

**THE IMPLEMENTATION OF DARMASISWA SCHOLARSHIP AS THE  
MEANS OF INDONESIA PUBLIC DIPLOMACY IN 2011 TO 2019  
UNDERGRADUATE THESIS**



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**2024**

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Proposed to the Department of International Relations  
Faculty of Psychology and Socio-Cultural Sciences  
Universitas Islam Indonesia  
As a partial fulfillment of requirement to earn  
Bachelor Degree in International Relations



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**AUTHORIZATION PAGE**  
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**UNDERGRADUATE THESIS**

Defended in front of Board of Examiners  
in the Department of International Relations  
Faculty of Psychology and Socio-Cultural Sciences  
Universitas Islam Indonesia

As a partial fulfillment of requirement to earn  
Bachelor Degree of International Relations

Date

22 March 2024

Validated by

Department of International Relations  
Faculty of Psychology and Socio-Cultural Sciences  
Universitas Islam Indonesia

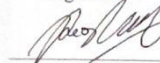
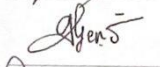
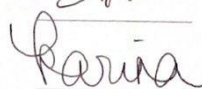
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No other materials are used other than those contained. I have read and understood the university's rules and procedures regarding plagiarism.

Making false statements is considered a violation of academic integrity.

*23 February 2024*



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*Dinal Hunafa Baihaqi*

## TABLE OF CONTENT

<b>UNDERGRADUATE THESIS</b>	i
<b>AUTHORIZATION PAGE</b>	iii
<b>STATEMENT OF ACADEMIC INTEGRITY</b>	iv
<b>TABLE OF CONTENT</b>	v
<b>LIST OF TABLES</b>	vii
<b>LIST OF GRAPHS</b>	viii
<b>LIST OF PICTURES</b>	ix
<b>ABSTRACT</b>	x
<b>CHAPTER 1: Introduction</b>	1
<b>1.1 Background</b>	1
<b>1.2 Research Question</b>	5
<b>1.3 Research Objectives</b>	5
<b>1.4 Research Scope</b>	6
<b>1.5 Literature Review</b>	7
<b>1.6 Research Framework</b>	8
<b>1.7 Provisional Argument</b>	11
<i>1.8.1 Type of the Research</i>	12
<i>1.8.2 Subject and Object of the Research</i>	12
<i>1.8.3 Method of Data Collection</i>	12
<i>1.8.4 Process of the Research</i>	12
<b>1.9 Thesis Outline</b>	13
<b>CHAPTER 2: The Development of Indonesia Public Diplomacy</b>	15
<b>2.1. Education as means of Indonesia Public Diplomacy</b>	15
<b>2.2. Historical Background Darmasiswa as Public Diplomacy Efforts.</b>	19
<b>CHAPTER 3: The Implementation of Darmasiswa Scholarship as The Means of Indonesia Public Diplomacy</b>	30
<b>3.1. News Management.</b>	31
<b>3.2. Strategic Communication</b>	37
<b>3.3. Relationship Building</b>	44
<b>BAB 4: Conclusion</b>	53
<b>4.1 Summary</b>	53
<b>4.2 Recommendation</b>	55
<b>BIBLIOGRAPHY</b>	57

## LIST OF DIAGRAM

Diagram 1. Bar Graph of Darmasiswa Scholarship students 2011 to 2019.....	23
Diagram 2. Pie Chart of Topic Mainly Discussed by Participants.....	34

## LIST OF TABLES

Table 1. Bilateral Cooperation with Other Nation .....	16
Table 2. Strategic Communication Effort .....	41

## LIST OF GRAPHS

Graph 1. Darmasiswa Participants 20-2019 .....	24
Graph 2. Topic Discussed by Participants .....	35



## LIST OF PICTURES

Picture 1. Darmasiswa Leaflet 2015 .....	24
Picture 2. Darmasiswa Participants Learning Indonesia Traditional Music Instrument.....	25
Picture 3. Darmasiswa Participants Trip to Bandung .....	25
Picture 4. Darmasiswa Participants Community Service .....	28
Picture 5. Inauguration Ceremony of Darmasiswa Participants.....	28

## ABSTRACT

The darmasiswa program is a scholarship program established by the Indonesian government with the aim of promoting and increasing interest in the language and culture of Indonesia among youth from other countries. Indonesia believes that the darmasiswa program serves as a significant tool of Indonesian public diplomacy. The objective of this study is to analyze how Indonesia has implemented the darmasiswa program as a means of its public diplomacy efforts from 2011 to 2019. The research framework utilized is the three dimensions and four objectives of public diplomacy proposed by Mark Leonard to examine if Indonesia's public diplomacy through the darmasiswa program aligns with these classifications. The findings of this study indicate that Indonesia's efforts in public diplomacy through the darmasiswa program are in line with the three dimensions and four objectives of public diplomacy identified by Mark Leonard.

**Keywords:** Darmasiswa Program, Public Diplomacy, Cultural Exchange, Indonesia

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Implementation of the Darmasiswa scholarship program served as a significant tool for Indonesia's public diplomacy efforts. The darmasiswa program, administered by the Indonesian government, aimed to promote cultural exchange, foster international understanding, and strengthen diplomatic ties between Indonesia and other nations. Darmasiswa is one of the programs used by the Indonesian government to carry out public diplomacy as their instrument of public diplomacy. The darmasiswa scholarship program serves as Indonesia's government-to-people diplomacy initiative, specifically targeting darmasiswa participants, who are foreign students selected to study Indonesian language and culture. This program represents a direct engagement between the Indonesian government and the individuals participating in the scholarship .As a government-to-people diplomacy effort rather than addressing the entire global public, the darmasiswa program focuses on building positive relationships and goodwill among the participants, who then serve as cultural ambassadors when they return to their home countries. By investing in the education and cultural experiences of darmasiswa participants. The darmasiswa program is a scholarship program provided by the Indonesian government to foreign students to study Indonesian language and culture for one year at various universities in Indonesia and darmasiswa Program is offered by the

Indonesian government to foreign students who have diplomatic relations with Indonesia. It is organized by the Ministry of Foreign Affairs in coordination with the Ministry of Education and Culture. This program is established based on the Presidential Regulation of the Republic of Indonesia No. 12 of 1961 concerning the assignment of study tasks to strengthen cooperation between countries in the fields of education, teaching, culture, and science. (Robba, 2012)

Darmasiswa program was started in 1974 as part of ASEAN (Association of South East Asian Nations) initiative, admitting only students from ASEAN. However, in 1976 this program was extended to include students from other countries such as Australia, Canada, France, Germany, Hungary, Japan, Mexico, the Netherlands, Norway, Poland, Sweden, Madagascar and USA. In early 90's, this program was extended further to include all countries which have diplomatic relationship with Indonesia. Until to date, the number of countries participating in this program is more than 85 countries. The main purpose of the darmasiswa program is to promote and increase the interest in the language and culture of Indonesia among the youth of other countries. It has also been designed to provide stronger cultural links and understanding among participating countries. (Kemendikbud)

Through this program, foreign students can learn Indonesian language and culture directly, so they can understand deep Indonesian cultural values. In an increasingly advanced world of globalization, public diplomacy is one of the most important things in relations between

countries. Public diplomacy can be interpreted as an effort to introduce a country's culture, arts, and local wisdom to the international community. The main objective of public diplomacy is to promote national values and culture, public diplomacy aims to showcase a country's cultural heritage, traditions, and values to foster understanding and appreciation among foreign audiences and also building relationships and networks with public diplomacy it seeks to establish and strengthen relationships with foreign individuals, organizations, and institutions. This can involve academic exchanges, professional collaborations, and people-to-people interactions to build trust, foster dialogue, and promote cooperation. (Robba, 2012)

By offering scholarships to international students, the program provided an immersive experience in Indonesian language, arts, and culture, enabling participants to develop a deep appreciation for Indonesia's cultural tapestry. Darmasiswa program also acted as a platform for educational diplomacy by offering scholarships to study at prestigious Indonesian universities, institutes, and cultural centers, such as: university of Indonesia, Indonesia Art Institute of Yogyakarta and etc, the darmasiswa program attracted talented individuals from around the world, showcasing Indonesia's commitment to academic excellence. The program promoted intellectual exchange, knowledge sharing, and research collaborations, thereby strengthening educational ties between Indonesia and partner countries. foreign policy that impact the implementation of Indonesian diplomacy, particularly public diplomacy, Indonesia's diplomatic implementation is based on a strategic plan issued by the Ministry of

Foreign Affairs . This strategic plan includes a public diplomacy plan based on a grand strategy to strengthen Indonesia's public diplomacy efforts. (Adha, 2014)

The implementation of the darmasiswa RI program aligns with the vision of the Indonesian Ministry of Foreign Affairs, which aims to advance national interests through total diplomacy, of course, the Darmasiswa program shows progress every year, and the author found data related to the number of participants in the Darmasiswa program, which fluctuates each year. The highest number of Darmasiswa participants was recorded in 2011, with a total of 799 participants. In 2011, Indonesia coincidentally held the chairmanship of ASEAN, and Indonesia utilized this as an opportunity to intensify public diplomacy efforts. As the ASEAN chair, Indonesia could also use the darmasiswa program to strengthen bilateral cooperation with other ASEAN member countries. By providing scholarships to students from these countries, the program aimed to enhance diplomatic relations and deepen cultural understanding between Indonesia and other ASEAN nations. (Adha, 2014)

The Darmasiswa program holds particular significance compared to other educational initiatives due to its specialized focus on fostering cultural exchange and understanding. Unlike many programs that solely emphasize academic learning, Darmasiswa prioritizes immersion in Indonesian language and culture. This emphasis on cultural exchange serves to deepen participants' understanding of Indonesia's rich heritage and traditions, facilitating meaningful cross-cultural connections. Furthermore,

Darmasiswa plays a crucial role in Indonesia's public diplomacy efforts by promoting a positive image of the country abroad and strengthening diplomatic ties with participating nations. Through Darmasiswa, foreign students not only gain academic knowledge but also develop a profound appreciation for Indonesia's cultural diversity, making it an indispensable tool for international cooperation and unlike other cultural scholarships that span for few months. Darmasiswa scholarship has a fairly long period of time namely 10 to 12 months, in which this long period of time darmasiswa participants will understand much more about Indonesia. The research is focus on the implementation of darmasiswa scholarship as the means of Indonesia public diplomacy in 2011 to 2019, the writer focus on that period of time is because in 2011 darmasiswa reach it highest number of participants which is 799 participants and also in 2011 Indonesia has been selected as the chair of ASEAN in 2011, it provided an opportunity for Indonesia to support the achievement of its national interests, however this research scope is limited to 2019 due to the fact that Indonesia face a pandemic in 2020 because of that darmasiswa program is postponed until 2023.

