



The Implications of Indonesia's Public Diplomacy as Host of the G20 Presidency for Domestic Economic Development

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ABSTRACT

Indonesia's G20 Presidency carried the theme Recover Together, Recover Stronger to promote post-pandemic economic recovery. Centered in Bali, the presidency utilized public diplomacy through cultural and tourism-based initiatives. Bali was strategically chosen for its global tourism appeal, allowing Indonesia to showcase its cultural assets as instruments of public diplomacy. This approach positively impacted the local economy, particularly through increased international visitation. This study examines the implementation of Indonesia's public diplomacy strategies during its G20 Presidency and their implications for national economic development. Framed by Public Diplomacy theory and the concept of Economic Growth, the research employs a qualitative methodology with a descriptive approach to analyse the integration of cultural elements in diplomatic practices and their economic impacts. The findings indicate that Indonesia's public diplomacy contributed significantly to the growth of key sectors, including tourism, the creative economy, and bilateral cooperation. These results underscore the dual role of public diplomacy in both advancing soft power and generating tangible economic benefits at the domestic level.

Kata Kunci

Diplomasi
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ABSTRAK

Presidensi G20 Indonesia mengusung tema Recover Together, Recover Stronger sebagai upaya mendorong pemulihan ekonomi pascapandemi. Berpusat di Bali, presidensi ini memanfaatkan diplomasi publik melalui inisiatif berbasis budaya dan pariwisata. Bali dipilih secara strategis karena daya tarik globalnya, memungkinkan Indonesia untuk memanfaatkan aset budaya sebagai instrumen diplomasi publik. Strategi ini berdampak positif terhadap perekonomian lokal, khususnya melalui peningkatan kunjungan internasional. Penelitian ini bertujuan untuk mengkaji implementasi strategi diplomasi publik Indonesia selama Presidensi G20 serta implikasinya terhadap pembangunan ekonomi nasional. Berlandaskan teori Diplomasi Publik dan konsep Pertumbuhan Ekonomi, penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif untuk menganalisis integrasi elemen budaya dalam praktik diplomasi dan dampaknya terhadap sektor ekonomi. Hasil penelitian menunjukkan bahwa diplomasi publik Indonesia berkontribusi signifikan terhadap perkembangan sektor-sektor utama seperti pariwisata, ekonomi kreatif, dan kerja sama bilateral. Temuan ini menegaskan peran ganda diplomasi publik dalam memperkuat soft power sekaligus menghasilkan manfaat ekonomi yang nyata di tingkat domestik.

INTRODUCTION

Indonesia held the G20 Presidency in 2022, which took place from December 1, 2021, to November 30, 2022, under the theme Recover Together, Recover Stronger (Cabinet Secretariat of the Republic of Indonesia, 2021). Bali was chosen as the main venue for the G20 Summit due to its reputation as an international destination rich in culture and tourism, while several cultural agendas were organized at Borobudur Temple, Central Java (Indonesia.go.id, 2021). This presidency provided Indonesia with the opportunity to introduce cultural values, promote tourism, and enhance its image and reputation on the global stage. The G20 activities offered strategic opportunities to utilize public diplomacy through the integration of culture, tourism, and social media. For instance, the use of Instagram as a promotional medium enabled the dissemination of messages directly to international audiences, encouraged public interaction, and increased attention toward Indonesia's tourism and creative economy sectors (Rahman, 2022). This integration not only reaffirmed Indonesia's cultural identity but also had the potential to support economic growth, strengthen strategic sectors, and improve societal welfare.

Despite the extensive number of reports and publications on G20 Presidency activities, recent scholarships on public diplomacy with the impact on national economic development remain limited. Most previous research has been descriptive and normative in nature, so the empirical contribution of public diplomacy to domestic economic development has not yet been systematically revealed. This research focuses on the utilization of public diplomacy through the tourism and creative economy sectors, including the use of social media as a promotional tool, to assess its implications for domestic economic growth. Accordingly, this research underscores academic urgency by filling the literature gap concerning the influence of public diplomacy on the economy, while simultaneously expanding insights into Indonesia's cultural diplomacy strategies. The findings are expected to provide both theoretical and practical contributions to the development of public diplomacy policies and cultural promotion at the national and international levels.

