



DIGITAL PUBLIC DIPLOMACY OF THE MINISTRY OF FOREIGN AFFAIRS THROUGH THE INSTAGRAM ACCOUNT @KEMLU_RI REGARDING INDONESIA'S G20 PRESIDENCY IN 2022

Rizky Hikmawan^{1*}, Laode Muhamad Fathun¹, Wiwiek Rukmi Dwi Astuti¹,

¹Universitas Pembangunan Nasional Veteran Jakarta; Indonesia

*email: rizkyhikmawan@upnvj.ac.id

Abstrak

Tulisan ini bertujuan untuk mengevaluasi pelaksanaan diplomasi publik digital Kementerian Luar Negeri (Kemlu) melalui media sosial Instagram. Mengingat banyaknya unggahan yang telah dilakukan oleh akun @kemlu_ri, maka penelitian ini akan fokus pada konten presidensi Indonesia dalam G20 tahun 2022. Presidensi G20 dipilih mengingat statusnya sebagai agenda nasional yang memiliki perhatian internasional, baik dari aspek institusi maupun situasi pasca pandemi. Adapun teori/konsep yang digunakan dalam penelitian ini adalah diplomasi publik digital dan media sosial. Sementara metode yang dipakai adalah kualitatif dengan menjadikan unggahan konten @kemlu_ri sebagai sumber data primer ditambah wawancara dengan Direktorat Informasi dan Media, Kemlu, sebagai bentuk verifikasi data. Dari evaluasi yang dilakukan, penulis berpendapat bahwa penggunaan media sosial Instagram sebagai sarana diplomasi publik digital terkait presidensi Indonesia dalam G20 tahun 2022 tidak maksimal. Argumentasi yang diberikan dalam tulisan ini merujuk pada tiga dimensi media sosial dalam diplomasi publik digital, yaitu: (i) agenda-setting; (ii) presence expansion; dan (iii) conversation-generating.

Kata Kunci: *digital public diplomacy, G20, Instagram, social media*

Abstrak

This paper aims to evaluate the implementation of the Ministry of Foreign Affairs' digital public diplomacy through social media, Instagram. Given the many uploads that have been made by the @kemlu_ri account, this research will focus on the content of Indonesia's presidency of the G20 in 2022. The G20 presidency was chosen given its status as a national agenda that has international attention, both from the institutional aspect and the post-pandemic situation. The theories/concepts used in this research are digital public diplomacy and social media. The method used is qualitative by making @kemlu_ri content uploads as a primary data source plus interviews with the Directorate of Information and Media, Ministry of Foreign Affairs, as a form of data verification. From the evaluation conducted, the author argues that the use of social media Instagram as a means of digital public diplomacy related to Indonesia's presidency in the G20 in 2022 is not optimal. The argumentation given in this paper refers to the three dimensions of social media in digital public diplomacy, namely: (i) agenda-setting; (ii) presence expansion; and (iii) conversation-generating.

Keywords: digital public diplomacy, G20, Instagram, social media

Introduction

Indonesia, through the Ministry of Foreign Affairs (MoFA), is among the countries that actively implement digital public diplomacy through social media. Social media management is important for disseminating information and policies so that they can be spread more quickly to a broader audience. MoFA is known to use several social media platforms as a means of digital public diplomacy, such as Facebook, Twitter, YouTube, and Instagram. For MoFA, the use of these social media platforms is tailored to a clear target audience. MoFA uses Facebook to provide information to Indonesian Migrant Workers and people aged over 35. Twitter is used to provide brief information to academicians, researchers, and the community regarding policies or activities carried out by the MoFA. Meanwhile, MoFA uses Instagram to target people aged 24-35 years who like pictures or videos as a means of conveying information.¹

The use of Instagram as a means of digital public diplomacy is relatively new, compared to Facebook and Twitter. MoFA has had the @kemlu_ri Instagram account since 2016 and has now received verified status.² As of November 14, 2023, the account has uploaded 1,560 content with 338 thousand followers. In addition to the @kemlu_ri account, several directorates in the MoFA also have their accounts, such as @bskln_kemlu (Foreign Policy Strategy Agency/BSKLN), @bsdms_kemlu (Human Resources Bureau/BSDM), @kemplupusdiklat (Education and Training Center/Pusdiklat), @ditjen.hpi (Directorate General of International Law and Agreements), @ameropkemlu (Directorate General of America and Europe), and others. Digital response on the MoFA social media in 2022 reached 43.98% out of the 42% target with an achievement at 104.71% (Directorate of Information and Media, 2023).

