the goals of Indonesian foreign policy under Joko Widodo administration. According to the Strategic Plan of Ministry of Foreign Affairs 2015-2019, there are eight foreign policy goals that Indonesia aims to achieve, namely;

a) Maritime diplomacy

b) Indonesia's leadership in ASEAN

c) Improving Indonesia's role in the international agendas

d) Strong economic diplomacy

e) Protection of citizens and legal bodies abroad

f) Improving the quality of Indonesian foreign policy

g) Gaining national support for Indonesian foreign policies and international agreements

h) Increasing Ministry of Foreign Affairs' organizational capacities, governance, and competencies in ICT (Kemlu, 2015).

Indonesia still has to improve its capacity in performing digital diplomacy, compared to leading countries in the digital diplomacy, such as the United States, the United Kingdom, France, and Russia (See

Table 1.1). Even though the data shows that Indonesia is quite good among other countries in the region; Indonesia is ranked 8th out of 48 countries in Asia (See Table 1.2), but nevertheless the global review from Digital Diplomacy Live shows that Indonesia is still ranked 37th out of 209 countries in 2016. The number has even decreased into 41st in the following year (Digital Diplomacy Live, 2017).

Table 1.1 Digital Diplomacy Review 2016-2017 (1-10)

| Country | Global Rank | | Score | Change |
|---|---|---|---|---|
| | 2017 | 2016 | | |
| United States | 1 | 3 | 71,63 | Up |
| United Kingdom | 2 | 1 | 70,24 | Down |
| France | 3 | 2 | 67,62 | Down |
| Russia | 4 | 4 | 67,01 | Stable |
| Vatican | 5 | 6 | 62,29 | Up |
| Germany | 6 | 13 | 59,44 | Up |
| Japan | 7 | 12 | 59,14 | Up |
| Canada | 8 | 16 | 58,01 | Up |
| Israel | 9 | 8 | 57,96 | Down |
| Netherlands | 10 | 21 | 57,96 | Up |

Table 1.2 Digital Diplomacy Review (Regional Ranking)

| Country | Regional Rank | Global Rank | | Score | Change |
|---|---|---|---|---|---|
| | | 2017 | 2016 | | |
| Russia | 1 | 4 | 4 | 67,01 | Stable |
| Japan | 2 | 7 | 12 | 59,14 | Up |
| India | 3 | 13 | 7 | 57,16 | Down |
| Saudi Arabia | 4 | 16 | 29 | 54,03 | Up |
| United Arab Emirates | 5 | 32 | 39 | 47,15 | Up |
| Armenia | 6 | 38 | 52 | 44,57 | Up |
| Kuwait | 7 | 39 | 46 | 43,98 | Up |
| Indonesia | 8 | 41 | 37 | 43,34 | Down |
| Kazakhstan | 9 | 44 | 38 | 40,58 | Down |
| South Korea | 10 | 45 | 35 | 40,52 | Down |

Considering the dynamics of digitalization of Indonesian diplomacy and the purposes of digital diplomacy in Indonesian foreign policy, the research seeks to analyze and evaluate the implementation of digital diplomacy performed by Indonesia in the last five years. The research also seeks to probe the paradigm and features of Indonesian digital diplomacy, so that the result of the research can be used as the policy brief to improve the quality of Indonesian digital diplomacy.

## B. Research Question

Based on the aforementioned background, the research attempts to answer the following question:

To what extent has Indonesian Government performed digital diplomacy in pursuing its foreign policy?

## C. Objective

The research attempts to analyze the extent to which Indonesia has carried out digital diplomacy to perform its foreign policy.

## D. Literature Review

A number of studies have been conducted to analyze the impact of digital diplomacy on contemporary international relations. The question that is often discussed by scholars is whether digital diplomacy can replace the presence of live diplomacy. One of them was written by Verrekia in 2017. The article seeks to explore the impact of digital diplomacy on international relations. The author argues that the

innovation of technology indeed be a positive instrument for the government to gain its interest. Diplomats can benefit from the presence of various social media. Although technology has quickly changed the method of diplomacy and the way diplomats interact, but it cannot replace the core function of traditional diplomacy (Verrekia, 2017).

