

Digital Diplomacy Analysis of the Ministry of Foreign Affairs regarding Indonesia's Chairmanship at the ASEAN Summit 2023

Analisis Diplomasi Digital Kementerian Luar Negeri terkait Indonesia's Chairmanship pada KTT ASEAN 2023

Diah Ayu Permatasari¹, M. Yusuf Samad², Pratama Dahlian Persadha³

¹Bhayangkara Jakarta Raya University, Jl. Raya Perjuangan, Kota Bekasi, Indonesia

^{2,3}Communication & Information System Security Research Center (CISSReC), Jl. Moh. Kahfi, Jakarta, Indonesia

¹pepy@ubharajaya.ac.id

Naskah diterima: 30 Oktober 2023, direvisi: 20 Mei 2024, disetujui: 23 Juli 2024

Abstrak

Serah terima keketuaan ASEAN ke Indonesia menjadikan Indonesia menjadi tuan rumah KTT ASEAN 2023 yang diselenggarakan di Labuan Bajo NTT. Dalam penyiapan event tersebut, Kementerian Luar Negeri Indonesia memanfaatkan media sosial sebagai bagian dari diplomasi digital. Studi ini bertujuan untuk menganalisa upaya digital diplomasi Kementerian Luar Negeri Indonesia melalui akun resminya x, @ _ kemlu ri, akun ini menunjukkan kegiatan Kemlu yang lebih tinggi dibandingkan dengan akun instagram dan Facebook. Studi ini menggunakan pendekatan kualitatif, memanfaatkan konten analisis dan paradigma yang kritis. Pengumpulan data dilakukan dengan menggunakan aplikasi anaconda navigator, yang memfasilitasi pengelolaan dan analisis data. Temuan mengindikasikan bahwa aplikasi dari diplomasi digital pada event merupakan tonggak awal penggunaan sosial media dibandingkan dengan pertemuan ASEAN Summit sebelumnya. Kegiatan digital diplomacy ini telah secara efektif mendukung posisi Indonesia pada forum multilateral dan menguatkan keberadaan yang baik kepada masyarakat. Namun, studi ini juga menunjukkan bahwa implementasi dari pentingnya prinsip dialog pada komunikasi secara suboptimal, terutama bagian pada respon dari komen atau pertanyaan dari netizen.

Kata kunci: ASEAN, KTT ASEAN, diplomasi digital, Kementerian Luar Negeri, media sosial

Abstract

The handover the ASEAN Chairmanship to Indonesia brought Indonesia as a host of ASEAN Summit 2023 held in Labuan Bajo, NTT. In the preparation of this event, Indonesia's Ministry of Foreign Affairs utilized social media as a tool for digital diplomacy. This study aims to analyze the digital diplomacy efforts of the Indonesia's MoFA through its official X account, @Kemlu_RI, which has demonstrated higher activity compared to the Ministry's Instagram and Facebook accounts. This study used a qualitative approach, utilizing content analysis and a critical paradigm. Data collection is conducted using the Anaconda Navigator application, which facilitates the management and analysis of the data. The findings indicate that the application of digital diplomacy at this event represents an initial milestone compared to previous ASEAN Summits. It has effectively supported Indonesia's position in multilateral forums and enhanced its public presence. However, the study also reveals that

the implementation of dialogic communication principles has been suboptimal, particularly in terms of responding to comments or questions from netizens.

Keywords: ASEAN, ASEAN Summits, digital diplomacy, Ministry of Foreign Affairs, social media

INTRODUCTION

Southeast Asia features the highest social network usage and Internet penetration worldwide (Dang, 2021). The rapid development of information and communication technology provides changes to current diplomatic practices. Diplomacy is using derived terms from Greek, In the word of *Diploun* (to fold) and *Diploma* which were grants privileges or rights in specific for its holder. In the Vienna Convention 1961, Diplomatic mission coverage the duties to; represent the sending country in the receiving, negotiate the interest, ensuring in the legal manner of the conditions and developments in the receiving country and report them to sending country, protecting the receiving country the interest of sending country, boost friendly relations between sending country and receiving country (Denza, 2016). Globalization has changed the methods of diplomacy, the complexity and new players in world such as NGOs, MNC, Media has caused the comprehensive expertise in performing diplomacy.

It affects to the diplomacy, by the use emergence of the concept of digital diplomacy is a form of full use of information technology by international actors in communicating or wanting to convey political messages. In 2001, the term of "Digital Diplomacy" introduced by Dizard on his book "Digital Diplomacy: US Foreign Policy in the information Age". He explained the importance of information management using the electronic communication and information resources develop the new strategic issue and changed the way to deal in foreign policy (Dizard, 2001). The open nature of public diplomacy makes digital diplomacy not only include state actors but more broadly such as non-state actors consisting of individuals, communities, and organizations. Information technology is a means of digital diplomacy because the function of the media has a broad scope in disseminating information across regional boundaries in a short time. Digital diplomacy using the website, social media and other technology device already made easier of the information access to the public. Digital diplomacy does not exist to replace old-fashioned diplomacy but to become a means of supporting diplomacy that has been carried out by a country to achieve goals and interests such as politics, economics, and the military of a country by utilizing various media. (Saudi, 2020). Digital diplomacy is now a prominent part of public diplomacy which is increasingly prioritized over 'traditional' approaches (Wright & Guerrina, 2020).

Digital diplomacy functions as a follow-up to public diplomacy and also as the use of digital technology in all countries with the aim of achieving a country's foreign policy agenda. (Hermanadi & Rizal, 2021). In other words, digital diplomacy functions as a government tool to achieve national interests (Moenardy & Chandra, 2021). Digital diplomacy in Indonesia, which was previously traditional in nature, has now developed with the Indonesian government's efforts to optimize digital diplomacy such as social media, websites, and others. (Antoni, 2021). During the global COVID-19 pandemic, the Indonesian government is maximizing various forms of digital diplomacy to gather information, negotiate and respond to vital issues of national interest (Triwahyuni, 2022).

