The Strategy of the Indonesian Government in Implementing the Wonderful Indonesia Digital Diplomacy Program

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Article Info

Abstract: This paper analyzes the strategy of the Indonesian government in implementing the Wonderful Indonesia digital diplomacy program. This paper is analyzed using the concepts of digital diplomacy, multitrack diplomacy, and nation branding. The selection of these three concepts is due to the existence of Wonderful Indonesia as a tagline for Indonesian tourism branding which can be categorized as part of Indonesia's soft diplomacy. Meanwhile, the Indonesian government's strategies to attract foreign tourists were carried out by involving several shareholders which were in line with the concept of multitrack diplomacy. This research uses descriptive qualitative method or literature study. The purpose of this study is to analyze the strategy of the Indonesian government in promoting Indonesian tourism through digital diplomacy. This research provides an overview of Wonderful Indonesia and its marketing through digital media and other media and communications and ensures that Indonesia's tourism developments in 2011, 2013, 2015, 2017, and 2019. Based on the research results, it can be said that the Indonesian government, especially the Indonesian Ministry of Tourism and Creative Economy, by utilizing digital media as a means of diplomacy is considered to be time efficient and able to reach the market and echo the Wonderful Indonesia promotional message in the international sphere. To support the concept of nation branding wonderful Indonesia, it is necessary for the community's efforts to develop products that are the same as Indonesia so that the success of the concept can boost the economy of the Indonesian people.

INTRODUCTION

The current paradigm shift in international relations is not only discussing complex diplomacy issues but has developed and experienced a change to soft diplomacy. This research is a study that discusses Indonesian tourism through Wonderful Indonesia digital diplomacy. In promoting tourism destinations in

Indonesia, the government can use digital diplomacy as a way to introduce Indonesia to the international world, especially in the tourism sector.

Digital diplomacy is now one of the government's strategies to use and utilize digital media tools. This includes social media, websites, and the internet that can be used as a means of communicating with people around the world. (Cornelin Bjola and Marcus Holmes 2015:35) In reality, digital diplomacy is diplomacy that uses network-based technology and digital media. These technologies include internet channels, mobile devices, and social media. In this context, digital diplomacy is practiced not only by the government as a national entity, but also by the public as non-state actors. In its development, diplomatic actors are not only state, but also non-state actors such as the private sector, NGOs, or individual communities.

The tourism sector has become a global issue and has received serious attention in several countries, especially Southeast Asian countries. This can be demonstrated by promoting tourism in the form of logos and slogans as a national brand initiative in this sector. Because image is an important brand asset to increase the country's competitiveness. In the field of nation branding, Simon Anholt describes branding as consisting of six keys to a country's reputation, namely exports, government, culture, and tradition (culture and heritage), society, tourism (tourism), investment, and immigration. (Anholt. S., 1998) The form of the slogan is:

Figure.1 ASEAN Country Tourism Tagline
Source: http://setnas-asean.id/

From the picture above, we can see that several countries in Southeast Asia have interesting and diverse slogans. Like Brunei Darussalam with the slogan "Abode of Peace". Cambodia with the slogan "Cambodia, Kingdom of Wonders". Laos' state slogan is "Simply Beautiful". Malaysia is one of the countries with the most successful tourism slogan and branding in Asia with the slogan "Malaysia Truly Asia", and tourism in Malaysia has become one of the country's most important sources of foreign exchange. With strong global marketing, Malaysia can attract 24 million foreign tourists, which is undeniably the highest in Southeast Asia. Myanmar's state tourism slogan is "Myanmar, Be Enchanted". Meanwhile, the Philippines has a new slogan which has been promoted since 2012 until now with the slogan "It's More Fun in the Philippines". With a fresh slogan and logo, the state of Singapore has a new slogan, namely "Passion Made Possible".(Nusaweek, 2021)

Indonesia uses the slogan "Wonderful Indonesia" which was introduced in 2011, this is done to replace the old slogan, namely "Visit Indonesia". (Travelkompas, 2010) With the existence of Wonderful Indonesia as a nation branding, it is expected to be able to accelerate the tourism sector and the creative economy in Indonesia and to be able to improve the image of Indonesian tourism in the international arena, so that foreign tourists will be interested in making tourism trips to Indonesia which aims to enjoy the diversity and beauty of tourist attractions and tourist attractions. culture in Indonesia.

Various efforts and strategies of the Government of Indonesia to promote Indonesian tourism in international and domestic markets through Wonderful Indonesia, among others, by utilizing digital media platforms. The intensive promotion of tourism through Wonderful Indonesia as a nation branding throughout the world aims to make Indonesia increasingly recognized by the international community. With a variety of natural beauty, culture, and tourism products in Indonesia, it is hoped that Indonesia's tourism potential can be promoted as a special attraction that has bargain value at the international level as a tourist destination that can spoil foreign tourists from other countries. Countries in various parts of the world.

The strategy to introduce Indonesian tourist destinations can use digital media as a means of diplomacy. Internet access and digital technology are intended to make it easier for potential tourists to see all references to the beauty and testimonials of Indonesian tourist destinations without distance or time restrictions. Digital media as a means of tourism diplomacy in Indonesia carried out by the Ministry of Tourism of the Republic of Indonesia (Kemenparekraf) as the main actor by carrying out strategic activities in the context of developing tourism marketing carried out by the Ministry of Tourism, including:

a. Ordinary (Branding, Advertising, Selling), Extra Ordinary (Incentive, Hot Deals, and Competing Destination Model), and Super Extra Ordinary (Border Tourism, Tourism Hub, and Low-Cost Terminal) programs.

b. Branding Wonderful Indonesia as the Main World Tourism Destination through electronic, digital/non-digital media, and social media for foreign markets.

c. Formulation of Integrated Tourism Promotion Content between National, Provincial, and Regency/City.

d. Tourism marketing with the approach of BAS (Branding, Advertising, Selling), DOT (Destination, Origin, Time), POSE (Paid Media, Owned Media, Social Media, Endorser).

e. Promotion of 100 Wonderful Indonesia events and 10 top events, including Lake Toba Festival, Lake Sentani Festival, Raja Ampat Festival, Ambon Palace Festival, Nusantara Culinary Festival in several provincial capitals, Tour de Singkarak (TdS) in West Sumatra, Jakarta Marathon, Tambora Maritime Festival and so on.

f. Data Collection and Development of Marketing Strategies for the Indonesian Tourist Market Segment. (Kemenparekraf, 2019)

The Ministry of Tourism and Creative Economy (Kemenparekraf) realizes that a number of obstacles still occur in one sector whose foreign exchange contribution is quite large. Namely, tourism that is not ready to compete in the global market, optimal management, promotion of decentralized tourism destinations, and facilities and infrastructure to support tourism and equitable development. Tourism between the western and eastern regions of Indonesia is not evenly distributed. The Ministry of Tourism and Creative Economy set a bold target for the level of competitiveness of Indonesian tourism at the world level, from rank 70 to rank 30, but only realized at rank 40. (Kemenparekraf, 2019)

The Travel and Tourism Competitiveness Index (TTCI), contained in the Travel and Tourism Competitiveness Report (TTCR) published by the World Economic Forum (WEF) every two years, outlines Indonesia's position in the global market in terms of tourism competitiveness. published by the WEF contains an index of national policies that support sustainable development in the travel and tourism sector. The Travel and Tourism Competitiveness Index (TTCI) provides performance measurements for the four sub-indices that make up the TTCI score. The first sub-index is enabling environment, the second sub-index is travel and tourism policy and framework, the third sub-index is infrastructure, and the fourth sub-index is natural resources and cultural resources.

