CHAPTER IV

INDONESIAN DIGITAL DIPLOMACY

This chapter discusses the implementation of Indonesian digital diplomacy. The first section describes Indonesian diplomatic presence on the websites and social media, and how the government harness the information spread on the internet to support Indonesian foreign policy goals. The second section of this chapter discusses the digitalization of governmental services; particularly services related to the protection of Indonesian citizens abroad, economy, and tourism. The last part of this chapter discusses the Kemlu's effort to improve Indonesian capacity in digital diplomacy.

A. Cyberspace: A New Means for Indonesian Foreign Policy

Indonesia sees digital diplomacy as not much different from conventional diplomacy. As it is stipulated in the latest Strategic Plan of Ministry of Foreign Affairs of Republic Indonesia in 2017, the digital diplomacy has virtually the same objectives as conventional diplomacy; to collect and analyze information and disseminate the foreign policy, and protect Indonesian citizens abroad. It is understandable that the government consider the internet and other digital devices as merely a media. The Ministry of Foreign Affairs Strategic Plan has adopted the sceptic idea on digital diplomacy.

Still, the government need to manage its diplomatic presence on the cyberspace to connect with the world. Kemlu's official website which

was launched in 2002 has shown several improvements. Some menus, particularly Kemlu's public services have been added. Kemlu's official Facebook account has currently reached 56,815 likes and 58,402 followers. Kemlu's official Twitter which was launched in 2010, currently has more than 145.000 followers and has posted more than 28,500 tweets. The official account of President Joko Widodo has more than 11 million followers, causing Jokowi to become the tenth most followed leaders in the world.

Figure 4.1 Most Followed World Leaders

Twiplomacy 2018 - How World Leaders Connect on Twitter

Most Followed World Leaders 2018
NUMBER OF FOLLOWERS*

President, USA @realDonaldTrump	52,000,159	
Vatican @Pontifex	47,595,710	
Prime Minister, India @NarendraModi	42,560,020	
Prime Minister, India @PMOIndia	26,285,492	
President, USA @POTUS	23,150,073	
Presidency, USA @WhiteHouse	17,135,344	
President, Turkey @RT_Erdogan	12,986,259	
Foreign Minister, India @SushmaSwaraj	11,719,804	
Queen, Jordan @QueenRania	10,684,335	
President, Indonesia @Jokowi	10,191,974	

*We have totalled the Pope's nine language accounts. Data collected on May 18, 2018 using BCW proprietary tools   www.twiplomacy.com

Table 4.1 Ministry of Foreign Affairs Official Twitter Accounts

No	Institution/Name	Username	Tweets	Followings	Followers
1	President of RI	@jokowi	1514	60	11M
2	Ministry of Foreign Affairs of RI	@kemlu_RI	28,5 K	271	145K
3	Foreign Minister Indonesia	@Menlu_RI	17600	2	12,1K
4	Directorate of Public Diplomacy	@diplik_kemlu	4705	171	2118
5	Directorate of Technical Cooperation	@KSTKemlu	3327	390	1113
6	Directorate of Trade, Commodity, and Intellectual Property	@PKKIKemlu	192	180	277
7	Senior Diplomatic Course	@Sesparlu	1857	67	851

Hashtag #IniDiplomasi has become an important feature of Indonesian digital diplomacy, particularly during the *Kabinet Kerja* administration. *During* the administration of the Work Cabinet, the #IniDiplomasi hashtag Accounts affiliated with the Ministry of Foreign Affairs; embassies and consulates, have frequently used the #InDiplomasi hashtag on their Twitter accounts. Like many ministries of foreign affairs, Kemlu has seemed following the trend, Twitter is the most used platform by among other platforms (Digital Diplomacy Live, 2017). Twitter has also drawn more engagements (comments, likes, retweets) rather than other platforms, such as Instagram, Facebook, and Youtube. Based on Socialbearing analysis, within 59 days, Kemlu's Twitter has gained more than one million impression (delivery), and more than 145,000 reaches.