## **1.2 Research Question**

How did Indonesia implement darmasiswa scholarship as the means of public diplomacy in 2011-2019?

## **1.3 Research Objectives**

The objective of this research is:

This research aims to explain the Implementation of Darmasiswa as the Means of Indonesia Public Diplomacy in 2011-2019 and significance of the Darmasiswa program as a tool of public diplomacy in Indonesia during that period.

#### **1.4 Research Scope**

In conducting this research, the researcher set a limit of the the main objective an idea so that the scope is not too broad, the darmasiswa scholarship program differs from others by prioritizing cultural exchange alongside academic learning. It deepens participants' understanding of Indonesia's heritage, strengthening diplomatic ties and promoting a positive global image and darmasiswa scholarship empower individuals to bring back valuable skills to their home countries, contribute to mutual development, and forge lasting personal and professional relationships across borders. The researcher will only focus in the implementation of darmasiswa in 2011-2019 and the writer focus in 2011 as the start of the research because, it reached the highest number of darmasiswa participants, which is 799 participant and also Indonesia has a strategic position because in 2011 Indonesia has been selected as the chair of ASEAN in 2011, it provided an opportunity for Indonesia to support the achievement of its national interests, however this research scope is limited to 2019 due to the fact that Indonesia face a pandemic in 2020 because of that Darmasiswa program is postponed until 2023.



## 1.5 Literature Review

Dian Purbosari (2010) *The Effort of Indonesia Cultural Diplomacy Through Darmasiswa Scholarship to Develop Indonesia Image in International Societies Especially South East Asia Region*. Indonesia's abundant natural resources, diverse cultures, and appeal to people from different ethnic backgrounds have established it as a destination rich in art and culture, attracting foreign tourists. In the globalized era, managing and enhancing a country's image is crucial. The perception of a country plays a vital role in instilling confidence in interactions and serving as a competitive advantage on the global stage. Indonesia's image has experienced fluctuations over time, especially within Southeast Asia (ASEAN). Understanding the impact of image is essential as it influences sectors like the economy, tourism, and politics. The tourism sector, in particular, is closely linked to economic growth through foreign exchange. To address these challenges, the Indonesian government has embarked on cultural diplomacy initiatives, including the Darmasiswa Scholarship program. This program enables participants to immerse themselves in Indonesian art and culture, leveraging them as mediums of cultural diplomacy to shape perceptions and contribute to Indonesia's image development in the Southeast Asia region

Adha, Masyita (2014) *Peran Darmasiswa Ri Sebagai Instrumen Diplomasi Kebudayaan Indonesia Periode 2010-2014*. The current issue of low politics is a concern for countries, impacting their foreign policy decisions. Cultural diplomacy has emerged as an effective approach for

countries to navigate cross-cultural challenges and achieve their national goals. Recognizing Indonesia's cultural potential as a developing country, the Foreign Minister devised a Strategic Planning and Grand Design to empower cultural diplomacy. One program implemented is Darmasiswa RI, initiated in 1974. Evaluating the operational system of Indonesia's cultural diplomacy, including the Darmasiswa RI program, is crucial to determine its effectiveness and alignment with the Foreign Minister's strategic planning. This review explores these elements to shed light on the significance and impact of Indonesia's cultural diplomacy efforts.

Rahasimamonjy Lovanavalona Allison Candy (2022) Indonesia Soft Power Diplomacy Towards Madagascar Via Education and Cultural Exchange Darmasiswa Scholarship period 2016-2019. The Darmasiswa program promotes Indonesian culture, language, education, and tourism in Madagascar. It aligns with cultural diplomacy principles, enhances knowledge acquisition, strengthens the Indonesia-Madagascar relationship, facilitates integration into Indonesian higher education, and promotes tourism and trade between the two countries.

## **1.6 Research Framework**

Public diplomacy refers to the efforts and activities undertaken by governments to engage with foreign publics, shape perceptions, and promote their country's interests on the global stage. It involves strategic communication, cultural exchange programs, and various forms of engagement to build relationships, enhance understanding, and influence public opinion in other countries, an effective public diplomacy strategy

also relies on leveraging a country's soft power, which is the ability to attract and persuade others based on cultural appeal, economic strength, and diplomatic influence. By utilizing soft power resources such as cultural heritage, education, economic success, and democratic values, public diplomacy aims to enhance a country's influence and credibility in the international arena. Public diplomacy utilizes different communication channels such as media, digital platforms, cultural events, educational exchanges, and public forums to disseminate messages, foster cultural understanding, and promote dialogue. It seeks to showcase a country's values, culture, achievements, and contributions to global issues to generate goodwill and influence international perceptions.

According to Mark Leonard explained in his book titled "Public Diplomacy" that public diplomacy is a way to build relationships with other countries through understanding their needs, culture, and society, as well as to correct misperceptions in the international community (Leonard, 2002). In its implementation, Mark Leonard identified three main dimensions to achieve the success of public diplomacy. That includes news management, strategic communication, and relationship building.

Firstly, news management provides explanations and demonstrates the policies of a country's domestic and foreign affairs. Its purpose is to shape public opinion about ongoing issues within a country. News management is also about how to elevate an issue to a daily conversation or quickly respond to a particular matter. News management is often related to or aligned with everyday issues, which are then connected to

communication management and synchronized with traditional diplomacy. News management in building communication with the public can be achieved through television broadcasts, social media, and the internet. (Leonard, 2002)

Secondly, strategic communication takes involves in activities like political campaigns aimed at disseminating positive values of a nation. Its objective is to exert influence on public perception. The dimension of strategic communication can be realized through the design of a series of strategic activities related to a country's identity, encompassing its culture and language, and directed towards the international community. Often, strategic communication becomes an integral part of the roadmap for public diplomacy that will be implemented. (Leonard, 2002)

Thirdly, establishing relationships building can be achieved through activities like student exchanges, awarding scholarships, training programs, and alumni associations. Mark Leonard explains that building relationships between diplomatic actors and the public should ideally be continuous to serve the interests of both parties in future collaborations. Furthermore, nurturing these relationships ensures that individuals' experiences are positive, thereby enhancing a favorable image. (Leonard, 2002)

Indonesia utilizes public diplomacy to maximize the benefits of the Darmasiswa program, employing Mark Leonard's three concepts. Firstly, news management is facilitated through the website "darmasiswa.kemdikbud.go.id," providing information about the Darmasiswa program in English, making it easily understandable for

foreign citizens. Secondly, strategic communication is employed similarly to how the government promotes scholarship programs through the Ministry of Foreign Affairs' website. Lastly, relationship building is carried out by awarding darmasiswa scholarships to ASEAN and other countries and facilitating student exchanges in various Indonesian universities. Based on these strategies, the researcher employs the public diplomacy theory as the primary framework to analyze the implementation of darmasiswa as the mean Indonesia's public diplomacy from 2011 to 2019.

### **1.7 Provisional Argument**

From the formulated problem, the author holds a provisional argument that public diplomacy is one of Indonesia's strategies in executing The implementation of Darmasiswa as the means of Indonesia Public diplomacy from 2011 to 2019. Public diplomacy serves as a pertinent and relevant effort for Indonesia, encompassing news management accessible through the media via the website "darmasiswa.kemdikbud.go.id," which provides information about the Darmasiswa program and is available in English for easy comprehension by foreign nationals. Additionally, strategic communication, as used by the government to promote scholarship programs in Indonesia on the Ministry of Foreign Affairs' website, and relationship building exemplified by Darmasiswa, which is a scholarship program by the Ministry of Education and Culture for foreign nationals to learn Indonesian language in various Indonesian universities, are integral components within it. (Leonard, 2002)

## 1.8 Research Method

### 1.8.1 *Type of the Research*

The type of research used in this study is qualitative, data collection that are collected from 2011 to 2019. In this research the theory that is used by Mark Leonard theory.

### 1.8.2 *Subject and Object of the Research*

Subject in this research is to find tertiary sources about how Indonesia conducting its public diplomacy in order to achieve their aim in Darmasiswa and the object of this research is the implementation of Darmasiswa as the means of Indonesia public diplomacy in 2011-2019. The subject of this research is Indonesia, the object of this research is how darmasiswa use a tool for public diplomacy.

### 1.8.3 *Method of Data Collection*

The data collection technique in this study was obtained from secondary and tertiary sources. The method used for data collection was through literature review, including books, news articles, journals, reliable official websites, reports, papers, and so on.