The data above shows the seriousness of the MoFA in utilizing social media, including Instagram, as a means of public diplomacy that connects the institution with the wider community. MoFA Instagram account is quite productive and able to provide a lot of information to the audience. This is as seen from research conducted by Sari (2021) related to the @kemlu_ri account which provides active socialization regarding the Covid-19 situation in Indonesia, policies made by the government, and other information

¹ Interview with a representative of the Infomed Directorate of the Ministry of Foreign Affairs on Monday, October 2, 2023 via zoom.

² The *verified* mark indicates that Instagram has confirmed the expertise of accounts that represent public figures and global *brands*.

needed by Indonesian citizens (WNI) living abroad. Likewise, research conducted by Intentilia (2023) shows the role of the Indonesian Consulate General's office in Jeddah, Saudi Arabia, and the Indonesian Ambassador to the UK, Desra Percaya, who have actively socialized MoFA policies in their respective Instagram accounts (Intentilia, 2023).

However, when viewed from the substance of its contents, some fundamental problems need to be examined further. We find this problem related to Indonesia's G20 Presidency in 2022. As a major international event, the G20 Summit was an important agenda for the Indonesian government. There are four reasons why Indonesia's G20 Presidency is important to be carried out. First, to discuss the future of the world, especially in the economy and development, after Covid-19. The government then made "Recover Together, Recover Stronger" as the slogan for the G20 Summit in Indonesia. Second, the ongoing Russian invasion of Ukraine has had a wide impact on various sectors, including the global economy. Third, the implementation of the G20 is a momentum to demonstrate Indonesia's capacity as a middle power country which is the government's priority agenda so it must be carried out successfully. This can be seen from the long and thorough preparations from various side events held throughout the year before the peak event of the G20 Summit in Bali on November 15-16, 2022. Fourth, given the three points mentioned earlier, the government must be able to promote Indonesia's G20 presidency to the people. The government must not make G20 Summit an exclusive agenda for the elite, which is counterproductive to the spirit of open diplomacy, which involves the public in the process.

Given the importance of the G20 implementation, it is appropriate that the news about Indonesia's G20 Presidency receives a wide publication, including through Instagram. Hopefully, the G20 Summit in Indonesia will be known to the wider community, both at the domestic and international levels. Research on the G20 on Instagram has been conducted by Intentilia (2022) using the @indonesia.g20 account as the object of research. Chudory & Novendari (2022) emphasized more on the use of Instagram in the G20 in Indonesia as an international communication medium. Ahmadi, Syaifullah, & Hermawan (2024) discuss comments on the Indonesian G20 in terms of the speech act approach. From previous research, no one has discussed digital public diplomacy through the @kemlu_ri account. Whereas the MoFA has a strategic role in

socializing various information related to international relations activities. Therefore, this study aims to evaluate MoFA' digital public diplomacy through @kemlu_ri related to the Indonesian G20 Presidency in 2022.

Methodology

This research uses a qualitative method that seeks to collect and analyze data in the form of human speech and actions (Afrizal, 2014). which is divided into primary and secondary data. Primary data in this study are the @kemlu_ri Instagram account posts related to Indonesia's presidency in the G-20, accompanied by government-issued documents, and interviews with the Directorate of Information and Media of the MoFA. The secondary data came from books, journals, and websites that are under the research conducted. We also reduced the existing data by only focusing on posts about the G20 from 2021 to 2022. The data that was collected then divided into three stages, namely: before the handover of the G20 presidency status to Indonesia, while carrying out duties as G20 presidency, and after the end of Indonesia's presidency in the G20. In each stage, the data is further divided into two categories, (i) information related to info and news about the G20 and (ii) education that contains knowledge about the G20 to be conveyed to the public. The author then evaluates the existing data in terms of digital public diplomacy and social media approaches.

