THESIS

THE TOURISM POTENTIALS OF SOUTHEAST CELEBES AS INDONESIAN PUBLIC DIPLOMACY TO FACE ASEAN ECONOMIC COMMUNITY (AEC) ERA

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FACULTY OF HUMANITIES
UNIVERSITY OF DARUSSALAM GONTOR

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The Tourism Potentials of Southeast Celebes As Indonesian Public Diplomacy to Face Asean Economic Community (AEC) Era

A Thesis

Submitted in fulfillment of the requirements
for the degree of Bachelor of International Relations

By:

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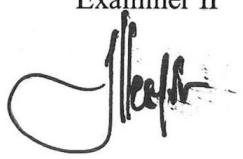

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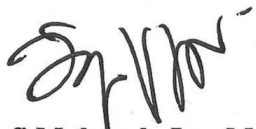

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MOTTOES

يا أَيُّهَا الَّذينَ آمَنُوا استَعينوا بِالصَّبرِ وَالصَّلاةِ ۚ إِنَّ اللَّهَ مَعَ الصّابِرينَ

"O you who have faith! Take recourse in patience and prayer; indeed Allah is with the patient."

Al-Baqarah : 153

إِيّاكَ نَعبُدُ وَإِيّاكَ نَستَعينُ

"You [alone] do we worship,
and to You [alone] do we turn for help".

Al-Fatihah : 5

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Sincerely yours,

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POTENTIALS OF THE SOUTHEAST CELEBES TOURISM AS INDONESIAN PUBLIC DIPLOMACY TO FACE ASEAN ECONOMIC COMMUNITY (AEC) ERA

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35.2014.5.1.0781

ABSTRACT

This research aims at revealing the tourism potentials of Southeast Celebes as Indonesian public diplomacy to face Asean Economic Community. Indonesia is one of Asean countries that contributes to economic integration mentioned by Asean Economic Community. Asean Economic Community is free trade or single market activity among Asean countries that was agreed with goals to develop the economics of Asean countries. one of the Asean Economic Community vision is to make single tourism of Southeast Asian, and to improve the competitiveness the economy of Asean Countries. Therefore, each country of Asean must prepare themselves, to become a target market of another country. As the biggest one of maritime nation, Indonesia has many beautiful places for tourism and one of the best tourism is located in Southeast Celebes province. This province shows their potentials of tourism with the increase of tourist numbers every year. Moreover, Southeast Celebes is one of the ten priorities of Indonesian tourism destination. Therefore, Southeast Celebes tourism is able to become one of a mainstay to face Asean Economic Community. This research uses the qualitative methodology. The data were collected with observation, collecting, finding, library research and interpreting as technique of collecting data. The technique of data analysis uses descriptive analysis method. This research is based on Islamic worldview. The objective of the research is to analyze how the role of Southeast Celebes Tourism as an Indonesian Public Diplomacy in influencing public opinion toward national interest to face Asean Economic Community. Southeast Celebes potentials are able to be soft power asset of Indonesian public diplomacy. These potentials succeed in public diplomacy, and many foreigners are engaged in visiting to Southeast Celebes, and the visitors increase every year. The increase of visitor affects to foreign exchange income, local business of local society, and economic development.

Keyword: *Southeast Celebes, Tourism, Soft Power, Public Diplomacy, Asean Economic Community (AEC)*

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CHAPTER I

INTRODUCTION

1.1. Background of Research

Indonesia has beautifully cultural diversity and it has passed dipped year to year. In Association of Southeast Asian Nations, Indonesia is one of the best countries in cultural sustainability than another country of Asean. Indonesia is one of the biggest maritime nation in this world consist of 17.000s islands, including island unknown and uninhabited. A lot of islands, cultures, and tribes made harmonic life with diversity and natural beauty on every island. In fact, Indonesia is a second nation which has a longest maritime line after Canada, i.e 95.000 Km that 14 percent from all over the world.[1]

As a maritime nation, Indonesia has beautiful places as tourism destination such as some places located on southeast Celebes. Southeast Celebes has the maritime area that has potentials to be marine tourism, which is never exploited. Some islands on Southeast Celebes have beautiful and potential sea such us wonderful beach, beautiful corals reefs and fish.

The best tourist places in Southeast Celebes are Bokori Island located on Kendari; Labengki Island, North Konawe, and the Islands located on Wakatobi are Wangi-Wangi, Tomia, Kaledupa, and Binongki. Tourists enjoy snorkeling, diving, and fishing as marine tourism with wonderful views of every island in Southeast Celebes.

In Addition to marine tourism, Southeast Celebes also has some cultural events such as Wakatobi Wave Festival, Keraton Festival, Bokori Festival, Halo Sultra, International Kite Festival. One of the events, Wakatobi Wave Festival is the biggest marine festival from all of the agenda held before with performance cultural dances, art competition, and water

[1] Lasabuda, Ridwan. "Pembangunan Wilayah Pesisir Dan Lautan Dalam Perspektif Negara Kepulauan Republik Indonesia ." Jurnal Ilmiah Platax, 2013,. page 93.

sport.[2]

Seeing potentials of Southeast Tourism, the government is seeking in the optimization of its potentials to promote and to increase visitors with the development of island resources potential and tourism events like festivals explained before. In addition, Dadang Rizki Ratman as development destination and tourism investment Deputy of the ministry of tourism Indonesia made one place on Southeast Celebes Wakatobi as one of ten developing strategy of tourism destination and investment.[3]

National beautiful of Southeast Celebes has attracted the attention of tourist to visit Indonesia. In this few years, the visitors Southeast Celebes are increasing every year. In 2016 the visitors were increasing 19,5 person more than 2015. 22.380 people including 6.712 foreign tourist and other national tourists.[4]

In Asean Economic Community era, Indonesia can compete with tourism potentials. Asean Economic Community is free trade program established by the regional Asean Countries that eases export-import, services, and investments with low monetary capital. This program is planned to integrate economy of Asean regional in which every country competes and targetes in 2015.[5] This Program is making efficient and economic competitiveness in Asean countries According to Nimmi, Asean Economic Community is a single market with the economic competitive

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[2] Wakatobi Wonderful Festival And Expo: Wakatobi Wave. 22 November 2015. http://pesona.indonesia.travel/acara/wakatobi-wonderful-festival-and-expo-wakatobi-wave-2015/. (accessed 3 August 2017)

[3] Ratma, Dadang Rizki. "Pembangunan Destinasi Pariwisata Prioritas 2016 - 2019." Kementerian Pariwisata Republik Indonesia. 27 Januari 2016. www.kemenpar.go.id/userfiles/PaparanDeputiBPDIP.pdf. (accessed 29 July 2017)

[4] Murdaningsih, Dwi. Kemenpar Dukung Pesona Halo Sultra 2017. 23 April 2017. http://www.republika.co.id. (accessed 29 July 2017)

[5] Siswaningsih, Dwi. "Peluang Dan Tantangan Indonesia Pasar Bebas Asean Mea." Kementerian Perdagangan Republik Indonesia. 4 Januari 2015. http://djpen.kemendag.go.id/app_frontend/admin/docs/publication/7551442304774.pdf (accessed August 8, 2017).

forum and economic development area.[6] Actually, Asean countries must prepare themself to face Asean Economic Community

Every country has different potential in competition to face Asean Economic Community Indonesia as one of the biggest maritime nations, one of the sectors is ready to compete is tourism. It was believe that Indonesia has great potential in the sea that 100.000s km maritime line, many kinds of fish, and many kinds of coral reefs so tourism is the main instrument to face Asean Economic. The foreign exchange reserves of Indonesian Tourism are guaranteed. The Indonesian Tourism foreign exchange reserves are increasing every year and its growing up 7,2 percent. This increasing was higher than the average of world tourism that only grows up 4,7 percent every year.[7] According to Mohtar Mas'oed[8], the tourism sector is one of the biggest foreign exchange producer. The longer foreign visitors, the more they cost . as well, the more visitor, then prospering of the local community of tourism destination will improve such as transportation, tour packages, hotels, and others. Those are Indonesian potentials to face Asean Economic Community with the tourism sector

In international relations perspective, the potentials of Southeast Celebes Tourism can become the vital instrument in public diplomacy approach. Tourism sector is Indonesian asset soft power in international relations. Public diplomacy is an effort to inform and influence the public society with influencing the good image. Mark Leonard[9] stated that public diplomacy seeks to promote the national interest through understanding, informing and influencing foreign audiences.

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[6] Zulbainarni, Nimmi. Sektor Pariwisata Paling Siap Menghadapi MEA. 13 Januari 2016. http://www.neraca.co.id/article/64041/sektor-pariwisata-paling-siap-menghadapi-mea (accessed August 14, 2017).

[7] Publik, Biro Hukum dan Komunikasi. Pariwisata Kini Jadi Andalan Pendulang Devisa Negara. 26 Agustus 2015. http://www.kemenpar.go.id/asp/detil.asp?c=16&id=2959 (accessed Agustus 14, 2017).

[8] Mas'oed, Mohtar. Ekonomi Politik Internasional dan Pembangunan. Yogyakarta: Pustaka Pelajar, 2014. Page 201-209

[9] Leonard, Mark. "Public Diplomacy." The Foreign Policy Centre. 2002. http://fpc.org.uk/fsblob/35.pdf. Page 1

The potential of Southeast Celebes Tourism that increases every year to attract foreign tourist is one of the successful of public diplomacy. As explained by Mark Leonard one of the public diplomacy goals is

> *" Engaging people with one's country (strengthening ties – from education reform to scientific co-operation; encouraging people to see us as an attractive destination for tourism, study, distance learning; getting them to buy our products; getting to understand and subscribe to our values)".*

This potential verified the effectiveness of tourism as the instrument of public diplomacy.

Based on explanations above, the researcher analyze the Potential of Southeast Celebes Tourism as Indonesian Public Diplomacy to Face Asean Economic Community (AEC) Era.

1.2. Research Question

To what extent are the Tourism Potentials of Southeast Celebes as Indonesian public diplomacy to face Asean Economic Community era?

1.3. Literature Review

Generally, many researcher have studied the diplomacy, both traditional and modern diplomacy like diplomacy nowadays. Diplomacy that is a power to fight for an achievement of an interest of the State in which it is carried out with the use of Hard military power as well as in Soft Power like most activities of this contemporary diplomacy public diplomacy as a country. In this research, the researcher takes previous research which have the same topic or theme related to the titles of this research is the literature review.

The thesis which was written by Heru Sulistyo[10] titled "Indonesian

[10] Sulistiyo, Heru. "Kesiapan Pariwisata Indonesia Dalam Menghadapi Asean Economic Community (AEC) 2015: Analisis Strategi Peningkatan Jumlah Wisatawan Asing." *Skripsi*. Jurusan Ilmu Hubungan Internasional Fakultas Ilmu Sosial dan Politik Universitas Jember, 2015.

tourism preparedness in facing Asean Economic Community (AEC) 2015: an analysis discusses about of strategies increasing the number of foreign tourists. Heru argued that Indonesia has a great potential in tourism more than another country in the southeast of Asian by using a variety of strategies being undertaken by branding, advertising, and selling to improve the image of tourism and increase the number of tourists visiting Indonesia. Heru suggested that the success of strategies would create a benchmark the readiness of Indonesia in the face of Asean Economic Community (AEC). Compared with this research, Heru reviewed Indonesian tourism in preparedness in facing AEC 2015 while my research reviews Indonesian Tourism more specifically to Southeast Tourism in some destination. In addition, Heru is used strategy and foreign policy as the concept in his theoretical framework to review the research, but this research will use public diplomacy.