In this context, this research emphasizes the research problem: how Indonesia's public diplomacy practices during the G20 Presidency, through the tourism sector, the creative economy, and the use of social media, have impacted national economic development. By employing public diplomacy theory and the concept of economic growth, this article positions itself as filling the gap in previous research by providing a systematic and empirical analysis of the relationship between public diplomacy strategies and domestic economic growth.

Accordingly, this research has a clear academic urgency, namely to broaden both theoretical and practical insights into Indonesia's public diplomacy, particularly in relation to the utilization of culture and tourism within the context of economic development. The findings are expected to make a significant contribution to the literature on International Relations, cultural diplomacy, and economic development strategies based on the creative sector.

CONCEPTUAL FRAMEWORK

Public Diplomacy Theory

Public diplomacy is a state strategy to build long-term relations with international societies through an understanding of foreign cultures, values, and public interests (Leonard, 2002). Forms of public diplomacy include cultural exchange, tourism, education, and the use of communication media as instruments for disseminating state messages. Ashari (2020) emphasizes that public diplomacy focuses on the process of image building at the international level in order to enhance a country's capacity to achieve its diplomatic objectives, involving non-state actors such as mass media and public figures. Along with the development of information technology, the practice of public diplomacy has increasingly evolved through the use of digital media, which enables the rapid and extensive cross-border dissemination of messages (Lie, 2023).

In this research, public diplomacy theory is not only employed as a conceptual framework but also operationalized as an analytical tool to examine Indonesia's public diplomacy practices during the G20 Presidency. Referring to Leonard's (2002) ideas and the development of contemporary public diplomacy studies, this research applies several dimensions of public diplomacy, namely the dimension of communication and message delivery, as well as the dimension of culture and national identity.

This article analyzed the dimension of communication and message through the use of social media, particularly Instagram, as a medium for disseminating positive narratives regarding Indonesia's G20 Presidency. Indicators of success include the enhancement of international visibility, the intensity of global public interaction, and the dissemination of messages concerning Indonesia's values, culture, and economic agenda. The utilization of digital media demonstrates a shift in public diplomacy from official state-to-state diplomacy toward diplomacy that directly engages international societies (Rahman, 2022).

Meanwhile, this article analyzed the dimension of culture and national identity through the integration of cultural elements in the series of activities during the G20 Presidency, such as the presentation of Indonesian cuisine at the welcoming dinner representing gastrodiploamacy practices, traditional dance performances, and the promotion of Indonesia's natural beauty. Indicators in this dimension include the representation of national cultural identity, the cultural appeal to international audiences, and its contribution to strengthening Indonesia's image as a country with cultural wealth of economic value. Thus, public diplomacy theory in this research functions as an analytical framework to assess the effectiveness of Indonesia's public diplomacy strategies during the G20 Presidency, while also explaining their connection to national economic development, particularly in Bali as the main venue of the activities.

Concept of Economic Growth (Solow-Swan Model)

This research employs the concept of Economic Growth using the Solow-Swan approach. Robert M. Solow explains how the rate of economic growth depends on the growth rate of population (labor), capital, and technology in his journal entitled *A Contribution to the Theory of Economic Growth* (Solow, 1956). Through the concept introduced by Solow, there emerged an approach known as the Solow-Swan Model, a Neo-Classical approach developed by Robert M. Solow and Trevor W. Swan. This approach posits that strategies and policies supporting sustainable economic growth can be driven by increases in capital and technology.