Digital Public Diplomacy

Along with the development of digital technology, the government is expected to be able to get closer to the society. This is due to the public's ability to obtain information related to various matters quickly, including the implementation of diplomacy. In the past, the government carried out diplomacy in a closed and limited manner, this is not the case today. The government nowadays is more vulnerable to being responded to by the public given the rapid flow of information as a consequence of the development of the digital world today. As a result, the government must be able to make policies that can minimize protests in society. But in some cases, to realize national interests, the government must make dilemmatic policies that invite pros and cons. In such conditions, the government is required to provide the best possible explanation so that the arguments for the policies taken can be understood and accepted, especially by the opposing parties. On this basis, the existence of public diplomacy is necessary.

Mellisen (2006) states that public diplomacy is an effort to influence other people or organizations outside the country in a positive way so as to change the way the person or organization views the country. Therefore, public diplomacy is the spearhead for the implementation of diplomacy itself, especially concerning society. In practice, Joseph Duffey states that public diplomacy is a state's effort to speak directly to individuals and communities regarding something, especially those related to certain policies and diplomacy, without having to go through diplomats, official government spokespersons, or certain media (Seib, 2009). For this reason, the government must be able to improve good communication with the public (Wang, 2006).

Joseph Nye (2008) then divides public diplomacy into three dimensions. First, building routine communications that explain a country's domestic and foreign policies. Second, building strategic communications that promote certain themes to the public continuously. Third, building long-term relationships with certain individuals through special programs, such as scholarships, student exchanges, seminars, and so on. From Nye's explanation, it can be understood that the purpose of public diplomacy is to build positive communication as well as public trust in the government.

Efforts to implement public diplomacy have been influenced by technological advances in the form of the emergence of digital aspects in various sectors of life (Rachmawati et al., 2021). This causes public diplomacy in the digital era to require policy adaptation and institutional change (Bjola & Holmes, 2015). Because the digital era greatly emphasizes the use of information technology as an instrument of diplomacy. Various digital tools can be used to expedite the public diplomacy process, ranging from websites, and electronic mail (email), to social media. Governments, including diplomats, are required to be more proficient in using these digital tools to realize their national interests. In the Strategic Plan of the Directorate of Information and Media of the MoFA 2020-2024, it is stated that digital diplomacy is "the practical implementation of public diplomacy using digital technology through the portal website of the Indonesian MoFA and social media managed by the Indonesian MoFA" (Directorate of Information and Media, 2021: 9).

The changes in the realm of diplomatic relations as a result of advances in information technology also present three changes that need to be observed by the state, namely: a) changes in issues in international relations such as sovereignty, power

distribution, human rights, and several other contemporary issues; b) the emergence of privacy policies, namely countries are swift in responding to information technology by creating privacy systems, digitization, and technology-related instruments and; c) the emergence of social media as a medium for diplomacy and international relations (Kurbalija & Höne, 2021). These changes should be an opportunity for the state to conduct diplomacy with society in the digital era.

Therefore, digital public diplomacy in this study is defined as an effort to convey information or policies to influence the perceptions of others to suit their interests through digital media. Using Nye's framework above, the digital public diplomacy that will be used is the second dimension to build strategic communication to promote certain themes to the public continuously. One form of strategic communication is by using social media, which is considered one of the most effective means given the high use of these devices in Indonesia. Through social media, it is expected that the diplomacy efforts carried out by the MoFA can be known to the public. This is also expected to build good relations so that in the future the community will support the various steps taken by the MoFA.

Social Media

The existence of social media and the activities of its users also have an impact on the international world in the form of new challenges in overcoming problems, such as cyber warfare, individual privacy issues to the implementation of democracy in authoritarian countries (Martin & Jagla, 2013). The state as an International Relations (IR) actor is also required to adjust to the presence of social media because it comes with two impacts: positive, such as facilitating the implementation of diplomatic duties; and negative, such as the increase in hoaxes, hate speech, and wiretapping (Subagyo, 2019). It is not surprising that social media has now been used by the state as a means of information and communication to the wider community, both at the domestic and international levels. Social media is an ideal choice given the increasing number of users due to easy access supported by relatively affordable costs. By 2023, active social media users will reach 4.76 billion or around 59.4% of the total world population of 8.01 billion. In Indonesia, the number of active social media users reached 167 million or 60.4% of the 276.4 million population (We Are Social, 2023).