Second Research, which is carried out by Clarisa Gabriela[11] entitled " Role of Indonesia cultural diplomacy in achieving of national interest". This research talked about the cultural diplomacy as part of public diplomacy which uses soft power by relying on cultural as an instrument to achieve national interest. Soft power is the ability to get what is desired by instilling a positive perception people across the nation, thus they can support our desires. Clarissa argued that cultural diplomacy besides devoted to across nation people, it is also directed towards Indonesian outside the country. Clarissa is used public diplomacy and it was similar to this research, but Clarissa made culture as an instrument of public diplomacy. On the contrary, this research uses southeast tourism as soft power instrument of public diplomacy. Clarissa focused on national interest achievement, and it is almost the same with research dealing with national interest, However it is more focus on Asean Economic Community competition.

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[11] Clarisa, Gabriella. "Peran Diplomasi Kebudayaan Indonesia Dalam Pencapaian Kepentingan Nasionalnya." *Skripsi.* Jurusan Ilmu Hubungan Internasional Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Hasanuddin Makassar, 2013.

Afterwards, the third research is written by Asep Saefudin Ma'mun[12] under the title "Public diplomacy in order to the image of the country". This research was talking about public diplomacy-related to affecting public attitudes includes influencing public opinion by the government to people across the country. That public is meaningful in a change and influencing the diplomacy activities. Asep argued that public is the main actor in the implementation. Asep used public diplomacy as subject to describe itself in order to build an image of the country while this research will explain tourism as an instrument of public diplomacy to face Asean Economic Community.

The last research in this literature review is entitled "Tourism village as soft power asset of Indonesia" written by Machya Astuti Dewi and Sri Issundari[13]. This research was reviewing the role of villages tourism strengthening the soft power of Indonesia. The researcher in this research argued "that the development of tourism villages contribute in promoting the power of Indonesia through art, culture, custom, and food to international society". Dewi and Sri made villages tourism as a subject on his research, and its same with this research, but different on an object that author makes maritime tourism as an object. Dewi and sri also used soft power concept as a public diplomacy instrument and it was same also with this research, but different in the destination that discusses all of it to face Asean Economic Community.

1.4. Theoritical Framework

In this research, the researcher uses public diplomacy as a concept to analyze it. In this case, public diplomacy can be used as a reference in reviewing and researching how Indonesian tourism specifically Southeast Celebes tourism as a public diplomacy to achieve national interest. The

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[12] Saefudin, Asep. "Diplomasi Publik Dalam Membangun Citra Negara." Universitas Esa Unggul , 2014.

[13] Issundari, Dewi. "Tourism village as soft power asset of Indonesia." Jurnal Masyarakat, Kebudayaan dan Politik. Prodi Hubungan Internasional, FISIP, Universitas Pembangunan Nasional (UPN) "Veteran", 2016.

ability of tourism as a public diplomacy will give a good role to reach that goal.

According to Mohammad Shoelhi[14], public diplomacy which was well known by the term soft power is relying on the cooperation of cultural, economic and other soft power activities, it was not based on military power that is hard power diplomacy. It was, Shoelhi[15] also stated that "soft power diplomacy is an ability to get what one wants by attracting the sympathy so that others can embody our desires". Besides, tourism sector is one of the instruments in the soft power diplomacy. The beauty tourism can provide a good perspective to tourists and influence public opinion well. The good image has a strong influence towards a public policy countries of origin tourists.

Tonny Dian in his book Diplomasi Publik Jepang [16] also states that:

> *" The concept of public diplomacy carries two implications. First, the public as objects, in terms of the public in other countries is the object or purpose of the country's diplomacy. The second implication is public as subject, in terms of the public at the domestic level to participate in the activity of the State/Government diplomacy."*

In addition, Public diplomacy is seeking to instill a positive opinion on the community of other countries this diplomacy can also be done by the community itself. Not only state or government, but the community also can do public diplomacy. The government plans human resource development for tourism. It can be concluded that hte public diplomacy is a process of nation building development and promoting that not only for government, but also for non-state actor does it. With non-state actor, it is seeing as one effective way in achieving of nation-building.*17*

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[14] Shoelhi, Mohammad. Diplomasi P5raktik Komunikasi Internasional . Bandung: Simbiosa Rekatama Media, 2011. Page

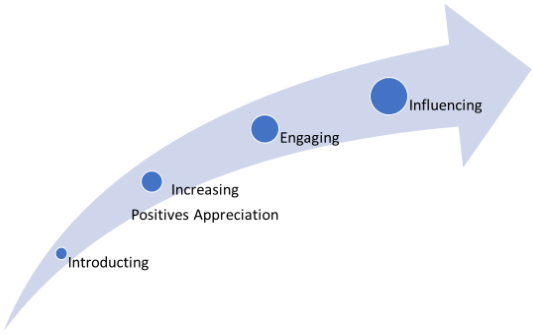
[15] Ibid., Page 84

[16] Dian, Tonny. Diplomasi Publik Jepang perkembangan dan tantangan. Bogor: Penerbit Ghalia Indonesia, 2011. Page 5-6

[17] Melissen, Jan. The New Public Diplomacy Soft Power in International Relations

According to Mark Leonard public diplomacy has several levels[18], there are as follows:

- The first level is the introduction, the stage of introducing them to the world community about the existence of a state with the goal of keeping the world community about the existence of the country.
- The second level is the stage to grow positive appreciation that let the community of other countries have a positive view and a positive appreciation for the country concerned with the goal of creating a positive perception.
- The third level is the engaging that creates interest in the community in other countries and when they had a positive Outlook. Some effort can be done such as inviting foreigner, student exchange, tourism, and cultural activities.
- The last level is influence, this step can be done in various ways such as establishing cooperation and investment creating familiarity between two countries.



Source From Dian, T. (2011). Diplomasi Publik Jepang perkembangan dan tantangan. Bogor: Penerbit Ghalia Indonesia. Page 17-19

Figure 1.1 The Levels of Public Diplomacy Activites

. United States: Palgrave Macmillan , 2015. Page 184

[18] Dian, Tonny. Diplomasi Publik Jepang perkembangan dan tantangan. Bogor: Penerbit Ghalia Indonesia, 2011. Page 17-19

The level of public diplomacy activities with its goal to influence public opinion.

1.5. Hypothesis

In explaining the theoretical framework and subject of this research above, the hypothesis is:

" The potentials of Southeast Celebes tourism as an Indonesian public diplomacy can support national interests to face Asean Economic Community such the economic development, the increase of foreign tourist, and the prosperity of local community."

1.6. Objectives and Benefits of the Study

The objectives of this researchare; The first, to know how the role of public diplomacy activities as asset Soft Power of Indonesia. The second, to analyze how the role of Southeast Celebes Tourism as an Indonesian Public Diplomacy in influencing public opinion toward national interest to face Asean Economic Community.

Moreover, this research has some benefits. The first,this research can be used as information and materials become triggers for the Government that existence of tourism potential for the benefit of Indonesia that they may improve the tourism infrastructure in South East Celebes. The second, this research can also be useful for students of international relations in the field of study about how public diplomacy role in building the image of the country. To provide insights on the student that international relations today, there are not merely a relationship between countries (Government to Government) but also the international community relations (People to People or People to Government or vice versa).

1.7. Research Methodology

The research uses the qualitative method. Using this method, researcher will collect the data and analyses it bases on theory. The following are technique of data collecting data and technique of analysis data.

1.7.1. Technique of Collecting data

The researcher will do observation, finding, collecting, compiling, and interpreting data or information about this topic to answer the question research. There are two kinds of data, secondary and primer data. The Primer data that will be used are documentation data and interview from Department of Tourism and economic creative on Southeast Celebes. While, secondary data are accessed from some source such as book, journal, thesis, article, government website, and other offline and online publication.

1.7.2. Technique of Data Analysis

This research used descriptive analysis method as technique of data analysis. Descriptive analysis method is transformation data original to data were analyzed with theory. Which is after collecting the data, the researcher analyzes the data and process them using research theory. Then, it draws the conclusion of the result of analysis the data based on the theory. The researcher describes potentials of Southeast Celebes tourism as Indonesian public diplomacy to face Asean Economic Community.

1.8. Research Systematics

Chapter one is an introduction which consists of background, research question, literature review, theoretical framework, hypothesis, objectives and benefits, research methodology, and research systematics.

Chapter two explains how the potentials of Southeast Celebes Tourism as public diplomacy. *(Theoretical Framework)*

Chapter three explains how the potentials of Southeast Celebes Tourism to face Asean Economic Community. *(Research Methodology)*

Chapter four explains how Indonesian Public Diplomacy through potentials of Southeast Celebes Tourism to Face Asean Economic. *(Research Result)*

Chapter Five are conclusions and suggestions.

CHAPTER II

THEORITICAL FRAMEWORK

2.1. The Nature of Public Diplomacy

In Islam, the God created a human being with culture and tribes diversity to know one each other. The man was born cannot to chose where he will born. Like Allah Said in Holy Qur'an :

يا أَيُّهَا النّاسُ إِنّا خَلَقناكُم مِن ذَكَرٍ وَأُنثىٰ وَجَعَلناكُم شُعوبًا وَقَبائِلَ لِتَعارَفوا ۚ إِنَّ أَكرَمَكُم عِندَ اللَّهِ أَتقاكُم ۚ إِنَّ اللَّهَ عَليمٌ خَبيرٌ (٣١)

> Means : *O mankind! Indeed We created you from a male and a female, and made you nations and tribes that you may identify yourselves with one another. Indeed the noblest1 of you in the sight of Allah is the most Godwary among you. Indeed Allah is all-knowing, all-aware.(Al-Hujurat:13)19*

Every man emphasized to know each other (*ta'aruf)* or introduce himself to each other. The purpose Allah created man in the nation and tribes different is to know each other. Relations among nation is the needs of every nation, like the social life of human being.

International relations is identical with term "Diplomacy" in its practice. Diplomacy is the art of negotiating to achieve some interest. Diplomacy is undertaken by responsible for a nation called by a diplomat. Diplomacy has many kinds in its implementations like public diplomacy that not only carried by the government but also not-government has the contribution to it. Public diplomacy has a level and steps in his proses explained before, thus are public diplomacy step: introduction, increasing of positive appreciate, engaging, and influence.

The first step is Introduction, it was introducing image and especially of the nation to others. This is relevant to Allah said before that *Lita'arofu* is to know each other. When someone has good relations with a person,

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[19] Al-Qur'an Al-Karim, Surah Al-Hujurot: Ayat 13

he has a positive appreciation for each other (step of increasing positive appreciates). Moreover, person will participate (step of engaging) to introduce his positive appreciation to another person. when someone has any interest, it will be easy in achieving (step of influencing).

This research is not only based the literature written by a human but also from Al-Qur'an as guidelines for human life in every aspect. In the fact, a human being always does a mistake then, it sometimes negligent in his job like theory made by human. No one deserves except Al-Qur'an as the word of Allah that the true source on earth to become the best source in every aspect life. According to explanation research above will review how the potential of southeast Celebes as public diplomacy by viewed by Al-Qur'an.

2.1.1. Definition of Public Diplomacy.

The term of Diplomacy based on Greece means "*diploun"*. For a journey, everyone needs letters (passport) that print out on metal called by *diplomas* at roman empire. After years, this letter is not only a travel letter, but it is covered official documents related to agreements among the nation. Afterward, the term of diplomacy linked with international relations management and persons who are dabbling in its practice called by a diplomat. Then with the purpose of diplomacy is achieving any interest in peace conditions, term of diplomacy according to Earnes Satow that diplomacy is the ability of a person to succeed in international relations by negotiations.[20]

After years, diplomacy activity has changed and has developed to adapt the international relations issues. Thus, traditional diplomacy which relies solely on states actor is assumed that is not effective in the achievement of diplomacies goals. This traditional diplomacy is usually known by term *"first track diplomacy"*. Besides government's role in diplomacy activities, public's role or non-states actor also needed for

[20] Opcit, Roy. L, page 1-9

improving traditional diplomacy. Thus, it was born term "*second track diplomacy"* or modern diplomacy that government and people have a role in the achievement of diplomacies goals.[21]

Traditional diplomacy or first track diplomacy was judged very stiff and too formal which relies on government to government relations. This diplomacy is normally used to end a war. In contrast to the second track, diplomacy function is to build a good relationship to others, to maintain a relationship of the country that has the same interest and seeking of national interest which involved public's role such us people to people relations, government to people relations or vice versa. One of second track diplomacy is public diplomacy, diplomacy by promoting a positive image to public opinion and then, it can affect foreign people for seeking some national interest.

