

## PUBLIC DIPLOMACY OF INDONESIA TOWARDS TURKEY THROUGH THE YOUTUBE PLATFORM ENDONEZYA EVI

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### ABSTRACT

*Globalization brings changes to all fields including the practice of state public diplomacy, changes occur in public diplomacy media that use social media, one of which is YouTube used by Indonesia through the Endonezya Evi Platform in Turkey, this change occurs because the use of conventional media previously used by Indonesia through the Indonesian Cultural House has shown a decline in Turkish public attention so that new media is needed that is more easily accepted by the Turkish public. Evi's Endonezya platform was deemed easier to access and did not require a large amount of money to run. <The purpose of this article is to find out whether the Endonezya Evi Platform can be used in the practice of Indonesian public diplomacy in Turkey and how it impacts. <The method used in this article is descriptive analysis by examining the Endonezya Evi Platform used by Indonesia. This article shows that the Endonezya Evi Platform is a new media that can be used in the practice of Indonesian public diplomacy because it can reach a large audience and does not require large costs and the Endonezya Evi Platform fulfills the components of public diplomacy so that it can be used as a tool in the practice of Indonesian public diplomacy in Turkey.*

**KEYWORDS** Public Diplomacy, Youtube, Endonezya Evi, Indonesia, Turkey



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### INTRODUCTION

The impact of globalization has resulted in substantial changes in human life worldwide. Globalization is considered a new way to shape positive images and influence societies broadly. Transformations in societies are driven by the widespread and unrestricted flow of information and technology. Currently, the influence of globalization is unavoidable for every individual, although there is debate about the benefits and drawbacks that come with its spread (Natchia, 2009).

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In recent decades, the advancement of globalization has led to increased competition among countries to gain political and economic attention (van Ham, 2008). Today, more countries are making conscious efforts to create a favorable image in the minds of foreign societies to enhance their influence and prestige (Anholt, 2005). One way to influence the image held in other countries and affect the policies produced is through traditional diplomacy. This involves government-level communication, usually among members of the diplomatic corps (Wang, 2006). Another way is by reaching out to citizens of other countries and engaging them with the culture and society of the first country, to inform them about policies and governments, and to involve them in dialogues and exchanges using strategic communication. This is called public diplomacy (Cull, 2010).

The era of globalization has affected various aspects, including diplomatic practices, as the presence of the internet and rapid technological advancements has caused disruptions in various sectors, including public diplomacy. In the traditional approach, public diplomacy was characterized by neutrality and monologue, but in the 21st-century public diplomacy era, there is an opportunity to communicate directly through new social media networks. The hope is that public diplomacy can interact in real-time. For the first time in history, public diplomacy has the potential to facilitate not only bilateral dialogue but also discussions involving more participants or between one entity and the general public. Currently, civil society can be reached directly through social media accounts of foreign ministries, embassies, non-governmental organizations, or individuals. Information is disseminated in real-time, collaborative, and transparent. The internet has also erased boundaries between various types of audiences, both nationally and internationally (Costa, 2017).

In the context of international relations, the spread of news relies heavily on the significant role of media. It is clear that electronic media has become an integral part of society's life. In the context of international relations, electronic media serves as a bridge between countries, as well as between countries and the international community. The use of various social media applications is also an inevitable part of cooperation and building open relationships in the context of international relations (Sasongko, 2019).

The openness resulting from the globalization process makes it difficult to maintain secrecy and exclusivity of information within a country, as information can quickly move through global networks. Public diplomacy achieves its effectiveness by managing international communication, including collecting, processing, and disseminating information for the benefit of the country. In other words, diplomatic focus is not only on the government but also involves non-governmental actors such as business groups, academics, and other organizations related to foreign affairs (Sasongko, 2019). One of Indonesia's public diplomacy activities is cooperation with non-state actors, namely the Indonesian Student Association (PPI) in Turkey through the "Endonezya Evi" program using social media. This program was born due to the suboptimal results of Indonesia's public diplomacy in Turkey through the Indonesian Cultural House.