The diplomacy carried out by Indonesia during the pandemic is an opportunity to build a positive image for the country, as evidenced in every post on various digital platforms that

Indonesia can take a bilateral and multilateral approach in encouraging the recovery from the COVID-19 pandemic. Real evidence of the implementation of digital diplomacy carried out by the Minister of Foreign Affairs of the Republic of Indonesia Retno Marsudi has succeeded in achieving national interests and showing the world that Indonesia is capable of being a leader and able to contribute to providing solutions to world problems. Indonesia's digital diplomacy is growing rapidly and can adapt to the environment and is even able to communicate with all countries even virtually. The application of digital diplomacy during a pandemic shows that Indonesia always wants to contribute to every world challenge and provide solutions to current issues (Panyuwa, 2023).

The strategy undertaken by the Ministry of Foreign Affairs of the Republic of Indonesia in using social media as digital diplomacy is quite detailed and clear, and preventive actions that are likely to occur in the future have been well prepared. Social media as a means of delivering Indonesian diplomacy can be said to be effective because the information that is disseminated gets a response and support from the public (A, 2020). Social media has transformed the landscape of communication, reshaping societal structures, influencing individual identities, and impacting global dynamics. The rapid evolution of social media platforms has redefined the boundaries of communication, privacy, and information dissemination, presenting both opportunities and challenges across various domains (Samad, 2024). The Ministry of Foreign Affairs digital diplomacy targets countries in the region, such as Latin America and the Caribbean (Harnanditya, 2022), dozens of countries in the Asia Pacific region through the Regional Conference On Digital Diplomacy forum (Listyowati et al., 2022), countries in the South American region (Maulana, 2023), and countries in Eastern Europe (Prasasti, 2021).

Indonesian digital diplomacy is sometimes devoted to international forums using certain media, such as ASEAN forum using Facebook page (Aristama, 2022), the Bali Democracy Forum (BDF) 2019 using social media X (Madu, 2021), the United Nations forum using a video teleconferencing application (Anshori, 2020), ASEAN forum using Facebook page (Aristama, 2022) and the G20 Summit 2021 uses social media X (Samad & Permatasari, 2023). Since 2006, Social Media X (previously known as Twitter) become parts of influential social media in the world. The transformation of X led by the Elon Musk becoming connected and engaged of Global community of the users. Apart from the use of social media X, digital diplomacy is also carried out through other social media, such as the use of Instagram (Sari, 2021) and Facebook usage (Kurniawati et al., 2020). The use of X on the special agenda of the 2021 G20 Summit by Minister of Foreign Affairs Retno Marsudi and the use of Facebook by the Ministry of Foreign Affairs have the same problem, namely there is no dialogic communication in the use of the two social media. Researchers found similar things in the digital diplomacy of the Ministry of Foreign Affairs through the Indonesian MoFA account (@Kemlu_RI) especially on the 2023 ASEAN Summit agenda. The purpose of this study is to analyze Indonesia's MoFA digital diplomacy related to the peak implementation of the ASEAN Summit in Labuan Bajo, West Manggarai, East Nusa Tenggara (NTT), Indonesia, from 09 to 11 May 2023. The author's reason for researching the X account @Kemlu_RI is because the account the most active when compared to other social media accounts belonging to the Ministry of Foreign Affairs of the Republic of Indonesia. During the three days of the peak implementation of the 2023 ASEAN Summit, the author's observations show that the Ministry of Foreign Affairs' social media uploads regarding the 2023 ASEAN Summit varied, Instagram with 8 uploads, Youtube with 1 upload, Facebook with 4 uploads, and X with 54 uploads. The upload is in the form of a narrative accompanied by photos, videos or links. In

addition, another reason the author prefers to research X accounts is because X provides the implementation of state foreign policy in handling large audiences (Danziger & Schreiber, 2021).

In analyzing data from MoFA Indonesia's X uploads (@Kemlu_RI), the authors use a two-step analysis version of Sevin and Ingenhoff, namely an analysis of relations and information content. Sevin and Ingenhoff claim that this analysis can explain how an account operates (X) and how the audience is interested in that account. Meanwhile, the assessment of content shows how content can influence audience perception through their response, which is shown by support either through sentences, liking or reposting. Apart from looking at social media content, Sevin and Ingenhoff also see how users and owners interact or dialogue with each other (Sevin & Ingenhoff, 2018).

This study uses the five principles of dialogical communication proposed by Kent and Taylor. First, the dialogic loop, facilitates feedback from the community and at the same time provides an opportunity for the organization to respond to this input and feedback. The second principle is information that is useful to the general public and has a clear and easy-to-understand structure and hierarchy. The third principle is that digital media must be made attractive and tempting audiences to revisit digital media managed by the organization, though, among other things, the provision of updated information, issues that are always developing, special discussion forums, online debriefing, and providing experts to answer audience questions online. The fourth principle is the ease of use of digital media which is intuitive, and must be accessible and utilized by everyone. The fifth principle is the need to retain visitors to the organization's digital media by providing appropriate information and all of which can be obtained in the media managed by the organization (Kent & Taylor, 1998).

RESEARCH METHODS

This study employs a qualitative approach, characterized by a comprehensive process that begins with the selection of a research project. The process involves posing several pertinent questions related to the research topic, followed by the collection of data that addresses these questions. Once the data is gathered, it is meticulously organized and analyzed. Qualitative research allowing for opportunities to redesign the research framework as needed. Moreover, data accumulation and analysis occur concurrently, with a focus on answering research questions or testing pre-established hypotheses (Hardani et al., 2020). Specifically, this study adopts a qualitative approach utilizing content analysis and a critical paradigm. The content analysis method is employed to observe and evaluate of the content of X account @Kemlu_RI. The critical paradigm is applied to analyze how the account's content reflects broader issues, including the effective use of social media features, types of uploaded content, links, captions, images, hashtags, mentions, and tags. This approach provides a deeper understanding of the contextual elements influencing the account's digital diplomacy efforts.