Economic growth is an important concept that supports sustainable and inclusive creative economic development. This aligns with the role of innovation, in which the Indonesian government involves various resource-supporting activities, one of which is public diplomacy through the promotion of local culture during the G20 Presidency. Therefore, increasing efficiency in the utilization of potential tourism and cultural sectors can be encouraged through economic development. Economic development is considered as a process that enables society to control the economy in order to improve living standards (Siregar & Majid, 2023). Consequently, greater involvement of micro, small, and medium enterprises (MSMEs) as well as the advancement of the digital economy can drive sustainable and inclusive economic development.

As the only ASEAN country that is a member of the G20, this presidency demonstrates Indonesia's leadership in international diplomacy and regional economic affairs (Bank Indonesia, 2021). In addition, it provides Indonesia with the opportunity to showcase its position as a leader in global economic recovery. Nevertheless, the main priority of the G20 remains inclusive collaboration and the recognition that collective action is essential (Santoso & Alamsyah, 2023). Through the concept of economic growth, post-pandemic economic recovery can be achieved in collaboration with the G20 Presidency by attaining strong, sustainable, and balanced growth. Therefore, the use of the economic

growth concept in this research is crucial to analyze the economic implications generated by public diplomacy during Indonesia's G20 Presidency.

RESEARCH METHOD

In this research, the author collected the necessary information to raise the issue under the title "The Implications of Indonesia's Public Diplomacy as Host of the G20 Presidency for Domestic Economic Development" by employing a qualitative research design that emphasizes an in-depth understanding of cultural and tourism factors, which are then presented in a descriptive-explanatory manner. In addition, this research uses a qualitative method focusing on in-depth observation of literature reviews by sorting data to identify information relevant to the research being conducted. The research process was carried out by observing data sources from several previous research journals concerning Indonesia's public diplomacy as host of the G20 Presidency. In collecting data for this research, the author employed library research. All data and information in this research were obtained from literature such as books, journals, theses, and news from official internet sources related to the research topic. This research applies qualitative analysis techniques with a descriptive-explanatory approach. The author collected the data obtained, then selected the necessary data and categorized it to facilitate data processing. In the next step, the available data were linked to the research framework chosen by the author, and conclusions were drawn as the result of the analysis.

RESULTS AND DISCUSSION

Indonesia's Chairmanship in the G20 Presidency

The Group of Twenty (G20) is a multilateral cooperation forum consisting of 19 major countries and the European Union. The members of the G20 include South Africa, the United States, Saudi Arabia, Argentina, Australia, Brazil, India, Indonesia, the United Kingdom, Italy, Japan,

Germany, Canada, Mexico, the Republic of Korea, Russia, France, China, Turkey, and the European Union. The purpose of this forum is to find collective solutions to ongoing economic crises, with 75% of international trade, 80% of the global economy, and two-thirds of the world's population represented within the G20 (Ministry of Finance, 2022). This demonstrates the significance of the G20 in shaping the foundations of global economic policy. The G20 does not have a permanent secretariat, so its processes and working systems depend on the host country, which is determined by consensus at the Summit and rotates annually.

Since being handed over by Italy on October 31, 2021, in Rome, Italy, Indonesia officially became the host of the G20 Presidency. Indonesia is the only ASEAN country participating in the G20 forum. The Indonesian G20 Presidency adopted the theme Recover Together, Recover Stronger to encourage global recovery in the post-pandemic era (Bank Indonesia, 2021). In accepting the trust as host, Indonesia received support from all levels of society to ensure the success of the G20 Presidency. All sectors of government were influenced by the success of the G20 Presidency. This was beneficial for Indonesia and the world as a whole, particularly in terms of the leadership responsibilities assumed by Indonesia on the international stage.

Indonesia's chairmanship successfully carried out 438 activities across 25 cities in Indonesia (Cabinet Secretariat of the Republic of Indonesia, 2022). These activities included Engagement Group meetings, Working Group meetings, deputy/sherpa-level meetings, ministerial meetings, and the G20 Summit. The Engagement Group refers to non-governmental working groups, while the Working Group consists of governmental working groups with work programs in various sectors. In addition, in each of the forum's main focus areas, such as the Finance Track, deputy-level meetings were held. The meetings of finance ministers and central bank governors are referred to as the Finance Ministers and Central Bank Governors Meetings (FMCBG), while the meetings of deputies are called the Finance and

Central Bank Deputies Meetings (FCBD) (Bank Indonesia, 2021). Furthermore, the G20 Summit is the series of high-level meetings of the heads of state and government of G20 members. The summit agenda was held at the Apurva Kempinski Hotel in Bali on November 15–16, 2022.