Table.1 TTCI Ranking Comparison With 5 Countries In ASEAN Region

No	Country	Rank	
		2017	2019
1	Singapura	13 (from 136)	17 (from 140)
2	Malaysia	26	29
3	Thailand	34	31
4	Indonesia	42	40
5	Vietnam	67	63

Based on the table above for comparison, Indonesia is ranked 4th in the Southeast Asian region above Singapore, Malaysia, and Thailand. The success of Indonesia's tourism marketing strategy is judged not only by the number of foreign tourists who come. With the

presence of Wonderful Indonesia, it is hoped that the Indonesian tourism sector can run optimally, in this case of course it must be accompanied by the presence of both digital and print media as a means of diplomacy to promote. Due to technological advances and ease of internet access in the current era of globalization, the emergence of digital media is expected to have a significant impact and influence on a series of promotional activities that introduce Indonesian tourism through Wonderful Indonesia.

With the presence of Wonderful Indonesia as a nation branding, it is hoped that the Indonesian tourism sector can run optimally, in this case of course it must be accompanied by the presence of both digital and print media as a means of diplomacy to carry out promotions. Due to technological advances and ease of internet access in the current era of globalization, the emergence of digital media is expected to have a significant impact and influence on a series of promotional activities that introduce Indonesian tourism through Wonderful Indonesia.

The background of this research explains that the tourism sector is one of the most important sectors for the country in the current era of globalization. Tourism development is needed to promote equal distribution of business opportunities and profits and to meet the life-changing challenges of the region, the country, and the world. Tourism is a market that is very helpful in the internationalization process and benefits the country's economy. Currently, the existence of international relations is not limited to political affairs, but can also cause socio-cultural problems in certain areas. Based on the above phenomenon, the authors are interested in conducting research which is outlined in the form of a thesis with the title "The Indonesian Government's Strategy in Implementing the Wonderful Indonesia Digital Diplomacy Program".

In the theory section, the author presents limitations in the form of citations of theories and concepts of experts related to the author's research object, the theoretical framework is expected to measure knowledge regularly or systematically. In other words, theory helps provide a framework for maximizing research. The following description is intended to provide a basis for a detailed analysis of this research. To understand and simplify the research process, the author needs a theory that can form or support the research basis so that it does not go beyond the given topic. These theories are designed to help researchers understand this research so that researchers can correctly convey the message that the author wants to convey. This theoretical framework explains the theory of international relations that forms the basis of research, including Digital Diplomacy Theory, Multi-Track Diplomacy, and Nation Branding.

1.1 Digital Diplomacy

Digital diplomacy is a series of diplomacy that uses digital media such as social media, internet, and websites as a means of diplomacy to facilitate communication, thereby managing information and public diplomacy, planning strategies, and international negotiations. Another definition of digital diplomacy is a management strategy that uses digital tools and virtual collaboration. Conceptually, digital diplomacy is used in other terms such as e-diplomacy or cyber diplomacy, and can also be called twiplomacy, especially for online media. So far, digital diplomacy has been represented by using the internet and information technology to implement diplomatic goals and resolve foreign policy issues. However, digital diplomacy must be understood and used as a soft power practice (Cornelin Bjola dan Marcus Holmes 2015:35).

1.2 Multitrack Diplomacy

In an effort to carry out diplomacy, it is necessary to go through several channels which are commonly referred to as multitrack diplomacy. Multitrack diplomacy is also known as open diplomacy. Open diplomacy is characterized by the absence of secret agreements, cooperation, negotiations, and no further changes to secret agreements. Therefore, open diplomacy can minimize distrust that can occur during the diplomatic process, so that open diplomacy is used more effectively (S. L. Roy, 1991)

Multi-track diplomacy is a combination of first-track diplomacy and second-track diplomacy, which also aims to achieve world security and peace. The first diplomacy is a negotiation effort carried out by the government and the second diplomacy is a negotiation effort by parties whose role other than the government cannot be underestimated. According to Joseph Monville, second-track diplomacy plays an important role in providing or communicating important issues that cannot be reached by the government. The integration of track 1 and track 2 in the diplomatic process shows that multi-track diplomacy in the process involves many stakeholders and is taken from different directions while still focusing on one goal. For example, in this research, the implementation process involves many stakeholders, but the common goal of increasing foreign tourist visits to Indonesia through Wonderful Indonesia's digital diplomacy must be achieved. Multi-track diplomacy involves 9 pathways in carrying out its diplomacy, namely:

1. *Track* 1, *Government*. Diplomacy often fails to fulfill its mission because its implementation does not deal with the people involved.
2. *Track* 2, *Non-government/ Professional.* In the second track diplomacy fulfills its diplomatic function by analyzing, preventing, and resolving international disputes with non-state actors.
3. *Track* 3, *Bussiness*. Focus on diplomatic activities that can generate production and profit while helping others perform diplomatic functions. Track three can also provide information for carrying out its diplomatic missions and forming informal partnerships.
4. *Track* 4, *Private citizen*. In this case, everyone is involved or participates in diplomatic activities. This is usually tolerated done between people in one country and people in another and is not very suspicious.
5. *Track* 5, *Research*, *training, and education*. This is the diplomatic route that leads to the success of its mission through education based on concrete observational data.
6. *Track* 6, *Activism*. This is done through advocacy related to the realization and maintenance of peace. There, individuals can even mobilize government decision-making.
7. *Track* 7, *Religion*. Its role seems very vague, but religious fanaticism that is often present can change the stigma of social and national governments in decision-making.
8. *Track* 8, *Funding*. This diplomacy is usually carried out by a group of fund holders to fund other pass activities in carrying out diplomatic functions.
9. *Track* 9, *Communication and media*. we know that the power of media and communication plays a very strong role in providing information and understanding to countries and other countries. This is because communication and media penetrate all levels of society, and are the closest means of delivery in providing information.(John W. McDonald, 2014)

Of the nine paths contained in multi-track diplomacy, in this study, the author uses the most dominant path in conducting diplomacy, namely the government (track 1) as the main stakeholder and implementing Wonderful Indonesia digital diplomacy, and in this study using non-government and non-government track 2 track 9 media and communication to analyze communication and media diplomacy strategies carried out by the Ministry of Tourism and Creative Economy to increase tourist visits to Indonesia.

