
THE INFLUENCE OF PUBLIC DIPLOMACY IN G20 2022 SUMMIT IN INDONESIA'S POST-PANDEMIC TOURISM AND ECOTOURISM RECOVERY EFFORTS

Astri Rozanah¹, Nurul Athiya Ishqila²

Biology Department, Biology and Agricultural Faculty
Universitas Nasional

International Relations Department, Social and Political Science Faculty
Universitas Nasional

astri.rozanah@civitas.unas.ac.id

Abstract : The COVID-19 pandemic has caused a number of countries to implement blockade policies to limit its spread, including Indonesia, which has implemented a large-scale containment social restraint policy (PSBB). This study uses a qualitative descriptive research method to describe, explain, and answer the problems studied for social phenomena in detail. The theory is particularly pertinent to the G20 Indonesia 2022 tourism diplomacy context, because it can be used to enhance Indonesia's reputation as a tourist destination and forge alliances with other nations to attract more travelers. The G20 Summit in Bali, Indonesia, had a positive impact on Indonesia, especially tourism and economic recovery through ecotourism. The 2022 G20 summit provided significant economic benefits for Indonesia, helping to recover the economy affected by the Covid-19 virus. This will support efforts to revive the tourism industry after the impact caused by the COVID-19 virus, and fostering a favorable image of the nation internationally. G20 Summit initiatives such as quarantine exemptions for international visitors and reintroduction of visit visas for foreigners have resulted in a potential increase in foreign tourist interest of 83.55%. This makes a significant contribution to the Indonesian tourism industry, creating new jobs, supporting MSMEs and improving the economy. The result shows that government's efforts to promote tourism, including the Proud to Travel Indonesia campaign, aim to increasing the interest and pride of the Indonesian people in domestic travel, and the performance target of the tourism industry has been set to US\$7.39-13.08 billion in foreign exchange production by 2024.

Keywords : G20 Indonesia 2022, Tourism Diplomacy, Public Diplomacy Theory

Submission : Nov, 13th 2023
Revision : Januaury 24th 2024
Publication : February 28th 2024

INTRODUCTION

Indonesia is one of the tourist destination countries in the ASEAN region attracting tourists from all over the world. Indonesia's tourism industry has grown significantly since 2014 and continued to grow in the following years. As expected, it contributes by increasing economic growth significantly and employment in the tourism sector. This success cannot be separated from Indonesia's public diplomacy efforts to strengthen Indonesian tourism in the eyes of the international community.

Unfortunately, the success of public diplomacy with tourism has slowed significantly since March 2020, when Indonesia was shaken by the outbreak of the Covid-19. That is something that this country, Indonesia, which has thousands of islands and hundreds of millions of people would never imagine. The danger of the Covid-19 virus attacking the world has caused a number of countries to implement a blockade policy to limit its spread, including Indonesia, which has implemented a large-scale containment Social restraint policy (PSBB). The implementation of containment policies in various countries and the implementation of social restrictions in Indonesia and other countries have had exceptional impacts, especially on economic aspects that are directly paralyzed, including the tourism industry. Indonesia's tourism industry, which has been on a clear positive trend since 2014, also suffered a severe shock. The decline in tourist arrivals, both domestic and foreign, due to the existence of restrictive policies, has caused a domino effect in the form of hotel occupancy rates falling to 0%, hospitality businesses Hotels are losing heavily, the same thing happens to commodity traders, catering entrepreneurs, transportation entrepreneurs and others. Therefore, this leads to mass layoffs of employees.

In 2022, The implementation of restrictive policies will begin to be abolished in some countries, as the removal of large-scale social restrictions in Indonesia. As of December 2021 until November 2022, Indonesia is designated as the host of the G20 meeting. This time is an opportunity for Indonesia to revive the tourism industry through public diplomacy in each round of G20 activities.

The Group of Twenty, often abbreviated as G20, is the leading international forum bringing together governments and central bank governors from 19 countries and the European Union. Established in 1999, the G20 was established to promote global economic cooperation and stability. It represents many countries, including some of the world's largest economies, such as the United States, China, Japan, Germany and Russia. The G20 provides members with a

platform to discuss and coordinate on a wide range of economic and financial issues, including monetary policy, fiscal strategy, trade issues, and more.