The G20 Presidency in Bali utilized public diplomacy by highlighting tourism and culture to introduce Indonesia's potential to the world. Cultural elements were showcased through artistic performances during the welcoming dinner, exhibitions of local crafts, and traditional Indonesian cuisine that reflected the nation's diversity. This strategy supported the development of the creative economy, created new opportunities, empowered local communities, and strengthened Indonesia's image in the eyes of the world. Beyond promoting cultural identity, this approach demonstrated Indonesia's commitment to international collaboration and sustainable development, affirming the country's active role as a host that is inclusive and responsive to global challenges.

The cultural aspect played an important role in Indonesia's G20 Presidency and provided a rich and diverse dimension to this international meeting. Through the G20 Presidency, Indonesia strengthened public diplomacy in cultural exchange, art exhibitions, and traditional music performances. Such public diplomacy strategies can enhance Indonesia's tourism and creative economy while reinforcing relations among G20 member states. The following two sections will describe several notable public diplomacy initiatives during Indonesia's G20 Presidency.

Culture and National Identity Dimension of G20 Indonesia's Public Diplomacy

Culture Performance of G20 Indonesia

Bali, as the host of the G20 Presidency, became the main stage for various cultural events. Traditional dance performances, art exhibitions, and local culinary festivals were organized to welcome delegates and international guests, showcasing the beauty and richness of Indonesian culture. The G20 Summit was held at The Apurva Kempinski, Nusa Dua, Bali. In addition, the Garuda Wisnu Kencana Cultural Park hosted the welcoming dinner and various cultural performances. This event, held on November 15–16, 2022, was not merely an ordinary dinner. During this agenda, guests and delegates were entertained with traditional dances and songs from across the archipelago.

Bamboo Dome as the Venue for Formal Lunch

Located at The Apurva Kempinski Hotel in Nusa Dua, the Bamboo Dome served as the luncheon venue for G20 leaders. When the agenda was broadcast live worldwide, the bamboo dome structure became the center of attention. It was evident that G20 leaders had different perspectives while gathering in this unique building. The bamboo dome structure measured 12 meters in height, 32 meters in diameter, and 800 m² in width (Widiyani & Wiriantari, 2023). It was designed to be spacious and grand, with a capacity of 43 seats used for the luncheon of G20 leaders. Its ornamental design was adapted to the G20 symbol in the shape of a mountain, making the bamboo dome exclusive to the G20.

Buildings made of bamboo are considered highly resistant to earthquakes due to their profound philosophy and flexibility, as bamboo can be easily shaped into curves because of its elastic and resilient nature. The bamboo dome was constructed in an environmentally friendly manner using elastic bamboo, allowing it to be reused after dismantling and returned to Gianyar Village. The design was adapted to the lifestyle of Balinese society. The bamboo dome was crafted by bamboo artisans from Belega Village, Gianyar (Rahayu et al., 2023). It was built using *bambu apus* and *bambu petung*, which were transported to Gianyar to be processed by artisans. The construction began with laying the foundation and assembling the main arches until the structure could be tested in its entirety due to its curvature. The use of the bamboo dome in the G20 Presidency simultaneously introduced to the world the quality of bamboo and the craftsmanship of local artisans. Beyond architecture, it also served as an international promotion of Indonesia's cultural wealth.