1.3 Nation Branding

Nation branding is an interesting and complex phenomenon because it is a multidimensional combination of unique government elements that aims to distinguish a country from other countries in order to attract public attention. (Keith Dinnie, 2008:13). Nation branding expresses the nation's character as a center of attraction for the international community, a useful slogan or tagline to increase confidence to collaborate and build other international networks. Nation branding has the ability to build, develop and maintain a positive image of the country with the aim of creating a positive image of the country.

One of the countries that is successful with its tourism branding is Malaysia. The campaign with the slogan "Malaysia Truly Asia" as the nation's branding for Malaysia's

tourism gained success. "Malaysia Truly Asia" was first introduced in 1999 and managed to bring in 7.4 million tourists. Since the first time, tourist visits to Malaysia have increased every year. Finally, in 2011, Malaysia had 24.7 million tourists. In this study, the authors are interested in promoting "Wonderful Indonesia" as a nation branding for Indonesian tourism, because the slogan Malaysia Truly Asia is one of the successful branding in the international arena. "Wonderful Indonesia" is expected to be successful as a nation branding for Indonesian tourism and be known by foreign tourists through videography digital media facilities.

According to Keith Dinnie (Nation Branding, 2008), the tourism sector is a credible sector if the country lacks competitiveness in other resource sectors, but becomes the main attraction and strength of the country in implementing nation branding through the tourism sector, and in this case, natural conditions are an advantage for a country. One of the countries that are successful with its tourism branding is Malaysia. The campaign with the slogan "Malaysia Truly Asia" as the nation's branding for Malaysia's tourism gained success. "Malaysia Truly Asia" was first introduced in 1999 and managed to bring in 7.4 million tourists. Since then, tourist visits to Malaysia have increased every year. Finally, in 2011, Malaysia had 24.7 million tourists. The tagline or slogan "Malaysia Truly Asia" raises values in society that determine whether Malaysia is accepted or not as "Truly Asia" which will affect Malaysia's reputation and economy. The tagline "Malaysia Truly Asia" gives Malaysia a positive reputation in the world not only as a tourist destination but as a country that can be an example in the consistency of implementing its own policies.

Malaysia also got economic improvement with this positive reputation. Although the site https://www.malaysia.travel/ can attract the attention of tourist audiences to visit Malaysia and represent the tagline "Malaysia Truly Asia" well, this website is not the main promotional media that gives rise to the successful promotion of Malaysian tourism through the tagline "Malaysia Truly Asia". In this study, the authors are interested in promoting "Wonderful Indonesia" as a nation branding for Indonesian tourism, because the slogan Malaysia Truly Asia is one of the successful brandings in the international arena. "Wonderful Indonesia" is expected to be successful as a nation branding for Indonesian tourism and easily recognized by foreign tourists through videography digital media facilities.

RESEARCH METHOD

This study examines and explains the analysis of the government's strategies in promoting tourism in Indonesia through Wonderful Indonesia's digital diplomacy. Following the research focus, this research uses a qualitative descriptive approach. Qualitative research seeks to build and understand the existing social reality by examining existing processes and events. The research activity carried out is to find and examine sources in the form of previous research, journals, as well as references, and documents related to the research conducted by the author. Furthermore, the authors conducted an analysis using the literature search method using related research sources. After that, the writer collects the data, then the writer uses the concept described above to describe and analyze the data.

Data analysis is a detailed process or formal effort to find friends and find hypotheses or ideas proposed by the data and is an attempt to provide support for the themes and hypotheses generated. The unit of analysis of this research is the Indonesian government, the unit to be investigated, and the unit of explanation is the concept of digital diplomacy that affects the behavior of the unit of analysis. This means that the level of analysis of this research is the Indonesian government's strategy in digital tourism diplomacy through Wonderful Indonesia. Based on the description above, the data analysis methods used in this study include:

1. Data reduction, in terms of data reduction, each researcher is guided by a goal to be achieved. The main objective of qualitative research is results.
2. Presentation of Data, in qualitative research the presentation of data can be in the form of brief explanations, charts, relationships between categories, and so on. The most common text in qualitative research is narrative text.
3. Conclusion, the third step in qualitative data analysis is drawing conclusions and validating conclusions. The initial conclusions presented are still tentative and will change unless strong evidence is found to support the next stage of data collection. Therefore, the conclusions of qualitative research can answer the questions that were

formulated from the start, but not because the research is still temporary and will continue to develop after the research is carried out.

RESULT AND DICUSSION
   Wonderful Indonesia Overview
      On 17-18 January 2011 in Cambodia, Wonderful Indonesia was first officially introduced by the Indonesian Minister of Culture and Tourism in the ASEAN Tourism Ministers Forum. The Minister of Culture and Tourism of Indonesia, Jero Wacik announced the change of the Indonesian tourism brand from "Visit Indonesia" to "Wonderful Indonesia". The replacement of the "Wonderful Indonesia" brand to replace "Visit Indonesia Year" was based on the unsatisfactory results of the brand. The use of the "Visit Indonesia Year" brand does not provide a significant new image for Indonesia in the eyes of the international community. (Burhan Bungin, 2015)
      This rebranding aims to improve the image of Indonesian tourism, which can show Indonesia's extraordinary tourism potential (wonderful) and allow foreign tourists to visit Indonesia (visit to Indonesia). Wonderful Indonesia branding is considered more attractive in describing Indonesia.
      The representation of Wonderful Indonesia is depicted through a logo that resembles the Garuda bird, which symbolizes a peaceful life, open and unlimited exploration. Garuda bird is formed by five strokes of green, purple, orange, blue, and magenta. As well as being emphasized by the words "Wonderful Indonesia", the word "Wonderful Indonesia" is expressed to prioritize and strengthen Indonesia among the global competition, and is strengthened by writing "Indonesia" in bold in the writing.