### 1.8.4 *Process of the Research*

In this research process, it started by preparation of the research in this stage the researcher prepares what need to be included in the research, then the next step is collecting all the data that is relevant towards the research and the last is analyzing all the data that has been collected by the researcher.

## **1.9 Thesis Outline**

In this thesis research there would be divided into 4 chapters.

### **CHAPTER 1: INTRODUCTION**

In this chapter, the writer will provide an overview of the background of the implementation of Darmasiswa as the means of Indonesia public diplomacy in 2011-2019. The chapter will also outline the research problem, research objectives, research scope, literature review using the framework of public diplomacy, preliminary arguments, research methods, and the structure of the discussion.

### **CHAPTER 2:**

In chapter 2, the author will explain the issue of education as a means of Indonesia's public diplomacy and what have been Indonesia's efforts so far to implement the policy.

2.1. Education as means of Indonesia public diplomacy

2.2. Historical background of Darmasiswa as public diplomacy efforts.

### **CHAPTER 3:**

In chapter 3 the author will present policies or efforts in Indonesian public diplomacy using 3 method Mark Leonard's public diplomacy theory.

3.1. Indonesia policy in using the Mark Leonard theory

3.1.1 News management

3.1.2. Strategic Communication

3.1.3 Relationship Building

#### **CHAPTER 4: CONCLUSION:**

Chapter 4 is a conclusion that contains answers to the formulation of the problem research and case analysis based on the theory used. Besides that it will contains the writer future recommendation on the particular issue.



## **CHAPTER 2**

### **The development of Indonesia public diplomacy.**

#### **2.1. Education as means of Indonesia Public Diplomacy**

Diplomacy has a central core, commonly known as Public Diplomacy, which is a deliberate communication effort that utilizes soft power by providing information and examples of a nation's soft power aspects, considered positively by foreign audiences. Public diplomacy encompasses the endeavours and actions conducted by governments to engage with foreign audiences, mould their impressions, and advocate for their nation's interests on the global platform. By capitalizing on soft power assets like cultural heritage, educational achievements, economic prosperity, and democratic principles, public diplomacy aspires to boost a country's standing and credibility worldwide. Public diplomacy deploys diverse communication channels such as media outlets, digital platforms, cultural gatherings, educational collaborations, and public dialogues to disseminate information, nurture cultural empathy, and encourage discourse. It aims to exhibit a nation's values, culture, accomplishments, and contributions to global affairs to cultivate goodwill and impact international perceptions. (Leonard)

According Mark Leonard in his book 'Public Diplomacy,' Mark Leonard elucidated that public diplomacy serves as a means to forge connections with other nations by comprehending their needs, culture, and society while also rectifying any misconceptions in the global community to achieve the success of public diplomacy, Mark Leonard identified three primary dimensions, namely news

management, strategic communication, and relationship building. In the news management itself it highlights how public diplomacy encompasses handling daily matters for both governmental and non-governmental audiences, including the general public and elites. especially in disseminating news tailored for diverse domestic and foreign audiences and also the use of online platform and social media channel as effort to counter negative perception of a country. Additionally, in the context of strategic communication enabling nations to convey their messages globally. Through activities aligned with a country's identity and culture, such as the darmasiswa program, positive perceptions are fostered. For instance, the Ministry of Education and Culture organized an orientation program for darmasiswa participants, emphasizing Indonesian culture and educational exchange.the darmasiswa program exemplifies Indonesia's strategic communication efforts in fostering cultural understanding and cultivating global ambassadors of peace. Furthermore, in relationship building context particularly through initiatives like scholarships, exchanges, and training programs. It emphasizes the need for face-to-face interactions to foster enduring connections and positive experiences for individuals, ultimately contributing to a good image of the nation.

The Indonesian government strives to maximize the use of public diplomacy as a means to advance the country, especially in the present era with the existence of the internet and accessible technology for anyone, anytime, which makes it essential for the government to undertake such efforts. Looking back, the history of Indonesian diplomacy has been far from smooth, but the nation's heroes have always done their best for the future generations of the country. With

education assumes a pivotal role within the realm of public diplomacy, acting as a potent instrument for nations to engage foreign populations, nurture intercultural comprehension, and advocate for their interests and principles on the global stage. (AFNAINI, 2019)

Diplomatic efforts through education encompass a range of components, including cultural exchange endeavours, academic partnerships, language initiatives, and scholarships for students from abroad. Cultural exchange programs facilitate cross-cultural immersion and connection-building among students, scholars, and professionals from diverse backgrounds. These initiatives include student exchanges, study tours, and cultural events, promoting mutual understanding. Academic collaborations involve partnerships between educational institutions worldwide, fostering collaborative research projects, joint degree programs, and faculty exchanges to enhance education quality and encourage innovation. Language learning initiatives are pivotal in public diplomacy through education, promoting language proficiency and intercultural communication skills. Programs like language courses and immersion programs facilitate effective cross-cultural interactions. Scholarships for international students are integral to public diplomacy efforts, showcasing a country's commitment to education and cooperation. By offering scholarships, nations attract talented individuals globally, fostering international exchange and future leadership. Together, these elements play a vital role in shaping how a country is viewed on the global stage, influencing perceptions of its fundamental principles. Education acts as a bridge between nations, facilitating interactions among individuals of diverse backgrounds, fostering the exchange of ideas and experiences, and facilitating the spread of

knowledge. It provides countries with a platform to showcase their cultural heritage, educational achievements, and commitment to shared values like democracy and tolerance. Moreover, by extending educational opportunities to people worldwide, nations can establish connections and cooperation beyond their borders, fostering goodwill and collaboration across international boundaries. (Özkan, 2015)

One of the example of Indonesia public diplomacy through education is darmasiswa scholarship program, the scholarships are extended to international students for a wide range of academic levels, encompassing undergraduate, master's, and doctoral degrees across diverse fields, including Indonesian language and culture. This initiative serves as a platform through which Indonesia facilitates cross-cultural comprehension, bolsters person-to-person relationships, and underscores its educational and cultural strengths on a global scale.

One of the country that has collaborated in education diplomacy provided by the Indonesian government is Madagascar. Indonesia and Madagascar share a strong focus on the education sector in their bilateral relations, this educational collaboration is evident through the growing number of participants from Madagascar in a variety of programs, which include scholarships, training, and exchange initiatives. (Candy, 2019)

Among the scholarships awarded by Indonesia to students from Madagascar are the Darmasiswa scholarship, Kemitraan Negara Berkembang (KNB) scholarship, skill-sharing programs, faculty exchange programs between universities in Indonesia and Madagascar. The Darmasiswa scholarship, offered by the Indonesian government through the Ministry of Education and Culture, is

accessible to applicants from every corner of the globe. Its primary objective is to draw foreign students from nations maintaining diplomatic ties with Indonesia for a year-long study program in Indonesian language and culture. The program operates within a network of chosen universities across Indonesia, encompassing both public and private institutions. However, there is another scholarship program, known as Kemitraan Negara Berkembang (KNB), is specifically designed for students from developing nations. This scholarship is geared towards providing support to developing countries and contributing to the collective national interest of enhancing the nation's education. KNB selects foreign students seeking to pursue both undergraduate and master's degrees in Indonesia. Under this scholarship initiative, students enjoy the freedom to select their majors from a diverse range of fields offered by designated Indonesian universities. In the context of this bilateral relationship, KBRI Antananarivo also facilitated collaboration between Trisakti University and the University of Antananarivo, enabling an Indonesian lecturer from Trisakti University's Faculty of Petroleum Engineering to deliver lectures at the Petroleum Polytechnic University Antananarivo. (Candy, 2019)

## **2.2. Historical Background Darmasiswa as Public Diplomacy Efforts.**

In an increasingly globalized world, public diplomacy holds a pivotal role in international relations. Public diplomacy can be defined as an endeavour to introduce a country's culture, arts, and indigenous wisdom to the global community. The primary objective of public diplomacy is to promote a nation's values and culture, with the aim of showcasing its cultural heritage, traditions, and principles

to nurture understanding and appreciation among foreign audiences. Furthermore, through public diplomacy, countries seek to establish and strengthen connections with foreign individuals, organizations, and institutions. This can encompass academic exchanges, professional collaborations, and interpersonal interactions that build trust, foster dialogue, and encourage cooperation. (Nye, 2008)

The Darmasiswa program, initiated in 1974 as part of ASEAN (Association of South East Asian Nations) efforts, initially admitted students exclusively from ASEAN member countries. However, by 1976, the program expanded its scope to include students from a broader range of nations, including Australia, Canada, France, Germany, Hungary, Japan, Mexico, the Netherlands, Norway, Poland, Sweden, Madagascar, China and etc. In the early 1990s, the program further broadened its reach to include all countries with diplomatic relations with Indonesia, resulting in the number of countries participation in 2011 is about 45 countries and it has been increasing to 101 countries until 2019, the primary aim of the Darmasiswa program is to foster and stimulate interest in Indonesia's language and culture among young people from various nations. It serves as a mechanism to strengthen cultural ties and mutual understanding between participating countries. The program's foundation can be traced back to its establishment in 1974 as a tangible realization of the ASEAN initiative, which was officially adopted during the 1st ASEAN Summit in Bali, Indonesia, on 24 February 1976. The ASEAN initiative seeks to advance peace, progress, prosperity, and the well-being of the people in member states through diplomatic means. This initiative is reflected in terms of enhancing human resources, building institutional capacity, improving

infrastructure, and bolstering competitiveness among ASEAN member countries. (Ristante, 2011)

Through the Darmasiswa program, foreign students have the opportunity to immerse themselves in Indonesian language and culture, enabling them to gain a profound understanding of Indonesia's cultural values. The Darmasiswa program offers scholarships to international students, providing them with an immersive experience in Indonesian language, arts, and culture. This initiative not only enables participants to develop a profound appreciation for Indonesia's cultural diversity but also serves as a platform for educational diplomacy. (Ristante, 2011)

By awarding scholarships to study at prestigious Indonesian universities, institutes, and cultural centres, such as the University of Indonesia and the Indonesia Art Institute of Yogyakarta, the darmasiswa program attracts talented individuals from around the world, underlining Indonesia's commitment to academic excellence. The program promotes intellectual exchange, knowledge sharing, and research collaborations, thereby fortifying educational bonds between Indonesia and its partner countries. The core purpose of the darmasiswa program is to stimulate and enhance interest in the language and culture of Indonesia among the youth of other nations. It has also been structured to foster more profound cultural connections and mutual understanding among participating countries. (Arifa, 2019)

The Darmasiswa program demonstrates annual advancements, with the author identifying data regarding participant numbers in the program, which vary each year. Based on data retrieved from the official Darmasiswa website, the overall participation in the program from 1974 to 2019 amounted to 8,877 participants.