Figure 4.2 Kemlu's Digital Assets

Table 4.2 Analysis of Kemlu's Social Media

Twitter: @kemlu_RI				
Tweets	Followers	Following	Impressions (59 days)	Reach (59 days)
28,548	145,524	271	1,9071,704	145,654
Instagram: @kemlu_ri				
Posts	Followers	Following	Engagement Rate	Average Comments & Likes
560	152,355	86	0,83	1239 Comments 21,56 Likes
Facebook: Kemlu.RI				
Followers	Likes	Total Engagement		
58.430	56,841	1,061		
Youtube: Kemlu TV				
Videos	Subscribers	Total Views		
438	2155	412,500		

Nevertheless, digital diplomacy is not merely about the number of followers, but how the government can harness the information and knowledge to accomplish its foreign policy goals. Indonesia's sea area which comprises 3,25 sq. km of territorial sea, dan 2,55 sq. km Exclusive Economic Zone or EEZ (Roza, 2017). Given to its vast geographical condition, Indonesia has to cope with severe problems, such as illegal fishing, border dispute, and environmental damage. Thus, Global Maritime Fulcrum has become the core of Indonesian foreign policy, ever since Jokowi's presidential campaign in 2014. In the case of maritime issue, the government much depends on "maritime

diplomacy" rather setting certain digital strategy. Maritime diplomacy is defined as negotiation and forum which seek to solve maritime problems; such as the World Ocean Summit, and the International Maritime Organization.

Figure 4.3 Minister of Marine Affairs Tweet on Illegal Fishing

Still, Ministry of Marine Affairs & Fisheries and Minister Susi Pudjiastuti have managed to actively engage in social media. More than 1,8 million people have followed Minister Susi Pudjiastuti on Instagram, 862,000, followers on Twitter. To increase public awareness on endangered species, Pudjiastuti often posts several videos explaining the endangered species and the impacts of unregulated fishing for economy and environment. Ministry of Marine Affairs & Fisheries has also used Twitter or @kkpgoid to echo Indonesian position on maritime issues.

Indonesia has been chosen as the council of International Maritime Organization or IMO since 1973. IMO is the United Nations agency which is responsible to protect and secure the shipping, and prevent the marine from pollution by ships (IMO, n.d.). IMO Council comprises forty member states elected by the Assembly for two-year terms. Indonesia has been the council of IMO since 1973. Indonesia was re-elected as the council of IMO in 2016 until 2017 and proposed to become the council for 2018-2019.

Figure 4.4 Video on Indonesia as Global Maritime Fulcrum

Indonesia has proposed to be the candidate of IMO council board during the 30th session of IMO in London, on December 1st, 2017. A video on Indonesia's role in the maritime sector was played during the candidature session. A ten minutes video explains Indonesia's role in maintaining the security and of Malacca Strait, and ensuring safe,

secured, eco-friendly shipping. Indonesian Embassy in London posted the video to gain the support for Indonesia candidacy. Indonesia has later won 132 votes out of 160 votes (Direktorat Jenderal Perhubungan Laut, 2017).

Figure 4.5 Indonesia Embassy-London Post on Indonesia Candidacy in IMO

In providing information regarding the protection of Indonesian citizens abroad, Kemlu has launched safetravel.id website, @safetravelkemlu Twitter account, and provides services through the Save Travel application. However, the three platforms have not been

widely accessed by the public. Regarding the protection of Indonesian migrant workers, the *Badan Nasional Penempatan dan Perlindungan tenaga Kerja* TKI have utilized several digital platforms BNP2TKI has also used a number of digital platforms. BNP2TKI's website and Facebook are the media most often accessed by Indonesian people. Vlogs which has been the trend among current Indonesian migrant workers and expatriates help the prospective workers obtain information regarding the receiving countries lifestyles, cultures, and regulations.