Public diplomacy rapidly grows as a solution of traditional diplomacy. In fact, traditional diplomacy is not quite relevant to solve international relations problems. Jeffrey said that traditional diplomacy has not been fully able to resolve conflicts, that is the reason why it was judged. This disadvantage caused public diplomacy as second track diplomacy becomes one of international relations problems solution. However, traditional diplomacy is not completely replaced by public diplomacy. It is the enhancements and the improvement to ease government in achieving diplomacies goals. [22]

Traditional diplomacy only relies on government relation between countries, this makes too stiff because its scope is too narrow. In contrast public diplomacy has wider scope with a non-state actor in its process such as government to government, government to people, and people to people. This caused public diplomacy become more effective in its application over international relations issues nowadays.

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[21] Mapendere, Jeffrey. 2000. "Track One and a Half Diplomacy and the Complementarity of Tracks." Culture of Peace Online Journal 67-68.

[22] Hennida, Citra. 2010. "Diplomasi Publik dalam Politik Luar Negeri." Journal of Universitas Airlangga, Masyarakat, Kebudayaan, dan Politik 2-3.

According to Paul Sharp, public diplomacy is a process of direct relations to the other nation's people for reaching interest and expand values of its interest. Hans Tuch defined that public diplomacy as government's effort to communicate with other nation's people by understanding the ideas of state, institutions, culture, even the goals of state and its policies.[23] It can be concluded that public diplomacy is process diplomacy involving state actor and non-state actor in its activities to achieve the national interest with relationship building and communicate directly to other people to introduce the good image of the country.

According to *Encyclopedia Britannica,* There are two kinds of public diplomacy. The first is branding and cultural communications government's goals in public diplomacy are influenced by attempting positive image building to the international community for establishing a good relation. The second is political advocacy that is public diplomacy strategy that was done quickly and does not require a long process. This diplomacy is attempting to build foreign support of government policy immediately as an attempt influence the international community to support his government policy or to hate other countries policy and does not support it.[24]

Public diplomacy is one of the Second Track diplomacy that effective alternative in solving international relations problems. Public diplomacy is a government attempt to communicate directly with the foreign public by the assistance of the community and soft power instruments through the introducing understanding, and increasing positive appreciation so that foreign public unconsciously participated and influenced in supporting national interest achievement.

2.1.3. Soft Power as An Instrument of Public Diplomacy

One factor caused that make traditional diplomacy become not

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[23] Opcit, Melissen, J., Page 11-12

[24] Britannica, The Editors of Encyclopædia. 2017. "Public Diplomacy." Encyclopædia Britannica. July 11. Accessed August 22, 2017. https://www.britannica.com/topic/public-diplomacy.

> relevant is using of hard power as an instrument of diplomacy. *Hard power* is often in attempting national interest to another country by force such a military. Thus, came *soft Power* as its solution, i.e. attempt of national interest achievement by friendly and coopt. Soft power is an instrument that used to attract other attention to do something that is desired without aware that they do. [25]

According to Nye Soft, power is an ability to influence public opinion to something that is desired without coercion or money swag.[26] Nye argued that soft power is an asset that attracts other nation like he said:

> *Soft power is more than just persuasion or the ability to move people by argument, though that is an important part of it. It is also the ability to attract, and attraction often leads to acquiescence. Simply put, in behavioral terms, soft power is attractive power. Soft power resources are the assets that produce such attraction.27*

Capabilities that influence this such cultural value, political ideas, policies, elements of the country that could become an attraction. Soft power is an instrument used in conducting public diplomacy, public foreign influenced by his own desire to contribute the achievement of its public diplomacy. Thus, it made the public diplomacy is more effective than traditional diplomacy.

Power in international relations perspective is an ability to dominate another country, the strongest Power in term of how much its relationship with other countries. Power are two kinds i.e. *Hard Power* and *Soft power* that used in this research. *A hard power* known as the power that compulsion to follow the will such us a threat, military force, and others. In contrast,

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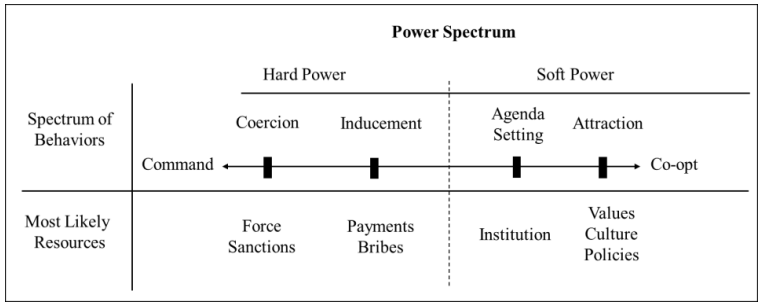
[25] Issundari, D. (2016). Tourism village as soft power asset of Indonesia. Jurnal Masyarakat, Kebudayaan dan Politik. Prodi Hubungan Internasional, FISIP, Universitas Pembangunan Nasional (UPN) "Veteran". Page 71

[26] Ikenberry, G. John. 2004. Soft Power: The Means to Success in World Politics. 5 1. Accessed August 22, 2017. https://www.foreignaffairs.com/reviews/capsule-review/2004-05-01/soft-power-means-success-world-politics.

[27] Joseph, N. 2004. The Benefits of Soft Power. August 2. Accessed August 23, 2017. http://hbswk.hbs.edu/archive/4290.html.

Soft power is friendlier, coopt, and influencing another country by his own desire.



Source: Nye, Joseph. Soft Power and Higher Education.

Figure 2.1. Spectrum of Hard power and Soft Power

According to Nye, Soft power is an instrument public diplomacy such as ideology, government policy, a culture like natural wealth and cultural diversity of Indonesian Tourism.[28] With these kinds, Soft Power has the means to influence an agenda-setting to attract public foreign as the spectrum power above. Some other examples of *soft power* i.e. Economic, Education, Leadership, Diplomacy Skill, Institution, Culture (Image), Foreign Assistance, Reputation and others that have attraction and persuasive[29].

2.1.2. Process of Public Diplomacy

In Public Diplomacy, there are some processes and levels of public diplomacy activity. The following processes or level of public diplomacy are as follows:

1). Introduction

The first step is introduction introducing good image and identity of the country to other countries that they know as well, and they have good opinion and perception to this country. This step is based on identity promotions by understanding cultural,

[28] Nye, Josep. Soft Power and Higher Education. Page 39-40

[29] Spacey, John. 2017. 8 Examples of Soft Power. March 1. Accessed August 24, 2017. https://simplicable.com/new/soft-power.

ideas, policies of the country and others soft powers instruments to the international community.

Something that can be done to introduce national identity to international community i.e. promotions event held by the government such tourism event that performs many cultural and other things has attractions. And then these things also can be done also by people that were in another country.

2). Increasing of positive appreciation

The second step *Increasing of positive appreciation* to international community. This is the step in which international community has positive perception and good opinion of a nation. Having known well, good relationship has been established by the ability of soft power such as cultural, and ideology. A good image has the impact that determines nations' role in international relations. Like Mark Said that build of the relationship between countries is based on country's trust level to the state.[30]

The process of increasing appreciation positive is based on how good or bad the process of introduction step. If introduction step is successful in the attraction of other country society such cultural values, then positive appreciation would establish on other country society. For attempting this step, something can be done like tourism guide optimization with the best service.

3). Engaging

The third step is engaging, step that international society was involved in a good relationship with a country such student exchange, sister city, research activity, tourism, and others. When the government makes a decision that in same interest with an international society which has a relationship before, then its achievement will be easy.

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[30] Opcit, Leonard, M., Page 11

With the country's trust and good image or perception, international society will be engaging that country such tourism and others. This step is relying on a good relationship and appreciation positive of international society as a step before, then other countries society will be engaging in interest achievement even they will attempt it as well.

4). Influencing

The last step is influencing, i.e. this is the output of public diplomacy that influencing another country (Government or society). The government can make a decision that international society as an object such tourism events and others. With engagement in a good relationship, this decision goal will be helped by international society like someone invite his friend or family to join its some events. This influencing of international society is goals of public diplomacy.

Influence step is the output of public diplomacy and sometimes its national interest achievement. Public diplomacy with tourism as soft power has a role to attract international society by his beautiful, tourism spot, best service guidance, and others make foreign tourist comfortable. With this tourist will be influenced and they will visit that nation not once time even they will come not alone, but together. This causes tourist is increasing in tourism, foreign exchange is raised, the welfare of society is involved such local community business sector such us inn, homestay, service guide it will get income from tourist accommodation. Then, the final output of the process of public diplomacy in the tourism sector is improvement economy.

2.2. Public Diplomacy to Achieve National Interest

Public diplomacy is conducted with goals of national interest

achievement. National interest is general goals that used by a country in international relations or political abroad. According to Hans Morghentau, National Interest is basic objective or basic purpose of any political abroad nor political international of a country.[31] Public diplomacy has a role to present an idea, perception, opinion, and national interest softly and build of reputation country.[32] Public diplomacy is a means to promote the image and national identity of a country through instrument public diplomacy such arts, tourism, culture, and others.

National interest is a need of the nation that occurs because the condition is triggered a nation to attempt it. Several needs of a nation such us economic improvement, culture, and others concerning political abroad. National interest achievement determined by the power that used to attempt it. Power underlying strength of the nation to influence other countries in international relations, and its attempt national interest achievement.

Public diplomacy with soft instruments, in national interest achievement softly such public opinion, build slowly by good propaganda. Thus, the public can be influenced without coercion to engage them in national interest achievement. Some goals of public diplomacy according to Mark Leonard, the first is an improvement of society to make them always familiarly looked by the good image. The second is increasing of positive appreciation other nation by positive perception build. Then, nations that have some interest will be one perception. The third is the engagement of other countries society in severals event such student exchange, research, tourism, and others. The last is influencing the public to help and support any interest achievement of the nation.[33]

It can be concluded that public diplomacy is an attempt of government and public or society in achievement national interest by introducing,

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[31] Pham, J. P. (2008). What Is in the National Interest? Hans Morgenthau's Realist Vision and American Foreign Policy. American Foreign Policy Interests, Page 257.

[32] Ang, I. P. (2015). Cultural diplomacy: beyond the national interest? International Journal of Cultural Policy, Page 368.

[33] Opcit, Leonard, M., Page 9-10

inform and influence good values, culture, and idea to the foreign public with instruments of soft power. Public diplomacy has an important role in national interest achievement. Public diplomacy is attempting good image build to international society and then attract other nations for cooperation and others in national interest achievement.

2.3. Public Diplomacy in Islamic Perspective

Islam is the beliefs that held by adherents as a living role model. in determining action when doing something, Islam has a role as a protector that prevent lapses in taking decision and action. Human beings sometimes do some mistakes and neglects in their life. Islam with Alqur'an as life guidelines that the best guidelines cause referenced by Allah as the creator that the true source in this world if man always does mistake then the true source in this world except for Allah SWT.