Figure.2 Wonderful Indonesia Logo
Source: Kemenparekraf

      The Wonderful Indonesia and Pesona Indonesia tourism branding aims to convey three main messages, namely:
   1. Culture
      Indonesia has the largest and most heterogeneous culture, in the form of ethnicity, language, traditions, and customs.
   2. Nature
      That Indonesia's nature is one of the most beautiful in the world, be it the beauty of the underwater world, beaches, mountains, forests, and biodiversity from Sabang to Merauke.
   3. Creative work (creative-man made)
      Creative-man-made works represent the creativity of the Indonesian people who are able to create various kinds of works, attractions, and attractions that can captivate citizens of the world.(Kemenparekraf, 2011)

Figure.3 Main Thematic Pilars
Source: Kemenparekraf

As part of the Indonesian tourism brand, the concept of World of Wonders was also introduced which is the thematic pillar in promoting Indonesian tourism. This concept introduces 5 elements taken from the five main types of attractions for Indonesian tourism, including:

1. Natural
   Natural is one of the elements of the World of Wonders concept which raises the theme of the natural beauty of Indonesia. The color used is a color gradation from blue to green.
2. Adventurous
   Adventurous is one of the elements of the World of Wonders concept which raises the theme of adventure in Indonesia. The color used is an orange to magenta color gradation.
3. Sensory
   Sensory is one of the elements of the World of Wonders concept which raises the theme of Indonesian culinary enjoyment. The color used is a magenta to purple gradation.
4. Cultural
   Cultural is one of the elements of the World of Wonders concept with the theme of Indonesian cultural hospitality. The color used is a gradation of yellow to orange.
5. Modern
   Modern Culture is one of the elements of the World of Wonders concept which raises the theme of the dynamics of Indonesian urban life. The color used is a purple to dark blue gradation.(Keputusan Menpar Republik Indonesia, 2018)

Wonderful Indonesia is diplomacy as a form of the government's strategy to promote ongoing nation branding and has been used as a message that has been agreed upon by the Indonesian government and disseminated by the Wonderful Indonesia team. At that time, Minister of Tourism Arief Yahya explained, that increasing the potential of the tourism sector could be done through infrastructure development, but it could take up to three years to build and improve infrastructure. So we need a quick way to show the potential of tourism in Indonesia, namely through promotion. The most important thing in promotion is to create a brand that will become the national identity of Indonesian tourism. The existence of "Wonderful Indonesia" and "Pesona Indonesia" as nation branding shows the natural beauty of Indonesia, cultural diversity, and the friendliness of the Indonesian people. Several countries are also doing the same thing, such as Truly Asia in Malaysia and Amazing Thailand branding in Thailand.(Kompasravel, 2014)

The government realizes that it is important for the international community to regard Indonesia as a safe and comfortable tourist destination, and the government continues to optimize the intensive promotion of Indonesian tourism. The existence of the problem of terrorism in the international world will affect the potential of the Indonesian tourism sector and will face many obstacles to obtaining investment opportunities. Therefore, the international response is of great concern to the Indonesian government.

Wonderful Indonesia's Diplomacy Contribution to Indonesian Tourism

The tourism sector is now one of the most important sectors for many countries to increase their national income, one of which is Indonesia. Through the tourism industry, Indonesia will not only increase the country's foreign exchange but also expand the role of the private sector in an effort to improve the country's economy, improve the quality of infrastructure and create new jobs for the community.

However, Indonesia's tourism potential which is higher than Malaysia, Singapore, Thailand, and Indonesian tourism which is less popular has become a new spirit for Indonesia to support the tourism sector. Currently, through the Wonderful Indonesia Campaign, Indonesian tourism aims to increase the economic contribution of Indonesian tourism and make Indonesian tourism more competitive. Tourist destinations in Indonesia can be achieved by improving the image of tourism in Indonesia and diversifying tourist destinations. Wonderful Indonesia, which is promoted by the government to improve Indonesia's tourism sector, can certainly provide a new identity for Indonesia. The existence of Indonesia's new face in the eyes of the international community has contributed to the realization of Indonesia's national interests, both politically and economically. In other words, tourism is a diplomatic tool to realize Indonesia's national interests. (SKRIPSI HLM 58)

Starting in 2011, Wonderful Indonesia is able to increase the number of foreign tourist arrivals (tourists) every year. In 2011 the number of foreign tourists was recorded at 7.6 million people, continuing to increase to 16.1 million people in 2019, which is equivalent to 2.1 times that of tourists in 2011. If you look at 2011, 2013, 2015, 2017, and In 2019, the key is that the average growth of foreign tourists reaches 14%. The increase in the number of foreign tourist visits to Indonesia each year can be seen in the following table:

Table.2 Number of Tourist Visits Travel In ASEAN Countries

No	Country	Number of Tourists Visit (Million)				
		2011	2013	2015	2017	2019
1	Singapura	13.2	15.6	15.2	17.4	19.0
2	Malaysia	24.7	25.7	25.7	25.9	26.1
3	Thailand	19.1	26.5	29.9	35.6	39.9
4	Indonesia	7.6	8.8	10.4	14.0	16.1
5	Vietnam	6.0	7.6	10.4	12.9	18.0
6	Filipina	3.9	4.7	5.4	6.6	8.3
7	Kamboja	-	4.2	4.8	5.6	6.6

The success of Indonesia's tourism marketing strategy is assessed not only by the number of foreign tourist visits to Indonesia but also by the success of the branding itself. Since its introduction in 2011, through the Wonderful Indonesia branding, Indonesian tourism has increased significantly from 2011-2019. It increased from ranking 74 out of 140 countries in 2011 to ranking 40 out of 140 countries in 2019.

Increasing foreign tourist visits to Indonesia through Wonderful Indonesia also requires the role of all stakeholders to cooperate with the government. In this case, researchers are effective collaborations between the Indonesian government and the Ministry of Tourism and Creative Economy, the Ministry of Foreign Affairs, the Indonesian government and the community, and the Indonesian government and the media. Of the nine paths contained in multi-track diplomacy, in this study, the author uses the most dominant path in conducting diplomacy, namely the government (track 1) as the main stakeholder and implementing Wonderful Indonesia digital diplomacy, and in this study using non-government and non-government track 2 track 9 media and communication to analyze communication and media diplomacy strategies carried out by the Ministry of Tourism and Creative Economy to increase tourist visits to Indonesia.