Indonesia's relationship with Turkey, established since 1950 (Kemlu, 2023), has seen both countries engage in various public diplomacy practices to pursue their respective national interests. Turkey, through the Pacific Countries Social And Economic Solidarity Association (PASIAD), aims to introduce education and culture, while Indonesia, through the Indonesian Cultural House (Kemlu, 2017). However, the two countries have achieved contrasting results. This can be seen from the number of Indonesian students continuing their studies in Turkey. According to the official website [turki.ppi.id](http://turki.ppi.id), as of December 2021, there were 2,573 Indonesian students in Turkey (Turki, 2021). Meanwhile, the number of Indonesian tourists visiting Turkey exceeded 85,000 in 2017 (BBC, 2018). However, data on Turkish students in Indonesia is difficult to obtain due to the low number, while Turkish tourists to Indonesia reached 23,883 in 2019 (Ministry of Foreign Affairs, 2019). This comparison shows different outcomes from the public diplomacy of the two countries.

This data shows that Indonesia needs a new strategy in public diplomacy towards Turkey. The 21st century has seen the emergence of new media forms, known as new media, which are fundamentally identified by the use of images, words, and sound, as well as various elements related to different technologies from conventional media formats. Mass media has also changed direction, shifting from traditional methods such as newspapers or magazines to more modern approaches, especially through social media. Currently, social media has a significant influence on the global community by allowing two-way communication, enabling interaction, and receiving feedback (New Media Institute, 2018). Indonesia also utilizes new media, especially social media, to promote its culture widely through platforms such as Instagram and YouTube.

Diplomacy aims to increase the number of Indonesian speakers and increase the number of Turkish tourists. In this context, the state acts as an actor in shaping cooperation systems, while individuals, such as the Indonesian Student Association (PPI), function as initiators. The discussion on public diplomacy through the YouTube platform "Endonezya Evi" reflects an evolution in international relations where the interests of a country are not limited and involve various aspects and increasingly diverse media used according to the times. Changes in the global situation and conditions also affect shifts in diplomatic practices. Diplomatic practices become more diverse with this development, in line with the concept of public diplomacy, defined as communication efforts by the government to the international community to provide understanding of the country, attitudes, institutions, culture, national interests, and policies implemented by that country (Wang, 2006). This form of communication has undergone changes in public diplomacy practices. Therefore, the author is interested in exploring public diplomacy further by investigating Indonesian public diplomacy practices using social media as a case study.

This article will outline the practice of public diplomacy by presenting the use of the YouTube platform "Endonezya Evi" towards Turkey. Through research on this issue, the author plans to analyze the role of the "Endonezya Evi" YouTube media in introducing Indonesian language and culture compared to public diplomacy through the Indonesian Cultural House, whose results have not been optimal,

with the hope that readers can understand the concept and implementation of public diplomacy more deeply.

## **Literature Review and Theoretical Framework**

### ***Literature Review***

The first relevant study to this article is "Shaping Public Diplomacy through Social Media Networks in the 21st Century" by Valentin Costa. This scholarly work discusses the relationship between public diplomacy and media by identifying the challenges and opportunities arising from the widespread penetration of social media in 21st-century public diplomacy. This perspective is derived from academics and policymakers highlighting that nearly 90% of UN member states are currently active on social media platforms (Costa, 2017).

The continuous development of social media networks has a significant impact on the practice of public diplomacy, as the role of mediation in crafting messages and providing feedback and information increases. The significance of social media networks is increasingly felt, as diplomats now have direct access to their audiences, enabling continuous dialogue and real-time engagement. Governments are no longer reliant on foreign media to convey their interpretations of events but can discuss them through their own social media accounts (Costa, 2017). Additionally, a notable difference between previous research and this article lies in the scope of discussion. While Costa's study focuses on analyzing the opportunities and challenges posed by social media in the context of public diplomacy, this article focuses more on Indonesia's public diplomacy strategy through social media towards Turkey.

Another relevant study is "Social Media Use in Public Diplomacy: A case study of the German missions' Facebook use" by Wiebke Renken. In this paper, it is concluded that social media plays a supportive role in Germany's public diplomacy efforts and identifies challenges such as using informal channels for communication for government institutions accustomed to very formal communication, fear of losing control over content, lack of resources, and lack of online audiences (Renken, 2014).

This paper uses Facebook social media used by Germany, as social media's ability to provide a dialogue platform is considered a "mini instant press service." However, Germany must be able to send messages that are truly engaging to their audience and that they must find the right audience for their messages. Just because it's easier to reach many people now doesn't mean these people will listen to what someone says (Renken, 2014). The difference in Renken's study lies in the object of research; this article discusses German public diplomacy using Facebook, whereas this article discusses Indonesian public diplomacy using YouTube.