Ayalew research on digital diplomacy for Ethiopian image building and nation branding has shown a number of important findings in explaining the relation between nation branding and digital diplomacy. "Ethiopia's Land of Origin" which is used for Ethiopian tourism cannot represent the image of Ethiopia. The initiative for Ethiopian nation branding still does not comprise Ethiopian culture, history, tourism, investment, economy, and its governance model. The implementation of digital diplomacy by the Ministry of Foreign Affairs has not been able to support Ethiopian nation branding. Ayalew found that there were four factors that inhibit Ethiopian digital diplomacy; the lack novelty in Ethiopian digital diplomacy, the broad digital divide in Ethiopia, the nation branding initiative that cannot represent and show the uniqueness of Ethiopia, and the absence of clear policies and agendas that serve as guidelines for the government in implementing digital diplomacy (Ayalew, 2017). The research conducted by Ayalew may be a good example that can comprehensively explain the problems of the country that is still at the early pace of implementing digital diplomacy.

There are only a few studies and literature discuss digital diplomacy in Indonesia. Syafruddin Pohan, Hazairin Pohan, and Indah Nuria Savitri in their article "Digital Diplomacy-Maximizing Social Media in

Indonesia's Economic and Cultural Diplomacy". They have written comparative analysis of digital diplomacy in the United States and Indonesia; its practice and effectiveness as the means of public diplomacy, despite the fact that comparison between those two seems to be unequal. The United States is, however, one of the leading countries in digital diplomacy, furthermore, after a directive entitled "Building a 21$^{st}$ Century Digital Government" was launched by President Obama on May 23, 2012, while Indonesia Indonesia had not launched an explicit policy.

Syafruddin Pohan et al view that digital diplomacy brought influenced the way governments interact with public and social media, digital diplomacy is not a complete substitute, it works as the complement for face-to-face diplomacy. Social media is considered effective to disseminate messages and information among people. Rather than causing social movement or revolution. Digital diplomacy can accelerate policies performed by the government on the ground. In the case of Indonesia, many issues have been posted in *Kemlu's* official Facebook account, including Bali Democracy Forum and ASEAN Summit and Senior Official Meeting. The government can easily acquire public support regarding high-politic issues; protection of Indonesian citizens abroad, international security, conflict and humanitarian issues; conflicts in Gaza, Syria, and Myanmar. However, digital diplomacy fits in very well with cultural and economic diplomacy rather than high-politic issues. The use of social media both at the institutional level; Ministry of Foreign Affairs and related bodies, as well as at the personal

level; such as ambassadors and diplomats can effectively promote Indonesian economy and culture. (Pohan, Pohan, & Savitri, 2017).

Table 1.3 Literature Review

| Title | Digital Diplomacy and Its Effect on International Relations |
|---|---|
| Author | Bridget Verrekia |
| Year | 2017 |
| Findings | Digital diplomacy is a beneficial means in the in modern-day statecraft, but traditional diplomacy remains relevant. |
| Title | Digital Diplomacy for Image Building and Nation Branding: The Ethiopian Context |
| Author | Hibamo Ayalew Basha |
| Year | 2017 |
| Findings | The implementation of digital diplomacy by the Ministry of Foreign Affairs could not support Ethiopian nation branding. Four factors impede Ethiopian digital diplomacy; the lack novelty, digital divide, the nation branding initiative that cannot represent and show the uniqueness of the country, and the absence of clear policies and agendas. |
| Title | Digital Diplomacy-Maximizing Social Media in Indonesia's Economic and Cultural Diplomacy |
| Authors | Syafruddin Pohan, Hazairin Pohan, and Indah Nuria Savitri |
| Year | 2016 |
| Findings | First, digital diplomacy works as a complement for face-to-face diplomacy, and accelerate policies performed by the state on the ground. Second, social media is an effective tool for amplifying messages and information among people, rather than causing social movement. Third, digital diplomacy can fit in very well with cultural and economic diplomacy. |
| Title | Indonesia's Digital Diplomacy: Problems and Challenges |
| Author | Ludiro Madu |