Judging from the table above, Indonesia is becoming more competitive in tourism worldwide every year, but in the ASEAN Region, Indonesia is still ranked fourth after Singapore, Malaysia, and Thailand. According to the Travel and Tourism Competitiveness

Report, there are 14 indicators of the travel and tourism competitiveness index measuring the factors and policies made for the development of the tourism sector in different countries, namely Business Environment, Safety and Security, Health and Hygiene, Human Resource and Labor Market, ICT Readiness, Prioritization of Travel and Tourism, International Openness, Price Competitiveness, Environmental Sustainability, Air Transport Infrastructure, Ground and Port Infrastructure, Tourist Service Infrastructure, Natural Resources and Cultural Resources and Business Travel. (Kemenparekraf, 2019)

Table.3 ASEAN Travel and Tourism Competitiveness Ranking in the World

No	Country	Rank				
		2011	2013	2015	2017	2019
1	Singapura	10	10	11	13	17
2	Malaysia	35	34	25	26	29
3	Thailand	41	43	35	34	31
4	Indonesia	74	70	50	42	40
5	Vietnam	80	80	75	67	63
6	Filipina	94	82	74	79	75
7	Kamboja	109	106	105	101	98

Not only at the global level, Indonesia's competitiveness ranking is getting higher but in the Asia-Pacific Region Indonesia is also experiencing an increase in competitiveness every year, this can be seen in the table below:

Table.4 ASEAN Travel and Tourism Competitiveness Ranking in ASIA-PACIFIC

No	Country	Rank				
		2011	2013	2015	2017	2019
1	Singapura	1	1	3	4	6
2	Malaysia	7	8	7	8	8
3	Thailand	10	9	10	10	9
4	Indonesia	13	12	11	12	12
5	Vietnam	14	16	15	14	13
6	Filipina	18	17	14	16	15
7	Kamboja	21	20	20	18	19

Wonderful Indonesia's Nation Branding describes the position and differentiation of Indonesian tourism. Indonesia Overseas Promotion "Wonderful Indonesia" focuses on working on 16 international markets, namely Main Markets: Singapore, Malaysia, Australia, Prime Markets: China, Japan, South Korea, Philippines, Taiwan, from the United States to the UK and France, Prime Markets: India, Netherlands, Middle East, Germany, and Russia.(Genpi,2017)

During the administration of President Joko Widodo, tourism was even introduced as one of the sectors implementing the Nawa Cita which should improve the welfare of Indonesian people around the world. The impact of the expansion and development of the Indonesian tourism sector is summarized in the table of Strategic Target Performance Indicators (IKSS). Achievement of Strategic Target Performance Indicators (IKKS) the contribution of the tourism sector to the national GDP is the Ministry of Tourism's support for increasing the rate of national economic growth to improve people's welfare. The higher the

GDP contribution of the tourism sector, the more important the position of the tourism sector is in improving people's welfare. This increase in the contribution is pursued in line with the creation of a quality socio-cultural environment, the creation of recreation, and the use of quality leisure time, as well as improving the welfare of the community through a quality standard of living. The achievements of the IKSS tourism sector's contribution to national GDP can be seen in the following table:

Table.5 Comparison of the Realized Contribution of the Tourism Sector to National GDP in 2011-2019

Strategic Target Performance Indicators (IKSS)	2011	2013	2015	2017	2019
Contribution of the Tourism Sector to Nasional GDP (%)	4.00	4.02	4.25	4.11	5.5

The contribution of the tourism sector to GDP is influenced by the number of foreign tourists visiting, tourism investment, and the government's budget allocation for tourism. To achieve the tourism sector contribution target of 5.5% at the end of the 2019 FY Strategic Plan, the Ministry of Tourism implements the following strategies:

1. *Marketing Strategy:* DOT *(Destination, Origin, Timeline)*
2. *Promotion Strategy:* BAS *(Branding, Advertisingm Selling)*
3. *Media Strategy:* POSE *(Paid Media, Owned Media, Social Media, Endorser)*
4. *Promotion time:* POP *(Pre-Event, On Event, Post Event)*

The collaboration between the Indonesian government and the media shows that the concepts of digital diplomacy, multi-track diplomacy, and nation branding are relevant to this research. Marketing of Indonesian tourism through mass media is facilitated through the Branding, Advertising, and Selling (BAS) strategy by using Paid media, Owned media, Social media, and Endorser (POSE) in its application. The implementation of tourism promotion strategies in Indonesia through mass media can be seen on the official website of tourism in Indonesia, www.indonesia.travel.

The Indonesian government also promotes tourism in Indonesia through social media such as Facebook (indonesia.travel) and Twitter (@indtravel). All of these are owned by the Indonesian Ministry of Tourism media and can be accessed by everyone. Tourism publications in Indonesia through paid media can be found on online travel sites such as TripAdvisor, Agoda, and Ctrip. Indonesian tourism is also promoted by promoting Wonderful Indonesia on Chinese national television such as China Central Television (CCTV) and Channel News Asia.
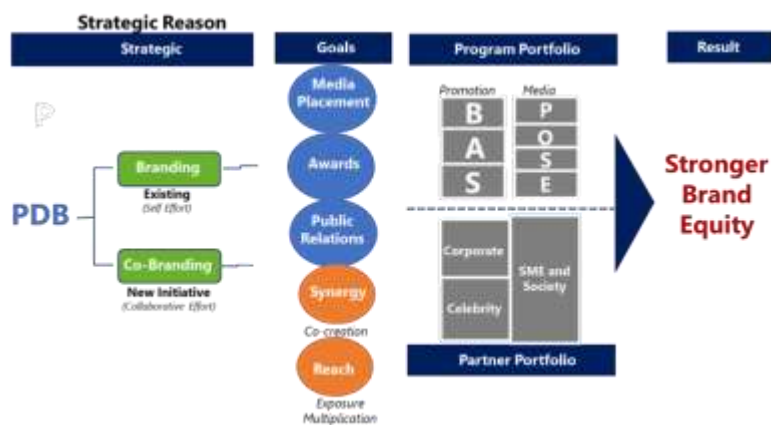

Figure.4 Diplomacy Strategy of the Ministry of Tourism of the Republic of Indonesia
Source: Kemenparekraf

The main strategy in marketing communication within the Ministry of Tourism and Creative Economy is Branding, Advertising, and Selling (BAS) which are always closely related. As the originator of the Wonderful Indonesia brand, the Ministry of Tourism and

Economics is not only doing branding to promote the Wonderful Indonesia name but also holding sales missions and exhibitions to sell tourist destinations directly. This shows that the Ministry of Tourism and Creative Economy is not only trying to make Wonderful Indonesia famous but also helping Indonesian tourist destinations sell well in the market. The approach to Branding, Advertising, and Selling (BAS) is also included in the Indonesian Tourism Marketing Framework abroad and is implemented by: (I Gde Pitana, 2016)

    a. Branding

The branding approach is implemented through placement on websites, space media, television, print media, fantrips, and festivals.

    b. Advertising

The advertising approach is implemented through placement in print media, placement in events, blocking sales on television, making promotional materials, and this collaboration requires accessibility deregulation which includes improvements to land, sea, and air infrastructure as well as other facilities such as visa-free visits for 169 countries. which was inaugurated by President Joko Widodo on March 2, 2016, through Presidential Regulation Number 104 of 2015 which was replaced by Article 8 of Presidential Regulation Number 21 of 2016.

    c. Selling

The selling approach is implemented through tradeshows, sales missions, tourist package sales facilities which are usually carried out by tourism industry players or travel agencies, and participation in tourism exchanges: ITB Berlin, WTM London, CITM China, etc. In its implementation, the selling strategy approach is also implemented through Paid Media, Owned Media, Social Media, and Endorsers. In 2015, Indonesia appointed Philip Kotler as the brand ambassador of "Wonderful Indonesia".