### **Theoretical Framework**

The theory used in this article firstly is Public Diplomacy. According to Nicholas J. Cull, Public Diplomacy refers to the efforts made by involved parties to manage international relations by directly interacting with the international community. Thus, generally, public diplomacy not only serves as a means of

socialization but also becomes a tool for continuous communication, allowing a country to understand the responses of other countries' societies (Cull, 2009).

Cull categorizes the components of public diplomacy that can explain the relationship between these components. These components include: 1) Listening (the basis of all effective public diplomacy), which involves managing international relations by gathering and organizing information about the general public, their views abroad, and using that data to guide back their public diplomacy policy or strategy with a relevant approach; 2) Advocacy, which explains the efforts of the involved parties to manage international situations involving the implementation of international communication activities that proactively promote their policies, ideas, or common interests to foreign audiences. Advocacy is also interpreted as efforts to promote policies to achieve specific goals; 3) Cultural Diplomacy, which explains the actions taken by actors to manage the international environment involving the creation and dissemination of cultural resources and famous achievements internationally, or facilitating the spread of their culture abroad. Therefore, it is a country's policy to support cultural exports to other countries; 4) Exchange, which explains the exchange, creating motivation to portray or promote the national culture of an actor to its target country; 5) Broadcasting, which explains the efforts of the actor to manage international situations by utilizing radio, television, and internet technology to interact with foreign audiences (Cull, 2009). The main implication of this analysis is to emphasize the importance of the structure of Public Diplomacy. Cull highlights the need for balance between these elements in the bureaucracy of Public Diplomacy to prevent excessive conflict and competition related to resources and dominance.

This paper elucidates the relationship between Social Media and Public Diplomacy. Social media and public diplomacy provide an overview of how diplomatic methods are used in the current era, where information can reach a large audience (Barston, 2013). Barston, P. R. highlights the advantages of social media relations in public diplomacy, especially in terms of broad coverage (Barston, 2013). This becomes one of the main advantages of public diplomacy methods, namely its ability to reach a very wide audience.

Diplomatic messages can quickly spread worldwide through social media platforms, government websites, and other online channels. Furthermore, interactive engagement through these methods allows for two-way interaction between governments or diplomatic institutions and the international community. Information and viewpoints can be exchanged through comments, responses, and online discussions. Finally, compared to traditional methods such as conferences or face-to-face meetings, public diplomacy through social media tends to be more economical. This makes it more affordable and accessible to more countries, even those with limited resources (Cull N. S., 2020).

The practice of public diplomacy in the case discussed in this article is carried out by Indonesia towards Turkey through the social media platform YouTube under the program name Endonezya Evi. Compared to Indonesia's previous public diplomacy in Turkey through the Indonesian Cultural House, public diplomacy through social media is chosen because of its ability to reach a wider audience and allows for faster two-way interaction. And the trend of using social media is more

economical, which certainly makes it more affordable and accessible to many countries and non-state actors.

This paper also utilizes the concept of New Media, a theory introduced by Pierre Levy, which examines the development of media from two main perspectives. Firstly, the social interaction view distinguishes media based on its closeness to face-to-face interaction. Levy (2010) argues that the World Wide Web (WWW) is a flexible, dynamic, open information environment that enables humans to develop new knowledge and engage in the world of democracy. This creates opportunities to empower communities and enhance interactivity (Levy, 2010). Meanwhile, the social integration perspective states that media becomes a ritual because it becomes a formal habit with significant value in everyday life. Media not only functions as an information instrument or a means to fulfill personal interests but also unites us in various forms of society and provides a sense of ownership. Levy describes New Media as a form of technology-based online media that is flexible and interactive. New Media operates both publicly and privately via the internet, significantly impacting mediated technological communication. Creeber and Martin (2009) state that New Media is a communication product delivered through technology, primarily using digital computers.

## RESEARCH METHOD

This article employs descriptive analysis. Descriptive analysis is a problem-solving approach that examines the subject/object of research (such as individuals, institutions, societies, etc.) at the present time by describing or portraying its condition based on observable or existing facts (Nawawi, 2005). This paper will focus on public diplomacy, and the case study being researched is the use of the social media platform YouTube by Indonesia towards Turkey. The data utilized in this research is sourced from primary and secondary data. Primary data is obtained from interviews, while secondary data can be obtained from textbooks, journals, literature, information from research institutions, information from related agencies, and news on the internet.