The emergence of social media cannot be separated from the significant development of technology in the last three decades. Through technology, humans can

now interact with each other in a relatively fast time. The interaction is no longer even realized through voice or text alone, but has been able to send images, share videos, and direct interaction by showing faces (facetime) directly. Thus, social media can be interpreted as a means for consumers to share text, images, video, and audio information, including with companies and others (Kotler & Keller, 2012). When accessing social media, everyone is allowed to represent himself by interacting, cooperating, sharing, and communicating with other users to form virtual social ties (Nasrullah, 2017). Meanwhile, for the state, social media can be utilized to build a wide network reach the public, and educate them to make them a new subject in public diplomacy (Rachmawati et al., 2021).

There are at least six forms of social media: collaborative projects (Wikipedia), blogs (Blogspot and WordPress), community content (YouTube, SlideShare, Flickr), virtual games (Mobile Legends), virtual social worlds (*Second Life*), and social networks (Facebook, Twitter, Instagram). Currently, it can be said that the largest use of social media is in the form of social networking. Many individuals have developed social networking platforms, such as Facebook, Twitter, Instagram, and TikTok. However, many social media platforms have lost the competition and closed down, such as Friendster and Path. The existence of social media has experienced an expansion of functions, such as: (i) expanding social interaction using the internet and web technology; (ii) transforming communication practices from "one to many" to "many to many"; and (iii) democratizing knowledge and information where ordinary citizens can create, share, and clarify information instantly (Darmastuti et al., 2021).

In a more specific aspect, social media can have a huge impact on a country. Turkey, for example, experienced the influence of social media during the Gezi Park protests in 2013, which put great pressure on President Recep Tayyip Erdogan's government, both from within and outside the country (Burak, 2021). Likewise, the Arab Spring event which caused the downfall of government regimes in Arab countries was also influenced by the existence of social media (Meral & Meral, 2017). These two cases made the state realize the importance of information and communication management to realize national interests while maintaining a positive image in the international community. In the context of public diplomacy, where social media is also utilized by the government in conveying certain messages to the wider community, both at home and abroad, about various matters relating to the country (Intentilia, 2023). This condition causes the state

to need digital public diplomacy to reach more people and build positive perceptions (Rachmawati et al., 2021).

The MoFA as an agency responsible for managing foreign affairs also utilizes social media as a tool for socialization, campaigning, or simply conveying information. However, the challenge then is whether the use of social media has run ideally as expected. In this research, we use social media, namely Instagram, as a tool for digital public diplomacy in the era of the Industrial Revolution 4.0. Instagram is a social media created by Kevin Systrom and Mike Kriger which has been acquired by Meta. This social media has 99.15 million users in Indonesia or about 45.8% of the population who are allowed to create an account on this platform, namely 13 years of age and over (Kemp, 2022). Instagram is an attractive social media option because it emphasizes a visual-based strategy with a focus on photography and videography as its selling tools (Vinaika & Manik, 2017).

Photos and videos are inseparable from the needs of humans who like to display self-existence. The option of writing a caption as part of the upload allows the uploader to explain the meaning of the image or video displayed. Interestingly, the number of characters used for captions is not as small as Twitter, but also not as much as Facebook, so it is considered more convenient and effective for some parties. It is not surprising that Instagram, according to We Are Social, is ranked as the second most used platform by Indonesians with a percentage of 84.8%. This number only loses to What'sApp which is ranked first (88.7%) and ahead of its sibling Facebook in third place (81.3%) (Gatra, 2022).

From the conditions described above, the author evaluates the use of Instagram as a means of digital public diplomacy through three dimensions. First, is agenda setting, which is used to see social media as a means of building relationships by choosing the right agenda with the target audience. Second, presence-expansion, which is expanding or extending the reach of the target audience to be embraced. Third, conversation-generating, talks about the extent to which the audience can engage with the issues raised in public diplomacy (Bjola & Jiang, 2015).

MoFA' Instagram Posts Related to G20 in 2022

The @kemlu_ri account is managed by the Directorate of Information and Media (Infomed) under the Directorate General of Information and Public Diplomacy (DG IDP). In general, the MoFA' Instagram account manager has understood the rules of using Instagram as a communication medium. This can be seen from the selection of relatively appropriate content background color tones that are comfortable to look at. Every post also related to each other so that it has a similar pattern that is attractive to the eye. Images and videos are a good means of conveying information.