| | |
|---|---|
| Year | 2018 |
| | The author argues that separatist movement on social media, cyberterrorism, cyber political activism, and inter-state cyberwar are the visible problem for the implementation of Indonesia's digital diplomacy. |
| Findings | Indonesia needs to overcome the problems through the following actions; empowering digital infrastructures and institutions related to digital diplomacy, improving the training for officials, establishing better strategy to harness the information on websites and social media. |
| Title | *Transformasi Strategi Diplomasi di Era Digital: Identifikasi Postur Diplomasi Digital di Indonesia* |
| Author | Sapta Dwikardana, Sukawarsini Djelantik, Albert Triwibowo, Anggia Valerisha, Jessica Martha |
| Year | 2017 |
| Findings | Ministry of Foreign Affairs or *Kemlu* has actively engaged in digital diplomacy. The implementation of Indonesian digital diplomacy still needs to be improved by enhancing digital infrastructures, funds, and the quality of human resources. |

Ludiro Madu in his article "Indonesia Digital Diplomacy: Problems and Challenges" seeks to analyze the way Indonesian Ministry of Foreign Affairs adapt with the robust development of ICT and the challenges that Indonesia has to deal with. The article argues that digital diplomacy has indeed given benefit for the Indonesian Government to build more interactive communication with foreign audiences. In the beginning of 2002, *Kemlu* has established Directorate General of Information and Public. The term has been later explicitly used by *Kemlu* as the strategic plan in 2017. Nevertheless, there are some threats that might be faced by Indonesia; separatist movement through social media such as Organisasi Papua Merdeka, cyberterrorism, cyber

political activism, and inter-state cyberwar. According to Madu, Indonesia is challenged to adapt to possible threats through the following actions; empowering digital infrastructures and institutions (The National Cyber & Encryption Agency and Digital Command Center), improving digital diplomacy training for the officials, and taking into account the better strategy to harness the information on websites and social media (Madu, 2018).

Dwikardana, et al have carried out the research related to the transformation of digital diplomacy in Indonesia. The research objective is to assess to the extent Indonesian Ministry of Foreign Affairs has carried out digital diplomacy, how could Indonesian accomplish its development vision 2015-2019 through digital diplomacy. Dwikardana, et al used four perspectives to analyze Indonesia's digital diplomacy; changing foreign policy environment; knowledge and resource management; cyber policy agenda; and e-governance and e-participation (Hocking & Melissen, 2015). Based on the qualitative explorative analysis of some indicators and in-depth-interview. The research evaluates the posture of Indonesia's digital diplomacy performed by Directorate General of Information and Public Diplomacy since 2009-2016. The result shows Ministry of Foreign Affairs or *Kemlu* has actively engaged in digital diplomacy these can be observed from various agenda posted in *Kemlu*'s social media accounts and websites, but there are some shortcomings that need to be improved; digital infrastructures, funds, and quality of human resources (Dwikardana, Djelantik, Triwibowo, Valerisha, & Martha, 2017).

Dwikardana et al's research may be the most comprehensive research on Indonesian digital diplomacy. The research summarizes well the governance of Indonesia's digital diplomacy, and outlines the challenges and recommendations to improve Indonesian digital diplomacy. Nevertheless, the research has not yet outlined the paradigm used by Indonesia in implementing digital diplomacy. The findings of the research team related to the activities of the *Kemlu* and Indonesian Embassies and Consulars in cyberspace; particularly Twitter, have not represented the agenda-setting related to Indonesia's foreign policy goals. Most of the research on Indonesian digital diplomacy focus on challenges and recommendations that propose the Indonesian Government to establish a clear policy and improve its digital infrastructures. Without neglecting the importance of research on challenges and obstacles for Indonesian digital diplomacy. This thesis is intended to fill the research gap of the preceding research.

## E. Conceptual Framework

Diplomacy was in the beginning often identified as the art of negotiation. Sir Harold Nicholson; a senior British Diplomat, and also the founder of diplomatic studies has defined the concept of diplomacy as the "management of international relations by negotiation" (Pigman, 2010). Diplomacy is always portrayed as what ambassadors, envoys, and diplomatic mission formally discuss and negotiate on the table. Such a definition has seemed to become the most frequently cited by

academics and scholars for decades, causing diplomacy to be seen as merely a statecraft.