Journals, articles, news, and information used cover the last five years, except for theoretical references and concepts, to ensure that the data obtained reflects recent developments. The author refers to statements from experts who support the topic in this paper through the books they have produced. Expert testimonies are important for explaining the theories and concepts applied in this research. Data collection is done by searching for relevant information through the internet. The data analysis process begins after all data is collected, involving studying, understanding, comparing literature, interpreting analysis results, and problem solving. The final stage involves drawing conclusions from the problems that have been solved.

## RESULT AND DISCUSSION

### **Platform Endonezya Evi as a Medium in Indonesian Public Diplomacy in Turkey**

Public Diplomacy of Indonesia Towards Turkey Through The Youtube Platform Endonezya Evi

Platform Endonezya Evi falls under the category of new media. This platform utilizes YouTube as a medium for Indonesian public diplomacy in Turkey because YouTube has the advantage of sharing videos that are very popular and free, providing registered users the opportunity to upload and distribute video clips online. Although registration is not required to watch videos, the site enables users to upload, watch, rate, share, and comment on various types of videos produced by users or organizations. The range of accessible content includes video clips, TV show segments, music videos, movie trailers, as well as various other content such as video blogs, original short videos, and educational video materials (arimetrics, 2022). Platform Endonezya Evi is considered a new media platform as described by Levy, as YouTube is an online media based on flexible and interactive technology. Platform Endonezya Evi operates publicly via the internet, which has a significant impact on communication.

Researchers identify Platform Endonezya Evi as a new media that utilizes YouTube. This is seen from two perspectives of Pierre Levy: firstly, Platform Endonezya Evi constitutes social interaction, as comments can be made by the audience on the uploaded videos, thus indicating a level of closeness.

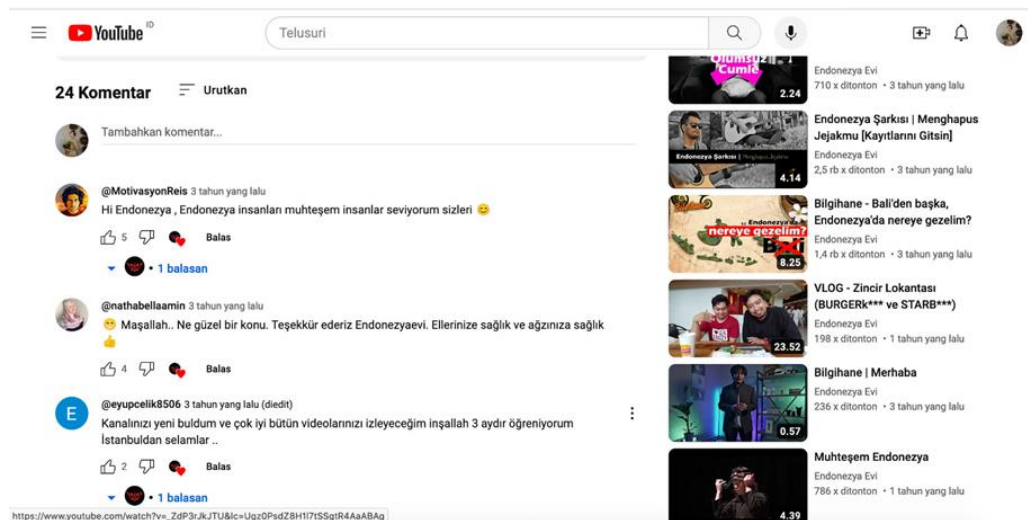


Figure 1. Comments on Youtube Endonezya Evi  
Source: Youtube Endonezya Evi

The Endonezya Evi platform through YouTube is a flexible, dynamic, and open information media and allows this platform to develop new knowledge about Indonesia for Turkish people who are presented in Turkish, forms of information such as teaching Indonesian, Indonesian destinations, and Indonesian culinary these contents show. like the example below.



