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

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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.

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