In order to maintain good relations between the Indonesian government and tourists, knowledge of the various needs of tourists is needed, such as the provision of facilities and infrastructure that are easily accessible to the public. In its implementation, the government needs the help of the community and other stakeholders to find out, monitor all the needs needed by the community and tourists, and make it easier to provide services and information. In addition to providing an official website and social media accounts containing various information related to Indonesian tourism, and establishing a tourism information center in each region (Tourist Information Center), the government also establishes partnerships with the Visit Indonesia Tourism Office (VITO) and the Indonesian Tourism Promotion Board (BPPI).

The Visit Indonesia Tourism Officer (VITO) is a representative of the promotion of Indonesian tourism abroad. VITO's output focuses on the media segment and the overseas tourism industry. The Visit Indonesia Tourism Officer (VITO) is expected to be able to effectively promote Indonesian tourism that can be accepted in the international market. The forms of cooperation to promote Indonesian tourism with Indonesian Representatives Abroad include:

1. Improving the perception of Indonesia's safety and security in the eyes of the world
2. Support Wonderful Indonesia's Nation Branding
3. Supporting the Promotion of Indonesian Go International Creative Products and Brands.
4. Optimizing Visit Indonesia Tourism Officers (VITO).
5. Indonesian Booth Display Standards at Exhibitions. (Kemenparekraf, 2019)

Table.6 Visit Indonesia Tourism Office (VITO)

VITO	Country Manager	Email & Website	Phone & Fax	Address
SINGAPORE	Mr. Sulaiman Shehdek	shehdek@hotmail.comsulaiman@tourism-indonesia.sg	Phone: +65-6832-5099Fax: +65-6408-3801Mobile: +65-9386-4611	1 Fullerton Road #02-01 One Fullerton SINGAPORE 049213
AUSTRALIA - SYDNEY	Ms. Miriam Tulevski	mtulevski@apmd.com.au	Mobile: +61-41-9-425455	PO-Box 7080 Alexandria,

VITO	Country Manager	Email & Website	Phone & Fax	Address
				NSW2015, AUSTRALIA
CHINA - GUANGZHOU	Ms. Janet Huang	huangjiayi@tlmchina.com vito-guangzhou@tlmchina.com	Phone: +86-20-8760-9545Fax: +86-20-8760-7895	#2412, South Tower, Guangzhou World Trade Centre, Huan Shi Dong Road, Guangzhour 510095, P.R. CHINA
CHINA - HONG KONG & MACAU	Mr. Ricky Tse	ricky@rickytse.com officer@hkvito.com	Mobile: +852-9460-7890 Phone : +852-2793-9998Fax: +852-2367-4772	Unit D2, 16/F., Gemstar Tower, 23 Man Lok Street, Hung Hom, Kowloon, Hong Kong, S.A.R. of P.R. CHINA
CHINA – BEIJING	Xiaofei Wang (Sophie)	vitobeijing@163.com	Mobile: +86-130-5110-8633	16/F China Youth Plaza, No. 19, North Street, East 3rd Ring Road, Chaoyang District, Beijing, P.R. CHINA
CHINA – SHANGHAI	Mr. Tang Hongfei (Navy)	vitoshanghai@163.com	Mobile: +86-186-5167-0924	Room 2017, Building No. 1, 900 Lane, Quyang Road, Hongkou District, Shanghai
SOUTH KOREA	Ms. Daisy Park	vitoseoul@gmail.com	Tel: +82-70-7501-5112Fax: +82-2-775-8448Mobile: +82-10-3131-9572	Suite 322, SK Richemble, 28-5 Hab-dong, Seodaemun-gu Seoul, REPUBLIC of KOREA
JAPAN	Mr. Tadahiko Narita	narita@vmc-j.nenaomi@vmc-j.net	bile: +81-90-5820-95Phone: +81-3-8-0158Fax: +81-3-3353-8521	Tomii Bldg. 2Fl, 8-23 Sumiyoshi-cho Shinjuku-ku, Tokyo 162-0065, JAPAN
INDIA – NEW DELHI	Mr. Sanjay Sondhi	sondhi@omtourism.com visitindonesia@omtourism.com	Mobile: +91-99-7186-5000Phone: +91-11-4950-5000Fax: +91-11-2621-9220	B-31/A, First Floor, Kalkaji New Delhi - 110019, INDIA
INDIA – MUMBAI	Ms. Shelly Chandhok	chandhok@vitomumbai.comindonesia@vitomumbai.com	Mobile: +91-98-2005-7381 Phone : +91-22-2888-4649Fax: +91-22-2888-4649	605'B' Blue Diamond, Chincholi Link Road, Malad West. Mumbai 400064, INDIA
SAUDI ARABIA	Mr. Mostafa El	vitosaudiarabia@hotmail.com	Mobile: +96-65-4200-6375	Al-Eskan Buildings Building #3 Block 4