Figure 2. Learning Video Content Indonesian  
Source: Indonesian House on Youtube

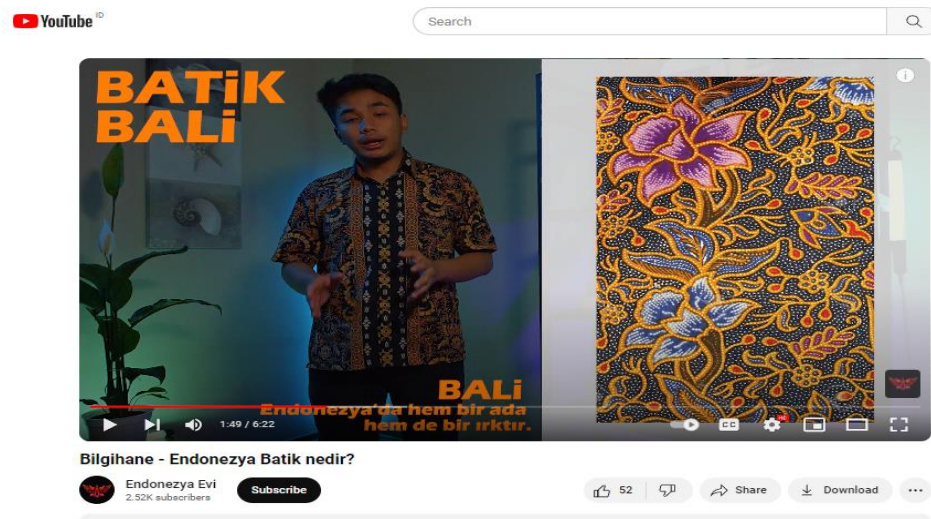


Figure 3. Video Content Introducing Indonesian Batik  
Source: Indonesian House on Youtube



Figure 4. Video Content introducing Indonesian Cuisine  
Source: Indonesian House on Youtube



The videos uploaded on this platform provide an opportunity to empower the Indonesian diaspora to participate in introducing Indonesian culture so as to increase interactivity. The second is social integration because it has become a habit in everyday life, one of which is the use of YouTube in Turkey where Turkey with a total population of 85.34 million people, Youtube users in Turkey reach 57.9 million people, almost three-quarters of the total population of the country (goodstats, 2023)

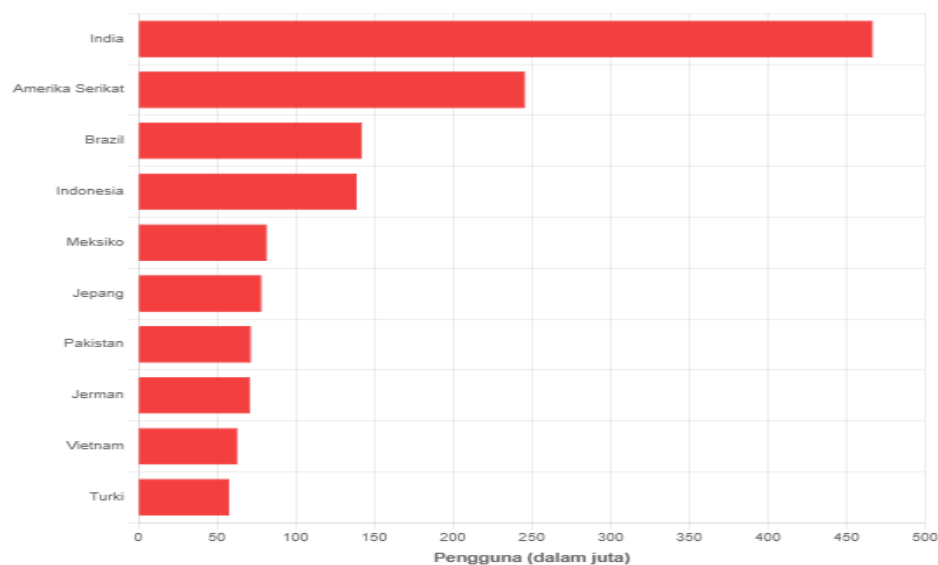


Figure 3. Countries With The Most Youtube Users As of January 2023

Source: Goodstats, 2023

With this many users, YouTube media is right to be an instrument of information and a means of fulfilling the interests of Indonesia to introduce Indonesian language and culture to the Turkish people. Two perspectives that explain the Endonezya Evi Platform as a new media, the researcher further emphasizes the relationship between the Endonezya Evi Platform and public diplomacy because of YouTube's ability to reach a large audience, this refers to YouTube users in Turkey reaching three-quarters of the total Turkish population. Researchers identified by looking at the number of subscribers or can be called followers on the Endonezya Evi Platform reaching 25,200 followers. Another advantage is the Endonezya Evi Platform with this digital approach, From the results of the researcher's interview with Usamah Abdurrahman as the Founder of the Endonezya Evi Platform, in Usamah's opinion, it is very necessary because of the cost of spending a large budget if cultural introduction events such as dances, songs are carried out both for accommodation costs and publications for participants brought by Indonesia. This kind of public diplomacy practice is very budget-draining.