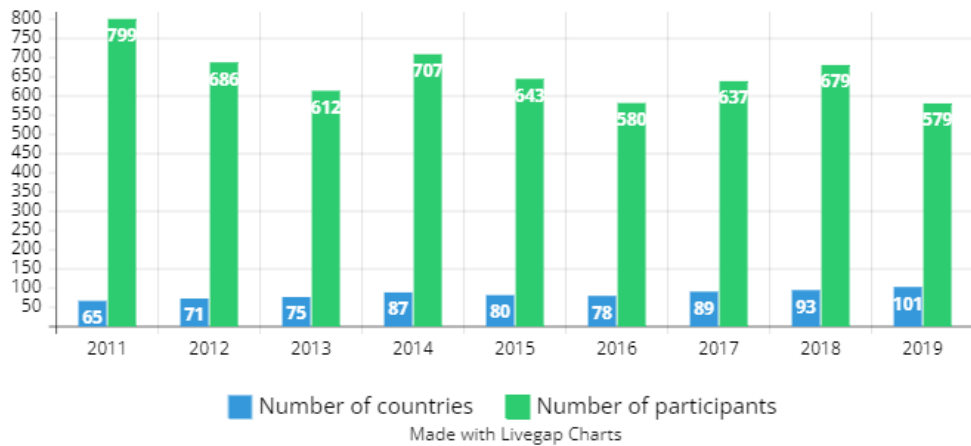
Between 2010 and 2014, there were 3,373 awardees who enrolled in the program. However, during the period from 2015 to 2019, the number of Darmasiswa student awardees slightly decreased to 3,118 participants, primarily due to non-compliance with the program's requirements.

The Indonesian Bureau of Planning and International Cooperation reported that in 2018, around 6,700 candidates from diverse countries registered for the program. Regrettably, only 750 candidates successfully passed the rigorous selection process. However, the program saw its highest number of participants in 2011, reaching a total of 799 enrollees. Coincidentally, Indonesia held the chairmanship of ASEAN during that year, and the country seized this opportunity to intensify its public diplomacy initiatives. As the ASEAN chair, Indonesia leveraged the Darmasiswa program to further strengthen its bilateral collaboration with other ASEAN member states. Through awarding scholarships to students from these nations, the program aimed to bolster diplomatic ties and deepen cultural understanding between Indonesia and fellow ASEAN countries. In contrast, by 2019, the program had expanded its reach to involve 101 countries. Nevertheless, owing to the global pandemic, the Indonesian Ministry of Education and Culture made the decision to suspend the scholarship program in 2019 to prevent the potential spread of the virus.



## Darmasiswa Participants

2011 to 2019



*Graph Chart 1 Darmasiswa Participants 2011 to 2019*

<https://darmasiswa.kemdikbud.go.id/about-us-2/>

Nevertheless, the Ministry of Education and Culture has set specific criteria for darmasiswa program applicants, including being a foreign national aged 18 to 27 with completed secondary education. They must demonstrate English proficiency, provide a medical certificate, and have basic knowledge in their chosen field. Candidates should also exhibit a strong interest in language, arts, and culture. Applicants are required to submit various documents, such as a Curriculum Vitae, a medical certificate, a valid passport, and a language certificate

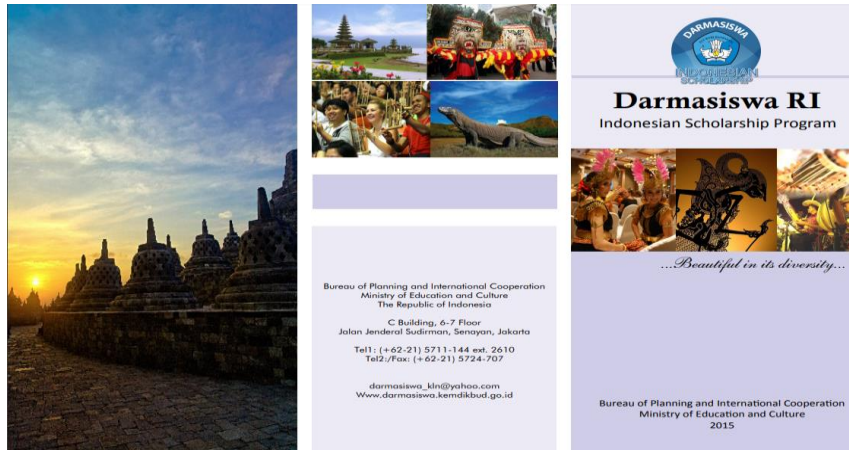
They must also include a recommendation letter from an educational or professional institution on official letterhead. Additionally, they need to compose an essay in either English or Bahasa Indonesia outlining their study goals and create a video expressing their motivations and plans as future ambassadors for Indonesian culture. Prospective students should register and submit their documents through the official Darmasiswa RI website. Those not in their home countries cannot register at Indonesian Embassies or Consulates in participating nations. The

registration period is open annually from January to March, with interviews and university selections held in March. Confirmation of attendance is usually published in April, followed by flight itinerary confirmations. Students are expected to arrive in Jakarta at the end of August for an orientation session. (Kemendikbud, Regulation, 2010)

The ministry of education and culture of Indonesia provide various universities for students that are joining darmasiswa program and there are 70 universities that are also collaborating with the ministry of education and culture that are actively providing the course of darmasiwa. This 70 universities are divided by the two categories which is state university and private university, there are 37 state universities that provide darmasiswa program which are spread across Indonesia such as university of Indonesia (UI), education university of Indonesia bandung (UPI) and etc, however there are 33 private universities across Indonesia that also provide darmasiswa program such as university of Indonesian computer bandung (UNIKOM), national institute of technology (ITENAS) and etc.

Every year, Darmasiswa participants are selected through a recruitment process held at Indonesian Embassies worldwide. This process includes document submission, interviews, and selection. Once selected, Darmasiswa Awardees can choose from 70 different universities across Indonesia, both state and private. In the darmasiwa program itself there is various type of course that has been provide by the universities majority of them is learning Indonesia language, nonetheless there are also other program such as arts (Karawitan, Traditional Dance, Handicraft) , art /culture (Indonesian Traditional Herbal & Medicine) and etc. the darmasiswa program itself last for 10-12 month depend on which the program the

participants join for instance if the participants chose art and culture the darmasiswa program for that particular course is 12 month.





**I. Introduction of Darmasiswa Scholarship**

**D**ARMASISWA is a one year non degree scholarship program offered to all foreign students from countries which have diplomatic relationship with Indonesia to study Indonesian language, arts, music and crafts. Participants may choose one of 54 different universities located in myriad cities in Indonesia. This program is organized by the Ministry of Education and Culture (MoEC) in cooperation with the Ministry of Foreign Affairs (MoFA).

The DARMASISWA program was started in 1974 as part of ASEAN (Association of South East Asian Nations) initiative, admitting only students from ASEAN. However, in 1976 this program was extended to include students from other countries such as Australia, Canada, France, Germany, Hungary, Japan, Mexico, the Netherlands, Norway, Poland, Sweden, and USA. In the 90's, this program was extended further to include all countries which have diplomatic relationship with Indonesia. To date, there are 106 number of countries participated in this program.

The main purpose of the DARMASISWA program is to promote and increase the interest in the language and culture of Indonesia among the youth of other countries. It has also been designed to provide stronger cultural links and understanding among participating countries. This program is also developed to support World Class University (WCU) and intercollegiate cooperation.

**III. Coverage of Scholarship**

Monthly allowance will be received by student is Rp. 2.000.000,00 (two million rupiah)

- a. Living Cost : Rp. 1.200.000,-
- b. Book Allowances : Rp. 200.000,-
- c. Local Transport : Rp. 200.000,-
- d. Medical/Health Care : Rp. 200.000,-
- e. Pocket Money : Rp. 200.000,-

*The student is advised to bring enough money in US dollar for unexpected additional expenses in Indonesia.*

**IV. Qualification of Applicants**

Each student has to fulfil these requirements as the following:

- a. Not more than 35 years of age
- b. Single status
- c. Must be a student as proven by recommendation letter from host university and recent transcript
- d. Completed secondary education or its equivalent
- e. In good health as proved by Medical Certificate
- f. Able to communicate in English or Bahasa Indonesia is required
- g. Have basic knowledge of the field you're applying for is an advantage



**VI. Application Requirements**

Student must submit a complete application package that includes all the following items:

- a. Completed admission/application form
- b. Recommendation letter from Higher Education Institution
- c. Recommendation letter from Indonesian Embassy or Consulate General
- d. Copy of academic transcript
- e. Copy of certificates
- f. Copy of Health Certificate
- g. Copy passport valid at least 18 months from time of arrival in Indonesia.
- h. Curriculum vitae/resume
- i. Passport size colour photograph (6 pieces)

**VII. International Airfare Ticket**

The Ministry of Education and Culture does not provide the return international airfare to Indonesia.