As it is mentioned in the background of the research, evolution of Information and Communication Technologies (ICTs) have established interconnectivity that has challenged the preceding belief of diplomacy. ICTs, particularly the internet and social media have influenced the way diplomacy works; its pattern, norms, rules, and instruments, but not the foundational understanding of diplomacy. Scholars have perceived diversely the concept of digital diplomacy, digital diplomacy can be varied based on its case study. They use digital diplomacy other terms ; e-diplomacy, cyber-diplomacy, twiplomacy, facebook-diplomacy interchangeably. Further, some of them argue that digital diplomacy is not the result nor the evolution of traditional diplomacy.

Digital diplomacy still has no official or widely accepted theoretical framework. The vagueness in the concept of digital diplomacy might cause unclear yet diverse digital diplomacy policy performed by countries around the world. However, this section attempts to provide some reliable definitions and conceptual framework to be condensed. Foreign & Commonwealth Office defines digital diplomacy as "solving foreign policy problems using the internet". Its mechanism consists of four main activities. First, to listen or find out what people frequently discuss on the internet to map their angles and perspectives. Second, to publish or spread the information or messages over the digital media. Third, to engage in public discussion, encourage questions and involve

in the debate, and fourth is to evaluate the whole progress to prepare a better strategy (Foreign & Commonwealth Office, 2012c).

According to Hanson, digital diplomacy can be simply defined as the use of the web and ICT to help carry out diplomatic objectives (Hanson, 2012). Singhs defines digital diplomacy as the diplomacy practised through information-rich, highly interactive environments. Singh views digital technology as the new form of meta power; the power that can influence social structures, including the way in which diplomats communicate with each other (Singh, 2015). DiploFoundation offers a more comprehensive definition of digital diplomacy. DiploFoundation defines digital diplomacy as the new methods to perform diplomacy by using the Internet and ICTs, and how they impact on current diplomatic   practices, the definition also applies to other similar terms; cyber-diplomacy, net-diplomacy, and e-diplomacy.

The term digital diplomacy does not merely emphasize the presence of digital tools used during the process, but also the interactions and impacts to the diplomacy itself.  Bjola & Jiang classify the impact of digital diplomacy into three particular dimensions, namely; agenda setting, presence expansion, and conversation generating. The government, particularly Ministry of Foreign Affairs and its embassies are obliged to disseminate information to build a certain image that attracts the viewers abroad. The first dimension, "agenda setting" relates to the extent to which the social media platform allows diplomats

to construct the issue and set the agenda discussion with the public audience (Bjola & Jiang, 2015).

Figure 1.2 Dimensions of Impact Assesment

Effectiveness

| Agenda Setting | Presence Expansion | Conversation Generating |
|----------------|--------------------|-------------------------|
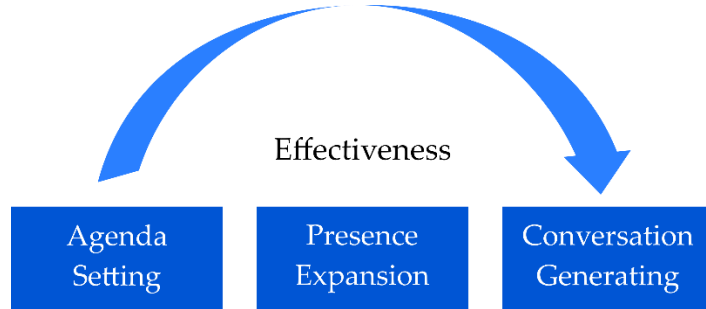
The second dimension of the impact of digital diplomacy is "presence expansion". Digital diplomacy demands the government be in the public space, hence communication is not only about what the government as the communicator delivers, but also what the audience or viewer receives. The presence expansion is crucial for the government to make their voices and opinions to be heard by the people worldwide. The last dimension is "generating conversation". Bjola & Jiang mention that good public diplomacy should be based on dialogue, rather than a monologue. Digital diplomacy should generate two-way or multi-way communication between parties. Such communication enables the Ministry of Foreign Affairs' and diplomats to set the topic and agenda, prevent the information from the misleading, and establish a mutual understanding (Bjola & Jiang, 2015).