Furthermore, Usama explained that the use of social media is more effective than cultural activities carried out by the Indonesian Embassy through the Indonesian Cultural House so that it requires a more interesting cultural introduction through social media through the Endonezya Evi Platform because it is conceptualized in the form of a video by explaining about Indonesia, both language, culinary, tourist destinations or other cultures using Turkish. The Endonezya Evi platform can be used as a medium in Indonesian public diplomacy in Turkey.

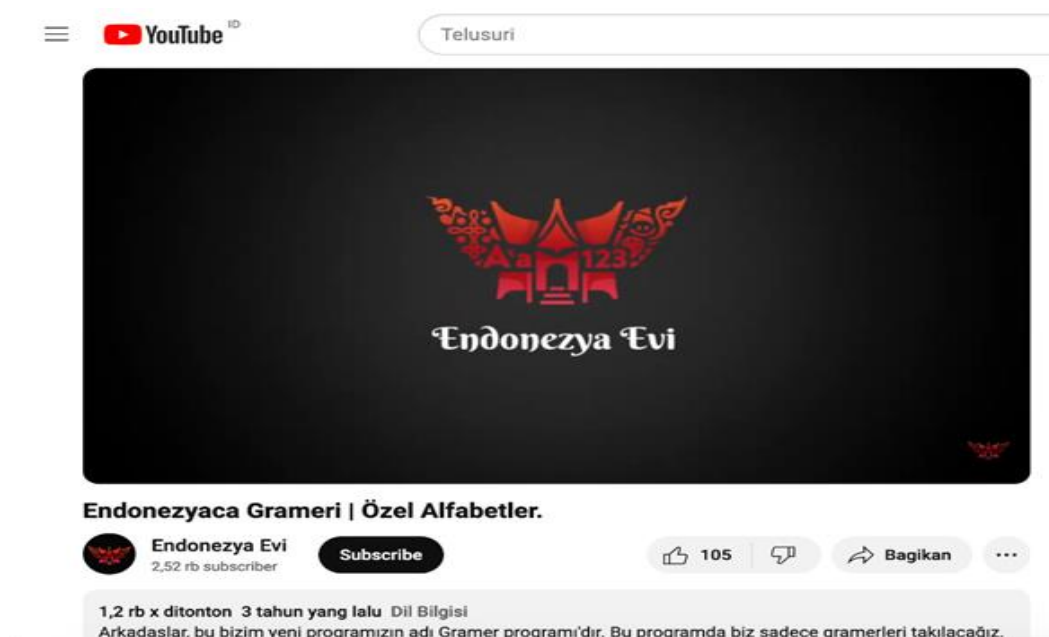


Figure 4. Number of Subscribers Platform Endonezya Evi

Source: Indonesian House on Youtube

### **Analysis of Indonesian Public Diplomacy Towards Turkey**

The researcher applies the theory of public diplomacy proposed by Nicholas J. Cull in his work entitled "Public Diplomacy: Lessons From The Past." In this book, Nicholas J. Cull categorizes public diplomacy into five components. These five components serve as the basis for the researcher to evaluate Indonesia's efforts in introducing Indonesian culture and language in Turkey through the Platform Endonezya Evi.