VITO	Country Manager	Email & Website	Phone & Fax	Address
	Enany			12th floor Door #3123 (M. Iiyaz) Jeddah, KINGDOM of SAUDI ARABIA
MIDDLE EAST	Ms. Nour Aridi	nouraridi.t@gmail.com	Mobile: +971-52-9609-568	Building CNN 2nd floor Dubai Media City, PO Box 502855, UNITED ARAB EMIRATES
UNITED KINGDOM	Mr. Richard Hume	richard@humewhitehead.co.ukvisit.indonesia@humewhitehead.co.uk	Phone: +44-203-375-4050Mobile: +44-78-1213-0545	25 North Row London W1K 6DJ
FRANCE	Ms. Ekawati Moncarre	eka@indonesie-tourisme.fr	Mobile: +33-6-4279-6627Phone : +33-97-254-9382Fax: +33-97-235-1661	La Maison De L'Indonesie 5-7 Rue Jean Zay, 75014, Paris
THE NETHERLANDS	Ms. Susan van Egmond	susan@tourismmarketingconcepts.comwww.toerisme-indonesie.nl	Phone: +31-20-670-5211Fax: +31-20-670-5357	Nieuwendammerkade 26G 1022 AB Amsterdam, THE NETHERLANDS
GERMANY	Ms. Dorothea Hohn	hohn@gce-agency.comvisit.indonesia@gce-agency.com	Phone: +49-69-17-53-71-038Fax: +49-69-17-53-71-039	Hanauer Landstr. 184, 60314 Frankfurt, GERMANY
RUSSIA	Ms. Anna Kiseleva	kiseleva@effixcom.ru	Phone: +7-985-233-80-34	ul. Molodogvardeyskaya, d. 4/1, Office 7 Moscow 121467, RUSSIAN FEDERATION
VITO – CRUISE TOURISM	Mr. Hugues Lamy	h.lamy@cruise-management.com	Phone : +33-607-932-875	2 rue du Gabian P.O. Box 603, 98000 , MONACO
MALAYSIA	Mr. Kelvin Ong	KOng@aviareps.comVITO.MY@aviareps.com	Phone: +603-2148-8033	C/o Aviareps Malaysia, Suite 2701, Level 27 Central Plaza, 34 Jalan Sultan Ismail, 50250, Kuala Lumpur, MALAYSIA
THAILAND AND INDOCHINA	Ms. Nattamon Limthanachai (Oh)	oh@asialife.co.thnikki@asialife.co.th	Phone : +66-2664-4307Mobile: +66-81-246-9955	94 Sukhumvit Soi 23, Klongtoey Nua, Watthana, Bangkok 10110, THAILAND

The availability of VITO and BPPI is an strategy by the government and private institutions to introduce the country's superior products, in this case, the state tourism sector, to build the image of the Indonesian nation. The Indonesian government recognizes the importance of working with the private sector to promote Indonesia and make it easier for local and foreign tourists to get information about Indonesian tourism. Collaborating with VITO and BPPI will also help support programs related to strategies to promote Indonesia to

local and foreign tourists. These agencies can help tailor market segments such as what attractions are most in demand by tourists in the local area.

The growth in the number of foreign tourists is an indicator that aims to measure the number of foreign tourists visiting tourist destinations in Indonesia. The definition of a foreign tourist in this indicator is every person who comes from outside the territory of Indonesia, who visits Indonesia, driven by one or more needs without the intention of earning income at the place visited, with a minimum stay of 24 hours and a maximum of 6 (six) months. , for the purposes of (a) leisure, recreation, and sport; (b) business, visiting friends and family, missions, attending meetings, conferences, visits for health, study, and religious reasons. (Kemenparekraf, 2019) HLM 70

Tourism development is determined by the role of tourism marketing. One of the factors of effective tourism marketing is the use of branding. Good branding is choosing the type of branding activity that has been adjusted to achieve brand equity from the value itself. Unknown brands need to focus on raising awareness. A well-known but poorly understood brand requires some work and explaining what drives consumers to that branding. Brands are well known and understood, researchers need to find activities that increase interest in trying or buying. This activity is often called brand activation. In addition, good branding is the selection of the type of branding activity that has been adjusted to realize the value of brand equity itself. Unknown branding should focus on raising awareness. To become a well-known brand that researchers don't understand, researchers must work hard to tell consumers what the brand can offer.

Indonesian Government Strategies in Publication of Wonderful Indonesia Branding Through Media and Communication

Global and cross-country communication around the world also makes tourism activities grow rapidly, the development of tourist destinations, hotel accommodation, culinary business, shopping tourism, MICE business using OTA (Online Travel Agent) so that the application of all businesses are getting bigger and more accessible, to increase tourism activities and encourage tourist travel activities. The tourism community is becoming smarter and more critical in making decisions. The impact of digital tourism activities is simpler and people's travel activities are higher so that the tourism community becomes more intelligent and critical in making decisions. Business competition in the tourism industry is also getting tougher and more intense, with all regions and countries vying to promote extraordinary and attractive digital branding programs. This study explores how to use branding through digital multimedia networks to effectively and efficiently develop tourism marketing.

In the era of globalization, mass media does not only exist in traditional forms such as newspapers and magazines. Currently, mass media is influenced by the presence of technology such as the internet, television, and internet-based advertising that facilitates public access, known as digital media. The term digital media is a component or feature of new media or new media classification. New media is a term that refers to changes or changes in any form of production, distribution, or use of various media. This includes changes in cultural contexts, technologies, texts, and even media use itself.

The presence of technology plays an important role in facilitating the lives of Indonesian people in various ways, one of which is the tourism sector. Changes in tourist behavior can be seen when 70% of search and share has gone through digital devices. Especially the behavior of generations Y and Z who are increasingly digital in their daily lives, known as always connected travelers, which means that wherever they are and whenever they are, they can be connected to each other using devices or mobiles (Kemenparekraf, 2019).

The tactic in the field of digital communication is to create interesting content on various digital media platforms to attract the attention of potential tourists by using websites and social media. As well as displaying advertisements on paid or unpaid digital media such as conducting digital promotions with Generasi Pesona Indonesia (GenPi) and Generation Wonderful Indonesia (GenWi). Collaborating with the airline industry to carry out a series of promotional programs and develop digital destinations (instagrammable destinations). The collaboration between the Indonesian government, NGOs and the media shows that the concept of multi-track diplomacy is relevant to this research. Tourism marketing in Indonesia through mass media is facilitated by the Branding, Advertising, and Selling (BAS) strategy by using Paid Media, Owned Media, Social Media, and Endorser (POSE) in its application.

Indonesian tourism publications through paid media can be found on online travel sites such as TripAdvisor, Agoda, and so on.
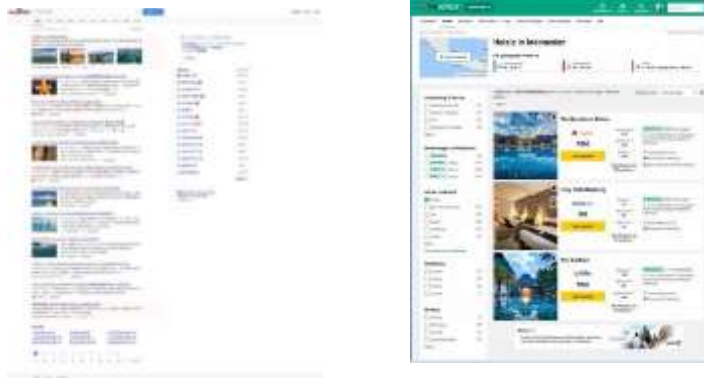

Figure.5 Publications on Baidu and Tripadvisor
Source: Kemenparekraf

The Indonesian government does not work alone in implementing or implementing Wonderful Indonesia as a nation branding. There are several actors who are also involved in a series of promotions and launches of Wonderful Indonesia as a nation branding. These parties include government and non-government. On the government side, the Ministry of Tourism and Creative Economy is the representative and spearhead in strategies to promote Indonesian tourism. The Ministry of Tourism and Creative Economy cooperates with non-state actors and other national institutions, including the Ministry of Foreign Affairs (Kemlu) and foreign national institutions, in its promotional activities.