In addition, the administrator of @kemlu_ri also holds routine programs that adorn MoFA' uploads. There are at least four routine programs produced by MoFA. First, the Rabu Seru program contains the provision of light quizzes related to diplomacy. Second, Fun Fact Friday is in the form of reels that convey events that occur in the week. Third, Diplomacy Talks that raise special issues in the form of podcasts. Fourth, 30 Minutes Around the World is a program that presents speakers who live abroad to tell stories about the country they live in through live Instagram (IG Live). In addition to these four programs, @kemlu_ri content is also filled with national and international day greetings, activities carried out by the MoFA, resumes of the Minister of Foreign Affairs' speeches, and responses to current issues.³

One of the activities highlighted on the MoFA' Instagram account is the socialization of the G20 Summit in Indonesia in 2022. The @kemlu_ri has uploaded content about the conference since the account first appeared in 2016. Usually, posts about the G20 will appear when the MoFA holds meetings related to the forum. When Indonesia was appointed as the 17th host of the G20 in 2022, the event was an ideal platform to showcase Indonesia's achievements in recent years. The success of maintaining itself as the third largest democracy in the world, the ability to overcome the challenges of the pandemic, and becoming a leader in ASEAN that plays a role in maintaining regional stability are some evidence of the success of Indonesia's diplomacy. Therefore, the momentum of the G20 presidency must be utilized by Indonesia as a symbol of its capacity as a respected middle power in the international arena. Success in organizing the G20 can also become Indonesia's city branding, nation branding, and people branding in the international world (Fathun, 2022). Thus the event of G20 is not

³ Ibid.

only beneficial at the central level but also to the regions and the community. However, the branding will also be meaningless if there are still many people who do not know about the G20 or do not feel the benefits of its existence for them.

For our research, we divided Indonesia's G20 Presidency content uploads into three stages. First, before Indonesia G20 president, which began on July 24, 2021, it contained a Diplomacy Talk podcast about the G20 delivered by the Head of the Center for Multilateral Policy Assessment and Development of the MoFA, Rio Budi Rahmanto. There are a total of 6 contents consisting of 3 informational content and 3 educational content. Second, when Indonesia became the G20 presidency from December 1, 2021, to November 30, 2022, which began on December 7, 2021, it contained information about Indonesia as the host of the G20 in 2022. There are a total of 17 contents consisting of 14 information contents and 3 educational contents. Third, after the end of Indonesia's presidency at the G20 span of December 1 - December 30, 2022, where none of the content was uploaded.

Table 1 - Upload Data @kemlu_ri Related to G20

Upload	Information	Education	Total
Before Implementation	3	3	6
When Organization	14	3	17
After Implementation	0	0	0
Total	17	6	23

Source: Processed by the author from Instagram @kemlu_ri

Based on the data collected, several issues can be raised. *First*, the number of posts about the G20 is minimal, with only 23 contents in a span of approximately 1.5 years, starting from July 24, 2021, to November 14, 2022. There is not even any post-presidency content, even if it is limited to making an overview of the event. The G20 Summit is a major national agenda that receives attention from around the world. The G20 agenda should have received a greater portion of the MoFA' dissemination to the public. Moreover, foreign issues are still classified as elitist which are only followed and understood by a handful of certain parties. So the opportunity that Indonesia has as the host must be able to be socialized maximally so that it can be known by the public with a wider scope. The socialization in question is not only talking about what is meant by the G20, when and where it will be held, or who will come, but also about the sundries that cover it, such as strategic issues that will be discussed and side events that are held. The

goal is that the G20 is also felt by all Indonesians, even if they do not participate in the conference or do not live in Bali.

Figure 1 - @kemlu_ri's First and Last G20 Posts



Source: @kemlu_ri account dated July 24, 2021 and November 14, 2022

Second, from the content aspect, the background color tone of the upload is already identical from one content to another. If it is not red decorated with purplish blue, then the upload will be white with blue accents. Unfortunately, each upload does not display consistency, such as the position of the G20 logo in the image which is not always the same, and the slogan "recover together, recover stronger." Likewise, in terms of captions are only made soberly because they are only limited to information, although in some uploads the substance of the content has been incorporated into the image. Inconsistency is also seen in the writing of hashtags at the end of each caption. In the early uploads, MoFA was quite consistent in writing seven hashtags in each upload, namely: #inidiplomacy #indonesiauntukdunia #G20 #G20Indonesia #RecoverTogether #RecoverStronger #PulihBersama. However, entering 2022 the use of these hashtags became inconsistent. Hashtag writing is useful for increasing public awareness, expanding the reach of content, and making it easier for someone to find appropriate content. In addition, the sole use of Bahasa Indonesia in the content and captions shows the MoFA' inward-looking orientation or targeting the domestic community. While the target to be addressed in public diplomacy is not just Indonesian citizens, but foreigners to know the situation that is happening here.