One of the main goals of the G20 is to address pressing global challenges and crises, making the G20 an essential platform to discuss and find common solutions to problems such as the financial crisis, climate change, sustainable development and global health emergencies (Kemlu, 2022). Over the years, the G20 has become the leading forum for multilateral diplomacy, playing a central role in shaping international economic policies and governance. The annual summits bring together world leaders to foster cooperation on issues of global importance and promote economic stability, making the G20 a key player in the complex context of international relations and global economic governance.

Indonesia, as a leading tourist destination in the ASEAN region, has experienced significant growth in its tourism industry since 2014, which has contributed greatly to economic growth and job opportunities in this sector. However, the emergence of the COVID-19 pandemic in March 2020 dealt a devastating blow to Indonesia's tourism landscape, causing a sharp decline in tourist arrivals and widespread economic disruption. The implementation of restrictive policies and social restrictions has further exacerbated the challenges facing the tourism industry, causing mass layoffs and financial losses in several sectors (Kemenparekraf, 2023). However, Indonesia's appointment as host of the 2022 G20 meeting provides an opportunity to revitalize the tourism industry through strategic public diplomacy efforts during G20 activities.

The Group of Twenty (G20), founded in 1999, provides an important international forum for the governments and central bank governors of 19 countries and the European Union to enhance global economic cooperation and stability. With representatives from some of the world's largest economies, including the United States, China, Japan, Germany and Russia, the G20 addresses a wide range of economic and financial issues, such as monetary policy, budget strategy and trade issues. In addition, the G20 aims to address pressing global challenges such as the financial crisis, climate change, sustainable development, and global health emergencies through multilateral cooperation and diplomacy. As a key player in international relations and global economic governance, the G20 Summit provides a platform for world leaders to encourage collaboration and resolve important global issues, thereby promoting economic stability and sustainable development on a global scale.

LITERATURE REVIEW

Travel and human traffic restrictions brought on by the COVID-19 epidemic will last through the first quarter of 2022. The government then tested an exemption

from quarantine for international visitors in May 2022, and the number of visitors gradually grew. With so many actual meetings taking place as part of the G20 in Indonesia, the quarantine requirement is no longer in effect. Foreign visitors are now permitted to visit Indonesia once more thanks to the reintroduction of the availability of visit/holiday visas for foreigners.

According to the author, the notion of public diplomacy is in harmony with the goals and objectives of the Indonesian government in helping the tourism industry recover economically from the Covid-19 pandemic through the G20 Summit in Bali.

A branch of political science and international relations known as "public diplomacy theory" examines how nation-states and other international players interact with the public at large in order to further their own goals (Nancy, 2020). The approach places a strong emphasis on the value of creating relationships and channels of communication with the publics and governments of various nations. The use of one's appeal and reputation abroad as a form of soft power might then be considered as public diplomacy. Although it is difficult to overestimate the significance of this aspect of power now, it has been acknowledged by statements for many centuries (Melissen, 2006).

There are essentially two categories of public diplomacy. The first is branding, or cultural communication, in which the government works to enhance its reputation without attempting to advance any specific short-term policy goals. States employ branding techniques to promote a more positive perception of themselves in the globe. In an ideal world, branding fosters agreement on a range of issues and builds public goodwill. Long-term alliances are also maintained, and adversary propaganda is countered.

The goal of public diplomacy is to advance, inform, and persuade people in other nations to support their country's national interests. This branding strategy can be used to promote and introduce a positive image of a nation to the target audience in order to advance its national interests, but it focuses more on the strategy's long-term political and economic impact on the nation.

Based on the idea of publicity, public diplomacy theory aims to communicate with foreign audiences. The theory is especially pertinent to the G20 Indonesia 2022 tourism diplomacy context because it can be used to enhance Indonesia's reputation as a tourist destination and forge alliances with other nations to draw in more travelers. Local governments in Bali and other tourist destinations can be given more power to promote their tourism services and draw in more visitors by using the Public Diplomacy Theory. The notion places a strong emphasis on the fact that public diplomacy is a DIY endeavor and that there shouldn't be any conflict between a nation's public diplomacy and its actual

foreign policy. Overall, Public Diplomacy Theory can be a useful tool for Indonesia to promote its tourism industry during the G20 Indonesia 2022 presidency.