**VIII. Health Insurance**

The Ministry of Education and Culture (MoEC) will not provide health insurance; therefore the students are expected to have the international insurance.



**V. Procedures**

The applicant should register through the following procedures:

Prospective students are required to register at the Embassy / Consulate General in the country of origin of students, and for students who are not in the student's home country is not allowed to be registered through the Indonesian Embassy/Consulate General in the participating countries (non-citizenship).

*Darmasiswa leaflet 2015.*

<https://darmasiswa.kemdikbud.go.id/wpcontent/uploads/2015/12/LeafletDRI2015.pdf>

*pdf*

The Darmasiswa program primarily aims to promote and cultivate interest in the language and culture of Indonesia among the youth of various countries, fostering deeper cultural ties and understanding among participant nations. In executing the Darmasiswa program, the Indonesian government offers a range of

activities for international student participants with the goal of acquainting them with Indonesia. These activities encompass orientation events, language classes, seminars, and diverse field trips organized by Darmasiswa. All international student participants, whether enrolled in the Darmasiswa program or other initiatives, are warmly welcomed through an orientation event. (Arifa, 2019)

The purpose is to familiarize them with campus life and the established norms in Indonesia. This orientation serves as guidance for international students, ensuring they are well-informed and adhere to the prevailing rules in the country. The organizers of the Darmasiswa program effectively employ strategic communication to apprise the international community of Indonesian norms and government systems during orientation events for international students. Initially, some participants lacked detailed knowledge about Indonesia, despite hailing from the same continent and being geographically close. Through the Darmasiswa program's series of events designed to introduce Indonesia through the educational realm, participants gained insights into the country. Beyond being a scholarship program with an academic focus, Darmasiswa offers various activities to provide relaxation for participants and other international students while also introducing Indonesian culture. Following the orientation, the program features events that include traditional Indonesian instrument, dances, and songs.



Darmasiswa participants learning *Indonesian traditional music instrument*.

<https://darmasiswa.kemdikbud.go.id/gallery/>




Darmasiswa participants trip to Bandung.

<https://darmasiswa.kemdikbud.go.id/gallery/>

Assisting in acquainting participants with Indonesia via the Darmasiswa program goes beyond showcasing games, cultural performances, and traditions. The program offers opportunities for participants to explore iconic landmarks like Borobudur Temple, Old Town Museum, Mount Bromo, and the National Monument, each holding significant historical value in Indonesia. Additionally, Darmasiswa participants have the chance to venture beyond Jakarta, visiting places such as the Special Region of Yogyakarta, Bandung, and more. Practical coursework is conducted at these locations, with participants accompanied by a lecturer instructing the course.

The importance of cultural diplomacy, possessing a robust public diplomacy character, lies in its role as a complement to formal, classical, or elitist diplomacy typically associated with political and security matters. This form of diplomacy frequently doesn't directly address the connections and requirements of the people between nations. These host universities collaborate with the Ministry of Education and Culture to implement a specialized program called "Bahasa Indonesia Bagi Penutur Asing" (BIPA), which focuses on four language skills: Listening, Speaking, Reading, and Writing, integrated with Indonesian grammar and culture. Participants are placed in classes based on their language proficiency, ranging from BIPA 1 to BIPA 7. The program includes a wide range of cultural experiences, such as learning Indonesian cuisine through the Catering Education Study Program, traditional dance classes through the Dance Education Study Program, and Indonesian music through the Music Education Study Program. Some universities also engage participants in community service programs, like "Kuliah Kerja Nyata," which involve social work and direct interactions with Indonesian society. Participants get introduced to the campus environment and interact with local Indonesian students.


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### UAD sends Darmasiswa students to conduct a Community Program in Klaten

Posted by: ADMINISTRATOR |
 Category: UNIVERSITY NEWS |
 Date: JANUARY 12, 2015 |
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Darmasiswa students Community service.

<https://darmasiswa.kemdikbud.go.id/uad-sends-darmasiswa-students-to-conduct-a-community-program-in-klaten/>

The Darmasiswa program commences with a three-day inauguration ceremony in Jakarta, hosted by the Ministry of Education and Culture, followed by participants being directed to their respective universities. At their universities, their proficiency in Indonesian language is assessed, and they are placed in classes according to their language skills. The program lasts for one year, from the first week of September to the end of July the following year. BIPA lectures are conducted entirely in Bahasa Indonesia and delivered by experienced instructors from the Education Study Program in Indonesian Language and Literature.

## **CHAPTER 3**

### **The implementation of darmasiswa as the means of Indonesia public diplomacy.**

Public diplomacy revolves around the actions of the public that impact how a country's policies are shaped and put into practice. A government endeavours to influence the populace of a target nation to advance its own state interests by means of promotion and presentation. Nonetheless, public diplomacy is not exclusively the domain of the state; it involves various stakeholders, including the media, private entities, and notably, the global community, Mark Leonard asserts that the primary aim of public diplomacy is to establish connections by comprehending the needs of a nation and its people, along with their culture, while aligning perceptions among nations. It's imperative to clarify perceptions of a nation's values through effective communication to prevent misunderstandings and to pinpoint areas of common interest for collaborative endeavours toward a shared objective. (Leonard, 2002)

Mark Leonard's selection of the public diplomacy approach in addressing the research question, "How did Indonesia implement Darmasiswa as the means of public diplomacy in 2011-2019," is significant. The darmasiswa program is a scholarship program offered by the Indonesian government to foreign students for the purpose of studying Indonesian language and culture for one year at various universities in Indonesia. This program is made available to foreign students who have diplomatic relations with Indonesia and is coordinated by the Ministry of Foreign Affairs in collaboration with the Ministry of Education and Culture.



Mark Leonard, in his book "Public Diplomacy," co-authored with Catherine Stead and Conrad Smewing, elucidates that public diplomacy operates on the foundational principle that a nation's image and standing are formed through actions conducted by either state or non-state actors and are meant for public consumption. Leonard outlines three fundamental dimensions of public diplomacy, which include news management, strategic communication, and relationship building. Public diplomacy deploys specific methods to actualize its goals. The three dimensions or criteria used in this process play a vital role in cultivating a favourable image for a country to achieve its strategic interests (Leonard, 2002)

### **3.1. News Management.**

In the dimension of news management, public diplomacy is assigned the responsibility of handling daily matters addressed to both governmental and non-governmental audiences, encompassing the general public and elites. This underscores the complementary role of public diplomacy alongside traditional diplomacy, which traditionally focuses on governmental actors exclusively. Consequently, effective practice requires coordination and alignment between public and traditional diplomacy an intricate task as news must be tailored for diverse domestic and foreign audiences. While domestic communication channels like television, radio, and print media are initially utilized, the rapid dissemination of news to foreign correspondents leads to its automatic spread across regions. Within the news management dimension, there are five distinct audiences for conveying daily messages or issues: journalists, local communities, foreign public with interests, adversaries, and military forces. (Leonard, 2002).

In the case of news management in darmasiswa the audience for its news management is foreign public with interest in disseminating issues to the foreign public, the government, often through its media online platform. For instance, through a website of the Ministry of Education and Culture endeavors to reshape Indonesia's perception among foreigners. The website features a news articles crafted in Indonesian, strategically aimed at enhancing Indonesia's global image. In such it include narratives like "University of Muhammadiyah Malang (UMM) shifts foreign students' perceptions of Islam," must strategically plan a public diplomacy approach employing effective communication strategies, These articles serve as engaging testimonials, dispelling misconceptions about Indonesia while offering first-hand insight into the archipelago's charm. (Kemendikbud, 2015)

In the context of the darmasiswa program, which represents a facet of the Indonesian government's internationalization strategy, particularly spearheaded by the Ministry of Education and the Ministry of Foreign Affairs, the first dimension of public diplomacy comes into play. News management is harnessed as a means to foster the promotion of the darmasiswa program, an initiative orchestrated by the Indonesian government. This news management strategy is implemented through online platforms, including the official program website and popular social media channels such as twitter and Instagram, to raise awareness and disseminate information about the program.