Welcoming Dinner

Upon arrival at the airport, the delegates were welcomed with the traditional Balinese *pendet* dance as a gesture of respect and appreciation, underscoring the importance of this agenda (Rosyidin, 2023). The Garuda Wisnu Kencana Cultural Park was proposed as the venue for the welcoming dinner due to its uniqueness and strong character (Ministry of Tourism and Creative Economy, 2022). The Garuda Wisnu Kencana statue, made of copper, steel, and brass, stands over 120 meters tall and depicts Lord Vishnu, a Hindu deity, riding the mythical bird Garuda. This iconic statue is the main attraction of one of Bali's most popular tourist destinations. The welcoming dinner was held at the Lotus Pond, a spacious courtyard within the Garuda Wisnu Kencana Cultural Park. In this context, the Lotus Pond served as the stage to showcase the diversity and beauty of Indonesian culture.

Indonesia also engaged in culinary diplomacy (gastrodiplomacy) through the variety of traditional dishes presented. As the host, Indonesia offered a wide range of archipelagic cuisine from Bali, Java, North Sulawesi, Lampung, West Sumatra, North Sumatra, and Aceh, each with distinctive flavors. The G20 leaders were served an appetizer called *Aneka Ratna*.

Mutumanikam, meaning "diversity in unity," consisting of mango, seaweed, salad with Balinese *rujak* dressing, and Manado crab meat corn fritters. For the main course, guests were treated to Lampung wagyu beef tenderloin, Padang *rendang*, cassava and potato mousseline, asparagus in Balinese turmeric sauce, and *balado* eggplant purée. For dessert, guests enjoyed Acehnese chocolate mousse, rice *tuille*, black glutinous rice with grated coconut, and mango coulis (Presidential Secretariat, 2022). Following the dinner, heads of delegations and invited guests were presented with various Indonesian cultural performances. Through this welcoming dinner, Indonesia successfully captured global attention, enhancing awareness of Indonesian culture and increasing tourist interest.

Textiles and Handicrafts as Souvenirs

During the G20 Summit, the heads of delegations wore traditional Indonesian textiles. Indonesian *wastra*, as the nation's traditional cloth, is renowned for its profound meaning and philosophy, whether derived from the symbols in its motifs or patterns, the dimensions of its colors, sizes, or the materials used. Two types of traditional textiles, *Batik Tiga Negeri* from Pekalongan and *Tenun Ikat Catri* from Klungkung, Bali, were selected as souvenirs during the G20 Summit in Bali (Ministry of State Secretariat of the Republic of Indonesia, 2022). These textiles, with their distinctive motifs and colors, were presented to the heads of delegations from G20 member states, heads of state, and leaders of international organizations invited to the G20 Summit.

Coastal batik, *Batik Tiga Negeri*, has a unique production process (Lukman et al., 2022). The allure of *Batik Tiga Negeri* was considered significant enough to be chosen, as it features complex motifs. In addition, *Tenun Ikat Catri* from Klungkung, Bali, is one of Indonesia's authentic traditional textiles regarded as a souvenir. This Balinese textile conveys the beauty of Bali's nature, flora, and fauna, and is rich in artistic value and philosophy, with vibrant colors and symbolism. During the welcoming dinner, the spouses of G20 leaders received these textiles in special presentation boxes (Ministry of State Secretariat of the Republic of Indonesia, 2022).

In addition to the use of traditional textiles, the *Cendana Fan* was also an official souvenir of the G20. The *Cendana Fan* was handcrafted by Balinese artisans from sandalwood, renowned for its long-lasting fragrance. The fan featured the G20 logo adorned with gold and 925 silver, symbolizing Indonesia's elegance and sophistication (Ministry of State Secretariat of the Republic of Indonesia, 2022). The use of *Batik Tiga Negeri*, Balinese *Tenun Ikat*, and handcrafted sandalwood fans during the G20 Presidency further introduced Indonesian culture and textiles to the world. This not only enriched the visual presentation of the international event but also showcased the diversity and beauty of Indonesia's traditional arts, while reaffirming Indonesia's commitment to promoting local cultural wealth at the global level.