In an aspect of live Al-Qur'an, as Allah's Word become guidelines in resolving any human problems that revealed to the Prophet Muhammad. He is role model for Muslims such from his word, action, and ordinances.[34] Everything from Rasulullah called by Sunnah and its written in Prophetic Traditions. Al-Qur'an and Al-Hadist is guidelines of Islam religion that Muslims adhering it. Al-Qur'an is the main guidelines and Al-Hadist is second guidelines that Explanation of Al-Qur' an (*bayan)*.[35] Allah said to Rasulullah in Surah An-Nahl chapter 44:

وَما أَرسَلنا مِن قَبلِكَ إِلّا رِجالًا نوحي إِلَيهِم ۚ فَاسأَلوا أَهلَ الذِّكرِ إِن كُنتُم لا تَعلَمونَ
(٤٤) بِالبَيِّناتِ وَالزُّبُرِ ۗ وَأَنزَلنا إِلَيكَ الذِّكرَ لِتُبَيِّنَ لِلنّاسِ ما نُزِّلَ إِلَيهِم وَلَعَلَّهُم

[34] Albadar, Ponpes. 2013. Pengertian dan Pembagian Sunnah. Mei 11. Accessed September 17, 2017. https://al-badar.net/pengertian-dan-pembagian-sunnah/

[35] Muda, Widyaiswara. 2009. Al-Qur'an dan Hadis sebagai Pedoman Hidup Umat Islam (Serial Materi Ajar al-Qur;an Hadis MTs). Accessed September 19, 2017. http://bdkpadang.kemenag.go.id/ al-quran-dan-hadis-sebagai-pedoman-hidup-umat-islam-serial-materi-ajar-al-quran-hadis/

يَتَفَكَّرونَ(٤٤)

Means: *We did not send [any apostles] before you except as men to whom We revealed ask the People of the Reminder if you do not know. (We sent them) with clear proofs and written ordinances. And We revealed to you the message that you may make clear to the people what was sent down to them and that they might give thought. (An-Nahl: 43-44)36*

In International Relations, more concepts and theories are being conceived by Sciences of International Relations for problems solving. However, many international relations problems happened but its concept or theory sometimes not be the answer to this problem. International stages today are a concern by some ideology domination. Sometimes in international relations, a country does all kinds of way to make its interest comes true regardless another country. In contrast to Diplomacy in Islam Perspective that goals are Da'wah and upholding the benefit together.

2.3.1. Soft Power Instrument in Islam

A variety concept in international relations, one of them is Public diplomacy. As explained previously it is diplomacy relies on soft power instrument that an ability to influence international society to support his interest without coercion and money. One of instrument soft Power is spread the propaganda through media such music, radio, newspaper, and others. [37] The United States often spreads the propaganda through the film to launch the ideas, values, information in order to build an image so that influence international society in supporting of interest achievement.[38]

The spread of propaganda goals is making the society to do what something desired and building image or perception about the speeders

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[36] Al-Qur'an Al-Karim, An-Nahl : Ayat 44-45

[37] Opcit. Joseph, Nye. Page 34-35

[38] Putra, Achmad Reza. 2013. "Diplomasi Budayaamerika Serikat Terhadap Indonesia Melalui Hollywood Movies." Jurnal Publikasi Universitas Riau. page 1

desired. In order to achieve its propaganda, this idea or information in propaganda must be good regardless information content right or wrong, and the important is interest achieved[39]. In contrast to Islam perspective that in the spread of information there is ethics and moral that uphold the truth like Allah said in Surah Al-Ahzab chapter 70-71:

يا أَيُّهَا الَّذينَ آمَنُوا اتَّقُوا اللَّهَ وَقولوا قَولًا سَديدًا (١٧) يُصلِح لَكُم أَعمالَكُم وَيَغفِر لَكُم ذُنوبَكُم ۗ وَمَن يُطِعِ اللَّهَ وَرَسولَهُ فَقَد فازَ فَوزًا عَظيمًا (٢٧)

Means: *O you who have faith! Be wary of Allah and speak upright words.* (71) *He shall rectify your conduct for you and He shall forgive you your sins. Whoever obeys Allah and His Apostle has certainly achieved a great success. Al-Ahzab: 71-7240)*

In the spread of information, there are ethics and morals that established by Islam. The bads must be presented and the truth also must be presented. Allah has said that every man must spread the truth information and Allah is promising the glory to who do that according to his commandments. The human must believe that Allah's promise is exactly happening.

Ethics and morals in the spread of information in Islam rely on character *(Akhlaq)* values. *Akhlaq* is human being character in behaving, understanding the good behavior and the bads, knowing what should be done in social life, knowing human goals that must be pursued, and understand what should be done as a human being.[41] As well as the spread of information, Islam is required to base on noble character (*Akhlaq)*.

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[39] Ibid, page 2

[40] Al-Qur'an Al-Karim, Al-Ahzab : 71-72

[41] Haryanto, Joko Tri. 2016. "Etika Islam Tentang Pemberitaan Politik Di Indonesia." Jurnal Stain Kudus 51-52.

2.3.2. Public Diplomacy Activities in Islamic Perspective

Public diplomacy is two implications as explained before i.e. as subject and object. One of both are is public diplomacy as subject, the society at the country has a role in public diplomacy activity. In Islam, every Muslims advised to be friendly, gentle, transparency in social life and not be rude. Allah said to Rasulullah at surah Al-Imran chapter 159:

فَبِما رَحمَةٍ مِنَ اللَّهِ لِنتَ لَهُم ۖ وَلَو كُنتَ فَظًّا غَليظَ القَلبِ لَانفَضّوا مِن حَولِكَ فَاعفُ عَنهُم وَاستَغفِر لَهُم وَشاوِرهُم فِي الأَمرِ ۖ فَإِذا عَزَمتَ فَتَوَكَّل عَلَى اللَّهِ ۚ إِنَّ اللَّهَ يُحِبُّ المُتَوَكِّلينَ (١٥٩)

Means: *So by mercy from Allah, (O Muhammad), you were lenient with them. And if you had been rude (in speech) and harsh in heart, they would have disbanded from about you. So pardon them and ask forgiveness for them and consult them on the matter. And when you have decided, then rely upon Allah. Indeed, Allah loves those who rely (upon Him) on. (Al-Imron" 159)*[42]

In resolving problems or issues, Islam advised doing the deliberation so that problems resolved for the sake of benefit together not personal interest.

Rasulullah has been as a role model of Muslims in this world to be professional in working such hard work, honestly, optimal, discipline, and diligence. Rasulullah has described it in its properties i.e. *Shiddiq* (honesty), *Amanah* (responsibility), *Tabligh (transparency), and Fathanah (*smart).[43] Is Islam, there are values that underlying the

[42] Al-Qur'an Al-Karim, Al-Imron : Ayat 159

[43] 2008. "Profesionalisme dalam Islam." Kajian Islam Institut Pertanian Bogor. Oktober 30. Accessed September 20, 2017. web.ipb.ac.id/~kajianislam/pdf/Prof.pdf. Page 2

professionalism in Islam[44] as follows:

a. Positive thinking (*Husnu Dzon)*
b. Silaturahmi
c. Discipline of time and kept of promise
d. effectively and efficiently
e. Reward appropriately and quickly.

From values above, it can be applied in public diplomacy activities to make it professionally and still hold on Islam values.

In order to review public diplomacy with Islam perspective, the researcher will compare it with one of Islam leaders i.e. Ibnu Batuta which successfully in diplomacy. Ibnu Batuta is famous as the greatest explorer from Arab and he has a broad knowledge of science. In the reign of Sultan Abu I'nan, Ibnu Batuta was considered exceptional by Sultan so that he was sent as a diplomat to establish relations with China. At that time China was ruled by Dynasty of Yuan. Because of Ibnu Batuta's Skills in Diplomacy and his broad knowledge, finally the good relationship between China and Islam was established. In fact, proven for centuries, there are no problems or conflicts between both countries. However, the relationship between them increase closely with development cooperation and knowledge exchange including trade cooperation [45]. By looking the Success of Ibnu Batuta diplomacy as a diplomat who was commissioned to establish relationship such cooperation in Education and trade, it proved that one of the public diplomacy goals was achieved.

Islam is the religion brings grace and prosperity to all the whole universe (*Rahman Lil Alamin)* as guidelines of every Muslim in life that underlying the behavior. In fact, every aspect of life is already described in Al-Qur'an and prophetic traditions. Likewise, Public

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[44] Ibid. Page 2-3

[45] Ashiddiq, Yusuf. 2010. Tradisi Diplomasi dalam Sejarah Islam. November 25. Accessed September 21, 2017. http://khazanah.republika.co.id/berita/ensiklopedia-islam/khazanah/10/11/25/148728-tradisi-diplomasi-dalam-sejarah-islam

Diplomacy concept, almost Muslim Leaders has applied this concept and it was successful. One of example is Public diplomacy that was done by Ibnu Batuta to China. Rasulullah Also was done Public Diplomacy as we perceived that Islam was spread throughout the world. Public diplomacy strategy is positive image build in order to ease its process, Prophet Muhammad SAW was implemented it long before this concept was conceived. According to Novi Rizka, "*Rasulullah* in everyday life often intersects with other believers, but Rasulullah could influence non-Muslims to love him even converts to Islam with his authority. By being nice so he is loved by a lot of people, that is one way of *Rasulullah* in da'wah.[46]

2.4. Southeast Celebes Tourism as Indonesian Public Diplomacy

Public diplomacy is an activity of diplomacy that used in foreign political agenda. In implementation public diplomacy non-State actor has a role also with a state actor. As explained before that public diplomacy is attempting the national interest with soft power instrument by influencing foreign public without coercion. Sectors can be an instrument of soft power in public diplomacy, one of the sectors is tourism that has great attraction especially Indonesian tourism.

Tourism has activities that have persuasive values to attract foreign tourist. Tourism object consist of nature tourism, culture tourism, and manmade tourism. It was known that, Indonesia is famous with the greatest maritime nation and it has any cultural diversity. By looking of many kinds of Indonesia tourism, it has potentials as an instrument of soft power to attract and influence foreign tourist According to Wen and Duggan[47], tourism sector is one source to increase and maintain the soft power, and this has been flanked by scientists of international relations that tourism has good

[46] Rizka, Novi. 2017. "Penerapan Konsep Maqashid Syariah." Jurnal Dauliyah, Universitas Darussalam Gontor. Page 45.

[47] Chen, Duggan. 2016. "Soft Power and Tourism: A Study of Chinese Outbound Tourism to Africa." Journal of China and International Relations. Page 46.

role and effective in soft power and politics of country. According to Mark, public diplomacy is discussion about establishing relationship between countries. Good bad reputation of the country determines the success of public diplomacy process.[48] Therefore, Indonesia with his tourism sector could count on it as an icon of public diplomacy.

To know the effectiveness of tourism as soft power, it should review to how the tourism attraction as his subject. The increase of number tourism could describe how the effectiveness of tourism as soft power in public diplomacy, large or small. The greater of tourist number increased then the greater effectiveness as well as vice versa. One of the public diplomacy goals is establishing good relationship such our education, tourism, and others.[49]

Indonesia has potentials in tourism, That is no better then other Asean countries and this is a part of Soft power public diplomacy. Tourism sector as an instrument of public diplomacy has succeeded to attract the tourist with a good image that inherent within tourist. Every year the number of foreign tourists are increased with a variety of purposes such vacation, education, research, tourism, and others. This shows that Indonesian tourism sector can become an instrument of public diplomacy. Many tourism destinations belongs to Indonesia, one of the best located on Southeast Celebes.

Southeast Celebes has a variety of best destination for tourism. Values in the tourism are cultures, arts, history, craft, natural beauty, and others. In attraction of foreign people for tourism, Southeast Celebes also has potentials which are not inferior to other areas in Indonesia that the number of foreign tourists is increased every year. In Addition, Southeast Celebes is one of best ten priority destination for Indonesian tourism.

Southeast Celebes tourism as soft power public diplomacy could play a role in attempting Indonesian national branding to introduce national identity to international society. After international society positive opinion

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[48] Opcit, Leonard, Mark. Page 8-9

[49] Ibid, Page 9-10

is spread, the process of public diplomacy will be easy to achieve any international interest. The natural beauty of Southeast Celebes is dependable to describe and introduce national identity to international society. By seeing potentials of southeast Celebes tourism, its depend as soft power instrument of Indonesian public diplomacy.

CHAPTER III

POTENTIALS OF SOUTHEAST CELEBES TOURISM TO FACE ASEAN ECONOMIC COMMUNITY.