Public diplomacy theory offers a structured approach for nations like Indonesia to engage with foreign populations, particularly concerning tourism diplomacy. By applying public diplomacy principles, Indonesia can enhance its image as a tourist destination and foster alliances with other nations to attract more visitors. This strategy underscores the significance of proactive communication and relationship-building with target audiences, both domestically and internationally (Bouzanis, 2009). For Indonesia, this entails empowering local governments in tourist hotspots such as Bali to effectively promote their unique attractions and draw in larger crowds of tourists. Embracing public diplomacy theory enables Indonesia to position itself as a welcoming and culturally vibrant tourist hub, thus facilitating enduring partnerships and economic expansion within the tourism industry.

Furthermore, public diplomacy theory stresses the importance of aligning diplomatic efforts with a country's overarching foreign policy objectives. During Indonesia's stewardship of the G20 in 2022, public diplomacy endeavors aimed at boosting tourism not only aid in the country's economic recovery post-COVID-19 but also showcase Indonesia's global significance. Through the strategic integration of tourism promotion into diplomatic initiatives, Indonesia can underscore its dedication to international collaboration and economic resurgence. This not only bolsters Indonesia's standing within the G20 but also cultivates positive perceptions of the country among global stakeholders. Ultimately, public diplomacy theory serves as a guide for Indonesia to leverage its rich cultural heritage and natural landscapes to advance its national interests on the global platform.

METHOD

In this study we used a Descriptive research method with a qualitative approach. In this method we make use of qualitative data and then we describe it descriptively. This type of research we use to analyze events or circumstances socially. Not only that, this qualitative descriptive research aims to describe, explain and answer in detail the problems studied for social phenomena. This is because the qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the natural condition of the object (as opposed to experimentation) where the researcher is as an instrument.

Based on the research approach used, which is descriptive qualitative, then in the process of analyzing and collecting the data we use, namely the deductive

type, where in this type we conduct theoretical testing in our discussion which we review to validate between data and theory so that at this stage of discussion it is mutually sustainable. In our operations related to our research, we try to use this technique to explain or describe how the G20 2022 Summit in Bali, Indonesia may influence the tourism in Indonesia

In addition, the author uses literature studies as a basic reference in writing research proposals by collecting data from literature that will relate to the problems to be discussed. The literature is in the form of Documents, journals and several relevant libraries available on the Internet. Literature study is considered an efficient data collection technique, this is because the author only needs to read, see and deepen and study documents, journals and others related to the research discussed. Then the author implies the results of the literature study that has been reviewed in the content of a study. It can be either a Subchapter section or an existing explanation.

Moreover, by integrating literature reviews into our research, we enhance the foundation of our study with insights extracted from various sources such as documents, journals, and online databases. This holistic approach to gathering data enables us to access a wide array of scholarly viewpoints, thereby enriching the depth and scope of our analysis. Through the synthesis of pertinent literature, our goal is to provide a thorough and insightful examination of how the G20 Summit interacts with Indonesia's tourism sector, offering a comprehensive exploration of their relationship.

RESULT AND DISCUSSION

Tourism diplomacy is a benefit taken by the government at the 2022 G20 Summit. The government is taking advantage of this moment to restore tourism and the Indonesian economy which is experiencing a crisis due to the Covid-19 pandemic. These economic benefits are not only felt by large companies but are also felt by society directly. A series of G20 meetings that have taken place since several months ago will clearly have a positive impact. Growth in the transportation, accommodation, MSME and tourism sectors.

Not only that, the hospitality sector, especially in Bali, has soared high with the presence of the G20 Summit. Even before the implementation of the G20 Summit activities, the occupancy rate for hotels in Bali had increased to 45.96%. This causes the absorption of new workers considering that many workers have been laid off due to the Covid-19 pandemic.

According to the Chairman of the Indonesian Tourism Industry Association (GIPI) Bali, Ida Bagus Agung Partha Adnyana in the #G20updates press

conference entitled Private Sector Mutual Cooperation which took place online, Friday (28/10/2022).