Communication and Message Delivery Dimension of G20 Indonesia's Public Diplomacy

Indonesia utilized the series of G20 agendas as an opportunity to promote the richness of local culture. As part of its economic recovery efforts, Indonesia emphasized the importance of tourism and the creative economy. Various activities and exhibitions were organized to promote Indonesian tourist destinations and local creative products such as handicrafts, fashion, and artworks. Cultural promotion on an international scale increased public awareness and pride in local cultural wealth. This, in turn, could stimulate local initiatives to preserve and develop culture, thereby strengthening national identity and social cohesiveness.

The Indonesian G20 Presidency leveraged technology in its promotional efforts to enhance connectivity and digital infrastructure, which also supported the development of the tourism sector. Joint initiatives to improve internet access and the use of information technology provided smoother tourism experiences and expanded market potential (Salsabila et al., 2023). In this way, the G20 Presidency had a positive impact on the tourism sector. This success not only reflected strong collaboration but also reaffirmed the commitment to maintaining sustainability and inclusivity in developing a high-quality tourism industry.

In relation to the G20 Presidency, the Ministry of State Secretariat collaborated with Meta Indonesia organized a social media management workshop entitled "*Social Media Campaign for G20*", which was held online on February 16, 2022 (Ministry of State Secretariat of the Republic of Indonesia, 2022). The objective of the *Setneg Mantul Road to G20* program was to enhance digital public relations capabilities and improve effective social media platform management. Social media, as a tool of public diplomacy, can facilitate cooperation and optimize communication and information globally.

Another form of public diplomacy through technology was the utilization of social media. Thousands of journalists from various countries attended and disseminated information collectively in Indonesia during the peak events of the G20 Summit (Ministry of Tourism and Creative Economy, 2022). According to the Ministry of Communication and Informatics (Kominfo, 2022), in a press release on Wednesday, November 20, 2022, Johnny G. Plate, Minister of Communication and Informatics, stated that journalistic efforts and the application of digital technology would enable Indonesia to successfully carry out the G20 Presidency in 2022. This was due to the presence of digital technology, which allowed the dissemination of information about the G20 Presidency worldwide. In the press release, the Minister emphasized that the role of journalists and technology facilitated the rapid and accurate distribution of news to all countries and global societies.

One of the social media platforms that broadcasted the G20 event at Garuda Wisnu Kencana (GWK) was YouTube, and the video was viewed by approximately 1.7 million people worldwide (Febriana & Pramesti, 2023). The G20 Summit, which took place throughout 2022, with its peak events in Bali, reached its climax due to the success of the social media campaign (Juniarta et al., 2022). In this regard, public diplomacy through the utilization of technology contributed to enhancing the country's image and increasing the confidence of international tourists to visit Indonesia.

Implications of Public Diplomacy on Indonesia's Economy

The tourism and cultural aspects of Indonesia's G20 Presidency have the potential to make significant contributions to the domestic economy. Overall, public diplomacy through Indonesia's G20 Presidency can contribute to strengthening the creative economy sector, enhancing tourism and cultural industries, fostering bilateral cooperation, and reinforcing national identity and pride. The following are several visible implications:

Enhancement of the Tourism Economy Sector

The sector most affected during the pandemic was tourism. The pandemic significantly impacted the creative economy and tourism nationwide, with a decline of 75% in foreign tourists and 30% in domestic tourists (Indonesia.go.id, 2022). In the digital era, G20 promotions aimed at improving connectivity and digital infrastructure also supported the development of the tourism sector. Joint initiatives to expand internet access and utilize information technology provided smoother tourism experiences and broadened market potential (Salsabila et al., 2023). In this regard, the G20 Presidency had a positive impact on the tourism sector. This success not only reflected strong international collaboration but also reaffirmed the commitment to maintaining sustainability and inclusivity in developing a high-quality tourism industry.