3.1. Indonesian Tourism Development

Indonesia is one of the biggest maritime nations all over the world. Indonesia has a lot of beautiful nature with cultural and tribe diversity like arts. Those are making Indonesian tourism more attractive than other countries especially viewed by natural tourism, cultural tourism, and others.

Indonesian tourism sector has a role in economic development. Thus, many policies of tourism development are established by the government to increase tourist interest especially foreigner tourist. Many places in Indonesia have tourism potentials as destination. It is more famous than others. In the case, Indonesia is well known with Bali, but today other areas are also popular.

Indonesian tourism development describes how the increase of tourist number that visited Indonesia. The visitors of Indonesia for tourism increase every year. It shows potentials of tourism for economic development. The following data represents the increase of visitors in Indonesia:

Table 3.1. The Increase of Tourist and Foreign Exchange in Indonesia

Years	Foreign Tourist number	Increase of Visitor		Foreign exchange of Foreign Tourist (Juta US$)
2008	6,234,497	--		7,348
2009	6,323,730	1.43	%	6,298
2010	7,002,944	10.74	%	7,603
2011	7,649,731	9.24	%	8,554
2012	8,044,462	5.16	%	9,121
2013	8,802,129	9.42	%	10,054
2014	9,435,411	7.19	%	11,166
2015	10,230,775	8.43	%	12,226
2016	12,023,971	17.53	%	10,134

Source: Badan Pusat Statistik, Pariwisata https://www.bps.go.id/

A number of tourist describe Indonesian tourism potentials was grown better every year. This development of tourist number causes foreign exchange income increased indirectly every year. Seeing potentials, government was attempting tourism development as well such policy that establishes by them i.e. TAP MPR No. IV/MPR/1978 about tourism sector development to increase foreign exchange income, open jobs for supporting tourism sector, and promoting of Indonesian cultures.[50] role of the tourism sector in economic development

3.2. Profile of Southeast Celebes Tourism Development

Southeast Celebes Island is potentials places for tourism, one of the place is located on. This area has a natural beauty that is more beautiful than others area of Indonesia. Southeast Celebes has potentials in underwater tourism and cultural tourism such water sports and others.

Southeast celebes has object and tourism destination that scattered over sixteen counties and cities. At the beginning of its development, there are a few of counties and cities sight for tourism. At 2015, there are 12 counties and 2 cities that shows his tourism potentials, but only 5 counties and cities that have best potentials as a tourism destination.[51] Many tribes, tribes and natural beauty then came to the uniqueness and distinct of Southeast Celebes area.

In addition, this area has tourism icon which has international standard. In fact, Southeast Celebes province is including Wallace's line area i.e. Fauna of central Indonesia (fauna of transition types). This province has the largest Ramsar site in the world i.e. Rawa Opa.[52] It also has the largest fortress in the world i.e. Buton fortress. This fortress is awarded by Museum

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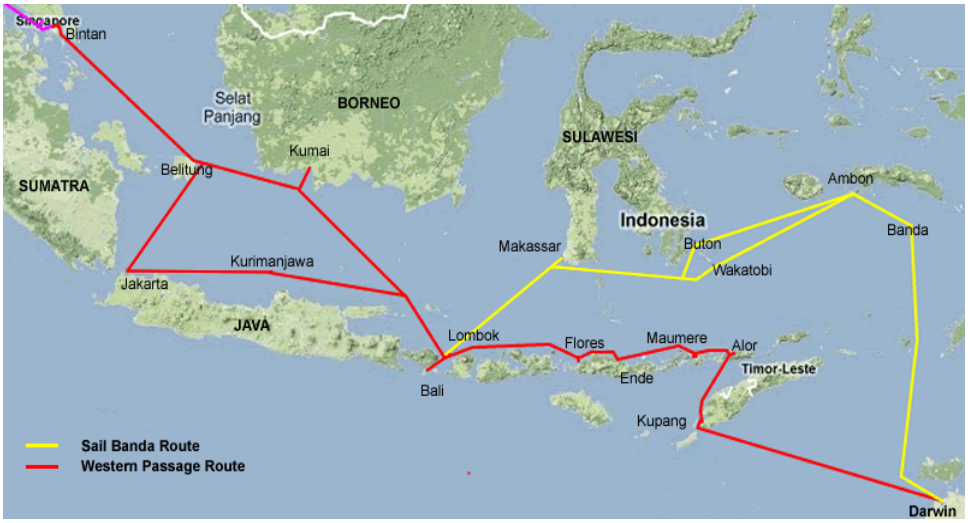
[50] Publik, Biro Hukum dan Komunikasi. 2015. Pariwisata Kini Jadi Andalan Pendulang Devisa Negara. 26 Agustus. Accessed Agustus 14, 2017. http://www.kemenpar.go.id/asp/detil.asp?c=16&id=2959.

[51] Dinas Pariwisata Provinsi Sulawesi Tenggara. 2015. "Destinasi Wisata & Keragaman Seni Budaya Provinsi Sulawesi Tenggara." April 9. page 2

[52] Dinas Pariwisata Provinsi Sulawesi Tenggara. 2017. "Publikasi Media Cetak Pariwisata Sulawesi Tenggara 2008-2016." August 23. page 6

Rekor-Dunia Indonesia (MURI) and Guinness book record in September 2006 as the largest fortress in the world.[53] Its shows potentials of Southeast tourism as tourism internationally.

Tourism product of Southeast Celebes has a cross-networking island and countries access route, the following is the publication of Southeast government:



Source: Publikasi Pemerintah Sultra, Bahan Ekspose 2017.[54]

Figure 3.1. Network of Southeast Celebes Tourism

- Ship line yacht tourism and international cruise ships (Perth-Singapura)
- Network of pusaka cities, kingdoms Nusantara and Asean
- Line traces of travel history Sir Alfred Wallace & Spices world (rempah- rempah)
- International kite community (Legong Kite)

Moreover, Southeast Celebs has access with main door international access closely such Jakarta, Bali, Surabaya, and Makassar. It is supporting

[53] 2015. Benteng Keraton Buton, Sang Pemecah Rekor Benteng Terbesar Dunia. January 30. Accessed October 19, 2017. http://www.inditourist.com/read/benteng-keraton-buton-sang-pemecah-rekor-benteng-terbesar-dunia.html.

[54] Loc.Cid, (Dinas Pariwisata Provinsi Sulawesi Tenggara 2017) Page 7

the development of tourism by grow up quickly. Seeing those potentials, it causes Southeast tourism has a role in the Indonesian economic development especially economic development of this region.

3.3. Potential of Southeast Celebes Tourism

Potentials of Southeast Celebes is confirmed by tourism destination and object that namely by tourist attraction. Object and tourist attraction are a place related to facilities, which can attract tourists or visitors to come to a region or a specific place.[55] Many kinds of object and tourism destination are located on Southeast Celebes. Those objects are clarified into three parts as government policy abut tourism i.e. nature tourism, culture tourism and manmade tourism.

3.3.1. Tourist Attraction of Nature Tourism

Southeast Celebes has a natural beauty that becomes a tourism destination. One tourist attraction is nature tourism, that tourism destination is based on natural beauty. Nature tourism is ecology tourism, marine tourism, explore tourism and others. They are as follows:

1. Taman Wisata alam laut Teluk Lasolo, Labengki – Konawe Utara
2. Taman Nasional Wakatobi, Pulau Wakatobi
3. Taman Wisata Alam Laut Basilika, Basilika - buton
4. Taman Laut Buton Utara, Ereke - Buton Utara
5. Taman Laut selat Tiworo – Sagori, Selat Tiworo- Muna
6. Taman Laut Padamorong, Kolaka dan Kolaka Utara
7. Wisata Terpadu, Pulau Bokori
8. Pantai Nirwana, Bau-bau

In addition, there is ecology tourism i.e. excursions to some

[55] Surdayana. 2010. "Objek dan Daya Tarik Wisata." Direktori File Universitas Pendidikan Indonesia. January 12. Accessed October 5, 2017. Http://File.Upi.Edu/Direktori/Fpips/Jur._Pend._Geografi/197210242001121-Bagja_Waluya/Geografi_Pariwisata/Objek_Dan_Daya_Tarik_Wisata_%28uts%29.Pdf

places that have not been heavily polluted or contaminatedit can be used for studying, enjoying views of plants and wildlife, and also enjoying local society culturally.[56] Some best places for ecotourism in Southeast Celebes are:

1. Taman Nasional Rawa Aopa Watumohai, Konawe Selatan
2. Pegunungan Mekongga, Kolaka Utara-Kolaka
3. Taman WIsata Alam Mangolo, Kolaka
4. Pegunungan Lonomoiyo, Konawe
5. Nawe Utara
6. Tahura Nipa-nipa, Kendari-Konawe
7. Taman Wisata Alam Tirta Rimba Moramo
8. Hutan Manggrove Butur, Buton Utara
9. Penggunangan Sabampolulu Tangkeno

3.3.2. Tourist Attraction of *Cultural Tourism*

Having interesting nature tourism, Southeast Celebes also has many places culture tourism destination. Culture tourism is historical relics, art performances, religious rituals, performance skills, and other skills performance.[57] Southeast Celebes is famous that has heritage traditions and sultanate cultural with the largest fortress. Then it has the longest traditional kite. Some best tourist attraction culture tourism in Southeast Celebes:

Table 3.2. Culture and History Tourism of Southeast Celebes

No	Destination	Tradition	Cultural Events	Location
1	Situs Prasejarah Asera – Wiwirano			Konawe Utara

[56] Waluya, Bagja. 2012. "deskripsi objek pariwisata." Direktori File Universitas Pendidikan Indonesia. Accessed October 5, 2017. Http://file.upi.edu/direktori/fpips/jur._pend._geografi/197210242001121-bagja_waluya/geografi_pariwisata/deskripsi_objek_pariwisata.pdf.

[57] Ibid. Waluya, Bagja

2	Bunker Jepang, Ruang Pertunjukan, Taman Budaya, Museum Sultra, Museum Wallacea	Kalosara, Lulo	Sultra Tenun Karnaval, Festival Pesona Bokori, Kendari Ekspo, Festival Pesona Nambo	Kendari - Konawe
3	Situs Sejarah Pertambangan, Tradisi Eks Kerajaan Mekongga, Museum Mekongga, Ruang Pertunjukan	Wonua Mosehe (Flooklore & Tradisi lisan)	Kolaka Ekspo, Seni Pertunjukan Rutin Terlaksana	Kolaka
4	Situs Prasejarah Gua Muna, Tradisi Lisan dan Upacara Eks Kerajaan Muna, Layangan Tradisional	Pingitan, Khinatan, Gambus (Fooklore & Tradisi Lisan)	Kaghati Tradisional Kite	Muna
5	Situs Benteng Eks Kesultanan Buton, Museum Wolio dan Ruang Pertunjungan, Kota Pusaka	Pekakandekandea, Mauludu, Pedole-Dole, Gambus (Fooklore & Tradisi Lisan)	Festival Budaya Tua dan Hari Wallacea, Festival Benteng Keraton Kesultanan Buton, Festival Pesona Pulau Makassar	Bau-Bau-Buton
6	Gua Tengkorak & Ruang Pertunjukan		Festival Kuliner	Kolaka Utara
7	Benteng-benteng Wawonii			Konawe Kepulauan
8	Benteng Eks Kerajaan Mornene dan Perkampungan Adat Tangkeno	Tradisi Panen	Festival Tangkeno	Bombana

9	Benteng Keraton Eks Kesultanan Buton (Tindoi, Kaledupa) dan Tradisi Eks Kesultanan Buton	Nelayan	Festival Pesona Teluk Ereke	Buton Utara
10	Benteng Keraton Eks Kesultanan Buton (Tindoi, Kaledupa) dan Tradisi Eks Kesultanan Buton	Upacara Masyarakat Bajo	Wakatobi Wave	Wakatobi

Source: Bahan Ekspose 2017, Dinas Pariwisata Sulawesi Tenggara

Many events have been held by Southeast Celebes to perform its cultures such arts of dance performance, culinary, artistic skill, and other exciting performances. There are many foreign tourists who want to watch those performances.