Figure 2 - Example of a Post with Red Blue and White Background Tones



Source: @kemlu_ri account dated December 7, 2021 and February 10, 2022

Third, the @kemlu_ri account does not have a special strategy for uploading G20 content. This can be seen from the upload pattern which seems random without a special pattern. Likewise, the content uploaded is limited to fulfil the needs and availability of data. For example, on February 10, 2022, this account uploaded information about the T20 inception meeting. T20 itself is a term that refers to a meeting of think tanks or research institutions from member countries to provide suggestions and input so that the G20 can bring real benefits to the global community. However, information about other side events was not uploaded by the @kemlu_ri account. Apart from T20, there are also B20 (Business 20), U20 (Urban 20) to R20 (Religious 20). From this, it can be seen that there is limited data to cover all agendas under the G20 umbrella. There should be a big timeline owned by the @kemlu_ri account manager regarding the implementation of the G20 so that they can adjust the content to the existing agendas. What needs to be a big question mark regarding this point is the absence of closing content containing the results of the summit meeting on November 15-16, 2022, or round-up information containing the success of organizing the G20 Summit carried out by Indonesia. This kind of content can be valuable information for people who do not follow the implementation of the G20 Summit directly as well as become Indonesia's branding in the international eyes for successfully organizing a large meeting of leaders of major world countries.

When we confirmed the three dimensions above to the Informed Directorate of the MoFA, it turned out that one of the reasons for the low number of G20 uploads on the MoFA' Instagram was that this issue was included in international events so it was under the coordination of the National Editorial Board (Dewan Redaksi Nasional). This is why

MoFA cannot freely upload G20 content because it is bound by the council. The National Editorial Board itself consists of several representatives of agencies directly involved with the G20 in terms of media and information, such as the Office of the Presidential Secretariat, Ministry of Communication and Information, MoFA, and other institutions related to the topics discussed. Therefore, content about the G20 is under the authority of the National Editorial Board, and the institutions under it are only tasked with uploading according to the policies given.⁴ In addition, the organizing committee also created a special account with the name @indonesia.g20 which specifically provides information about the G20 in Indonesia (Intentilia, 2022).

The MoFA itself prioritizes Twitter as a medium of information related to the G20.⁵ This is understandable considering the function of Twitter which is easier to disseminate information because it is in the form of sentences that are not too long and practical in sending links to information sources that can be accessed by other users. In contrast to Instagram, which must be in the form of image uploads it requires longer preparation. Not to mention if the content must adjust the concept of existing uploads. Although Instagram currently has a content upload service in the form of text, this is also a problem in itself because it is considered incompatible with the function of Instagram which focuses on images or videos. The issue of content production is also a separate issue recognized by the MoFA because they also lack human resources who can work on content quickly (Directorate of Information and Media, 2023, p. 40).

Instagram as a Digital Public Diplomacy Tool

From the explanation above, it can be understood that in general, the use of Instagram as an instrument of diplomacy by the MoFA needs to be appreciated. This shows the MoFA's efforts to adapt to changing times, including technological developments that have changed the pattern of community interaction. In recent years, the MoFA has been actively implementing digital public diplomacy on various occasions. The goal is to build engagement between the government and the public on issues related to foreign relations and activities, which in turn can present a positive image of Indonesia in the international world. However, the achievements of digital public diplomacy are not directly proportional to the quantity or quality of content of special activities that should be a

⁴ Ibid.

⁵ Ibid.

priority, such as the Indonesian Presidency of the G20 in 2022. There are at least three arguments that can be put forward regarding the use of Instagram as a means of digital public diplomacy related to the implementation of the G20 in Indonesia in 2022.