"The G20 Summit provided one and a half to two times greater economic benefits in aggregate compared to holding the IMF World Bank Annual Meeting in Bali in 2018," he said.(Polkam, 2022)

Reporting from the European Directorate II in 2022, the potential interest of potential foreign tourists wishing to make tourist visits to Indonesia increased by 83.55% from the initial target of 75.54%. This figure was obtained by LKJ European Directorate II in 2022 from the results of coordination between the Directorate General of Information and Public Diplomacy and Indonesian Representatives abroad (Kemlu, 2022)

It has been proven that it has been one year since the G20 Summit was held by the Central Statistics Agency (BPS) which recorded an increase in the number of foreign tourist visits reaching 1.13 million visits in August 2023. Head of BPS Amalia Adininggar Widyasanti said that there was an increase of 68.92 percent compared to the same month in 2022. (Yolanda, 2023)

This demonstrates how holding the G20 Summit in Indonesia had a lasting impact on Indonesia through the use of soft diplomacy. by generating new employment opportunities, boosting Indonesian tourism, which has declined as a result of Covid-19, and assisting MSMEs in Indonesia. Sandiaga Uno, the minister of tourism and creative economy, cites the G20 summit's contribution of 600,000–700,000 new jobs, along with the industry's strong success in the food, fashion, and craft industries, as evidence.

Teten Masduki, the minister of cooperatives and SMEs, claims that the G20 Presidency also promotes investment in domestic MSMEs, given that 80% of investors worldwide currently come from G20 nations.

Began on December 1 2021 and running through November 16 2022, a total of 438 events have taken place in 25 cities. In spite of the high level of uncertainty caused by The Perfect Storm, the Indonesian economy has managed to grow by more than 5% for three consecutive quarters. The Indonesian G20 Presidency claimed that the country's economy had benefited directly from the country's G20 Presidency, as evidenced by the impressive growth of the economy over the previous two quarters and an increase in GRDP in several cities where events were held. (Ekon, 2022)

Sandiaga Uno, the minister of tourism and creative economy, stated that in order to meet tourist goals in 2023, collaborative, inventive, and strategic actions are required, in keeping with the theme of the G20 Summit, which is global cooperation. This involves facilitating commercial development for those involved in tourism through deregulation (Purwowidhu, 2023)

The government, along with industrial business players, must continue to build on the momentum from the 2022 G20 Bali Summit and the 2023 ASEAN Summit by maintaining a balance in growing tourism. The government is also essential to follow rapidly evolving global trends. Because it is predicted that future tourist behavior will be more individualized, tailored, localized, and compact.

Currently, measures for creating a high-quality, long-lasting, and digitally based tourist business are boosting the recovery of the industry. Including enhancing the standard of the industry's human resources to give them global competitiveness. The administration is now planning top-notch events to draw both domestic and international tourists. A total of 137 events, including 37 sport tourism events, 49 MICE (Meeting, Incentive, Conference, Exhibition) events, 38 music and artistic events, and 13 special interest events, are scheduled to take place in 2023.

The Proud to Travel in Indonesia (BBWI) campaign, launched by the government at the end of 2022, aims to increase Indonesians' interest in and pride in domestic travel. The BBWI program's execution is predicted to result in a 1.2–1.4 billion increase in international travel in 2023. Additionally, the government has designated 10 major tourist locations as the "New Bali," including Lake Toba, Tanjung Kalayang, Borobudur, Wakatobi, Morotai, Tanjung Lesung, Kep. Seribu & Kota Tua, Bromo Tengger Semeru, Mandalika, and Labuan Bajo.

Sandi thinks that following the Covid-19 pandemic, the tourism sector may once again be the engine that propels the country's economy with all the restoration efforts that have been made and will be made in the future.

According to the 2022–2024 RPJMN, the tourism industry is expected to bring in 9.5–14.3 million foreign visitors and 1.250–1.5 billion foreign travelers in 2024. The target performance for the tourism industry is now set at US\$7.38–13.08 billion in foreign exchange production in 2024. Along with growing GDP by 4.5% and adding 22.8 million jobs.

According to the idea adopted, public diplomacy can be utilized to market Indonesia's top tourism sites to G20 Summit attendees and the visiting worldwide community. As a result, more people will be aware of Indonesia's tourism potential. Public diplomacy can aid in improving diplomatic ties with G20 members. Participants will have the chance to experience Indonesia's rich culture, which will inspire them to learn more.

This is the first stage in the digital era's social media marketing strategy for Indonesian tourism. Later, to encourage tourists to travel to this nation, we will make use of both domestic and foreign influencers.