#### ***Listening***

The first analysis of Cull's component is Listening, which represents Indonesia's effort to manage the international environment in Turkey by collecting data on the public and opinions of the Turkish people and using that data to guide broader public diplomacy policies or approaches. Public opinion data obtained by the researcher includes information from the Turkish Tourist Guide Association (TUREB) in 2022, which stated that there were 150 tour guides who could speak Public Diplomacy of Indonesia Towards Turkey Through The Youtube Platform Endonezya Evi

Indonesian. This was confirmed by one Turkish tour guide named Bahri Onur, who stated that Turkey had successfully gained popularity among the Indonesian population, leading to an increase in the number of Indonesian tourists visiting Turkey. This phenomenon has also led to a significant increase in the number of Turkish tour guides acquiring proficiency in the Indonesian language. With the growing number of Indonesian tourists visiting Turkey, tour guides who can communicate in Indonesian are now experiencing a significant increase in job demand. Additionally, data gathered by the Indonesian Ministry of Education and Culture, as conveyed by Hafid A. Santosa, the Third Secretary of Pen-Sosbud KBRI Ankara, in 2021 indicated the number of Indonesian language enthusiasts in Turkey, with a total of 501 people from Turkey distributed across 18 provinces (BPKH, 2020). This figure shows the largest number of enthusiasts compared to other countries that offer Indonesian language classes. This high level of interest is due to the potential for significant economic cooperation, as emphasized by Indonesian Ambassador Muhamad Iqbal. KBRI Ankara is actively making efforts to attract the attention of Turkish citizens and businesses to Indonesia. Indonesian language learning in Turkey is conducted by adopting the BIPA (Indonesian Language for Foreign Speakers) curriculum, a curriculum that has been tested and continuously developed for decades in various countries. In addition to the BIPA curriculum, the method of teaching Indonesian language in Turkey also includes the use of visual materials developed by KBRI Ankara in collaboration with the Indonesian Student Association (PPI) Turkey through the Endonezya Evi (Indonesia House) program.

From both sets of data, it is evident that Indonesia is directing broader public diplomacy policies and approaches by utilizing the Platform Endonezya Evi. This platform emerged due to information about Turkish public opinion regarding the high potential of mastering the Indonesian language, as seen in the participation in Indonesian language courses. With monitoring of Turkish public opinion towards Indonesia, KBRI Ankara eventually formed policies in collaboration with the Indonesian Student Association (PPI) Turkey through the Endonezya Evi program.

#### ***Advocacy***

The Advocacy perspective sees Platform Endonezya Evi as Indonesia's effort to manage the Turkish community by providing an international communication channel because it actively promotes the Indonesian language and culture, such as culinary arts, batik crafts, and Indonesian music. The Platform Endonezya Evi, which uses YouTube as a medium and has been active since 2020, currently has 25.2 thousand subscribers and 53 videos (EndonezyaEvi, 2023). It serves Indonesia's public interest in increasing Indonesian language speakers and boosting tourism in the minds of the Turkish people. Thus, Platform Endonezya Evi, through YouTube, contributes to selling ideas to the Turkish public. This advocacy element is found in Platform Endonezya Evi and its long-term usefulness.

#### ***Cultural Diplomacy***

The component of Public Diplomacy activities conducted by Indonesia through Platform Endonezya Evi is cultural diplomacy. Platform Endonezya Evi is

seen as Indonesia's effort to manage communication with the Turkish public by creating video content uploaded on the YouTube social media platform, utilizing cultural resources such as introducing batik, Indonesian culinary arts, and Indonesian music. This proves to be a form of achievement recognized in Turkey as facilitating Indonesian culture to the Turkish people. Platform Endonezya Evi is supported by Indonesia through KBRI Ankara, making it an Indonesian policy capable of facilitating the export of its culture. In Nicholas J. Cull's explanation of these components, there is discomfort with conventional or traditional advocacy and diplomatic objectives that are difficult for the international community to accept. This is evidenced by Indonesia's previous public diplomacy, namely the Indonesian Cultural House, which was not maximally effective, necessitating the need for a new medium that would be more acceptable to the Turkish public. Platform Endonezya Evi emerges as a new media in the digital age that facilitates access and visibility for the Turkish people.

#### ***Exchange Diplomacy***

The next component is Exchange Diplomacy. Platform Endonezya Evi is seen as Indonesia's effort in managing the international environment towards Turkey through the exchange of Turkish citizens. Although Platform Endonezya Evi is not a student exchange program, it has an impact on the Turkish community interested in learning the Indonesian language through Indonesian language learning content on the YouTube media Platform Endonezya Evi. Findings from this research show that one Turkish tour guide, Bahri Onur, as one of the subscribers to Platform Endonezya Evi, began learning Indonesian from the platform and decided to go to Indonesia in 2022 to further his Indonesian language skills for 6 months. Conversely, there are also exchanges where Turkey receives Indonesian citizens for study. Learning experiences benefit both parties.