First, the @kemlu_ri administrator is involved in the Digital Diplomacy Gathering Forum which is carried out between units in the MoFA to develop an agenda setting at the beginning of the year. In addition, the manager also holds internal meetings to develop his agenda-setting. In general, this agenda-setting seems to be running as it should considering that the uploaded content takes place on an ongoing basis. However, if we review specifically based on G20 activities in Indonesia, it appears that there is no clear agenda setting. The implementation of the G20 is a priority in Indonesia's diplomacy in 2022 so it should have a clear agenda and can be informed to the public regularly. Through Instagram, the MoFA can provide a variety of up-to-date information ranging from preparation, implementation, and sundries related to these activities. Unfortunately, the MoFA' digital public diplomacy does not optimize this. Meanwhile, as stated by Cowan and Arsenault (2008), the success of public diplomacy lies in engagement with the target audience through two-way communication.

Even though Instagram is a social media with a high number of users in Indonesia. Not to mention considering that the majority of Instagram user segmentation comes from the millennial (Y) and centennial (Z) generations with an age range of 18-35 years. It does not rule out the possibility of many Instagram users outside the age range given the image and video facilities that are visually considered more interesting, rather than being limited to writing alone. In addition, one of the essences of public diplomacy is to convey information to the public as widely as possible. This includes making someone who initially did not know or was indifferent to the issue to be conveyed. Therefore, delivering information on Instagram should be a challenge that must be overcome by increasing the number of uploads to increase awareness from users who are unfamiliar with the G20.

Second, the youth-based segmentation of Instagram users can be a means for the MoFA to implement the presence expansion dimension. By using Instagram as a means of digital public diplomacy, the @kemlu_ri account can be a bridge in conveying various information as well as education about the implementation of the G20 to young people. The goal is that young people who previously did not know about international politics, in general, and Indonesia's foreign policy, in particular, become aware and can contribute

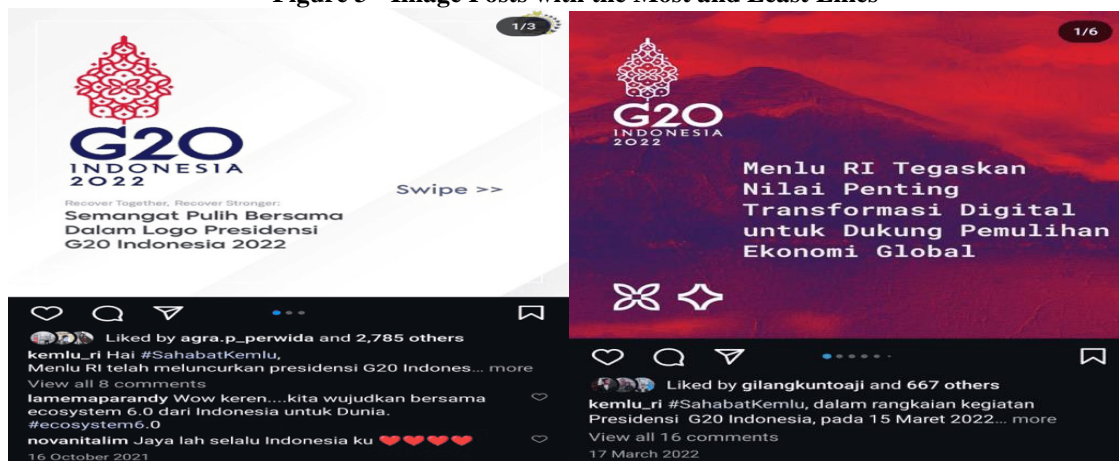
significantly. So far, young people who follow the @kemlu_ri account tend to be students who take courses that are still related to international issues, those who have an interest in foreign issues, and those who wish to work at the MoFA. Therefore, there needs to be an effort to reach out to young people in a broader spectrum.

In addition, the captions in each upload are mostly in Indonesian and a few are in English. This limits the audience's reach to those who understand Indonesian only. Indeed, this is not wrong if the MoFA focuses its target audience on the domestic sphere. However, this is unfortunate considering that in the context of digital public diplomacy, the target audience should not only come from domestically, but also abroad. This is considering the ease of information and communication facilities offered by social media. The hope is that the implementation of the G20 in Indonesia is also known and even followed by those who live abroad. The manager should be able to maximize captions and hashtags to increase the reach and awareness of the target audience of the @kemlu_ri account (Bashari & Fazl-Ersi, 2020).

Third, digital public diplomacy should not only talk about the quantity of uploads but the ability of content to interact with the target audience, which is called conversation-generating. If you observe the content of the @kemlu_ri account regarding the implementation of the G20, the tendency is still unidirectional, which is only limited to information and education. This causes limited account interaction with the audience. MoFA can use the interactive "Rabu Seru" content approach to bring more active interaction with the audience. Unfortunately, the use of exciting Wednesday content does not raise the issue of the G20 specifically and regularly. Whereas with a more active audience, MoFA can also assess the level of acceptance and understanding of public diplomacy that is being delivered.