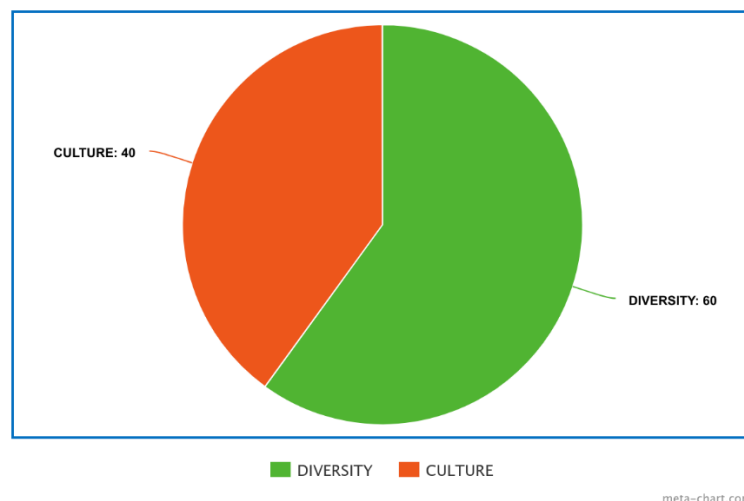
Before embarking on the darmasiswa journey, participants often found themselves struggling with a lack of information about Indonesia itself. They expressed a need to familiarize themselves with various aspects of Indonesian culture, cuisine, tourist attractions, festivals, and other relevant elements. These

informational needs were closely tied to the requirements of foreign students to enhance their understanding of the new country they were visiting. However, participants encountered obstacles, particularly regarding information acquisition, with language barriers being the most prominent internal hurdle. This language culture posed a challenge for nearly all darmasiswa participants who were foreign students.

leading up the initiation of the Darmasiswa program, according to Secretary General of the Ministry of Education and Culture, Ainun Naim stated that Indonesia's image on the global stage was often influenced by the media's portrayal of relatively minor inter-community conflicts, which, while localized and sporadic, were sometimes sensationalized by foreign media outlets. These incidents, although not reflective of the broader social fabric, contributed to a perception of Indonesia as a potentially volatile destination. Moreover, there persisted a lingering sense of uncertainty surrounding the portrayal of Islam in the country, with foreign audiences often having misconceptions or reservations about the practice and tolerance of Islam within Indonesian society. (Yanuar, 2012)

To counter and respond to the prevailing image of Indonesia in the international arena, the Indonesian government has taken proactive steps by disseminating news through a dedicated website managed by the Ministry of Education and Culture, namely, <https://darmasiswa.kemdikbud.go.id/>. This platform showcases a myriad of activities aimed at fostering people-to-people diplomacy and engaging foreign students in various initiatives. Specifically tailored to showcase the diverse agendas available to Darmasiswa participants, the website highlights opportunities for language acquisition, cultural immersion, community

engagement, and more. In alignment with the overarching goals of the Darmasiswa initiative, the primary objective is to ignite and cultivate a deep-seated interest in Indonesian language and culture among the global youth. Furthermore, the initiative seeks to fortify cultural bonds and foster mutual understanding among participating nations.



*pie Chart topic discussed by participants.*

<https://darmasiswa.kemdikbud.go.id/testimonial/>

According to testimony from alumni darmasiswa participants from 2013 to 2016, the darmasiswa program in Indonesia as highlighted on the website of the Ministry of Education and Culture, mainly centers around diversity and culture. Based on the pie chart provided, it can show a chart that highlights the main topic or themes that are mainly discussed among the participants which is diversity and culture as they relate to the darmasiswa program and the experiences of darmasiswa participants in Indonesia. The darmasiswa program in Indonesia has proven to be an effective facilitator of cross-cultural understanding and cooperation among its participants, fostering a deep appreciation for diversity. The program underscores

the importance of tolerance, especially in a nation like Indonesia, which celebrates its religious and ethnic diversity. Participants in the program often find themselves immersed in a vibrant tapestry of cultures, traditions, and languages, which they eagerly embrace. They learn to appreciate Indonesia's blend of tradition and modernity, overcoming initial apprehensions through personal growth and cultural immersion. The exchange is mutual as Indonesians warmly welcome the participants, offering insights into their customs and traditions. These interactions foster a deeper understanding of diverse perspectives and promote international cooperation, creating bridges between communities. Through language learning, culinary experiences, and social interactions, participants gain valuable insights into the richness of Indonesian culture, fostering friendships and meaningful connections along the way. As the participants return to their home countries, they carry with them a deeper appreciation for culture, diversity and a commitment to promoting unity amidst diversity, inspired by their transformative experiences in Indonesia.

Moreover, testament from foreign students further bolster Indonesia's positive portrayal, emphasizing the country's tranquil ambiance, the intrinsic value placed on peace by its Muslim-majority populace, and its reputation for tolerance and inclusivity. Notably, foreign students commend Indonesian universities for their exemplary treatment and unwavering commitment to promoting Indonesian culture. These testimonials, woven seamlessly into the fabric of the website, serve as authentic endorsements, resonating with prospective visitors and fostering a more nuanced understanding of Indonesia's rich cultural heritage and societal ethos.

The official website of the Ministry of Culture and Education, specifically dedicated to darmasiswa, serves as a channel through which the Indonesian government communicates all pertinent details regarding the darmasiswa initiative. This website is a comprehensive resource offering information about the darmasiswa program and its features. Additionally, it provides details about the opening of registrations for the darmasiswa program. This platform plays a crucial role in facilitating prospective participants' access to essential information. Consequently, this official website serves as an invaluable tool, fostering a vital connection between the Indonesian government and individuals, both within Indonesia and abroad, interested in the Darmasiswa program.

Apart from the website, the government and the Ministry of Education and Culture have also established dedicated social media platforms, namely Instagram (@darmasiswari) and X (@darmasiswa), to engage with the global audience. These accounts are meticulously curated to showcase a myriad of activities undertaken by darmasiswa participants. All posts, comprising photos and videos, are presented in both Indonesian and English, aiming to appeal to a diverse audience. For instance, one post highlights darmasiswa participants' attendance at the Karawang Goyang Festival, underscoring their immersion in Indonesian culture and captivating the interest of international viewers.

Moreover, the darmasiswa staff utilize these platforms to disseminate pertinent information about the program and Indonesia, employing unique and captivating packaging strategies, epitomized by the hashtag #Darmasiswa. By leveraging this hashtag, users can easily access a plethora of posts from fellow participants, providing insights into various events and activities associated with

the Darmasiswa program. However, despite the commendable efforts in utilizing social media for public diplomacy, there remain shortcomings in the execution strategy. The researcher notes that while the presentation of news and information on these platforms is compelling, there exists a lack of real-time updates and minimal interaction with followers. This is evident from the inactive nature of the Instagram and X accounts, indicating a need for revitalization and enhanced engagement strategies. Recognizing the ubiquitous presence of social media in contemporary society, the author emphasizes the importance of optimizing these platforms to effectively communicate with the international community. Consequently, there is a call for revitalized efforts to invigorate these social media channels, ensuring their alignment with contemporary communication trends and maximizing their potential instrument for public diplomacy.

### **3.2. Strategic Communication**

Strategic communication holds immense significance in public diplomacy, as it serves as a crucial dimension through which a nation endeavours to communicate its messages to the global public, articulating its intended objectives. Strategic communication involves orchestrating a sequence of activities strategically aligned with a country's identity, including its culture and language, targeting the global audience. Frequently, strategic communication becomes an essential component of the blueprint for implementing public diplomacy initiatives. The objective of strategic communication is to establish or shape strategic values or messages for effective communication, maximizing positive messages while minimizing or eliminating any previously circulating negative messages to the intended audience.(Leonard, 2002)

In the case of strategic communication in public diplomacy Indonesia has achieved international attention in which the international media and institutions cover up the news and promote the Darmasiswa scholarship program. This news can be seen as follows: Scholarships to study Indonesian Art, Music and Craft up for grabs this (Namibian, n.d.), Indonesia's government awards two recent UR (University of Richmond) graduates scholarships to study country's music and culture (McGraw, 2019) and exploring the performing arts of Bali (Smith, 2019). With the international media and institutions covering up the campaign of Darmasiswa it reflects a spread of message about the campaign itself. This is an effective communication.

The Ministry of Education and Culture orchestrated an orientation program for participants of the Darmasiswa initiative for the academic year 2011/2012, with Ananto Kusuma Seta, Head of the Bureau of Planning and Foreign Cooperation, leading the effort. This initiative aimed to provide 750 foreign students with scholarships to pursue studies at 49 higher education institutions across Indonesia. The orientation, held at Hotel Grans Sahid in Jakarta from September 23 to 24, 2011, served as a crucial preparatory platform for Darmasiswa recipients. It encompassed informative sessions on the program itself, Indonesian art and culture, and immigration regulations essential for their academic journey in Indonesia. Moreover, the event facilitated discussions on educational exchange, social dynamics, and Indonesia's cultural landscape. It also underlined the government's aim to disseminate Indonesian culture globally and reciprocate scholarship offers as part of cultural diplomacy endeavors. (Redaksi, 2011)



In early March, Indonesian dance took center stage in the themed performance 'Mataya' at Teater Varedades in Ecuador, graced by the presence of Indonesian Ambassador to Quito, Diennaryati Tjokrosuprihatono. This event, spearheaded by Darmasiswa alumni Edgar Freire, showcased Edgar's love for Indonesian arts and culture, cultivated during his two-year scholarship at ISI Yogyakarta. The performance, starting at 19:30 local time, featured three distinct Indonesian dance repertoires: Legong Bapang Saba from Bali, Kelana Raja from Yogyakarta, and Sonteng from Sunda. Attended by approximately 50 spectators, the captivating performances mesmerized the audience with the rhythmic diversity and cultural richness of Indonesia. Throughout the show, short videos showcasing Indonesia's breathtaking tourist attractions were screened, enriching the audience's understanding of Indonesia beyond its arts. Moreover, attendees had the chance to engage in interactive quizzes about the dances and Indonesia, earning Indonesian souvenirs sponsored by the Indonesian Embassy in Quito. The event culminated with an invitation for the audience to join in the dance performances, fostering a deeper appreciation for Indonesian culture and promoting cross-cultural exchange. (Kemendikbud, 2018)

The International Students' Art Performance held on May 26, 2015, at the University of Lampung (Unila) featured the talents of eight students from various countries. Among the highlights were cultural presentations such as the Sigeh Penguten dance, Lampung's traditional gamelan performance known as Talo Balak, recitations of Indonesian and Lampungese poetry, and singing Indonesian songs. Attended by university officials, staff, students, and representatives from the immigration office and international communities in Lampung, the event aimed to

showcase the international students' proficiency in Indonesian language and their grasp of Lampungnese culture. Organized by the International Office of Unila, the event served as a platform for cultural exchange and appreciation, highlighting the students' achievements in language learning and cultural understanding before their return to their home countries in August. (Kemendikbud, 2016)