3.3.3. Tourist Attraction of Manmade Tourism

The last kind of tourist attraction is manmade tourism this destination was made by man. Some variety of manmade tourism such someplace set for tourism destination, events were established by government or society such us festival, art performance, cultural performance, handy craft and others that attract the visitors. The best events of southeast celebes are Halo Sultra, Wakatobi Wave, International Kite festival, Bokori Island festival, and others. those events are established by government and society, some activities included to those events are performance, competition, sports, and other activities.

Southeast Celebes also has others manmade tourism such yacht sport as tourism object. It has seven spots, there are Wanci to Wakatobi, Pelabuhan Murhum to Bau-bau, Pelabuhan Teluk Pasar Wajo to Buton, Pelabuhan Waode Buri Ereke to Buton Utara, Pelabuhan Nusantara

Raha to Muna, Tangkeno and Sagori to Bombana, Pulau Koikoila to Konawe Utara.[58]

3.4. Asean Economic Community

In the preparation for to dealing international economic and trade competitions, the region of Southeast Asian has an idea to establish the integration economic regional. At 2003 in Declaration of Asean Concord II (Bali Concord II) Asean community was declared as a community that has three pillars, there are *political and security cooperation, economic cooperation, and socio-cultural cooperation*. Finally from that declaration, Asean countries makes three communities to support the three pillars, and one of them is Asean Economic Community.*59*

3.4.1. AEC Definition and purpose

Asean Economic Community is integration of economic for Asean Countries regional with free trade or single market system. The trade flows between Southeast Asian countries. The purposes are an increase of products market and services, and also to attract the investor. To Asean Economic Community was established for economic growth consistent and get it ready to face economic globalization.[60]

In realizing of Asean dream that establishing the greatest integration economic in 2015, *Blue Print* as strategy draft of AEC was compiled. On the progress of Asean Economic Community optimization, the Blue Print was developing with organized of Asean Leader Summit on 22 November 2015 at Kuala Lumpur; Malaysia[61].

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[58] Dinas Pariwisata Provinsi Sulawesi Tenggara. 2017. "Potensi Wisata Sulawesi Tenggara 2017." September 28. Page 3.

[59] Asean. 2012. Declaration Of Asean Concord II (Bali Concord II). May 11. Accessed October 2, 2017. http://asean.org/?static_post=declaration-of-asean-concord-ii-bali-concord-ii.

[60] Asean. 2015. "Asean Economic Community Blueprint 2025." ASEAN Economic Community. November. Accessed October 2, 2017. Page 3 http://www.asean.org/storage/2016/03/AECBP_2025r_FINAL.pdf

[61] 2017. Association of Southeast Asian Nations. October 6. Accessed October 29,

In Blue Print of Asean Economic Community, there are the main characteristic for economic integrations strengthen[62] :

- A Highly Integrated and Cohesive Economy.
- A Competitive, Innovative, and Dynamic ASEAN.
- Enhanced Connectivity and Sectoral Cooperation.
- A Resilient, Inclusive and People-Oriented, People-Centred ASEAN
- A Global ASEAN

Every characteristic has a more detailed explanation for the success of Asean region goals in 2025. There are Asean Economic Blueprint 2025:

Table 3.3. Asean Economic Community Blueprint 2025

ASEAN Economic Community 2025				
A Highly Integrated & Cohesive Economy	**A Competitive, Innovative & Dynamic ASEAN**	**Enhanced Connectivity & Sectoral Cooperation**	**A Resilient, Inclusive, People-Oriented & People-Centred ASEAN**	**A Global ASEAN**
Trade in Goods	Effective Competition Policy	Transport	Strengthening the Role of MSMEs	Strategic approach towards external economic relations
Trade in Services	Consumer Protection	ICT	Strengthening the Role of the Private Sector	Review and improve existing ASEAN FTAs and CEPs
Investment Environment	Strengthening IPR Cooperation	E-commerce	Public-Private Partnership	Enhance economic partnerships with non-FTA DPs

2017. http://asean.org/asean-economic-community/

[62] Opcit, Page 3-35

Financial Integration, Financial Inclusion, and Financial Stability	Productivity-Driven Growth, Innovation, R&D, Technology Commercialisation	Energy	Narrowing the Development Gap	Engage with regional and global partners
Facilitating Movement of Skilled Labour & Business Visitors	Taxation Cooperation	Food, Agriculture, and Forestry	Contribution of Stakeholders on Regional Integration Efforts	Support to the multilateral trading system
Enhancing Participation in GVCs	Good Governance	**Tourism**		Engagements with regional and global institutions
	Effective, Efficient, Coherent and Responsive Regulations, and GRP	Healthcare		
	Sustainable Economic Development	Minerals		
	Global Megatrends and Emerging Trade-related Issues	Science &Technology		

Source: ASEAN Economic Community (AEC)

With single market or free trade agreement in Asean countries region, then product flows, service flows, capital flows, investor flows, and human resources flow will not restrict his distributions around

Asean countries region directly. Competitiveness between Asean countries will be improved from product market or human resources.[63] If a nation does not prepare itself to face Asean Community, it will be target market other countries.

3.4.2. Asean Economic Community for Economic development

Economic integration with a single market of a free trade system that has been agreed by Asean countries will get positive impacts although not less from negative impact. With this agreement, Asean countries could market his product freely to others Asean country. With this integrase of economic, the trade barriers can be resolved.[64]

Indonesia as one of Asean country will get many advantages for national economic development. Many advantages of Asean Economic Community to Indonesia are economic will be stabilized, the factor that trade barriers are caused which made economic not stabilized. And the second export and import process will be the ease with process free customs (*bea cukai)* and without any permission, so Indonesian products distribution is free to Asean countries. the third is society will be prosperous with many jobs are available, and then the unemployment of Indonesian will decrease some advantages are Indonesia will get for national economic development.

To know prospecting of Indonesian in the future as a member of Asean Economic Community, it can review to a country that has been a success in a regional economic integration such Germany as a member of European Union. This country is the richest nation with largest of economic development. Since economic integration Europe regional was begun, products of Germany are best seller around Europe region

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[63] 2016. "Kabupaten Malang menuju MEA 2015." Bappenas. December 19. Accessed September 30, 2015. http://perpustakaan.bappenas.go.id/lontar/file?file=digital/156432-%5B_Konten_%5D-Konten%20D768.pdf.

[64] Siswaningsih, Dwi. 2015. "Peluang Dan Tantangan Indonesia Pasar Bebas Asean Mea." Kementerian Perdagangan Republik Indonesia. 4 Januari. Accessed August 8, 2017. http://djpen.kemendag.go.id/app_frontend/admin/docs/publication/7551442304774.pdf.

with best quality. *"As an export nation, Germany is one of the European countries that profit strongly from the common currency. The benefits of the euro for German workers, their companies, and Germany as a whole are, at large, positive"65* By looking at Germany development in the economic integration of Europe region, it reveals how Indonesian future as one of Asean Economic Community countries. Indonesia must utilize this opportunity as good as possible to face Asean Economic Community competitiveness.

3.5. Southeast Celebes Tourism to Face Asean Economic Community

Indonesia is one of Asean countries, preparation must be done by attempting to face the competition in AEC such fitting the product with best quality, human resources development and others. in Asean Economic Community competitiveness, every nation has an advantages and strengths as a mainstay to face this challenge. Indonesia has a variety of advantages and strengths that can be mainstay in face Asean Economic Community competitiveness, one of them is tourism sector.

One of a characteristic of Asean Economic Community vision is *Enhanced Connectivity and Sectoral Cooperation* i.e. to create an integrated economic that strong and sustainable by engaging sectors to be integrated in supporting the visions and goals of Asean Economic Community[66]. One of the sectors is tourism, it has significant contributions for the prosperity of society economic. The best tourism destination is beneficial to the country, safety and security at tourism destination place is well, standard guide tourism, and advanced infrastructure.

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[65] Wolverson, Roya. 2011. German Labor and EU Integration. February 3. Accessed November 27, 2017. https://www.cfr.org/interview/german-labor-and-eu-integration

[66] Loc.cit, (AEC Blueprint) Page 21

Those the main visions of Asean Economic Community for tourism i.e. the first is increasing of tourism competitiveness in Southeast of Asia, there are steps are emphasized such us make promotion and marketing is intensively in Southeast Asia, attempting to create tourism product more diverse, attracting tourism investor, increasing capacity and capability of human resources, infrastructure improvement, and transportation facilities development.[67]

And the second is to maintain tourism in order to remain sustainable and inclusive, their steps are keeping of local society and public participation to keep it together and interconnected in tourism levels upgrades, ensuring safety and security, prioritize to keep or protect cultural heritage, responsiveness improvement to environmental protection and climate change.[68]

According to main visions of Asean Economic Community for tourism, Indonesia challenged to develop tourism sector then able in other countries competitiveness. Indonesia is a marine nation that has beautiful places and potentials as a tourism destination in the face the Asean Economic Community, one area that potentials is located in Southeast Celebes as explained before that Southeast Celebes has potentials in the tourism sector which not less beautiful other places.

To participate on of Asean Economic Community, many efforts have established by the government to compete with other countries. southeast Celebes tourism product is emphasized more variety and diverse so that have suitable for tourist attraction. Therefore, the potential of Southeast Celebes could compete in Asean Economic Community. Several efforts of Southeast Celebes government in order to face this competitiveness:

3.5.1. Tourism destination and industry development

The development of tourism destination was attempted by tourism attractions building, infrastructure building, provision of public

[67] Loc.cit, (AEC Blueprint), Page 27
[68] Loc.cit, (AEC Blueprint), Page 27

facilities, and society empowerment. With tourism destination and good services, tourism will be improved. Therefore, tourism industries are built to support the strengthening of tourism industry structure, to increase of tourism product competitiveness, strengthening of tourism business expansion, to create of business credibility, and to protect of environment responsibility development.

Southeast Celebes government was established more efforts to develop tourism industry and destination. There are Bokori Bahteramas Island rebuilt, dive center Wajo market rebuilt at Buton Regency for underwater tourism optimization, facilities structuring on the Summit of Toliamba Wakatobi, other development facilities.[69]

The improvement of product tourism can be reviewed by the number of tourists. Every year, the number of tourists is increased including foreign and national tourist. The number of tourists is increased to 377,85% or 3.661 peoples on 2008 became 17.494 peoples in 2016[70]. This increasiry showed positive results from an effort of the tourism industry and destination development in Southeast Celebes

3.5.2. The human resources of tourism improvement.

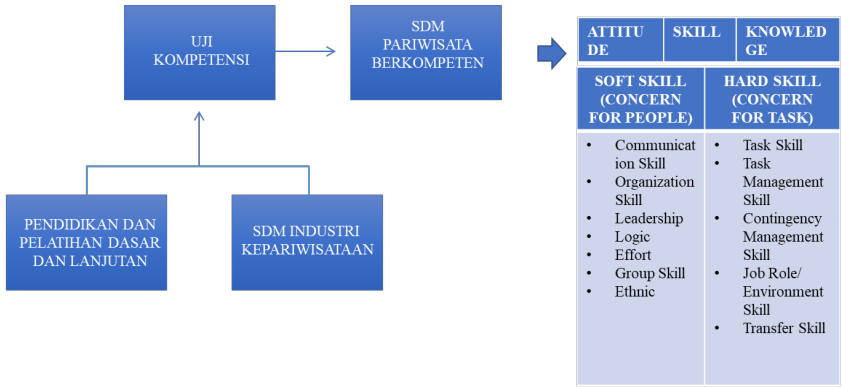
On the other hand, human resources of tourism improvement have a role in developing the tourism quality to face Asean Economic Community competitiveness. The Indonesian government has made a decision SKKNII as module teach for tourism guide, the following: *"SKKNI adalah rumusan kemampuan kerja yang mencakup aspek Pengetahuan (knowledge), Keterampilan dan/atau Keahlian (skills) serta Sikap kerja (attitude) yang relevan dengan pelaksanaan tugas dan syarat jabatan yang ditetapkan sesuai dengan ketentuan peraturan perundang-undangan yang berlaku".71*

[69] Bahan Expose Pariwisata & Ekonomi Kreatif SULAWESI TENGGARA 2008 - 2015. 2016. "Dinas Pariwisata Sulawesi Tenggara." 9 15.