The data collection process involves using the Anaconda Navigator application, which facilitates running JupyterLab for data analysis. Within JupyterLab, a new Notebook is created to manage and process the data. The author installs the `snsrape` library, chosen for its ease of use and the convenience it provides by eliminating the need for direct access to the X Application Programming Interface (API) with an access key or token. This negates the requirement for a X Developer account, as noted by Aprisadianti (2021).

Subsequently, several codes are executed using the Python programming language to extract and process data specifically from the Indonesian MoFA account (@Kemlu_RI). This coding

approach allows for efficient data retrieval and analysis, facilitating a detailed examination of the account’s social media activities and their implications for digital diplomacy. By integrating these methodologies, this study aims to provide a nuanced understanding of the MoFA’s digital engagement strategies and their effectiveness in the realm of digital diplomacy.

This research examines account uploads from 09 May 2023 to 11 May 2023 using hashtags that are often used by these accounts and are related to the implementation of the 2023 ASEAN Summit, namely #ASEANIndonesia2023, #ASEANMatters, #ASEANIndonesia2023, #IndonesiaKetuaASEAN, #IndonesiauntukASEAN, #EpicentrumofGrowth, and #ASEAN2023. The results show that these hashtags were used at least 20 times and at most 31 times.

Hashtag	Tweets
#ASEANIndonesia2023	25
#ASEANMatters	30
#ASEANIndonesia2023	31
#IndonesiaKetuaASEAN	21
#IndonesiauntukASEAN	20
#EpicentrumofGrowth	22
#ASEAN2023	24

Figure 1. Hashtag dan Tweets from @Kemlu_RI (Source: research data)

RESULTS AND DISCUSSION

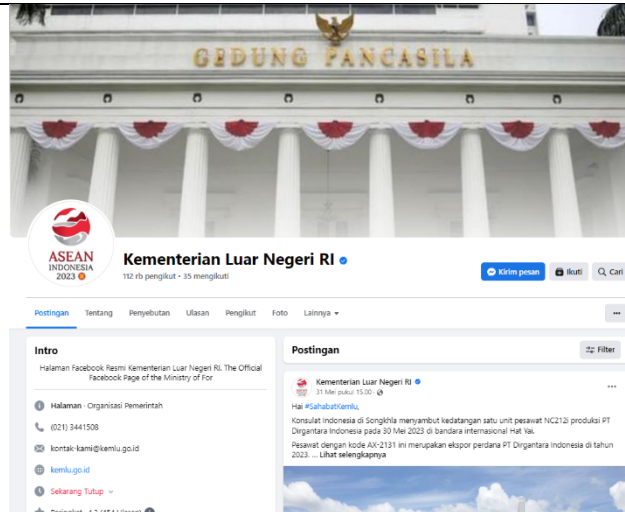
Digital Diplomacy Ministry of Foreign Affairs of the Republic of Indonesia

Now days, almost diplomatic representatives using official website accounts and social media for giving the information for their national interests using an active Twitter, Facebook and social media accounts. Indonesia’s MoFA had realized the significant role of social diplomacy in the 2000s. The established the Directorate General of Information and Public Diplomacy (Diplik) in 2002 as part adjustment of its organizational reform and implementing its foreign policy in digital era.

In general, the Ministry of Foreign Affairs of the Republic of Indonesia manages one website (<https://www.kemlu.go.id/>) and 4 social media, namely YouTube (<https://www.youtube.com/@MoFAIndonesia>), X (https://X.com/Kemlu_RI), Facebook (<https://web.facebook.com/Kemlu.RI>), and Instagram (https://www.instagram.com/kemlu_ri/).

Table 1. Overview Profile of Website and Social Media Account Ministry of Foreign Affairs

Social Media/Website	Main Page
This website consists of several information menus ranging from the latest developments on the activities of the Ministry of Foreign Affairs, press releases, speeches and remarks, public services, policies, publications, and others.	



This Instagram account was joined in July 2016 and verified in January 2017. This account has 325 thousand followers and follows 140 Instagram accounts. As of June 3, 2023, there have been 1,376 uploads to this account.



Source: research data

Specifically, the Ministry of Foreign Affairs through the Directorate General of ASEAN Cooperation manages 3 social media with specific ASEAN themes, namely X (https://X.com/asean_ri), Facebook (<https://web.facebook.com/ayokenaliasean>), and Instagram (https://www.instagram.com/asean_ri/). It's just that a number of these social media accounts are less active in informing about the 2023 ASEAN Summit.

Table 2. Overview Profile of Social Media Account Ministry of Foreign Affairs Specially Related to ASEAN

Social Media	Main Page
This X account has been joined since October 2018 and is located in Jakarta, Indonesia. This account has 245 followers and follows 97 X accounts. As of June 3, 2023, there have been 484 uploads to this account.	



This Facebook account has as many as 1,300 followers and follows as many as 15 Facebook accounts. The account has no reviews from Facebook users.



This Instagram account was joined in April 2017 and verified in October 2022. This account has 9,151 followers and follows 272 Instagram accounts. As of June 3, 2023, there have been 425 uploads to this account.



Source: research data

Digital Diplomacy MoFA Indonesia X Account (@Kemlu_RI)

This research focuses on analyzing uploads from the Indonesian MoFA account (@Kemlu_RI) which uses 8 hashtags about the ASEAN Summit simultaneously. The results show that there are 9 posts with varying numbers of likes, retweets and replies.