One of the goals of Indonesia's foreign policy in 2015-2019 is to improve Indonesia's leadership in ASEAN. Indonesia is ranked 41st out of 209 countries, and 1st out of 10 countries in Southeast Asia (See Table 4.2), causing Indonesian to become a leading country among other countries. The most of ASEAN member states focus on the digital economy, rather than other aspects of digital diplomacy; such as security, human rights, and culture. There is also a lack of coordination on digital diplomacy among ASEAN member states. In accordance with ASEAN Community Vision 2025, the Indonesian Government initiated a seminar on Capacity Building on the Development of ASEAN Community in 2017. Participants would learn how digital technologies support many aspects of development and diplomacy.

Table 4.3 Digital Diplomacy Review 2017 (ASEAN)

No.	Country	Global Rank
1	Indonesia	41
2	Malaysia	54
3	Thailand	66
4	Singapore	69
5	Philippines	95

6	Cambodia	115
7	Myanmar	135
8	Brunei Darussalam	167
9	Vietnam	171
10	Laos	183

The Ministry of Foreign Affairs also often uses social media accounts, especially Twitter to publish Indonesia's agenda in ASEAN. The hashtag #asean is also common in Kemlu's official accounts. However, English tweets on ASEAN that have been posted in Kemlu's Twitter account have a low level of engagement, below the 0.05% on average. The posts related to ASEAN received less attention compared to other issues, such as the Israeli-Palestinian conflict. In other words, the ministry presence on social media presence includes issues posts related to ASEAN, but they do not generate adequate interactions.

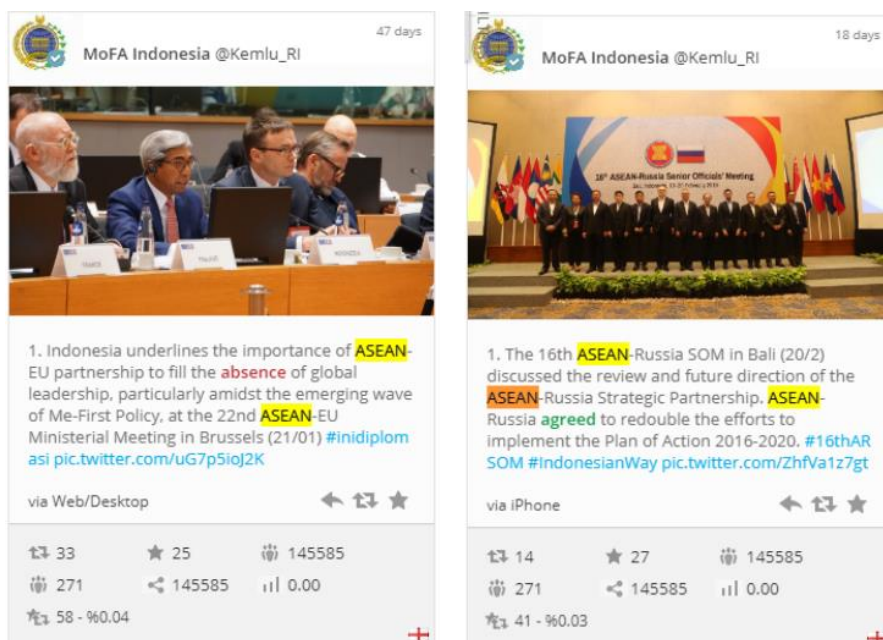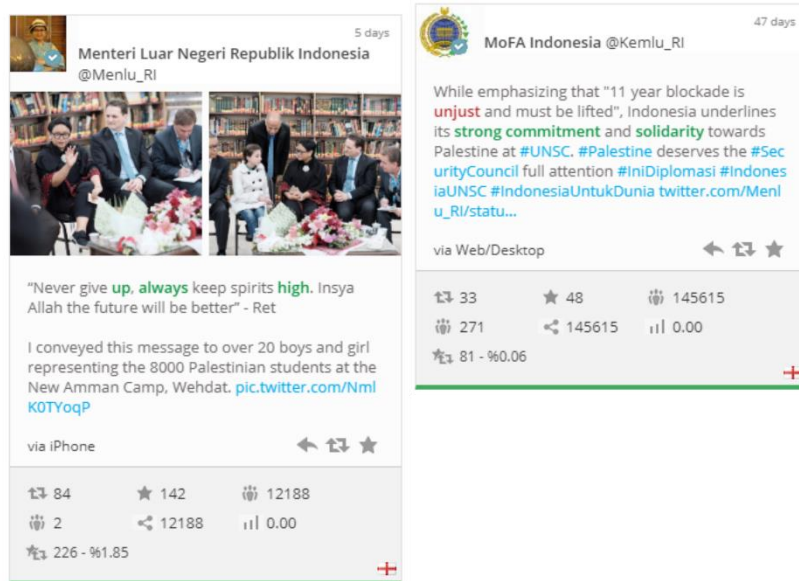Figure 4.6 Kemlu's Tweets on ASEAN