Public diplomacy ultimately becomes effective in helping to generate tourist interest in visiting Indonesia, producing a positive impact on the tourism

economy, and promoting a positive image of the country in the eyes of the world. This will support tourism recovery efforts after the impact caused by the COVID-19 pandemic.

In the end, public diplomacy is successful in encouraging tourists to travel to Indonesia, having a positive effect on the industry, and fostering a favorable perception of the nation abroad. This will aid in efforts to revive the tourism industry following the COVID-19 pandemic's effects.

Moreover, Indonesia has a positive outlook for its ecotourism. Ecotourism plays a significant role in Indonesia's post-pandemic tourism recovery efforts, as it focuses on conserving the environment, sustaining the well-being of local communities, and promoting sustainable travel practices (sulawesiadventure, 2022). Some of the best ecotourism experiences in Indonesia include:

1. Mount Leuser National Park: A unique destination for nature lovers and adventure seekers, offering opportunities to explore the park's diverse flora and fauna (indonesia.travel, 2022)
2. Baluran National Park: Known for its savanna landscapes and rare Javan rhinoceros, this park provides a chance to witness Indonesia's unique wildlife and natural beauty.
3. West Bali National Park: A protected area that showcases the rich biodiversity of Bali, with opportunities for hiking, birdwatching, and wildlife spotting.
4. Komodo National Park: Famous for its giant Komodo dragons, this park offers a chance to explore the unique ecosystem of the Indonesian archipelago.

Ecotourism in Indonesia also involves supporting local communities and promoting sustainable practices. Examples include:

1. Rimba Eco Lodge Sumatra: By staying at this eco-lodge, guests contribute to the local community and support sustainable tourism initiatives.
2. Lia Beach Bamboo Eco Resort: Collaborating with the Togean Conservation Foundation, this eco-resort promotes ecotourism and supports local development projects.
3. Ceningan Divers: An eco-friendly dive resort in Nusa Penida and Nusa Lembongan, offering world-class diving experiences while adhering to sustainable practices.

These ecotourism experiences not only provide unique travel experiences but also contribute to the conservation of Indonesia's natural and cultural heritage, the empowerment of local communities, and the promotion of sustainable tourism practices.

CONCLUSION

The conclusion of this paper is that the 2022 G20 Summit will have a positive impact on Indonesia, especially regarding tourism and economic recovery. The 2022 G20 Summit has provided significant economic benefits for Indonesia, helping the recovery of the economy affected by the COVID-19 pandemic. These economic benefits are not only felt by large companies, but are also felt directly by the community, especially in the transportation, accommodation, MSME (Micro, Small and Medium Enterprises) and tourism sectors.

Apart from that, the hotel sector, especially in Bali, experienced significant growth thanks to the presence of the G20 Summit. Even before this summit was held, hotel occupancy rates in Bali had increased quite significantly, creating job opportunities for people affected by layoffs due to this pandemic. The G20 Summit also resulted in an increase in interest from potential foreign tourists to visit Indonesia, exceeding the initial target. This increased interest is the result of effective coordination between the Directorate General of Information and Public Diplomacy and Indonesian representatives abroad.

The G20 Summit had a long-term positive impact on Indonesia through the use of soft diplomacy. This creates new jobs, strengthens the tourism industry, and provides assistance to MSMEs in the country. Economic growth and increased foreign tourist arrivals are clear indicators of this long-term impact. Governments play an important role in capitalizing on the momentum generated by the G20 Summit. It is important for the government to maintain a balance in tourism growth and follow global trends in the tourism industry. Efforts to grow quality digital-based tourism businesses continue to be made, including increasing the industrial workforce to increase global competitiveness. The government has also planned various events to attract domestic and international tourists. In addition, the Government launched the "Proud to Travel in Indonesia" campaign which aims to increase domestic travel among Indonesians and anticipates a significant increase in international travel in 2023. The tourism industry has ambitious goals outlined in the 2022-2024 RPJMN, which include attracting millions of foreign visitors, generating large foreign exchange production, and contributing to GDP growth and job creation.