Data Created	URL	Number of Likes	Number of Retweet	Number of Reply
2023-05-11 07:38:31+00:00	https://twitter.com/Kemlu_RI/status/1656564426823340033	17	15	1
2023-05-11 03:14:33+00:00	https://twitter.com/Kemlu_RI/status/1656497998334132224	8	7	1
2023-05-11 02:22:27+00:00	https://twitter.com/Kemlu_RI/status/1656484885413117954	9	7	1
2023-05-10 08:10:18+00:00	https://twitter.com/Kemlu_RI/status/1656210036404940800	6	10	0
2023-05-10 07:07:39+00:00	https://twitter.com/Kemlu_RI/status/1656194269491924992	10	7	1
2023-05-09 12:02:19+00:00	https://twitter.com/Kemlu_RI/status/1655906039940935680	7	5	0
2023-05-09 06:10:24+00:00	https://twitter.com/Kemlu_RI/status/1655817476884627457	6	8	0
2023-05-09 06:10:12+00:00	https://twitter.com/Kemlu_RI/status/1655817423419785216	8	7	0
2023-05-09 00:23:26+00:00	https://twitter.com/Kemlu_RI/status/1655730159155302404	33	16	2

Figure 2. Data Created, URL, Number of Likes, Number of Retweet, and Number of Reply from @Kemlu_RI (Source: research data)

The image below shows that the bigger the word is displayed, the more often the word is used by X users. In general, the word most often used in every tweet from the Indonesian MoFA account (@Kemlu_RI) is the word "asean".



Figure 3. Top Word used by @Kemlu_RI (Source: research data)

Data analysis was carried out based on uploads with the most interaction starting from likes, retweets and replies. The results obtained are as follows:



Figure 4. Top interaction tweet by @Kemlu_R (Source: research data)

The first post analyzed was the one that had 16 likes, 33 retweets and 2 replies. The uploaded content is in the form of information about matters relating to Indonesia's Chairmanship at the 2023 ASEAN Summit by directing readers to the link s.id/aseanpedia.

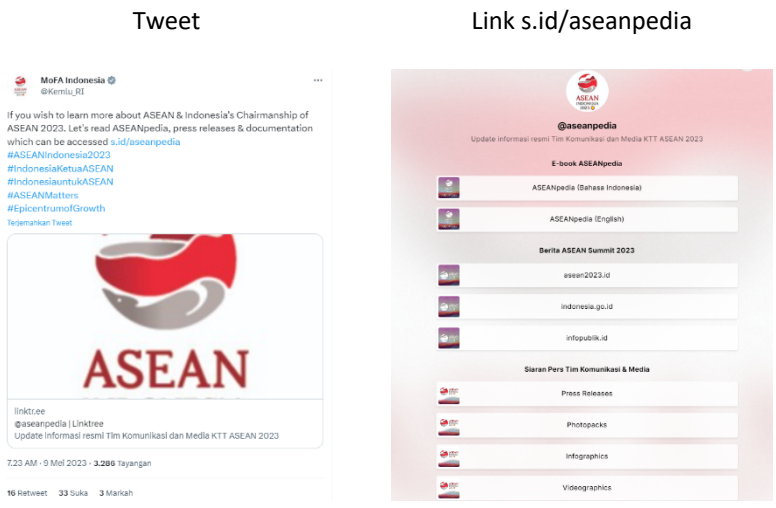


Figure 5. Kemlu's Tweet 1st Post Screenshoot (Source: https://X.com/Kemlu_RI/status/1655730159155302404 and <http://s.id/aseanpedia>)

The second post analyzed was one that had 17 likes, 15 retweets and 1 reply. The uploaded content is in the form of His Excellency President Joko Widodo's Press Statement at the 2023 ASEAN Summit by directing the reader to the link kem.lu/5qa.

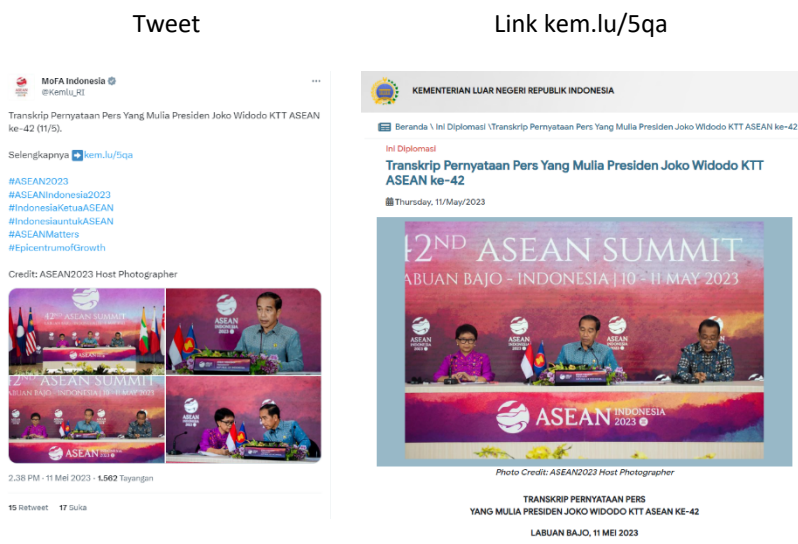


Figure 6. Kemlu's Tweet 2nd Post Screenshoot (Source: https://X.com/Kemlu_RI/status/1656564426823340033 and kem.lu/5qa)

The third upload analyzed was one that had 9 likes, 7 retweets and 1 reply. The uploaded content is in the form of a meeting of ASEAN leaders with representatives of the ASEAN Business Advisory Council/ABAC by directing readers to the link kem.lu/5ps.