#### ***International Broadcasting***

Platform Endonezya Evi falls under the International Broadcasting component because it uses internet technology to interact with the Turkish public. Platform Endonezya Evi, using social media, has a broad reach and can conduct international commercial broadcasting. Platform Endonezya Evi has outputs aligned with its goals, which are to introduce the Indonesian language and culture to the Turkish people. The International Broadcasting component with this platform can influence the public where public diplomacy is practiced. In the view of International Broadcasting, Platform Endonezya Evi has technological requirements that set it apart from other public diplomacy initiatives undertaken by Indonesia, such as the Indonesian Cultural House, which still operates conventionally without the use of internet technology. The main component of International Broadcasting is information. The information presented on Platform Endonezya Evi is objective, making International Broadcasting a mechanism for disseminating culture, which is the main goal of Platform Endonezya Evi. Platform Endonezya Evi presents language learning videos to introduce Turkish people interested in learning Indonesian to the Public Diplomacy of Indonesia Towards Turkey Through The Youtube Platform Endonezya Evi

Indonesian language on the platform. Additionally, videos about Indonesian cuisine and tourist destinations aim to increase Turkish tourism to Indonesia.

Therefore, Platform Endonezya Evi serves as Indonesian public diplomacy because it represents efforts made by both the diaspora and the Indonesian government in managing international relations that directly interact with the Turkish people. Thus, Platform Endonezya Evi not only serves as a means of socialization but also as a tool for continuous communication, allowing countries to understand responses from the Turkish people.

## CONCLUSION

Platform Endonezya Evi is a form of public diplomacy carried out by Indonesia towards the Turkish public, resulting from the impact of globalization on the world's population. When globalization occurs, one inevitable consequence is the change in society due to the rapid spread of news and information that is not bound by spatial or temporal limitations. Cultural shifts also arise due to population migration from Indonesia to Turkey or vice versa, creating new relationships between Indonesian and Turkish communities that lead to different lifestyle changes. In this context, the unstoppable flow of globalization can be seen as a new opportunity for Indonesian diplomacy.

This opportunity is demonstrated by the presence of Platform Endonezya Evi, as a new media in Indonesian public diplomacy practice. Platform Endonezya Evi utilizes YouTube as it has several advantages: firstly, it has a large audience and wide communication reach, as evidenced by the subscriber count on YouTube, with Platform Endonezya Evi having 25,200 subscribers and 57.9 million YouTube users in Turkey. Secondly, it saves costs compared to previous public diplomacy efforts conducted through the Indonesian Cultural House, as Platform Endonezya Evi does not incur significant expenses when creating programs or events. Additionally, Platform Endonezya Evi can directly communicate with audiences through the comment section on YouTube, facilitating communication interaction.

Platform Endonezya Evi can be categorized as a new media in Indonesian public diplomacy activities due to its social interaction aspect, as the Turkish public can comment and be responded to by Indonesian authorities. Leveraging YouTube's flexibility and dynamic nature, information provided includes Indonesian language learning videos and the introduction of Indonesian culture and tourist destinations to the Turkish public. Furthermore, Platform Endonezya Evi is seen from a social integration perspective, as the use of YouTube has become a habit among the Turkish population, given the high number of YouTube users in Turkey, presenting a significant opportunity to introduce Indonesian language, culture, and tourist destinations using this platform.

Moreover, Platform Endonezya Evi falls under the public diplomacy component using the concept of Nicholas J. Cull. Firstly, it serves as a source of information for the Turkish public when seeking information about Indonesia. Secondly, it serves as a communication channel between the Turkish and Indonesian publics. Thirdly, Platform Endonezya Evi utilizes YouTube to upload video content about Indonesian language and culture, showcasing the utilization of Indonesia's cultural

resources. Fourthly, Platform Endonezya Evi can serve as a medium to introduce Indonesian language and culture, thereby becoming an information source for the Turkish public to learn about and visit Indonesia. Finally, Platform Endonezya Evi represents the use of internet technology in Indonesian public diplomacy activities in Turkey, seen from its output of introducing Indonesian language and culture.

Therefore, the researcher sees Platform Endonezya Evi as acting as a tool for Indonesian public diplomacy in Turkey as it fulfills all five components of cultural diplomacy and can be optimized by Indonesia for future Indonesian public diplomacy activities.

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