The non-government actors involved in these promotional activities are the Generation Pesona Indonesia (GenPi) and Generation Wonderful Indonesia (GenWi) communities. Overall, GenPi is a community consisting of people who have an interest in tourism in Indonesia. This community mostly conducts its activities through digital media and one of its main objectives is to introduce and promote Indonesian tourism at the national and international levels. GenPi's role is to help build attractions and facilities, as well as manage access to tourist destinations. GenPi members are dominated by young people who are actively promoting Indonesian tourism through social media promoting tourism in Indonesia through social media such as blogs, Facebook, Twitter, YouTube, Instagram and various events to promote Indonesian tourism in the country.

On the other hand, GenWi is a community or tourism ambassador consisting of Indonesian students abroad, whose mission is to spread tourism packages in Indonesia abroad. Like GenPi, they aim to promote and introduce Indonesian tourism abroad. To promote tourism in Indonesia, GenWi uses almost the same method as GenPi. In other words, GenWi will promote tourism through social media targeting cyber communities around the world, and holding related events together with tourism in Indonesia abroad. Currently, GenWi is being developed in several countries abroad and is being promoted by embassies in several countries and representatives of the Republic of Indonesia. Countries that already have a GenWi community include Japan, Singapore, New Zealand, China, Malaysia, India, South Korea, Philippines, Australia, (Victoria, Auckland, Queensland, New South Wales, Adelaide), the United States, and Thailand.

Both GenWi and GenPi were initiated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia with the aim of supporting Indonesia's tourism marketing program, by accelerating, increasing, expanding, and achieving more to promote tourism in Indonesia. With such a large number and increasing incentives, GenPi and GenWi have been able to explore Indonesia through digital marketing or digital marketing and the application of tour packages offered to attract potential tourists, with great potential to help create a positive image of tourism in Indonesia.

Using digital media, Wonderful Indonesia officially uses a website called www.indonesia.travel/id. Utilization of other digital media such as Facebook, Instagram, Twitter, Google+ can function as a tool to carry out promotion because it is easy for anyone to access and provides a reference for travel that will be carried out by tourists, both domestic and foreign tourists. Publication of creative works and making videos for promotion is considered quite diverse in terms of video length and video type and is systematically divided into playlist categories, making it easier for visitors to find what tourists need. The government recognizes that it is important for the international community to regard Indonesia as a safe and comfortable tourist destination, and the government continues to optimize the promotion of Indonesia.

CONCLUSION

The preparation of this research departs from the research question, "How are the strategies of the Indonesian government in implementing the wonderful Indonesia digital diplomacy program?". Based on the results of the research, it can be concluded that the Indonesian government, especially the Indonesian Ministry of Tourism and Creative Economy, utilizing digital media as a means of diplomacy is considered to be time efficient and can reach the market and echo the promotional message of Wonderful Indonesia in the international sphere. In addition, the role of digital media is also influential in increasing the number of foreign tourists who come to Indonesia and has an impact on increasing Indonesia's ranking from position 42 to 40 in the period 2017 to 2019, this indicates that Indonesian tourism is getting better, based on the Travel report. And Tourism Competitiveness Index (TTCI) published by the World Economic Forum (WEF).

In the past several Indonesian Ministries of Tourism and Creative Economy made breakthroughs in promotional and diplomatic strategies to popularize Indonesian tourism on a global level. By involving public figures/influencers as non-state actors who support Indonesia's digital diplomacy, to complement the conventional promotion strategies that have been carried out previously. Because the scope of international relations, especially digital diplomacy, is an interdisciplinary realm. In answering this research, the researcher refers to the theory of digital diplomacy, multi-track diplomacy, and the concept of nation branding as a reference for the discipline of international relations.

The steps taken by the Indonesian Ministry of Tourism and Creative Economy are to encourage the formation of the image of Indonesian tourism through digital diplomacy through the Wonderful Indonesia nation branding. Wonderful Indonesia, which was launched by the Indonesian Ministry of Tourism and Creative Economy, aims to build a positive image of Indonesia as well as provide understanding and knowledge to the foreign public that Indonesia is a country rich in tourist charm.

The Wonderful Indonesia policy as a nation branding for Indonesian tourism with assistance from the Ministry of Foreign Affairs to be implemented as part of Indonesia's foreign policy in order to reach the public on an international scale, the foreign public is the main target of the whole Wonderful Indonesia promotion strategy. Therefore, the Indonesian Ministry of Tourism and Creative Economy has prepared a strategy that can reach the foreign public more quickly and easily, including by marketing Wonderful Indonesia through digital media as a non-conventional media which is currently very actively used by the foreign public. Tourism assets must be empowered to promote the development of the digitalization of Indonesia's sustainable tourism industry. Tourism stakeholders must support and apply more critical branding concepts, and create creative and innovative ideas to solve tourism service problems in accordance with Wonderful Indonesia's branding. Important issues are created from the lives of tourists and the mindset of individuals or groups of people which can be different and change every day.

The level of activity in the use of social media in today's society is influenced by people who have sought a lot of information, recommendations, and product reviews through social media until figures appear with good reputations and are able to create content that is acceptable to the public and credible, they are social media influencers. . Social media influencers have the professional capacity to reach audiences and echo promotional messages known as 3R capabilities, namely Relevance, Reach, and Resonance. These

three capabilities are utilized by the Indonesian Ministry of Tourism and Creative Economy to disseminate and instill an understanding of the foreign public on the existence of Wonderful Indonesia as the nation branding of Indonesian tourism.

SUGGESTION

The synergy of the tourism industry and creative industries from upstream to downstream which is carried out using high-tech service products Google-Google will build a national economic ecosystem that can trigger higher economic growth. The tourism industry and the creative industry must have a strong business scenario in order to be able to become a pioneer in national economic growth.

1. For the Indonesian government, government needs to transform the concept of nation branding into a program that is easy for the public to implement.
2. To support the concept of nation branding wonderful Indonesia, it is necessary for the community's efforts to develop products that are the same as Indonesia so that the success of the concept can boost the economy of the Indonesian people.
3. The next proposal is to procure tour packages or travel bureaus with tour guides to guide foreign tourists under the auspices of the Indonesian government.

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