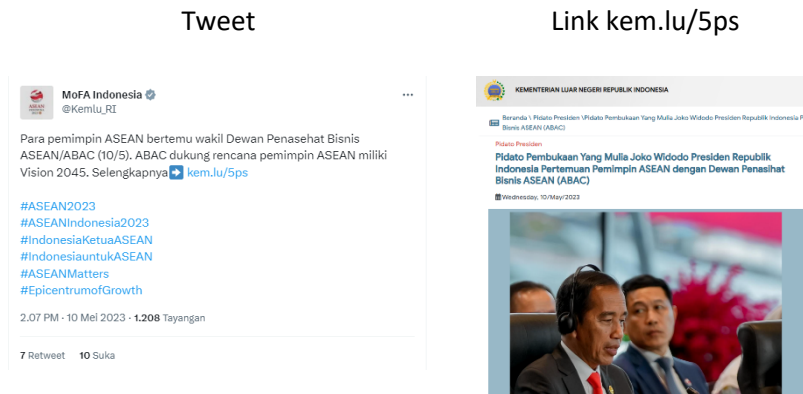


Figure 7. Kemlu's Tweet 3rd Post Screenshoot (Source: https://X.com/kemlu_Ri/status/1656194269491924992 and kem.lu/5ps)

The fourth post analyzed was the one that had 9 likes, 7 retweets and 0 replies. The uploaded content is in the form of His Excellency President Joko Widodo's Opening Speech at the 15th Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) Summit by directing readers to the link kem.lu/5q2.

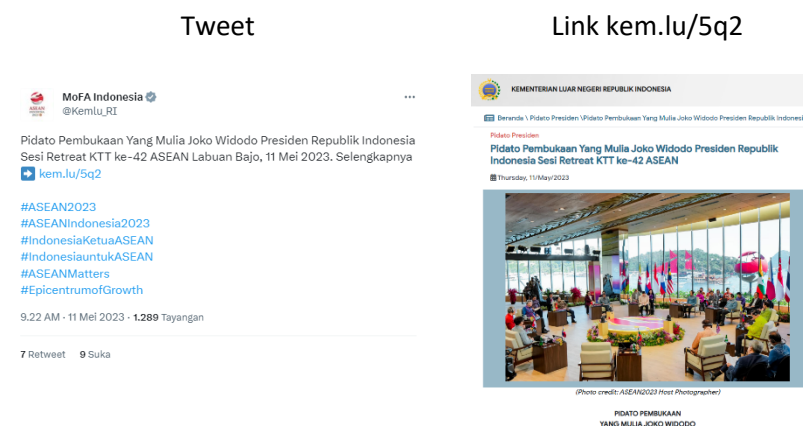


Figure 8. Kemlu's Tweet 4th Post Screenshoot (Source: https://X.com/Kemlu_RI/status/1656484885413117954 and kem.lu/5q2)

The fifth post analyzed was one that had 8 likes, 7 retweets and 0 replies. The uploaded content is in the form of His Excellency President Joko Widodo's Opening Speech at the 15th Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) Summit by directing readers to the link kem.lu/5q4.

Tweet

Link kem.lu/5q4



Figure 9. Kemlu's Tweet 5th Post Screenshoot (Source: https://X.com/Kemlu_RI/status/1656497998334132224 and kem.lu/5q4)

The sixth upload analyzed was the one that had 8 likes, 7 retweets and 0 replies. The uploaded content is in the form of the Opening Speech of Her Excellency Retno Marsudi, Minister of Foreign Affairs of the Republic of Indonesia at the ASEAN Foreign Ministers' Meeting by directing the reader to the link kem.lu/5pa.

Tweet

Link kem.lu/5pa



Figure 10. Kemlu's Tweet 6th Post Screenshoot (Source: https://X.com/Kemlu_RI/status/1655817423419785216 and kem.lu/5pa)

The seventh upload analyzed was the one that had 7 likes, 5 retweets, and 0 replies. The uploaded content is in the form of a press briefing by Her Excellency Retno Marsudi, Minister of Foreign Affairs of the Republic of Indonesia by directing the reader to the link kem.lu/5pg.

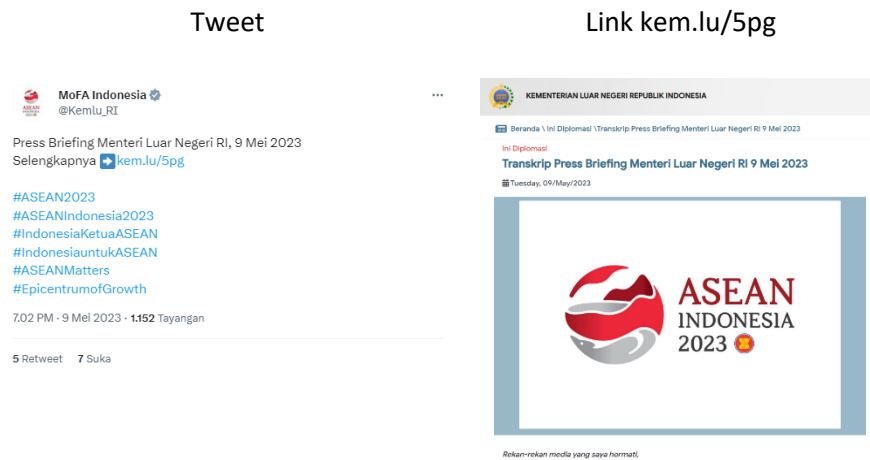


Figure 11. Kemlu's Tweet 7th Post Screenshot (Source: https://X.com/Kemlu_RI/status/1655906039940935680 and kem.lu/5pg)

The eighth upload analyzed was one that had 6 likes, 10 retweets and 0 replies. The uploaded content is in the form of the ASEAN Leaders' Statement on the Recent Attack on the AHA Center Convoy and the ASEAN Monitoring Team in Myanmar by directing the reader to the link kem.lu/5pt.

