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Online presentation by: Hesti Aryani, M.A. (hesti.licmu@gmail.com)

"Exploring Cultural Diplomacy through Language Teaching: The Establishment and Sustainability of the BIPA Program in Chiang Mai, Thailand (2011-2015)"

Abstract:

This research aims to describe and analyze the BIPA Program (Bahasa Indonesia bagi Penutur Asing) or Indonesian Language for Foreign Learners in Chiang Mai, Thailand, with a focus on its early establishment from 2011 to 2015 at the Language Institute of Chiang Mai University. Employing a quantitative approach and an evaluation method based on historical data, the study explores the development of the BIPA program through narrative and descriptive analysis. In addition, the research examines course content, teaching materials, student demographics, and the program's role as a tool of cultural diplomacy for Indonesia in Thailand. The study seeks to evaluate the sustainability of the BIPA program, highlighting the challenges faced in maintaining it over time. The findings of this research provide insights into the sustainability of the BIPA program and offer recommendations for its continued success as a diplomatic and educational initiative, particularly through Indonesian language and cultural teaching program.

Bahasa Indonesia:

"Menelusuri Diplomasi Budaya melalui Pengajaran Bahasa: Pendirian dan Keberlanjutan Program BIPA di Chiang Mai, Thailand (2011-2015)"

Abstrak:

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis Program BIPA (Bahasa Indonesia bagi Penutur Asing) di Chiang Mai, Thailand, dengan fokus pada masa awal pendiriannya dari tahun 2011 hingga 2015 di The Language Institute Chiang Mai University. Dengan pendekatan kuantitatif dan metode evaluasi berdasarkan data historis, studi ini mengeksplorasi perkembangan program BIPA melalui analisis naratif dan deskriptif. Penelitian ini mengkaji kelas BIPA, bahan ajar, demografi siswa, serta peran program BIPA sebagai alat diplomasi budaya Indonesia di Thailand. Studi ini juga bertujuan untuk mengevaluasi keberlanjutan program BIPA, dengan menyoroti tantangan dalam mempertahankannya dari waktu ke waktu. Hasil penelitian ini memberikan wawasan tentang keberlanjutan Program BIPA dan menawarkan rekomendasi untuk kesuksesannya sebagai inisiatif diplomasi dan pendidikan, khususnya melalui program pengajaran bahasa dan budaya Indonesia.