Indonesia has willed to actively engage in several international agendas and one of them is promoting peace and settlement for international conflicts. Since the beginning of Sukarno's Old Older, Indonesia has been always consistent to defend the rights of Palestinians and supporting Palestine's independence. Kemlu, under Jokowi administration, has proposed "two-state solutions", to end the prolonged conflict between Israel and Palestine (Kemlu, 2019b). In 2017, Indonesia has also established Indonesian Consulate and appointed Maha Abou Suseh as Honorary Consul in Ramallah (Kemlu, 2016). Minister Retno has frequently tweeted on Palestine since digital diplomacy was initiated. Tweets on Palestine have drawn more engagement rather than any other topics; economy, maritime, culture, and ASEAN.

Figure 4.7 Kemlu's Twitter Word Cloud

Figure 4.8 Tweets on Palestine

At the regional level, Indonesia together with other international organizations; ASEAN and the United Nations have contributed to resolving the conflict between Myanmar and Rohingya. Rohingya has been Indonesian concern since 2017, particularly after the conflict has escalated. Indonesia has been the first country that directly accessed the conflict zone after the violence occurred in August 2017. Myanmar and Bangladesh have agreed on an agreement on the Rohingya repatriation process. This process will be carried out through joint working group consisting of thirty people from representatives of the two countries. This repatriation was planned to take place on January 21st, 2018. Indonesia was chosen to monitor Myanmar-Bangladesh MoU on Rohingya repatriation. Indonesia was involved in the process to ensure that Myanmar and Rohingya will cooperate to handle the crisis.

Figure 4.9 Kemlu's Tweets on Rohingnya

At the beginning of 2019, Indonesia was chosen as one of the non-permanent members of the United Nations Security Council. Indonesia's membership in UNSC enables Indonesia to show its capacity as the peace-maker both at the regional and global level. The Minister of Foreign Affairs, Retno Marsudi mentioned, that Indonesia would focus on promoting world peace and peaceful settlement of conflicts, building synergy between regional/international organizations, combating terrorism, accomplishing SDG's (Arisandy, 2018). Kemlu has later changed all Kemlu's official accounts with a header banner containing the slogan "Indonesia UN Security Council 2019-2020, a true partner for world peace" (See Figure 4.2).

Figure 4.10 Kemlu's Social Media Header

Indonesia's career as a member of UNSC should improve Indonesia's image and reinforce Indonesia's foreign policy to be involved in creating world peace. Social media was a good choice for the Ministry of Foreign Affairs to promote Indonesian foreign policy in UNSC. Thus, the Indonesian Ministry of Foreign Affairs has posted several threads related to Indonesian membership in the early of 2019 (the beginning of Indonesia's membership).

