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Soft Power Diplomacy Indonesian Language in Thailand

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This study aims to provide an explanation of how the Indonesian government uses Indonesian languages as an instrument of nation branding to provide a positive image to the Indonesian nation. Consider Afrikaans in South Africa, Mandarin Chinese in China, a standard variety of French in France and an aristocratic form of German in Germany. Historically, language has been a tool for motivating nationalism, a sense of superiority over others in the country and a means to isolate a group of people from all others, frequently setting those people up as superior to all others. From this study it will also describe a descriptive analysis of Indonesian Language strengths that can be used as an instrument to strengthen the soft power of a country through the concept of cultural diplomacy. This study uses time series and content analysis. This study shows that the formal institution opens Indonesian Language as a subject course and some informal institutions open Indonesian courses for the public. The study results reveal that the Indonesian Government actively supports institutions in Thailand to provide Indonesian Language such as teachers, teaching materials, scholarships to study in Indonesia, research development and etc.

Primary author: ROBERT, pujo

Presenter: ROBERT, pujo

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