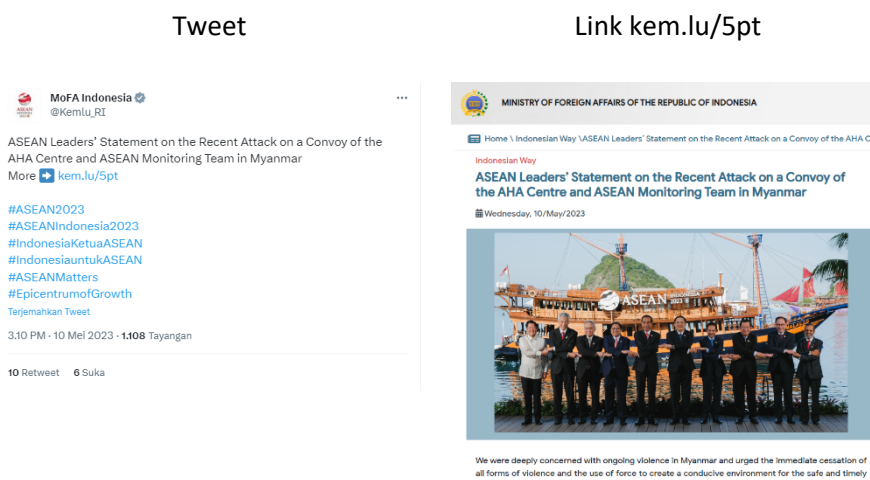


Figure 12. Kemlu's Tweet 8th Post Screenshot (Source: https://X.com/Kemlu_RI/status/1656210036404940800 and kem.lu/5pt)

The ninth post analyzed was one that had 6 likes, 8 retweets and 0 replies. The uploaded content is in the form of the Opening Remarks Minister for Foreign Affairs of the Republic of Indonesia at the 33rd ASEAN Coordinating Council (ACC) Meeting by directing readers to the link kem.lu/5pc.

Tweet



Link kem.lu/5pc



Figure 13. Kemlu's Tweet 9th Post Screenshoot (Source: https://x.com/Kemlu_RI/status/1655817476884627457 and kem.lu/5pc)

Of the nine pieces of content uploaded by the Indonesian MoFA account (@Kemlu_RI), it was recorded that the majority attached links that lead to the website belonging to the Ministry of Foreign Affairs of the Republic of Indonesia, only one upload leads to the website <https://linktr.ee/aseanpedia> (http: <https://s.id/aseanpedia>). In terms of the language used, the uploads are in English and Indonesian, there are even uploads that simultaneously use both languages.

Based on the information provided in every upload of the Indonesian MoFA account (@Kemlu_RI), this account is quite active and informative. This finding is in line with research by Doruk, et al. (2021) which states that digital diplomacy keeps the global community up to date and shares opinions on current issues. (Doruk et al., 2021). The information presented starts from the opening, the speeches of prominent figures to the results of the meeting of ASEAN leaders. In fact, the information is presented in two languages, namely Indonesian and English so that domestic parties who do not have English skills can understand uploads from the Indonesian MoFA account (@Kemlu_RI). This is in line with the findings of Dumčiuvienė (2016) regarding communication activities that must be directed not only to foreign audiences but also to domestic audiences. (Dumčiuvienė, 2017).



Figure 14. Kemlu's Tweet 10th Post Screenshot
(Source:
https://twitter.com/Kemlu_RI/status/1655730159155302404)



Figure 15. Kemlu's Tweet 11th Post Screenshot
Source:
https://twitter.com/Kemlu_RI/status/1656564426823340033

However, when viewed from the responses given by MoFA Indonesia, there were very few comments from netizens, not even netizen comments were replied to or answered by the MoFA Indonesia admin (@Kemlu_RI). This means that in each of these uploads there is no dialogue that can influence public perception. Public perception is allowed to form from just one MoFA Indonesia upload (@Kemlu_RI). Thus, the dialogic facilities provided by a social media are not used by the Indonesian MoFA admin (@Kemlu_RI) to interact with netizens. It was as if what was formed was still a monologue communication that only came from one party. This is not in accordance with the principle of dialogical communication initiated by Kent and Taylor.

Social Media X already used for MoFA Since June 2010 but the implementing of digital diplomacy has increasingly positive since 2017. The awareness of public in the event of MoFA supported by the social media. Indonesia as one of the founders of ASEAN, Indonesia had the opportunity and was chosen to host the first ASEAN Summit which was held on 23-24 February 1976 in Bali. The meeting resulted in the ASEAN Declaration of Harmony, as well as the Treaty of Amity and Cooperation among ASEAN countries and an agreement on the establishment of an ASEAN secretariat in Jakarta. Indonesia hosted the ASEAN Summit in 2003 and 2011 without any social media X exposed while X already made by 2010.

The use of social media X @Kemlu_RI for giving the information about ASEAN Summit in Labuan Bajo initially in 2023, and it's giving the information to publics by reshared and likes in the comments. By providing information to all public in the various social media accounts, MoFA grows their presence on using digital diplomacy as tools of their tasks. Spreading the information both domestically and internationally built the branding of successful the summit in Labuan Bajo, NTT. It also reflects the state presence in the multilateral event and indicated fundamental and strategic policy on the way of Indonesia conduct the public diplomacy using technology and digital.

The used of Digital diplomacy in the initial event of ASEAN Summit having the absence of dialogue or the response of the MoFA Indonesia admin (@Kemlu_RI) to comments or questions from netizens closes space for dialogue and ultimately closes bridges for the same understanding of an issue of domestic and foreign politics. The absence of domestic netizens who stop by the MoFA Indonesia page (@Kemlu_RI) also limits the influence that the Ministry of Foreign Affairs wants to spread to the public within the country. One positive thing that can be seen from these uploads is that they were re-shared by a number of netizens. For Sevin and Ingenhoff, of course, this is a positive measure of the response from netizens. This means that a number of netizens consider it positive and need to be re-shared through their respective accounts. The dissemination of this kind of information can be a positive support for the digital diplomacy of the Ministry of Foreign Affairs of the Republic of Indonesia. The active admin, uses of hashtag, link, caption, and other features of social will support the successfully of Digital Diplomacy. Indonesia's MOFA need to work hard for having effectively used of institutional activities by digital diplomacy to find out strategies in dealing in communication and building national strategy of digital diplomacy for Indonesia's government in order to the rapid of increasing use of social media by interactive means between societies in domestics and internationally.