On December 6, 2014, Darmasiswa students from Universitas Ahmad Dahlan (UAD) joined other international students in The 5th UAD International Day 2014, which took place at Green Hall Campus I UAD. During the event, they presented the Tor-Tor dance, a traditional North Sumatera dance, along with performances from Ukrainian students showcasing their own traditional dances. Yeni, representing Vietnam, impressed the audience and secured the runner-up position in the story-telling competition. Additionally, the Darmasiswa cooking team won the Bakmi Jawa Cooking competition, and their Tor-Tor dance performance was recognized as the liveliest. Moreover, the culinary booth representing Vietnam, manned by Darmasiswa students from Vietnam, was praised as the most innovative. Before the main event, the students participated in various sports competitions, demonstrating their basketball skills. The achievements of Darmasiswa UAD students were celebrated, highlighting their talent and commitment. (Kemendikbud, 2014)

ISI Denpasar hosted the commencement of the orientation for the Darmasiswa program participants of the 2016/2017 academic year at Gedung Citta Kelangen Lantai 2 on the campus premises, led by Prof. Dr. I Gede Arya Sugiharta, S.SKar., M.Hum, the institute's rector. He stressed the significance of such activities in introducing foreign students to Bali's local culture and arts. The event

included the official distribution of Darmasiswa orientation uniforms and featured seminars with three guest speakers. The following day, students engaged in cultural site visits and workshops, enriching their understanding of Balinese traditions and arts. With 55 participants from diverse countries, a notable increase from the previous year, ISI Denpasar's international appeal is evident. Darmasiswa participants expressed gratitude for the scholarship's opportunity to explore Indonesian arts and culture, particularly in Bali, through tailored activities within ISI Denpasar's faculties. (Denpasar, 2016)

The allure of Indonesia's rich cultural heritage captivates international students from various corners of the globe, drawing them to explore the intricacies of Indonesian language, traditional dance, music, and even puppetry through programs like darmasiswa. On the evening of Tuesday, June 18, 2019, darmasiswa participants took the stage at the Gendhon Humardani Grand Theater, ISI Surakarta. Their performance of the prawiro watang dance formed part of the Multicultural Arts the Journey of darmasiswa event, a collaborative effort involving students from ISI Surakarta, ISI Yogyakarta, and other universities in Yogyakarta. This event served not only to showcase their acquired skills but also to demonstrate appreciation for Indonesian culture. Additionally, the importance of such programs in fostering positive relations and cultural understanding between Indonesia and the students' home countries, envisioning darmasiswa alumni as cultural ambassadors promoting peace globally. (Prasetya, 2019)

Hundreds of Darmasiswa Program participants from 73 countries gathered in Sumatera Barat for the Closing Ceremony, held in collaboration with ISI Padangpanjang. The event, spanning from May 21 to May 23, 2015, featured tree

planting, art performances, and exhibitions to mark the end of the academic year. The festivities began at ISI Padangpanjang with traditional Minangkabau arts performances and continued across Bukittinggi and Padang cities. Through activities like tree planting and cultural performances, the event aimed to bid farewell to the students while promoting cultural exchange and showcasing the rich heritage of Sumatera Barat. The personalized tree planting experience symbolized the students' time in Indonesia, leaving a lasting impression before their departure. The event highlighted the success of the Darmasiswa Program in fostering cultural understanding and promoting Indonesia's cultural diversity. Additionally, participants were encouraged to share their experiences on social media platforms to spread awareness about Indonesia and the Darmasiswa scholarship program. (Kemendikbud, 2015)

the darmasiswa initiative exemplifies Indonesia's effective strategic communication endeavors in promoting cultural exchange and understanding. Through orientation programs, international performances, art exhibitions, and closing ceremonies, the Ministry of Education and Culture has successfully nurtured positive relations between Indonesia and participating nations. These initiatives not only highlight Indonesia's diverse cultural heritage but also cultivate global ambassadors of peace and cultural appreciation. As participants bid farewell during closing ceremonies, the personalized tree planting experiences serve as lasting symbols of their time in Indonesia, encouraging them to share their experiences on social media platforms and extend the program's impact worldwide. Thus, the darmasiswa program stands as a beacon of cultural diplomacy, strengthening connections and fostering mutual understanding among nations.

**Table 3.2.1** strategic communication effort

Actors	Date	Target/Audiance	Form	Settings
Ministry of Education and Culture	24 September 2011	Darmasiswa program participants	providing provisions to Indonesian darmasiswa participants in the form of initial information about the darmasiswa program	Hotel Grans Sahid, Jakarta Indonesia
Alumni Darmasiswa participants	23 March 2018	Ecuadorian Resident	Indonesian traditional dance performance	Theatre Varedes Ecuador
Darmasiswa students	26 May 2015	Unila Students, Unila staff and international communities	Interantional Art Perfomances	Lampung University
Darmasiswa Students	6 December 2014	Ahmad Dahlan University students	Traditional Dance Performance	Green Hall Campus Ahmad Dahlan University

Indonesian Institute of the Arts, Denpasar	10 October 2016	Darmasiswa Program Participants	opening ceremony for orientation activities for students participating in the Darmasiswa program	Citta Building, Kelangen, Bali
Darmasiswa Program Participants	18 June 2019	Students and Staff Indonesia Institute of the Arts, Surakarta	multicultural art performance the journey of darmasiswa	theater building Gendhon Humardani Indonesia Institute of the Arts Surakarta
Andalas University	21-23 May 2014	Darmasiswa Participants	provision for the return of Darmasiswa participants	Andalas University, Padang

### 3.3. Relationship Building

Relationship building establishing enduring connections through diverse programs, such as scholarships, exchanges, training sessions, seminars, conferences, and fostering authentic networks, while also providing public access to media broadcasts. Unlike conventional diplomatic practices, relationship

building in this context is intricately connected with peers, aiming to minimize social distance between the actor and the target. This intertwined relationship fosters a comprehensive analysis of issues, offering clearer insights into the motivations and factors influencing actions, especially among actors with diverse backgrounds. Beyond efforts to build relationships and convey messages, the key is to provide a positive experience for the target, contributing to the formation of a favorable image. The process of relationship building is fundamentally a face-to-face endeavor, with scholarship programs, visits, and other exchange initiatives serving as highly effective instruments. Real action speaks louder than words, emphasizing the necessity of tangible efforts for successful public diplomacy and goal attainment. Relationship building can be achieved Forging connections and cultivating relationships can be accomplished through initiatives such as student exchanges, providing scholarships, conducting training programs, and fostering alumni associations. Mark Leonard emphasizes that the ongoing nature of building connections between diplomatic entities and the public is crucial for mutual benefits in future collaborations. Additionally, sustaining these relationships guarantees positive experiences for individuals, contributing to the development of a favorable image (Leonard, 2002).

Mark Leonard outlined several objectives of public diplomacy achievable through the implementation of these dimensions of public diplomacy activities. First, to enhance familiarity, encouraging people abroad to contemplate the concerned country and fostering a positive reassessment of the nation. Second, to cultivate and establish a favourable regard for the country among foreign populations, aligning their perspectives with that of the country. Third, to motivate

acceptance of the country's values by foreign individuals, making it an enticing destination for tourism and learning. (Leonard, 2002)

This aims to disseminate a country's core values, such as democracy, for absorption and acceptance by foreign communities. Fourth, to influence the behaviour of people, especially foreigners, encouraging investment and garnering support for particular issues. Additionally, it aims to persuade the public, particularly elites and politicians, to engage in cooperative effort. Before participating in the darmasiswa program, participants often have misunderstandings about Islamic practices and tolerance in Indonesian society. However, after joining darmasiswa program participants often find themselves immersed in the diverse cultures, traditions and languages they practice. They learn to appreciate Indonesia's blend of tradition and modernity, overcoming initial concerns through personal growth and cultural immersion. These interactions foster a deeper understanding of diverse perspectives and encourage international cooperation, creating bridges between communities. When the participants returned to their home countries, they brought with them a deeper appreciation of Indonesian culture, diversity and a commitment to advancing unity amidst diversity, inspired by their transformative experiences in Indonesia. Additionally, experience from foreign students strengthen Indonesia's positive image, emphasizing the country's calm atmosphere, the intrinsic value placed on peace by its Muslim-majority society, and its reputation for tolerance and inclusiveness. This can be seen in the testament harmony among civilization made by participants who graduated from the Darmasiswa program. (Kemendikbud)



The Indonesian government, represented by the Ministry of Culture and Education and the Ministry of Foreign Affairs, fosters international connections by offering scholarships through the darmasiswa program. Indonesia's darmasiswa program attracts participants from various countries, with China, Japan, and Madagascar being among the top three nations sending students. Japan, with 39 participants, has a significant presence in the program, followed closely by China with 25 participants. Additionally, Madagascar, with 19 participants, contributes to the diverse international student community in Indonesia through the darmasiswa program. These numbers reflect the program's popularity and effectiveness in fostering cultural exchange and educational opportunities between Indonesia and these nations. Each participant's presence enriches the program with their unique perspectives, contributing to a vibrant multicultural environment in Indonesian educational institutions.

This initiative aims to introduce Indonesian culture and language to foreign communities, particularly the youth. As discussed previously, the Ministry of Education and Culture awards scholarships through darmasiswa, specifically focusing on education and culture the Indonesian government collaborates with countries having bilateral relations, including China, Japan and Madagascar, in its scholarship programs.