Kemlu's Twitter account has posted 5 threads from the beginning of January, until the end of February. Most of the threads have no feedback (comment). The first thread has reached 1 comment, 124 retweets and 98 likes, and the second thread has reached 130 retweets and 133 likes (See Figure 4.11). The Minister's threads have the similar result. Among 11 threads posted by Retno Marsudi, only one thread has reached adequate engagements; 65 retweets and 112 likes. Most of the engagements are from Indonesian followers and other government official accounts.

Figure 4.11 @Kemlu_RI Threads on Indonesia's UNSC Non-
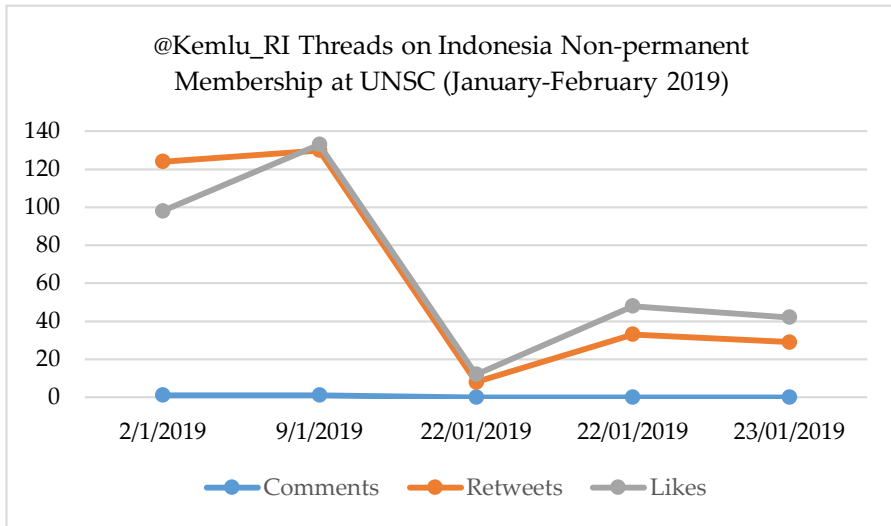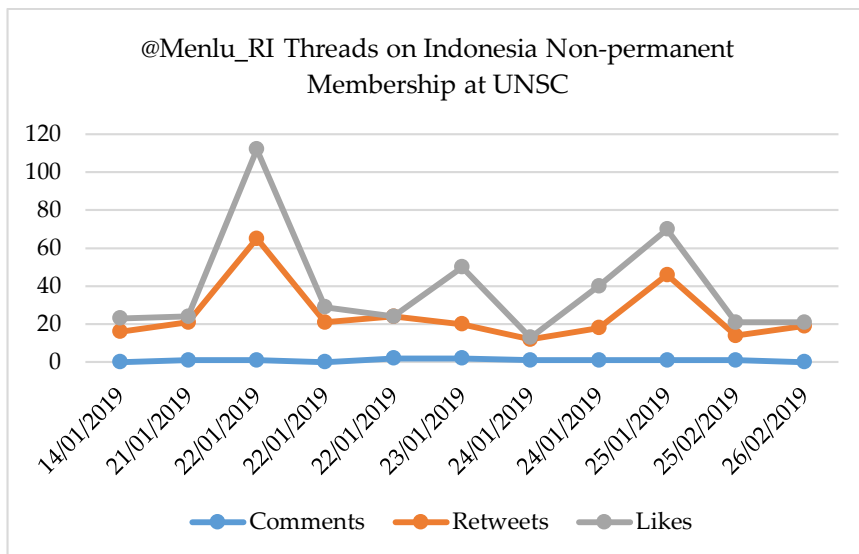Permanent Membership

@Kemlu_RI Threads on Indonesia Non-permanent Membership at UNSC (January-February 2019)