Hocking and Melissen classify digital diplomacy into four categories. These four categories are the result of the present "digital

disruption"; it is the feature of complex policy milieu that merges between domestic and international policy environment.

Table 1.4 Catagories of Digital Diplomacy

| Categories | Focuses |
|---|---|
| Changing Foreign Policy Environment | Digital media alters the foreign policy environment; velocity of events; complex flows of communications; the role of non-state actors; changing power configurations; ability to shape agendas through non-hierarchical means of policy-making. |
| Cyber Policy Agendas | Digital diplomacy as a set of policy agenda focusing on such issues as; <br> a) Internet freedom <br> b) Cybersecurity <br> c) Cyberwarfare |
| Knowledge Management | Utilizing the internet and other digital technologies to manage diplomacy in a more resource-efficient fashion. |
| E-Governance & E-Participation | Utilizing digital resources for governmental services and delivery of diplomacy, such as; <br> a) Public diplomacy <br> b) Consular and crisis management <br> c) Constructing and managing networks |

First, digital diplomacy is related to the "changing foreign policy environment". Current diplomacy deals with the rapid flow of information, and less-predictable changes of agendas and issues, causing changes in the foreign policy environment. Such conditions demand the government adapt to the changes. The perspective suggests the government lessen its control over event and agendas, the need to

develop new skills and structures, and the involvement of multi-stakeholders particularly non-state actors (Hocking & Melissen, 2015).

If the first perspective focuses on how technology influences the performance of diplomacy, cyber policy agenda focuses on issues related to the digital realm. Such a perspective has induced several multilateral and global forums to solve current challenges and threats. The issues discussed during the diplomatic process include cyber governance, internet freedom, cyber warfare, cybersecurity, and cyber terrorism (Hocking & Melissen, 2015).

The conventional diplomacy often demands diplomat's capability to harness the information to gain the state's national interest. The third perspective; knowledge management; stresses the use of the internet and digital technology manage the knowledge and information. The government manages data that has a particular influence on diplomatic networks and the Ministry of Foreign Affair's strategic plan. Ministry of Foreign Affairs is also responsible for setting certain topics and agendas to be discussed on cyberspace. The fourth approach focuses on the shift of governmental services and delivery of diplomacy, such as digitalization of embassy and consular services, public diplomacy, and network management.

Digital diplomacy is simply defined by the Indonesian Government as the use of the internet to achieve national interests. As it is stated in the latest Ministry of Foreign Affairs' Strategic Plan:

*"Diplomasi digital adalah diplomasi yang dilakukan dengan menggunakan internet untuk mencapai tujuan yang diharapkan."*

*"Tugas diplomasi digital masih sama dengan yang dilakukan secara konvensional, seperti mengumpulkan dan menganalisis informasi penting untuk mendukung kebijakan luar negeri, mengkomunikasikan posisi kebijakan luar negeri, serta melindungi kepentingan negara dan warga negara."*

*"Diplomasi digital menawarkan cara baru dalam berkomunikasi dan memberikan kesempatan untuk memberikan ekspresi yang sesuai dengan perkembangan zaman (penggunaan teknologi informasi dan komunikasi terkini dalam mendukung aktivitas diplomasi, baik yang ditujukan kepada pemangku kepentingan, negara lain, serta publik)."*

*"Diplomasi digital adalah penggunaan social media untuk tujuan-tujuan diplomasi yang dapat merubah pola kegiatan diplomat dalam hal pengelolaan informasi, diplomasi publik, perencanaan strategi, negosiasi internasional, bahkan pengelolaan krisis." (Kemlu, 2017).*

Indonesia's digital diplomacy activities include information collection and analysis to support the state's foreign policy and protect the state and its citizens. Diplomats are mentioned to be in charge of information management, public diplomacy, strategic planning, international negotiations, and crisis management through digital platforms. Digital diplomacy is seen as the new tool or the new way of performing diplomacy and inter-state communication, rather than a set agenda of foreign policy. Thus, Indonesia's understanding of digital diplomacy undeniably is strongly influenced by the understanding of conventional diplomacy. Indonesian perspective on digital diplomacy can be easily understood as follows:

Table 1.5 Framework on Indonesian Digital Diplomacy

| Actor | State-actors |
|-------|--------------|
| Focus | Information management |
|       | Public diplomacy |

| | |
|---|---|
| | Strategic planning |
| | International negotiations and crisis management |
| Perspectives | Digital diplomacy serves the core functions of conventional diplomacy |
| | Digital diplomacy utilizes digital resources to harness information |
| | Digital diplomacy utilizes digital resources for governmental services & delivery of diplomacy |

Current technology, especially social media, demands information that is more open and transparent. The Indonesian Government sees that it is necessary to regulate the flow of information by displaying a number of agenda of government settings on certain issues. Although not fully displayed, the diplomatic agenda that used to be confidential has now become more open for the public. The government has currently 90 Twitter accounts affiliated with Kemlu, many Facebook accounts, and one Youtube channel. The government meeting with representatives of several countries both in bilateral and multilateral agenda; to whom the Foreign Minister spoke; and what issues were discussed, can now be accessed in accounts related to the Ministry of Foreign Affairs and the Minister of Foreign Affairs. A number of posts on certain topics are displayed in government official accounts, spanning from economy, culture, democracy, maritime, regional cooperation, gaining sympathy from the domestic and international public in relation to Indonesia's attitude towards certain issues, such as the Palestinian and Myanmar conflicts. The government also can

understand how the public perceives about Indonesian policy through public sentiment and opinion mining in social media.

Besides, Indonesia's digital diplomacy is also carried out by utilizing digital resources in government services and diplomacy delivery. A number of websites are created to facilitate the public in immigration services, as well as ease of investment, access to tourist sites in Indonesia, access to scholarships and education for foreign students. and the most important is protection for Indonesian citizens abroad.

## F. Methods

This research is based on qualitative methods. Literature research is important to support the entire process of the research. Secondary data obtained from Kemlu's official website and online archives, Pulse Lab, Center for Digital Society Gadjahmada University, and other related institutions and bodies. Literature research is important to support the entire process of the research. Primary data is obtained from social media accounts affiliated with the Indonesian Government and the Ministry of Foreign Affairs. There are four ways of collecting data through social media that often used in some research. Data crawling can be performed based on the; a) time-frame, b) user account, c) topic & keywords, and d) metadata (Sloan & Quan-Haase, 2017). This research applies data collection based on user accounts. Accounts affiliated with the Ministry of Foreign Affairs will be collected and then classified.

Indicators that represent three dimensions of the impact of digital diplomacy, namely; the agenda setting, the presence of expansion, and conversation generating are determined. The data crawling process is performed through Advanced Search and API (Application Programming Interface). Advanced Search enables the process to access certain posts from certain people in a certain time-frame.

## G. Hypothesis

From the aforementioned discussion, we can generate the hypothesis as follows:

1. Indonesia has performed digital diplomacy through knowledge and information management and digitalization of governmental & public services.

## H. Outlines

In pursuance of the convenience of writing and understanding the contents of the study, the thesis is written systematically as follows:

Chapter I is an introductory chapter. It consists of the background of the research, research question, objectives of the research, literature review, conceptual framework, methods, hypothesis and the outlines of the thesis.

Chapter II discusses the development of diplomacy from conventional into digital, debates related to digital diplomacy, and an overview of policies carried out by of five leading countries in digital

diplomacy; namely United States, United Kingdom, France, Russia, and the Vatican.

Chapter III describes the dynamics of Indonesian diplomacy, spanning from the early period of Indonesian diplomacy or the Old Order up until the beginning of digital diplomacy, and the impacts of internet penetration to current Indonesian diplomacy.

Chapter IV discusses the implementation of Indonesian digital diplomacy, how does the government manage the information on the internet and develop e-government and e-participation supporting Indonesian foreign policy.

Chapter V contains the conclusion of the whole chapters and recommendations to improve Indonesia's digital diplomacy.