The application of digital diplomacy during the initial event of the ASEAN Summit highlights a critical issue: the absence of dialogue between the Ministry of Foreign Affairs (MoFA) of Indonesia and its audience on social media. Specifically, the lack of engagement by the MoFA Indonesia admin (@Kemlu_RI) with comments and questions from netizens effectively closes off opportunities for meaningful dialogue. This lack of interaction not only impedes the potential for mutual understanding regarding domestic and international political issues but also diminishes the Ministry's ability to bridge gaps between varying perspectives.

Moreover, the limited engagement from domestic netizens with the MoFA Indonesia page further restricts the Ministry's influence and outreach within the country. While the page has not generated significant domestic traffic or interaction, it is noteworthy that some posts were re-shared by a segment of netizens. According to Sevin and Ingenhoff, the act of resharing these posts can be seen as a positive indicator of netizen approval and recognition of their relevance. This resharing reflects a level of approval and perceived value from those users who chose to amplify the content through their own networks.

Despite this, the overall effectiveness of these digital diplomacy efforts remains constrained. The absence of interactive features, such as direct responses to queries, the strategic use of hashtags, links, and compelling captions, hampers the full potential of the Ministry's digital engagement. For the Ministry to enhance its digital diplomacy, it is essential to adopt a more proactive approach that includes actively engaging with users, utilizing strategic digital tools, and fostering a more interactive communication environment.

To advance its digital diplomacy strategy, Indonesia's MoFA must prioritize the development of a robust national strategy that embraces the rapidly evolving landscape of social media. This involves not only improving the interactive elements of its digital communications but also implementing strategies that effectively engage both domestic and international audiences. Building a comprehensive digital diplomacy framework will be crucial in navigating the complexities of communication in today's interconnected world, thereby ensuring that the Ministry's institutional activities are effectively supported and promoted through digital channels.

In conclusion, a concerted effort to refine digital communication strategies, enhance engagement practices, and leverage social media tools will be vital for the MoFA in achieving its objectives of fostering international relations and promoting national interests through digital diplomacy. This approach will not only address current deficiencies but also lay the groundwork for a more dynamic and responsive digital engagement strategy that aligns with the evolving demands of global communication.

CONCLUSION

The findings of this study align with previous research, highlighting a consistent issue in the use of social media by the Ministry of Foreign Affairs. Specifically, both the use of X during the 2021 G20 Summit by Minister of Foreign Affairs Retno Marsudi and the Ministry's use of Facebook demonstrate a common problem: the lack of dialogic communication.

Although Indonesia has hosted the ASEAN Summit in 1976, 2003, and 2011, 2023 marked the first time that Social Media X was utilized to provide information about the ASEAN Summit. This move was part of Indonesia's broader state branding strategy in multilateral events, following the success of the G20 Summit in 2022 and the ASEAN Summit in 2023. This initiative reflects an effort to implement digital diplomacy within the Ministry of Foreign Affairs (MoFA), highlighting a need for evaluation and reform.

The study also revealed similar issues in the digital diplomacy efforts of the Ministry of Foreign Affairs, particularly through the Indonesian MoFA account (@Kemlu_RI) during the 2023 ASEAN Summit. According to the principles of digital diplomacy, which aim to foster mutual understanding and shared values, the lack of responses to comments or questions from netizens on this account indicates a missed opportunity for engagement. Responses are crucial for shaping public perception and building a two-way communication channel.

These findings suggest that the Ministry of Foreign Affairs should reassess its approach to digital diplomacy. Future strategies should focus on encouraging interactive dialogue with both domestic and international audiences. For researchers interested in this field, a broader comparative study of Indonesia's digital diplomacy at both the G20 Summit and ASEAN Summit could provide further insights.

ACKNOWLEDGMENTS

The authors extend the gratitude to all the researches whose work has significantly contributed to this research. The invaluable perspectives provided in their studies have profoundly enriched the depth and breadth of this research. I am deeply appreciative of the support provided by our institution, which has played a crucial role in facilitating access to essential literature and research materials. The resources and guidance offered by our institution have been instrumental in shaping this research project.

REFERENCES

- A, A. N. M. (2020). Efektivitas Media Sosial Kementerian Luar Negeri Republik Indonesia Dalam Penyampaian Diplomasi Indonesia (Studi Kasus: Akun Media Sosial Kementerian Luar Negeri Republik Indonesia) Skripsi.
- Anshori, M. F. (2020). Diplomasi Digital Sebagai Dampak Pandemi Global Covid-19: Studi Kasus Diplomasi Indonesia Di Perserikatan Bangsa-Bangsa (Pbb). *Jurnal Mandala Jurnal Ilmu Hubungan Internasional*, 100–119. <https://doi.org/10.33822/http://dx.doi.org/10.33822/mjihi.v3i1.1940>
- Antoni, R. A. S. P. (2021). Upaya Pemerintah Indonesia Dalam Optimalisasi Diplomasi Digital. Universitas Sriwijaya Indralaya.
- Aprisadianti, S. N. (2021). Analisis Sentimen X terhadap Content Creator Sisca Kohl Menggunakan Regular Expression. [https://informatika.stei.itb.ac.id/~rinaldi.munir/Stmik/2020-2021/Makalah2021/Makalah-Stima-2021-K1 \(13\).pdf](https://informatika.stei.itb.ac.id/~rinaldi.munir/Stmik/2020-2021/Makalah2021/Makalah-Stima-2021-K1 (13).pdf)
- Aristama, F. (2022). Skeptics and Proponents Towards ASEAN : A Qualitative Content Analysis on ASEAN Facebook Page. *Jurnal Hubungan Luar Negeri*, 7(1).
- Dang, H. L. (2021). Social Media, Fake News, and the COVID-19 Pandemic: Sketching the Case of Southeast Asia. *Austrian Journal of South-East Asian Studies*, 14(1), 37–58.
- Danziger, R., & Schreiber, M. (2021). Digital diplomacy: Face management in MFA X accounts. *Policy & Internet*, 13(4), 586–605. <https://doi.org/https://doi.org/10.1002/poi3.269>
- Denza, Eileen. (2016). *Diplomatic Law : Commentary on the Vienna Convention on Diplomatic Relations (4th Edition)*., Oxford Scholarly Authorities on International Law (OSAIL), Oxfordshire.
- Dizard, W. P. (2001). *Digital Diplomacy : US Foreign Policy In The Information Age*. Washington DC., Praeger Publisher.
- Doruk, E. K., MENGÜ, S., & ULUSOY, E. (2021). *Digital Siege*. Istanbul University Press.
- Dumčiuvienė, A. (2017). Twiplomacy: the meaning of social media to public diplomacy and foreign policy of Lithuania. *Lithuanian Foreign Policy Review*, 35(1), 92–118. <https://doi.org/10.1515/lfpr-2016-0025>
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, oushandy A., Sukmana, D. J., & Auliya, N. H. (2020). *Buku Metode Penelitian Kualitatif dan Kualitatif*. In Repository.Uinsu.Ac.Id (Issue April). CV Pustaka Ilmu Group.
- Harnanditya, C. R. (2022). Diplomasi Digital Pemerintah Indonesia Dalam Mendorong Ekspor ke Kawasan Amerika Latin dan Karibia Pada Tahun 2020 – 2021. <https://repository.bakrie.ac.id/6963/>
- Hermanadi, H., & Rizal, N. S. (2021). Memahami Diplomasi Digital Implikasi dan Implementasi Studi Komparasi di Uni Eropa, Brazil, India, dan Korea Selatan (Case Study). Center for Digital Society.