As the host, the tourism sector had greater opportunities to help Bali recover its economy. The enhancement of Bali's tourism sector during Indonesia's G20 Presidency was the result of various initiatives and programs designed to capitalize on the momentum. Art performances, cultural exhibitions, and festivals introduced Bali as a tourism destination with the potential to increase visitor arrivals and revenue in the tourism economy. Indonesia's tourism promotion through social media during G20 events attracted international attention and increased tourist interest in visiting Indonesia. As of December 2022, foreign tourist arrivals directly to Bali Province were recorded at 377,276, an increase of 31.27% compared to the previous month, which recorded 287,398 (Central Bureau of Statistics, 2023).

Sandiaga Uno, Minister of Tourism and Creative Economy, reported that hotel occupancy rates in Nusa Dua increased up to 70%. This was concrete evidence that the series of G20 Summit events in Bali on November 15–16, 2022, had a positive impact (Ministry of Tourism and Creative Economy, 2022). As the G20 events progressed, Indonesia's tourism sector continued to experience growth.

Public diplomacy efforts had positive impacts and provided long-term benefits even into 2023. Foreign tourist arrivals directly to Bali Province were recorded at 481,646 in December 2023, an increase of 19.47% from 403,154 in the previous month (Central Bureau of Statistics, 2024). The growth of the tourism economy sector was an implication of Indonesia's G20 Presidency. Various cultural agendas in Bali played a positive role in the development of domestic tourism.

Enhancement of the Creative Economy Sector

Digital transformation, as one of the main themes of Indonesia's G20 Presidency, had a significant impact on creative economy actors. Indonesia is a country whose economy is highly dependent on trade. To increase its trade capacity, Indonesia has sought to reduce poverty and enhance competitiveness amid economic liberalization (Astuti & Fathun, 2020). Bali is one of the provinces in Indonesia with substantial potential to develop the handicraft industry (Anita et al., 2022). Through various cultural initiatives, Indonesia promoted creative economy products such as handicrafts and performing arts. This not only provided a platform for creative economy actors to showcase their works but also opened new market opportunities, increased sales, and expanded distribution networks. Strengthening the creative economy among entrepreneurs has involved the adoption of digital technology in production, marketing, and distribution. In addition, local digital platforms have received greater attention to support small and medium enterprises.

One of the measures that can be used to assess regional development across various economic sectors is economic growth, which indirectly reflects the rate of economic change (Sukawiyana et al., 2022). Indonesia has considerable potential to develop creative economic growth based on local wisdom that can compete with creative products from other countries in the global market. To enhance this potential, the digitalization of the creative economy is considered essential. Through public diplomacy carried out during Indonesia's G20 Presidency, the creative economy experienced growth.

According to Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy, the implementation of the G20 Summit successfully increased Bali's economic growth by 8.2% in the third quarter of 2022 (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2022).

The growth of the creative economy sector can be observed from the rising reputation of Bali in the eyes of the world. The presence of journalists from various countries covering the G20 agenda extensively promoted Bali and Indonesia. This enhanced Bali's image as a worthy tourism destination with diverse creative economic activities. The involvement of Micro, Small, and Medium Enterprises (MSMEs) in the G20 Presidency was considered crucial in contributing to national GDP growth. In this regard, MSMEs received particular focus, as their role and contribution were deemed significant for the economy. For example, a fan craftsman in Bali previously affected by the COVID-19 pandemic, Nyoman Benes, owner of *Kipas Srikandi*, experienced increased demand since the G20 event (Bali Tribune, 2022). This positioned the G20 as a platform for artisans to expand their markets. Therefore, the G20 Presidency provided special opportunities for MSMEs to explore global market prospects.

Enhancement of Bilateral Cooperation in the Economic Sector

The market moved in a negative direction as the COVID-19 pandemic weakened investor sentiment (Adeline et al., 2024). Indonesia's appointment as chair of the G20 opened many opportunities to attract new investors and increase investment in the country (Yoshida & Kriswandwitanaya, 2023). Indonesia was able to strengthen its reputation as a viable investment destination by holding the G20 Presidency (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2022). In a press release on February 8, 2022, Bahlil, Head of the Investment Coordinating Board (BKPM), stated that the G20 momentum encouraged positive collaboration between investors and national entrepreneurs in the regions, including MSMEs (Ministry of Industry of the Republic of Indonesia, 2022). Through public diplomacy reinforced during the G20 Presidency, Indonesia attracted the attention of other countries to collaborate.