Figure 4.12 @Menlu_RI Threads on Indonesia's UNSC Non-
Permanent Membership

@Menlu_RI Threads on Indonesia Non-permanent Membership at UNSC

In other words, although several threads were posted, the response to Indonesia's membership at UNSC was very low. Posts related to Indonesia's membership at UNSC can be beneficial to convince the public that Indonesia has the capability as the "middle power" to resolve several international issues, such as the Palestinian conflict and Rohingya conflict. Unlike other governmental institutions or political figures of leading countries in digital diplomacy, such as the United States, Indonesian threads often do not lead to interactive communication with foreign public or foreign governments. The high impression on government social media is more caused by the high population of internet users in Indonesia. In other words, Indonesian digital diplomacy still only outreach or attract Indonesian users.

Despite its official presence, most Kemlu's accounts; Twitter, Instagram, Facebook, and Youtube channel still rarely, or even barely reach the foreign governments and public. Indonesia's policy towards the Rohingya for example, Kemlu_RI rarely uses the "mention" feature to entice related parties in negotiation; the government of Myanmar and Bangladesh, United Nations, or humanitarian involved in negotiations. Minister Retno Marsudi's account only follows @jokowi and @Kemlu_RI. Most of the threads posted by the Minister of Foreign Affairs do not lead to active conversations with other foreign ministers. So most of the threads posted by Kemlu seem too formal and do not attract international public attention. Language is also another problem that should be underlined. Twitter, Instagram, and Facebook still have automatic translation features. However, over 438 videos posted on the

TV Ministry of Foreign Affairs, almost all of them are in Bahasa Indonesia and have low number of viewers; 900 viewers in average. The Ministry of Foreign Affairs must try harder so that the Kemlu_TV post can become the trending post on Youtube.

B. Digitalization of Government & Public Services

One of the focuses on digital diplomacy is the digitalization of government and public services. Kemlu's website; www.kemlu.go.id has provided several services menus for people, diplomats, and international communities; such as consular & visa service, protocol guidelines, diplomatic facilities, media services and INGO registration.

Directorate General of Immigration has also launched www.imigrasi.go.id which contains public information, news, and services. The website enables Indonesian citizens to create a passport and travel document in a more efficient way. Foreign users can also access the web to ask for visa or visit permit. The directorate has released APAPO or *Aplikasi Reservasi Antrian Paspor secara Online* in which enables Indonesian citizens to create passport without having to queue.

As one of the improvements in Indonesian digital diplomacy, Kemlu has launched SAFE TRAVEL, an app which helps Kemlu to provide information for Indonesian citizens abroad. Data shows that there are more than 2,9 million of Indonesian stay abroad, and most of them are Indonesian migrant workers. Over 18 million of Indonesians have travelled for various purposes; tourism, pilgrimage, or business.

The lack of information regarding the destination country; particularly its bureaucracy and regulation, culture, language, often causes several problems for Indonesian. SAFE TRAVEL provides services from over 130 Indonesian partner countries. Safe Travel contains panic button that can be used by Indonesians to send the image, and videos and report to the nearest consulates in the case of emergency. Unfortunately, since it was first launched until now, the Safe Travel application still has few users. The latest data shows that only 560 users have downloaded Safe Travel.