Indicators of limited interaction can be seen from the number of *likes* and comments. For example, from the image category, the October 16, 2021 post on "The Spirit of Recovering Together in Indonesia's G20 Presidency Logo" received a total of 2,786 likes with 8 comments. This number of likes is the most out of 23 posts about Indonesia's G20 Presidency in 2022. When compared to the number of followers of the @kemlu_ri account, this number is not large. The least likes were on the March 17, 2022, upload titled "Indonesian Foreign Minister Affirms Importance of Digital Transformation to Support Global Economic Recovery" with a total of 668 with 16 comments.

Figure 3 - Image Posts with the Most and Least Likes



Source: @kemu_ri account dated October 16, 2021 and March 17, 2022

As for the video category, the highest number of views was on content containing information on the implementation of the *Foreign Minister Meetings* (FMM) held on July 7-8, 2022. There were 28.5 thousand people who watched the video with 976 likes, and 5 comments, and 222 people who forwarded the video to stories or *direct messages*. Meanwhile, the lowest audience was for the video entitled "Indonesia's 5 Priority Strategies in the G20 Presidency" with a total of 3,277 and only generated 40 likes, no comments, and 1 person who sent it to *stories* or *direct messages* to others.

Figure 4 - Video Posts with the Most and Least Number of Viewers



Source: @kemu_ri account (without date information)

From the existing data, the uploads made are still general so it seems as if special issues are covered. Whereas public diplomacy does not talk about quantity alone, but how an issue can be disseminated and known by the public. To achieve the ideal socialization target, information dissemination must be carried out continuously with a clear and well-

conceptualized *agenda setting*. A clear *agenda setting*, it will have an impact on the dissemination of information as well as a form of *presence* or *presence expansion* of the MoFA to the public. In addition, creative content that invites *followers* or Instagram users to get involved will create *conversation-generating* that creates a close and positive relationship. The ability of the MoFA to realize these three things is needed considering that one of the dimensions of digital public diplomacy is to build strategic communications that promote certain themes to the public continuously (Nye, 2008).

Do not let the implementation of digital public diplomacy so far is only intended to fulfill the obligation to convey information to the public, without intending to make it as a potential medium to change public perceptions to always be positive regarding foreign activities carried out by the government. The MoFA also needs to pay attention to whether the information is well received or not. The @kemlu_ri account should utilize the momentum of implementing a major national agenda, such as the G20 presidency, to carry out public diplomacy to the fullest through its digital tools, including Instagram, which is currently one of the most widely used social media by the Indonesian population.

Conclusion

The existence of Instagram as social media is needed by the government, including the MoFA, to socialize policies and information related to international relations issues, including the implementation of the Indonesian Presidency in the G20 in 2022. Unfortunately, the @kemlu_ri account is not maximized in carrying out its function as a digital public diplomacy media. Only 23 contents were uploaded from July 24, 2021, to November 14, 2022. Even though the momentum of the G20 should be maximally utilized given the existing digital advances as a means of disseminating information to the public. From the G20 uploads, it can be understood that the quantity of content is not always directly proportional to the quality of the substance to be achieved. This can be seen from the *agenda-setting* that is still carried out technically, not strategically; limited *presence expansion* because it has not targeted Instagram users widely, and *conversation-generating* that has not been maximized because it has not presented a close attachment between the @kemlu_ri account and its followers.

The existence of the G20 upload policy under the coordination of the National Editorial Board is indeed one of the strong reasons why the @kemlu_ri account has not been maximized in uploading G20 content. For this reason, it is necessary to evaluate the

policy of the National Editorial Board. The National Editorial Board policy should not hamper the digital public diplomacy efforts carried out by the MoFA. One of the steps that can be taken is to share content to be uploaded together under the coordination of the National Editorial Board. For example, content produced by @indonesia.g20 can also be uploaded by @kemlu_ri and other related ministry accounts, and vice versa. Through this policy, it is hoped that it will maintain one of the essential roles of the MoFA, which is to provide information related to foreign policy, diplomacy, and other issues in the frame of international relations to the wider community.

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