Indonesia enabled foreign investment to enter and established various bilateral cooperation agreements with G20 members (Putri, 2020). Positive experiences and appreciation for Indonesia's cultural wealth encouraged investor interest in investing in related sectors such as tourism and the economy, leading to increased external cooperation through Indonesia's G20 chairmanship. For example, Indonesia's G20 Presidency resulted in enhanced bilateral cooperation with the People's Republic of China (PRC) in the digital economy sector. A major advantage in supporting economic transformation is Indonesia's significant strength in the digital economy.

As the global economy recovered post-pandemic, Indonesia and China agreed to develop cooperation in the economic sector by exploring digital business opportunities through accelerated digital transformation. During the G20 Summit in Bali on November 16, 2022, Coordinating Minister for Economic Affairs Airlangga Hartarto and Minister of Commerce of the PRC Wang Wentao signed a Memorandum of Understanding (MoU) on Digital Economic Cooperation aimed at establishing a framework and forum for discussions on digital economic cooperation between the Indonesian and Chinese governments (Coordinating Ministry for Economic Affairs, 2022).

Bilateral relations between Indonesia and the PRC expanded cooperation in promoting the exploration of technology integration to create new business models, such as virtual tourism. This provided new momentum in bilateral cooperation in the digital economy sector. In a press release by the Coordinating Ministry for Economic Affairs (2022), the scope of the MoU included open cooperation. This encompassed exploring digital business opportunities between the two countries, accelerating digital transformation across industries, collaborating to build digital infrastructure, smart cities, e-commerce, digital technology innovation, and other topics agreed upon by both parties.

E-commerce and the use of social media have increasingly become alternatives utilized by society, resulting in significant progress in Indonesia's digital economy. This can be seen from the rapid growth

of numerous e-commerce platforms, some of which have developed into unicorns. Indonesian society, which is highly accustomed to online shopping, is very familiar with Shopee, Lazada, Tokopedia, Bukalapak, and Blibli. In addition, Facebook, Twitter, and Instagram demonstrate the strength of social media trends now used by businesses and MSMEs to conduct online trade (Wiranata, 2024). Therefore, through the G20 Presidency, Indonesia successfully encouraged the enhancement of bilateral cooperation in the economic sector, particularly in the digital economy, encompassing technological innovation, digital transformation, and the development of technology-based infrastructure.

CONCLUSION

Public diplomacy carried out during Indonesia's G20 Presidency contributed positively to economic growth, particularly in the tourism sector, the creative economy, and bilateral cooperation. This success was achieved through various implementations of public diplomacy that highlighted Indonesia's identity on the global stage. A range of cultural performances were incorporated as part of public diplomacy strategies, from the Bamboo Dome as the luncheon venue, the Welcoming Dinner as a cultural showcase, to the use of traditional *wastra* as official G20 souvenirs. These initiatives not only introduced Indonesia's cultural wealth but also strengthened the appeal of tourism and the creative economy. In the tourism sector, the implications of public diplomacy were evident in the increase of international tourist arrivals to Bali, which directly contributed to the recovery of the tourism industry in the post-pandemic period. Meanwhile, in the creative economy, the role of MSMEs was further reinforced, particularly in supporting Gross Domestic Product (GDP) growth and expanding markets to the global level.

The utilization of digital technology in public diplomacy also correlated with improvements in connectivity and digital infrastructure, which became key supporting factors for the growth of both tourism and the creative economy. Indonesia's G20 Presidency further emphasized the country's commitment to building international economic cooperation, especially through bilateral collaboration with the People's Republic of China (PRC) in the digital economy sector. Thus, Indonesia's public diplomacy during the G20 Presidency not only strengthened the country's position at the global level but also made tangible contributions to domestic economic development, accelerated post-pandemic recovery, and opened new opportunities in strategic sectors.

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