4.13 Wonderful Indonesia & Safe Travel App
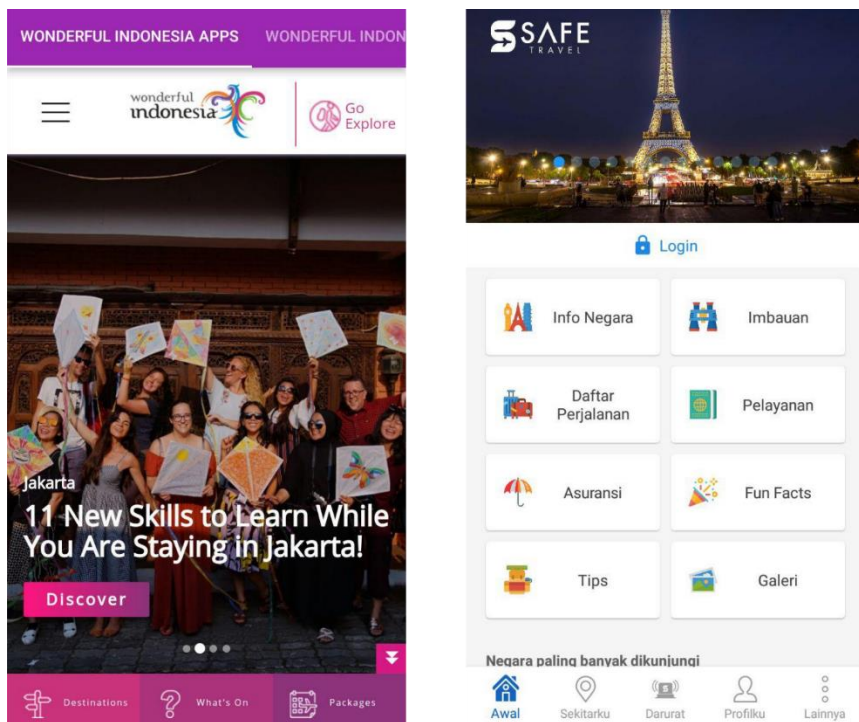
During the preparatory meeting of 11th ASEAN Forum on Migrant Labour (AFML) in Jakarta, Indonesia has prepared national

recommendations on digitalization of migrant worker services to promote decent work for migrant workers. Indonesia, particularly Kemlu and BNP2KI have developed several apps to support government services. Still, applications launched by BNP2TKI for public service; such as job vacancy and crisis centre cannot reach most Indonesian migrant workers. Besides, digital literacy is still a problem, especially for unskilled labours.

The total of direct investment in Indonesia has IDR 721.3 trillion in 2018. The number of Foreign Direct Investment or FDI has increased to IDR 392.7 trillion. The common causal factor of the decrease in investment is the regulation and bureaucracy that often become the barrier for FDI. On January 2nd, 2019, *Badan Koordinasi Penanaman* Modal or BKPM, a non-ministerial government agency has launched the OSS or Online Single Submission to improve the accessibility and feasibility of FDI in Indonesia.

Cooperation and international agreements are important features of diplomacy. Since the beginning of Indonesian independence in 1945, until now, Indonesia has conducted 5920 agreements, both bilaterally and multilaterally. To make the information regarding Indonesian international agreement and cooperation become transparent and accessible, in 2009, the Ministry of Foreign Affairs added the menu treaty.kemlu.go.id on the website kemlu.go.id. More than 4000 agreements that can be accessed online. There are 2577 documents of bilateral cooperation, and 20 documents of trilateral cooperation, 421 documents of cooperation between Indonesia and ASEAN, 107

documents of cooperation with the United Nations, and 67 non-UN cooperation. The database also shows the documents in certain topics, such as loan and grants, economics, politics, technology, diplomacy, and other related topics (Kemlu, 2019a). However, the treaty repository does not display the progress of each treaty. So that the web visitors could not directly get the evaluation of the extent to which the agreement has been implemented.

C. Increasing National Capacity in Digital Diplomacy

After an annual press statement from the Ministry of Foreign Affairs was released in early 2017. The Ministry of Foreign Affairs has collaborated with the local, and international think tanks and organizations to accelerate the development of Indonesian digital diplomacy infrastructures. Such collaborations is actually not a new thing for Indonesian Government, since Indonesia has collaborated and hosted Internet Governance Forum or IGF in 2013, and later became the member of IGF in 2016 (B.U, 2018). IGF is a global forum established by the United Nations in 2006 to discuss and share ideas and expertise regarding internet governance (Nursita, 2019).