This research also explores the transformative journey of the Bahasa Indonesia program at Guangxi University of Foreign Language (GUFL) in Nanning, China, and its role in strengthening diplomatic ties between Indonesia and China. Established in 2004 with 13 foreign language departments, including six Southeast Asian languages (excluding Bahasa Melayu), GUFL introduced the

Bahasa Indonesia program in 2015, initially at the Diploma III level, with only five students. In 2016, a higher education institution in China recruited an Indonesian language instructor and a Chinese lecturer, a graduate with an M.A. in Linguistics from Universitas Gajah Mada (UGM) Yogyakarta. The Indonesian language program initially enrolled 15 students. Following its elevation to a bachelor's level (S1) in 2017, the program witnessed a surge, with 30 new students, totaling 50 participants. Beyond these figures, an additional 240 students from various departments engage in Indonesian language courses, meeting eight times per semester. The escalating enrollment from a mere five students two years ago to the current 50 reflects optimism in reaching the ambitious target of 1,000 Indonesian language students. This positive trajectory aligns with the strategic vision of fostering cross-cultural understanding. (Ant, 2018)

This prove the role of governmental support, particularly from the Indonesian representatives in China (Indonesia Embassy in Beijing), in realizing these educational goals. The institution has designated a space, an auditorium to be used as a hub for Indonesian language and culture. The need for cultural artifacts and Indonesian language textbooks is acknowledged, highlighting the significance of tangible support for such programs. The collaboration extends to facilitating student exchanges, mirroring initiatives between Guangxi University of Foreign Language (GUFL) and the Thai government. The university, situated on the Vietnam border, prioritizes Southeast Asian language programs, emphasizing the potential of China-ASEAN partnerships. Indonesia's diplomatic support, expressed by Education Attaché of the Indonesian Embassy in Beijing, Priyanto Wibowo, affirms commitment to advancing the Indonesian language program.

Acknowledging the positive developments, he expresses enthusiasm and pledges assistance in addressing the university's needs. Furthermore, the commitment extends to facilitating student immersion programs in Indonesia, with the intent of deepening their understanding of the language and culture. In addition to Nanning, Education Attaché of the Indonesian Embassy in Beijing actively engages in recruiting Darmasiswa participants from various Chinese cities, following an interview-based selection process. This aligns with the Indonesian Ministry of Education and Culture's allocation of 16 Darmasiswa scholarships for Chinese students. (Ant, 2018)

Additionally, Monbukagakusho Scholarship Program is another prime example of the bilateral cooperation between Indonesia and Japan, serving as a cornerstone for relationship building between the two nations. The Monbukagakusho Scholarship program helps to build long-lasting relationships between Japan and Indonesia. It fosters mutual understanding, academic collaboration, and the development of human resources, ultimately contributing to the strengthening of bilateral. This scholarship program, facilitated by the Japanese Ministry of Education, Culture, Sports, Science, and Technology (MEXT), offers Indonesian students the opportunity to pursue higher education in Japan across various academic fields. First and foremost, the Monbukagakusho Scholarship Program fosters a connections and cultural exchange between Indonesia and Japan. Indonesian students who are awarded this scholarship not only gain access to world-class education in Japan but also immerse themselves in Japanese society, language, and culture. This direct engagement facilitates mutual understanding, appreciation, and respect between the two nations, laying a solid foundation for long-term

relationship building. Monbukagakusho scholarship serves as a vital platform for relationship building between Indonesia and Japan, fostering cultural exchange, human resource development, and academic cooperation. By investing in the education and exchange of talented individuals, this long term cooperation contributes significantly to the enduring friendship and collaboration between the two nations.

Conversely, the bilateral relations between Madagascar and Indonesia are predominantly shaped by the educational domain. This educational collaboration is evidenced by the rising number of Madagascar participants engaging in diverse programs, encompassing scholarships, training sessions, and exchange programs. Presently, scholarships extended by Indonesia to Madagascar students include the Kemitraan Negara Berkembang (KNB) scholarship, specifically designed for developing countries. This scholarship is dedicated to supporting the educational aspirations of developing nations and aligns with a shared national interest in advancing the educational landscape. It caters to international students seeking to pursue undergraduate and master's degrees in Indonesia, offering them the flexibility to choose majors across various disciplines from select Indonesian Universities. (Candy, 2019)

Furthermore, this research included the formation and role of the Asosiasi Pengajar Bahasa Indonesia untuk Penutur Asing (APBIPA) in China as a pivotal element in the enhancement of diplomatic relationships between Indonesia and China. The association emerged through an open election process in Beijing, providing a platform for Indonesian language instructors in various regions across mainland China to address the multifaceted aspects of teaching Bahasa Indonesia

untuk Penutur Asing (BIPA). The organizational framework aims to address the diverse needs and interests related to BIPA instruction, representing educators from 12 universities situated in different provinces of China. The inception of APBIPA followed a Focus Group Discussion (FGD) on the 'Revitalization of the Development of Indonesian Language Study Programs in China. The establishment of APBIPA not only symbolizes a concerted effort to foster collaboration among Indonesian language educators but also creates a regular forum for conducting FGDs. Professor Emi Emilia, Head of the Center for Language Development Strategy and Diplomacy (PPSDK) at the Indonesian Ministry of Education and Culture, emphasizes the significance of this platform in facilitating ongoing discussions. The unconventional approach of an open election, not customary in China, reflects the adaptability of Indonesian language instructors who are predominantly Chinese nationals. Having received education in Indonesian Language and Literature at both master's and doctoral levels in Indonesian universities, they are well-acquainted with Indonesia's democratic climate. (Kelana, 2019)

These experiences further amplify Indonesia's positive image globally, contributing to a favorable perception, increased appreciation, and a recognition of Indonesia as an appealing destination for education and cultural values. The implementation of public diplomacy through the scholarship program is anticipated to enhance Indonesia's positive image, altering foreign perceptions, fostering appreciation, and encouraging foreigners to view Indonesia as an attractive destination with positive cultural values. The program aims to influence foreign behavior and mindset toward Indonesia, cultivating a positive opinion that

Indonesia is a country with a welcoming culture and a positive image for international communities.

## **BAB 4**

### **CONCLUSION**

#### **4.1 Summary**

The Darmasiswa scholarship program from 2011 to 2019 was crucial for Indonesia's public diplomacy. It aimed to foster cultural exchange, strengthen diplomatic relations, and promote a more inclusive global community. This scholarship offered foreign students the opportunity to study Indonesian language and culture, showcasing Indonesia's heritage and fostering understanding among nations. The program, especially during Indonesia's chairmanship of ASEAN in 2011, deepened cooperation and cultural understanding within the region. It also supported peace-building efforts, such as scholarships for teachers and madrasah developers in the Mindanao region. Ultimately, the darmasiswa program was a pivotal tool for Indonesia's public diplomacy, promoting its values on the world stage and building stronger connections with other countries. The darmasiswa program stands as a testament to Indonesia's steadfast commitment to utilizing public diplomacy as a strategic tool for cultural exchange and mutual understanding. Since its inception in 1974, this initiative has been instrumental in fostering enduring relationships with countries worldwide, promoting Indonesian language, culture, and values on a global platform. By offering scholarships to international students, organizing orientation events, and engaging participants in a diverse array of cultural activities, the darmasiswa program has not only enhanced

Indonesia's soft power but has also facilitated the development of cross-cultural empathy and understanding. This, in turn, has contributed to the broader goal of nurturing harmonious international relations and fostering a more inclusive and interconnected global community. With its multifaceted approach to education and cultural exchange, the Darmasiswa program exemplifies Indonesia's unwavering commitment to building bridges of friendship and cooperation across borders.

The author argues that Indonesia's diplomatic efforts through the Darmasiswa program align with the three dimensions of public diplomacy outlined by Mark Leonard. Firstly, in the realm of news management, Indonesia leverages online platforms and social media to promote the Darmasiswa program and reshape perceptions about the country's cultural richness. Despite challenges such as language barriers, the government disseminates news through dedicated websites, showcasing testimonials from foreign participants to endorse Indonesia positively.

Secondly, strategic communication is evident in Indonesia's orchestration of orientation programs, international performances, and art exhibitions. These efforts foster positive relations between Indonesia and participating nations, showcasing the country's cultural heritage and cultivating global ambassadors of peace.

Thirdly, relationship building is achieved through initiatives like scholarships and cultural programs, minimizing social distance between actors and targets and deepening institutional linkages. Bilateral scholarship programs, such as the Monbukagakusho Scholarship Program, contribute to cultural exchange and human resource development, while organizations like APBIPA in China promote



collaboration among Indonesian language educators, further enhancing Indonesia's positive global image.

Overall, Indonesia's educational and cultural exchange programs play a crucial role in public diplomacy, enhancing mutual understanding, strengthening diplomatic ties, and promoting positive perceptions of the country globally.

#### **4.2 Recommendation**

In this study, the author acknowledges that there are still many shortcomings, thus further development is needed for future research. Essentially, this study is limited by two main factors: the specific research focus on the Darmasiswa program in Indonesia and the research period from 2011 to 2019. Therefore, future research could broaden its scope by considering similar programs but specifically bilateral or multilateral cooperation with other countries and exploring a wider timeframe.

Additionally, this study still has the potential to be re-examined using qualitative methods involving direct primary data from darmasiswa. This was not done in this study due to constraints in accessing direct primary data and limited resources to comprehensively access social media. Thus, the findings of this study are expected to provide a more comprehensive overview for the Indonesian government in developing public diplomacy through the education sector, particularly through scholarship programs like Darmasiswa. Furthermore, this study is hoped to serve as a reference for researchers to gain deeper insights into the potential and impact of Indonesia public diplomacy through the darmasiswa scholarship program in Indonesia.

Moreover, it is hoped that this research can make a meaningful contribution and serve as a source of information and knowledge for the Indonesian public in general to understand the important role of public diplomacy in strengthening international relations and promoting cultural and educational exchanges.

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