Public diplomacy is an effective tool to generate interest in visiting Indonesia, support the recovery of the tourism industry after the COVID-19 pandemic, and foster a positive image of the nation internationally. In conclusion, the 2022 G20 Summit has a significant and diverse impact, not only on the country's economy but also on the tourism sector and international image. The government plays an active role in sustaining and capitalizing on these positive outcomes to ensure long-term growth and prosperity.

REFERENCES

- Bouzanis, J. (2009). *Quebec's Public Diplomacy: A Study on The Conceptual Convergence of Public Diplomacy and Public Relations*.
<https://ruor.uottawa.ca/server/api/core/bitstreams/be2b3ca0-a792-4856-ae77-8231329654c3/content>
- CS. Purwowidhu. (2023) Kian Melesat di 2023, Pariwisata Indonesia Bersiap Menuju Level Prapandemi
<https://mediakeuangan.kemenkeu.go.id/article/show/kian-melesat-di-2023-pariwisata-indonesia-bersiap-menuju-level-prapandemi>
- Friska Yolandha (2023) BPS: Kunjungan Wisatawan Mancanegara di Indonesia Meningkat <https://ekonomi.republika.co.id/berita/s1w5xt370/bps-kunjungan-wisatawan-mancanegara-di-indonesia-meningkat>
- Indonesia Usung Semangat Pulih Bersama dalam Presidensi G20 Tahun 2022. KEMENTERIAN LUAR NEGERI REPUBLIK INDONESIA.
<https://kemlu.go.id/portal/id/read/3288/berita/presidensi-g20-indonesia>
- Kememparekraf. (2023, October 9). *Expert Survey: Sektor Pariwisata dan Ekonomi Kreatif Tumbuh pada 2024*. Kementerian Pariwisata dan Ekonomi Kreatif.
<https://kememparekraf.go.id/ragam-pariwisata/expert-survey-sektor-pariwisata-dan-ekonomi-kreatif-tumbuh-pada-2024>
- LKJ Direktorat Eropa II (2022) Kementerian Luar Negeri Indonesia. Accessed on <https://kemlu.go.id/download/L3NpdGVzL3B1c2F0L0RvY3VtZW50cy9BS0lQL0RpcmVrdG9yYXQlMjBkZW5kZXJhbCUyMEFNRVJPUCC8yMDIyL0xLaiUyMEVyb3BhJTlwSUklMjBUOSUyMDIwMjllMjBGaW5hbC5wZGY=>
- Melissen Jan. Public Diplomacy Between Theory and Praticce. Article. Accessed on https://www.clingendael.org/sites/default/files/pdfs/20061200_cdsp_paper_melissen.pdf
- Tunggal, Narasi (2022) KTT G20 Beri Berkah Bagi Pelaku Pariwisata di Bali. Accessed on <https://polkam.go.id/ktt-g20-beri-berkah-bagi-pelaku-pariwisata-di-bali/>
- Pers, Siaran (2022) Berikan Dampak Positif bagi Perekonomian Nasional, Presidensi G20 Indonesia BERSiap Menuju Pagelaran Puncak KTT G20. Kementerian Koordinator Bidang Perekonomian Republik Indonesia. Accessed on <https://www.ekon.go.id/publikasi/detail/4690/berikan-dampak-positif-bagi-perekonomian-nasional-presidensi-g20-indonesia-bersiap-menuju-pagelaran-puncak-ktt-g20>
- Snow Nancy. (2020) Public Diplomacy. Oxford Research Encyclopedia.
<https://doi.org/10.1093/acrefore/9780190846626.013.518>. Accessed on

<https://oxfordre.com/internationalstudies/display/10.1093/acrefore/9780190846626.001.0001/acrefore-9780190846626-e-518>

Sulawesi Adventures. 5 Indonesia Best Ecotourism Experiences.
<https://sulawesiadventures.com/indonesia-travel-blog/5-indonesia-best-ecotourism-experiences>

Wonderful Indonesia. 5 Unique Ecotourism Experiences in Indonesia.
<https://www.indonesia.travel/uk/en/trip-ideas/5-unique-ecotourism-experiences-in-indonesia>

Wonderful Indonesia. Go Green: 5 Eco-Tourism Experiences in Indonesia That Will Reconnect You with Nature.
<https://www.indonesia.travel/uk/en/trip-ideas/go-green-5-eco-tourism-experiences-in-indonesia-that-will-reconnect-you-with-nature>