In 2012, Indonesian Government, business groups, and civil society have declared ten principles in implementing internet governance; human rights, multistakeholder, empowering the internet users, the nature of the internet, the integrity of the internet, decentralized management of the internet, neutrality, and diversity. Although the establishment of IGF was not exclusively aimed at discussing digital

diplomacy, Indonesian membership in IGF has shown the government awareness to involve the people in managing the internet.

Indonesian Ministry of Foreign Affairs has collaborated with the Center for Digital Society or CfDS *Universitas Gadjah Mada* in 2017. An expert meeting discussing digital diplomacy was later held on May 17th, 2017. Indonesian challenges and opportunities in the current digital age have been discussed during the meeting. Indonesian Government has been aware that digital technologies have challenged the government to improve its openness and transparency (CFDS, 2017).

Indonesian Government has also joined the United Nations Global Pulse, an initiative of the UN Secretary-General on Big Data. United Nations has established Global Pulse to speed up the development and adoption of Big Data on the global scale for humanitarian and development purposes (Pulse Lab, 2018). Big Data will help the government to get real-time information and responses, and make better policy.

UN Global pulse has three labs spread in different regions; New York as the headquarter lab, Jakarta, and Kampala (Uganda). Indonesia as a country with large digital society; 132,7 million users or over 50% of total population (See Figure 1.1), is considered as the strategic place for Pulse Lab (Pulse Lab Jakarta, n.d.), causing the Pulse Lab was later established in Jakarta. Pulse Lab objectives are to; encourage the innovative research, help the United Nations agencies, governments, and partners to maximize the data, and ensure the protection of users'

privacy and ethical use of data, harness datasets for generating the response of certain policy and issues (Pulse Lab Jakarta, n.d.).

The Pulse Lab UN may not directly influence Indonesian diplomacy. However, Pulse Lab research has supported the government in policy making, both at the central and regional level. Pulse Lab programs are more related to development issues; specifically 17 goals in the SDGs; no poverty, zero hunger, good health, proper education, gender equality, clean water, sanitation, affordable energy, decent work, industry and infrastructure, reducing inequalities, urbanization, global warming and climate change, environment (below water and on the land), social justice and peace.

Pulse Lab Jakarta projects has made progress in accelerating national development through several research and projects. They included research on the activities of ports across Indonesia and Southeast Asia, analyzing urbanism, monitoring certain social events and phenomena, developing technology for disaster and haze monitoring, and other programs involving neighboring countries; such analyzing micro-financial transactions in Cambodia, harnessing mobile data for disaster management in Vanuatu, research on relative wealth index in Papua New Guinea, and any other projects related to development issues.

To enhance the capacity of the Indonesian capacity in digital diplomacy; especially for officials, civil society, privates, and academics, the Ministry of Foreign Affairs has also collaborated with Pulse Lab and DiploFoundation to hold an international seminar on digital diplomacy

on July 12th, 2018. DiploFoundation is a non-profit organization established by Switzerland and Malta. It seeks to improve the power of developing states in diplomacy. The seminar was also attended by Australian diplomat; Allaster Cox, and Danish diplomat; Rasmus Kristensen (Kemlu, 2018).

Before the initiation of digital diplomacy, the preceding Ministry of Foreign Affairs used to gather and analyze the information manually. Digital disruption which is characterized by the rapid and messy flow of myriad information has challenged the government, particularly the Ministry of Foreign Affairs, to collect the information on the internet in a more efficient way. Thus, the Ministry of Foreign Affairs has introduced a "Digital Command Center" to facilitate and improve the performance of the ministry.

Telkom Indonesia, one of the Indonesian state-owned enterprises, proposed Digital Command Center which offers more reliable data for the government through innovative and integrated methods. Such innovation has now enabled the Indonesian Ministry of Foreign Affairs to directly connect with 61 Embassies and Consulates. Digital Command Center has caused Telkom to win Grand Stevie Awards in 2018 (Stevie Awards Asia Pacific, 2018).