- <https://cfds.fisipol.ugm.ac.id/wp-content/uploads/sites/1423/2021/01/11-CfDS-Case-Study-Memahami-Diplomasi-Digital-Implikasi-dan-Implementasi-Studi-Komparasi-di-Uni-Eropa-Brazil-India-dan-Korea-Selatan.pdf>
- Kent, M., & Taylor, M. (1998). Building Dialogic Relationships Through the World Wide Web. *Public Relations Review*, 24(3), 321–334. <https://www.sciencedirect.com/science/article/pii/S036381119980143X>
- Kurniawati, E., Rachmawati, I., & Dewi, M. A. (2020). @KemluRI :Diplomasi Digital? *Andalas Journal of International Studies (AJIS)*, 9(1), 83. <https://doi.org/10.25077/ajis.9.1.83-99.2020>
- Leira., Halvard (2016). A Conceptual History of Diplomacy. *The Sage Handbook of Diplomacy* (pp28-30)
- Listyowati, P., Damayanti, C., & Dewi, U. N. M. (2022). Indonesia's Role in Digital Diplomacy Through the Regional Conference on Digital Diplomacy (RCDD). *MANDALA: Jurnal Ilmu Hubungan Internasional*, 5(2), 7–9.
- Madu, L. (2021). X Diplomacy @Kemlu_RI: A Case Study of Bali Democracy Forum 2019. *Jurnal Hubungan Internasional*, 10(1), 31–43. <https://doi.org/10.18196/jhi.v10i1.11566>
- Maulana, I. (2023). ANALISIS DAN FAKTOR YANG MEMPENGARUHI DIPLOMASI DIGITAL INDONESIA DAN NEGARA-NEGARA KAWASAN. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4368958
- Moenardy, D. F., & Chandra, M. P. (2021). Digital Diplomacy to Optimize Indonesian Trade on the International Stage. *Turkish Journal of Computer and Mathematics Education*, 12(8), 495–500.
- Panyuwa, I. F. (2023). Analisis Efektivitas Penerapan Diplomasi Digital oleh Kementerian Luar Negeri Republik Indonesia di Era Pandemi Covid-19 pada tahun 2020-2021 [Universitas Kristen Satya Wacana]. <https://repository.uksw.edu/handle/123456789/28751>
- Prasasti, A. (2021). Analisis Jejaring Sosial sebagai Bentuk Diplomasi Digital Indonesia dengan Negara Kawasan Eropa Timur. *MUKADIMAH: Jurnal Pendidikan, Sejarah, Dan Ilmu-Ilmu Sosial*, 5(1), 70–92. <https://doi.org/10.30743/mkd.v5i1.3453>
- Samad, M. Y., & Permatasari, D. A. (2023). Analisis Diplomasi Digital Menteri Luar Negeri RI pada Konferensi Tingkat Tinggi Group Of 20 (KTT G20) Tahun 2021. *Intermestic: Journal of International Studies*, 7(2). <https://doi.org/doi:10.24198/intermestic.v7n2.15>
- Samad, M.Y.,et al. (2024). Political Communication of The General Election Commission and The Election Supervisory Board in Responding to Allegations of Voter Data Leakage. *Greenation publisher*, <https://doi.org/10.38035/ijam.v3i2.621>
- Sari, P. R. N. (2021). Indonesia Digital Public Diplomacy on @kemlu_ri Instagram: Benefit and Challenges during COVID-19. *Jurnal Riset Manajemen Komunikasi*, 1(1), 36–45. <https://doi.org/10.29313/jrmk.v1i1.115>
- Saudi, A. (2020). Analisa Peran Diplomasi Digital Dalam Komunikasi Internasional. *Jurnal Komunikasi Dan Media*, 5(2), 111–125.
- Sevin, E., & Ingenhoff, D. (2018). Public Diplomacy on Social Media: Analyzing Networks and Content. *International Journal of Communication*, 12, 3663–3685.
- Triwahyuni, D. (2022). Indonesia Digital Economic Diplomacy during the Covid-19 Global Pandemic. *Journal of Eastern European and Central Asian Research (JEECAR)*, 9(1), 75–83. https://doi.org/10.1093/neuros/nyaa447_165
- Wright, K. A. M., & Guerrina, R. (2020). Imagining the European Union: Gender and Digital Diplomacy in European External Relations. *Political Studies Review*, 18(3), 393–409. <https://doi.org/10.1177/1478929919893935>