[70] Dinas Pariwisata Provinsi Sulawesi Tenggara. 2017. "Publikasi Media Cetak Pariwisata Sulawesi Tenggara 2008-2016." August 23: 6.

[71] Indonesia, Kementerian Perindustrian Republik. 2016. Standard Kompetensi

To improve the human resources quality, the government held workshop on tourism basic teaching to empower local society and certification of competency with adjusting institution of professional certification in tourism. There is the process of human resources certification:



Source: Pembangunan Kelembagaan Kepariwisataan

Figure. 3.2. Process of Tourism Human Resources Certification

Some workshop was organized by government for the improve of tourism conscious system and business capacity build of society, there are:

Table.3.4. Workshop of the Tourism Human Resources of Southeast Celebes

No	Events	Quantity people
1	ToT Penyuluh Sadar Wisata dan Sapta Pesona Sulawesi Tenggara	40
2	Kota Kendari	70
3	Konawe Utara	70
4	Kolaka Utara	70
5	Kolaka	70
6	Bau-bau	70

Kerja Nasional Indonesia. March 19. Accessed October 3, 2017. http://www.kemenperin.go.id/kompetensi/skkni_idx.php.

7	Buton	70
8	Buton Utara	70
9	Konaw Kepulauan	70
10	Muna	70
11	Konawe	70
12	Konawe Selatan	70
13	Bombana	70
14	Kawasan Wisata Terpatu Bokori Bahteramas Island	70
15	Pembentukan Kelompok Sadar Wisata Sulawesi Tenggara	40

Source: Bahan Ekspose DInas Pariwisata Sulawesi Tenggara

In improving tourism to be qualified, it is not only focus on tourism object development, but improvement of human resources quality as tourism guidance has an important role in order to improve tourism sector. To face Asean Economic Competitiveness, tour guide including services and facilities even traveling guide must have standardization.[72] Each of tourist needs a service and guide to make easy their visit, to make them satisfied thereby attraction will be embedded to tourist. The role of tour guide determines the effect of tourist visit. Because, they are the first who tell the information, services, and other necessary to the tourist.[73]

Asean Economic Community has goals to create Southeast Asia tourism as single tourism with facilities standardization, services, security and other terms. Then each country of Asean must be able for preparation to face Asean Economic Community. Potentials of Southeast Celebs as one of factor that support Indonesian tourism sector has a role. It should be prepared the improvement of tourism quality. Infrastructure development and human resources development with professional standardization will improve the tourism sector.

[72] Loc.Cit, (AEC Blueprint). Page 21

[73] Riani, Ni Ketut. 2017. "Peranan Seorang Guide dalam Dunia Pariwisata ." Siki Bali. July 4. Accessed October 18, 2017. http://103.43.45.136/siki/assets/dokumen/Karya_Tulis_29_V1_595c49389916c.pdf. Page 11-12

CHAPTER IV
ANALYSIS OF INDONESIAN PUBLIC DIPLOMACY THROUGH POTENTIALS OF SOUTHEAST CELEBES TOURISM TO FACE ASEAN ECONOMIC COMMUNITY

4.1. The process of Southeast Celebes tourism sector as public diplomacy to face Asean Economic Community.

In the previous chapter, it has reviewed the subject of research that tourism as instrument soft power of Indonesian public diplomacy. It has been reviewed that tourism sector become one of a mainstay in the face of Asean Economic community as the object of this research. Thus, on this chapter will review the result of research using the theory, analysis of Indonesian public diplomacy through potentials of Southeast Celebes tourism to face Asean Economic Community.

4.1.1. Tourism sector of Southeast Celebes as Asset soft power Sektor of Indonesian public diplomacy.

Public Diplomacy is an action of diplomacy that was attempted by ability and power of influencing foreign society to support what is desired without coercion and payment. It takes a subject that is very interesting and powerful to influences foreign society such tourism sector. It is called soft power. The tourism sector has proven by the number of tourist to Indonesia that are increased every year. *Soft Power* has a role in national branding to a foreign society. National reputation determines the power of ability and power to influence other nations. Indonesian tourism sector has a good attraction with a lot of beautiful places. Each tourist of Indonesia will be embedded positive appreciation and good opinion within themselves by the unique and beautiful of Indonesia.

Indonesian tourism sector has several eminent of tourism destinations. One of them is located in Southeast Celebes province.

This province has great potentials for tourism that not inferior to other provinces of Indonesia. Southeast Celebes has excellence in nature tourism such marine tourism, sea tourism, and underwater tourism, one of the best spot is a Wakatobi national park. In this destination, tourist will enjoy the beautiful views underwater directly with diving or snorkeling facilities. Furthermore, this province has a standard of tourism international, such fortress of Buton as the largest fortress in this world.

The potentials of Southeast Celebes tourism makes foreign tourist become familiar with a positive perspective and good opinion. This shows that Indonesian tourism especially Southeast Celebes tourism has a role as asset soft power for Indonesian public diplomacy

4.1.2. Tourism Destination Development and Human Resources Tour Guide Quality Improvement as Asset Soft Power Indonesian Public Diplomacy to Face Asean Economic Community.

Indonesia has a contribution in agreeing Asean Community. Then Economic integration in Asean regional was established. Indonesia must make the best preparation to face this competition of single market or free trade agreement. Each country of Asean will compete when a country is not aware to this challenge. Then, that country has been the state consumer of other country products. Many things are agreed in Asean Economic Community, one of the agreement is conduct for tourism sector that the *Blue Print* plans to build single tourism of Southeast Celebes with a quality standard such security, services, facilities, comfort, and others.[74]

In the face of Asean Economic Community, Southeast Celebes government has attempted many policies to support the development of tourism quality such tourism destination building, tourist attraction

[74] Loc.Cit, Asean. 2015. "AEC Blueprint 2025."

standardization, quality improvement of human resources for a tour guide, and other policies. The province of Southeast Celebes is one of the Indonesian priority for tourism so that Indonesian government works harder for the development of Southeast tourism. The infrastructure of tourism destination building and the improvement of human resources in the tourism sector, are efforts of Southeast Celebes tourism government to face Asean Economic Community Competitiveness.

As explained before, public diplomacy divided into two implications, both are public diplomacy as subject and object. Public diplomacy as the object could describe with the wonderful of tourism as a tourist attraction. Then, the second public diplomacy as subject such in the tourism sector, that local society of tourism destination has a role in public diplomacy implementation such become a tour guide. The tour guide is the first man who introduces and inform about a tourism destination such facilities, services, story about culture and others need of tourist. The good or the bad of tourist impression is determined to tour guide service, if it was good in the guide, it would make positive perspective of a tourist.

Islam was advised to someone as host to entertain guest as best as possible. For the development of Southeast Celebes tourism, as one of the way to improve quality of tourism is human resources quality. Then it must be prepared as best as possible. According to the primacy of entertain of guest, Islam was explained on prophetic tradition, Rasulullah SAW said:

وَمَنْ كَانَ يُؤْمِنُ بِاللهِ وَالْيَوْمِ الآخِرِ فَلْيُكْرِمْ ضَيْفَهُ (رواه البخاري ومسلم)

Means: *Whoever believes in Allah and hereafter, then let him glorify his guest". (HR. Bukhori and Muslim)*[75]

[75] Al-hadist, HR. Bukhori and Muslim

Thus, the infrastructure of tourism destination construction and improvement of tourism guide quality have an important role in the tourism sector for preparation of Indonesia to Face Asean Economic Community even Islam perspective also calling for it. With that effort of Southeast Celebes ready for a fight the Asean Economic Community.

4.2. The Effectiveness of Indonesian Public Diplomacy Through Potentials of Southeast Celebes Tourism to Face Asean Economic.

After reviewing of potentials of Southeast Celebes tourism to face Asean Economic Community, its potentials are suitable to become soft power asset of Indonesian public diplomacy. those potentials are relevant with public diplomacy steps and level. As explained in the previous chapter, that public diplomacy has steps in this process which the output is influencing. The following are public diplomacy steps with the effectiveness of Southeast Celebes tourism:

4.2.1. The organize of tourism international event *(Step Introduction)*

In promoting the potentials Southeast Celebes tourism many kinds of culture, government the local community of tourism destinations organize many tourism events together. Each event consists of ethnic arts performance, cultures carnaval, culinary festival, competition, and others attraction. Furthermore, in attempting the promotion of Southeast Celebes tourism, the government also participate the international event such participation of Southeast Celebes government in NATAS *(National Association of Travel Agent Singapore)*. The Government of Southeast Celebes has held 12 tourism events at 2012, 17 events in 2013, 20 events in 2014, 16 events in 2015, and 14 events in 2016.[76]

Efforts of tourism promotion potentials are relevant with the first step of public diplomacy process, that is an introduction.

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[76] Loc.Cit, Dinas Pariwisata Provinsi Sulawesi Tenggara. 2017. "Publikasi Media Cetak Pariwisata Sulawesi Tenggara 2008-2016."

According to Mark Leonard[77] "*Increasing people's familiarity with one's country (making them think about it, updating their images, turning around unfavorable opinions)"* this phase, government and the local community of Southeast Celebes introduce the tourism in the territory to the international society.

Islam was encouraged in social life to know each other (*ta'aruf)*. this is what has been told in Surah *Al-Hujurat* that the reason why male and female created, to have many tribes, and have nationality diverse are to know each other. The great start to begin diplomacy with *Ta'aruf*, after knowing each other nicely then a good relationship will be created. This good relation would make things easier when the problem come up. In the phase of introduction, Southeast Celebes tourism as Indonesian public diplomacy is a first great step to continue next level.

4.2.2. Prosperity of local Society *(Step Increasing Positive)*

After first step of introduction to the tourists, it will be give positive reaction from them for their interest to Southeast Celebes potentials. There will be more tourist that visit to Southeast Celebes for tourism. With the increase of visitor to Southeast Celebes, the prosperity of local people will increase. The society will make the preparation of tourist welcoming such as homestay, inn, motel, tour guide, and others. In 2008 there are 218 business unit, 2.496 rooms, and 3.894 beds. There are increased more than 100% in 2016. Here the development of Southeast Celebes business unit since 2008-2016:

Tabel.4.1. Sector Condition of Southeast Celebes Business Unit

Years	Hotel			Years	Hotel executive	Others accommodation
	Business units	Rooms	Beds			
2008	218	2496	3894	2008	39,65	34,67

[77] Loc.Cit. Leonard, Mark. 2002. "Public Diplomacy."

2009	246	2874	4329	2009	36,10	32,86
2010	265	3389	4918	2010	41,89	33,18
2011	265	3389	4918	2011	52,77	33,25
2012	347	4813	6597	2012	52,90	33,82
2013	409	5823	7729	2013	48,91	32,21
2014	415	5920	7838	2014	38,32	27,42
2015	428	5920	7838	2015	39,23	24,86
2016	437	6598	8656	2016	38,36	24,95

Sumber: Dinas Pariwisata Sulawesi Tenggara 2017

The amount of tourist will give a positive impact for the prosperity of local society as the provider of tourist help and guidance. Tourist arrival is the form positive appreciation, that results from the first step. According to Mark Leonard[78] this phase is call by *increasing appreciation positive* "*Increasing people's appreciation of one's country (creating positive perceptions, getting others to see issues of global importance from the same perspective)"*

Local society of Southeast Celebes as a host and the tourist as a guest. In Islam, each Muslim as host must respect their guest. Said in prophet tradition before regarding respect a guest. Local people as a host need to give the best service to the tourist then prosperity of local community will be received as reciprocity. In Islam also has been teaching that one way to increase sustenance (*rezeki)* with hospitality (*silaturahmi).* Said in prophet tradition:

مَنْ أَحَبَّ أَنْ يُبْسَطَ لَهُ فِي رِزْقِهِ ، وَأَنْ يُنْسَأَ لَهُ فِي أَثَرِهِ ، فَلْيَصِلْ رَحِمَهُ

(رواه البخاري)

Means: *"Whoever wants much rezeki and longevity, shall expand the silaturahmi" (HR. Bukhari)79*

[78] Loc.Cit. Leonard, Mark. 2002. "Public Diplomacy."

[79] Al-Hadist, HR. Bukhari

4.2.3. The increase of tourist *(Step Engagement)*

The thirds step is engagement phase, increasing approach and engagement. Regarding Mark Leonard[80] In this phase foreign society will be attracted to a country such as make a cooperation in a student exchange. Foreign society will see it as a thing that attracts with values like tourism attraction. This phase is relevant to the amounts of visitors that came up to Southeast Celebes that increased every year. The number of tourists is showing that how attractiveness of the visitors about Indonesian tourism especially Southeast Celebes tourism. here are significant condition of Southeast Celebes tourist:

Table.4.2. The Increase of Southeast Celebes Tourists

Years	Foreign Tourist	National Tourist	Amount
2008	3,661	1,288,189	1,291,850
2009	2,169	1,495,491	1,497,660
2010	9,949	1,547,144.	1,557,093
2011	4,966.	2,119,721.	2,124,687
2012	14,725	2,061,536	2,076,261
2013	16,097	2,300,603	2,316,700
2014	15,986	2,311,310	2,327,296
2015	16,859	2,346,733	2,363,592
2016	17,494	2,392,260	2,409,754

Sumber: Dinas Pariwisata Sulawesi Tenggara 2017

Comparing with others area, Southeast Celebes is not the best in tourism sector, but it was become one of top ten province in tourism destination.[81] The number of Pontianak foreigner tourist, in 2016, the visitors of foreign were decreased from 7367 in 2015 to 7086 peoples.[82] There are areas in Indonesia that has potentials in tourism

[80] Loc.Cit. Leonard, Mark. 2002. "Public Diplomacy."

[81] Opcit, Alamsjah, Iqbal. 2016. "Paparan Kementerian Pariwisata RI Untuk Kidi Ke-6 2016." Kepala Biro Hukum dan Komunikasi Publik, Kemenpar RI.

[82] Pontianak, Badan Statistik Kota. 2017. "Statistik Wisatawan Mancanegara Kota Pontianak 2016." Badan Statistik Kota Pontianak. April 5. Accessed February 11, 2018. Page 11
https://pontianakkota.bps.go.id/publication/2017/04/05/3eadfc845f1c120e4d7cfd21/

sector, and one of them is Southeast Celebes. that every province has a role to support, contribute in Indonesian tourism sector.

Based on the table, a was known that the number of tourists are increased because the quality of services and providers are better than before. The satisfied tourist will invite their friend for other visits. Therefore, as a tour guide for visitor must be professional in services. Islam, to become professional, behaviors of Rasulullah can be a basic of professionalism. Behaviors of Rasulullah; honesty *(Shiddiq),* responsibility (*Amanah),* communicative (*tabligh),* and smart (*fathanah*)[83].

4.2.4. Economic development *(Step Influencing)*

Tourism sector has a role on economic development. According to government that [84]

> *"Pariwisata penyumbang Produk domestic Bruto, Devisa dan Lapangan Kerja yang paling mudah dan murah. Pariwisata menyumbangkan 10% PDB nasional, dengan nominal tertinggi di ASEAN. Sector pariwisata Peringkat ke-4 penyumbang devisa nasional, sebesar 9,3% dibandingkan industri lainnya. Pertumbuhan penerimaan devisa pariwisata tertinggi, yaitu 13%, dibandingkan industri minyak gas bumi, batubara, dan minyak kelapa sawit yang pertumbuhannya negatif. Dan sector pariwisata merupakan Penyumbang 9,8 juta lapangan pekerjaan, atau sebesar 8,4% secara nasional dan menempati urutan ke-4 dari seluruh sektor industri."*

Regarding potentials of economic development, potentials of tourism will give a contribution and take lead in this development. Southeast Celebes get Gross Regional Domestic Product (PDRB),

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statistik-wisatawan-mancanegara-kota-pontianak-2016

[83] Loc.Cit, "Profesionalisme dalam Islam." Kajian Islam Institut Pertanian Bogor.

[84] Alamsjah, Iqbal. 2016. "Paparan Kementerian Pariwisata RI Untuk Kidi Ke-6 2016." Kepala Biro Hukum dan Komunikasi Publik, Kemenpar RI. September 22. Accessed October 29, 2017. https://web.kominfo.go.id/sites/default/files/Paparan%20Kemenpar%20untuk%20KIDI%202016.pdf.

regional income by selling services and products that were created by local society itself.[85] The income of tourism sector can be seen through the increasing of accommodation provider like hotel business. it already gives contribution 364.024,29 income PDB in 2012 and increased 24% become 454 959[86]. In addition, the tourism sector is one the largest producer of foreign exchange to Indonesia such Wakatobi as one of Southeast Celebes county, it contributes foreign exchange from tourism sector amount 3,315,000 US$ in 2013[87]. Foreign exchange earnings are influenced by how long foreign tourist travel in one tourism destination. In statistic data of Southeast Celebes tourist average in a day is 2.19[88]. As long the visitors stay in a country, it will make the income will be much more. This is supported by the increasing of Southeast Celebes tourist every year.

The potentials of Southeast Celebes with the attractiveness of tourist is already better, it caused these potentials become asset soft power of Indonesian public diplomacy. it contributes to Indonesian public diplomacy to face Asean Economic Community competitiveness. As explained above the effectiveness of tourism sector as public diplomacy can give prosperity of local society and economic development.

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[85] 2017. "Produk Domestik Regional Bruto Menurut Penggunaan Provinsi Sulawesi Tenggara 2012-2016." Badan Pusat Statistik Provinsi Sulawesi Tenggara. Juli. Accessed October 29, 2017. https://sultra.bps.go.id/website/pdf_publikasi/Produk-Domestik-Regional-Bruto-Menurut-Penggunaan-Provinsi-Sulawesi-Tenggara-2012-2016.pdf.

[86] 2016. Badan Pusat Statistik Provinsi Sulawesi Tenggara. November 19. Accessed October 29, 2017. https://sultra.bps.go.id/linkTabelStatis/view/id/38

[87] Loc.Cit, Alamsjah, Iqbal. 2016. "Paparan Kementerian Pariwisata RI Untuk Kidi Ke-6 2016."

[88] Loc.Cit Dinas Pariwisata Provinsi Sulawesi Tenggara. 2017. "Publikasi Media Cetak Pariwisata Sulawesi Tenggara 2008-2016."

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusions

Indonesia has great potentials in tourism sector, one of the best tourism is located on Southeast Celebes province. This province shows their potentials of tourism with tourist number that is increased every year. Moreover, Southeast Celebes is one of top ten the priority of Indonesian tourism destination. Those was showed how the potentials of tourism, and actually, it will be affecting economic region development.

Potentials of Southeast Celebes tourism could be mainstay in national interest achievement. International relations issues were turned into modern, conflict or force is not relevant in solving the problems of international relations today. According to the theory was used by the researcher, public diplomacy is judged by Scientist of international relations that public diplomacy is effective to solve international relations problem. Public diplomacy relies on soft power in his activity. Then soft power is something which has attraction to influence another people to do something which is desired by the actors of public diplomacy without coercion or payment. Thus, potential of tourism is able to become a soft power of Indonesian public diplomacy in national interest achievement.

Indonesia is one of Asean countries that has contributing in economic integration mentioned by Asean Ecomomic Community. AEC is free trade or single market activity between Asean countries that was agreed with goals to develop the economics of Asean countries. In addition, AEC directly encourage each country of Asean to competing, if a country is not prepared to deal it, it will become target market of others country. By looking this urgency of Asean Economic Community, then Indonesia must prepare itself to deal this competition potentials of Indonesian tourism especially Southeast Celebes tourism could become mainstay of Indonesia in preparation to face Asean Economic Community as one of Blue Print

AEC is focus to tourism sector, that is to create singe tourism of Southeast Asia. Asean Economic community is a valuable opportunity of Indonesia for economic development. The incomes of Tourism sector are foreign exchange producer, Gross Regional Domestic Product, business of local community and others, they will be increase with as many tourists were visited Especially foreign tourist.

All of it were described the potentials tourism has attraction to influence peoples and able to become soft power of Indonesian public diplomacy. thus, in dealing Asean Economic Community, soft power of Indonesian public diplomacy would support it as explained above that economic development is held on incomes of tourism sector that determined by the increase of tourist number.

Indonesian tourism has great attraction to influence foreign for visiting. In fact, the number of tourist is increased every year. Likewise, the number of Southeast Celebes tourist increased as subject of this research. those are showed the potentials of tourism as instrument of public diplomacy able to become mainstay to face Asean Economic Community competitiveness.

Islam has taught all aspect of life including this concept of public diplomacy, explained in Al-Qur'an on Surah *Al-Hujurat* about the reason that man was created to male or female and was spread to many tribes is knows each other (*lita'arofu)* and others explanation were discussed in previous chapter. Rasulullah as role model of Muslims was exemplify how the good diplomacy application in negotiations, Rasulullah was managed peoples (Muslim or non-Muslim) to love him, so whatever desired by him to do for his ummah will be done. In facts nowadays, everything is taught, done, and appointed by him are become second life guidelines of his ummah after Al-Qur'an.

To face Asean Economic Community by relying on Southeast Celebes tourism sector as soft power of Indonesian public diplomacy, there are the effort of government and society as the theoretical framework of this

research (implication of public diplomacy);

1. The development of industry and destination tourism (public diplomacy as object).
2. The improvement of human resources. (public diplomacy as subject)

Then the result of analyzing with another theoretical framework (process of public diplomacy):

1. The organization of tourism international event (Step Introduction)
2. Prosperity of local society (Step Increasing positive appreciation)
3. The increase of tourist number (Step Engagement)
4. Economic development (Step Influencing)

Those are the result of research analysis then the researcher used Islamic concepts such us guest reception in Islam, professionalism in Islam, lita'arofu means, silaturahmi for increase of income, and other values.

5.2. Suggestion

After explanation of this research, there are suggestion to International relations student, Southeast Celebes Tourism government, Indonesian Government and local society of Southeast Celebes. The following as suggestions:

1. For International relations Students:
   a. International relations issues nowadays were updated, then theory as solution of problem must be updated. In the past, diplomacy does with hard power such military, war, and others force. However, the force is conservative, and it was not effective with international relations issues today. Thus, modern diplomacy was born as solutions of international relations issues. This diplomacy does with soft power, it is an ability to influence people with attraction such tourism, arts, cultural, and others. thereby, international relations student would be aware with issues today that always updated.

2. For Government of Southeast Celebes and the local society:
    a. Southeast Celebes has potentials for tourism, government and society hoped to maintain it with developing tourism destination and improving human resources
    b. Majority of Indonesia are Muslims, each Muslim is guided by Al-Qur-an and Prophetic tradition that underlying the behavior. Islam is the religion brings grace and prosperity to all the whole universe *(Rahman Lil Alamin)* as guidelines of every Muslim in life. In fact, every aspect of life is already described in Al-Qur'an and prophetic traditions. Likewise, the majority of government are Islam, there is no reason to each Muslim to not obey Islam rules. Thus, in attempting of Southeast Celebes development, Islamic concept must be the basic of behaviors.

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